



How About A Movie?

DESIGN FOR SUCCESS

THE HOME THEATER INDUSTRY has become an \$11 billion a year market and according to ICR Market Research, it is named the most popular home improvement. In the new home market, *Custom Builder Magazine* writer, Jane Adler, says, "Nothing has captured the attention of the custom market like the home theater." At a minimum, buyers demand a dedicated room with surround sound system and flat screen TV, but more seek a total experience solely dedicated to the movie aficionado. The comfort, convenience and fun of entertaining – getting away from it all right at home holds tremendous appeal.

Cost: You can purchase a basic home theater-in-a-box system for about \$750. If you are making the plunge into a custom installation with high-end components that includes extensive room construction, you can easily spend \$75-\$150,000.

Technology: If planning an elaborate system, contact a home theater specialist who can choose and install the system that's right for your room size as well as manage the mountain of cable cord. Remember that specialty retailers usually offer more service, more answers, warranties, and usually a higher quality selection of equipment. It also pays to shop for a dealer as much as for price and equipment.

Create a well-appointed space – Keep it quiet. Sound absorbing walls keep the sound within the room. Fabric wall panels framed with wood are a great way to start. Fabrics may be upholstered and perhaps padded underneath. Hardwood floors versus carpet can affect acoustics. When using carpet, look for an easy-care level loop tufted nylon that can be cleaned easily after those inevitable soda and popcorn spills. The design can be subtle or bold.

Mood. Light and control is essential in a theater.

Incorporate light columns or indirect lighting such as wall sconces or backlit panel or column lights, up-lighting, even floor usher lighting. These should be controlled by either a wall panel or by remote control/motorization. Both should include the slow moving dimmer lights.

Seating. Popular seating pieces include individual or connected chairs, loveseats or sofas with features such as pop-out cup holders and reclining seat backs. Fabrics are the preferred top grain leather as well as commercial-quality nylon or tightly woven textiles – all appreciated for easy care qualities.

Draw the curtains. The thrill of the theater is complete when one enters to see the screen covered with heavy drapery, often-luxurious velveteen or textured fabric. Printed fabrics or damask can be visually rich. Why drapes? The dual reason is anticipation and luxury before and the movie and also as a backdrop for a stage.

Windows. The ability to completely darken the room is best for theater atmosphere. While windows are not usually part of the theatre space in new homes, remodelers with windows will look for blackout shades or linings in window treatments. Remote or motorized shade systems work great.

Special features. In luxury entertainment centers, wet bars and refreshment stands often including a sink, wine coolers and small appliances – blenders and popcorn poppers for example. Signage too is a growing concept – entrance signs that mimic a marquee. Ticket booths are fun. Murals and authentic posters can be incorporated and doors are often glamorous or whimsical.

"How about a movie Saturday night?" "Sounds great! My home theater or yours?!"

