



THINK THEATRES, CINEMAS MAKE SENSE
EXPERT INSIGHTS TO HELP YOU PLAN
YOUR NEXT PROPERTY DESIGN

A CLARKE INFINITY WHITEPAPER

DESIGN • AUDIO/VISUAL • HOME THEATRE
LIGHTING • SYSTEM CONTROL • INTERIOR DESIGN

A RESOURCE FOR YOU TO DRAW ON

Working closely with a number of architects our advice is always the same; get your AV integrator on-board early. This inevitably saves time and money later and supports the design of truly great spaces that can individually reflect a client's life-style and requirements.

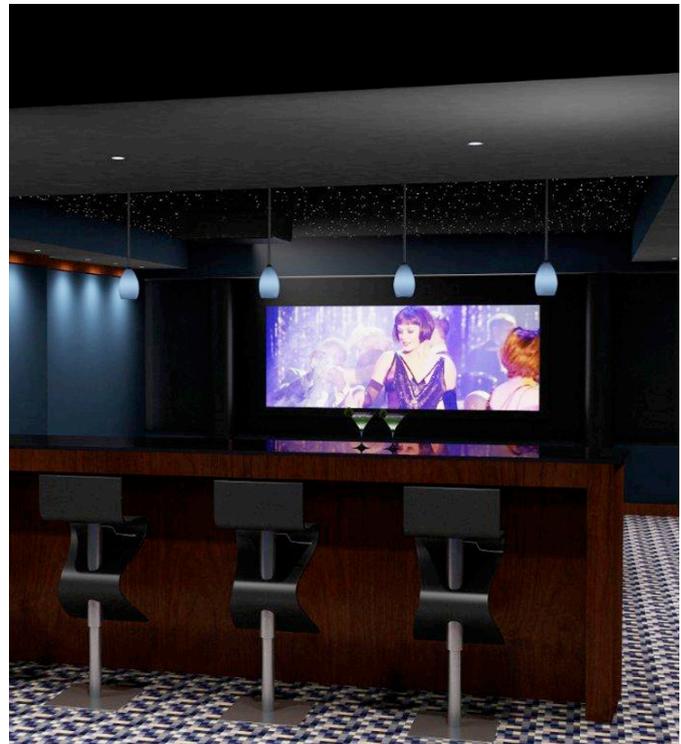
AV firms are a resource for you to use to provide your clients with the best knowledge of what is available to them, ensuring you are up to date with the latest technological innovations and are designing future ready homes.

DISCOVERY PHASE DISCUSSIONS

How do you determine which rooms are included in a new home design? The answer to this question we have found is often two-fold "We ask the client for their thoughts" and "We make recommendations."

The decision over what rooms are included is an essential element of the "programming" phase of home design. Some rooms are always considered, while others seem to be an afterthought. If a room is not included during this early consideration, it may be difficult to fit it in later. This is especially the case with a room like a dedicated cinema.

Home cinemas are very desirable rooms that we recommend should be discussed with clients in the discovery phase of project programming. Our aim and that of architects is to create the best possible environment for clients, enhancing and enriching their lives. And what better attribute than to add joy, dimension, togetherness and escape to the lives of their busy, successful clientele through a great home cinema.



PERFORMANCE PERFECTED BY PLANNING

"Planning with the End in Mind"

Home cinemas have physical requirements that particularly benefit from early planning. Acoustic considerations, sight lines, ergonomics, mechanical requirements, increased electrical needs are all best accommodated early.

A number of factors influence the acoustics and video performance including overall volume, dimensions and configuration as well as the ability to accommodate the desired audience size.

A home cinema will be affected by other household environments and uses but will also impact neighbouring spaces as well. Placing the cinema next to a utility room is just as poor a choice as adjacent to a child's bedroom!

WHY BOTHER? HIGH PRAISE

“Good AV Transforms Homes and Lives”

Entertainment and recreation are restorative activities benefiting health and well-being and these are delivered in spates by a home cinema and all without leaving your home. Clients who have enjoyed the benefits of well-executed home cinema simply, sing their praises; as do the professionals who have been involved in such projects.

Benefits experienced by home cinema owners include enhanced family time, greater socialising opportunities, rediscovery of music and film - a great diversion from busy, stressful lives. Once clients understand how their family's lifestyles are enhanced by a home cinema they are viewed as a very worthwhile investment.



For future owners, it provides opportunities to change the use of each room, if the infrastructure has been put in place correctly and ultimately will add value and be more attractive on the market.

STANDING OUT FROM THE CROWD

Home cinemas are rooms that attract attention. The combination of aesthetics, engineering and fun produce opportunities for stunning photography and in turn allow for great press and media opportunities. These opportunities benefit everyone involved in the project from the architect to the installers.

TECHNOLOGY, MAKING LIFE BETTER

A good home cinema, seeks to reproduce cinema quality visual and audio within the home. Attention should be paid to each part of the system, from lighting right through to drapes, everything is designed with the clients enjoyment in mind. The designers should match today's evolving technology with a client's individual requirements, ensuring that their Home Cinema delivers exactly what they want.

The video aspect will usually involve a large-screen and/or high definition television or a projection system with movie screen to project the image on. Quality audio reproduction is achieved with a state-of-the-art high fidelity surround sound system. Technically, a home cinema can be as basic or as complex and sophisticated as a house allows.

Just some of the options

- Stunning Surround Sound
- 4K Projectors
- Automated blinds
- Bespoke seating
- Storage devices for scrolling movies
- Pre-programmable lighting to set the mood
- Dolby Atmos sound
- Room acoustics

MYTHS AND MISCONCEPTIONS

There are many myths that seem to circulate about home cinemas being prohibitively expensive and under-utilised, nothing is further from the truth for well-conceived projects. These bad experiences seem to have arisen where cinemas were poorly attempted as an afterthought or without the proper team to execute them properly.



CLARKE INFINITY CAN HELP YOU

Clarke Infinity specialises in AV that transforms homes and lives...

- Bespoke design and installation
- Home cinema
- Sound and entertainment
- Lighting
- Automation and control
- CCTV and security
- Full system support

Clarke Infinity's high-end technical knowledge ensures a tailored solution to suit your client's lifestyle needs.

**Talk to us today about how we can help and support you
01277 624444 or email simon@clarkeinfinity.com**