

UCI Cinemas

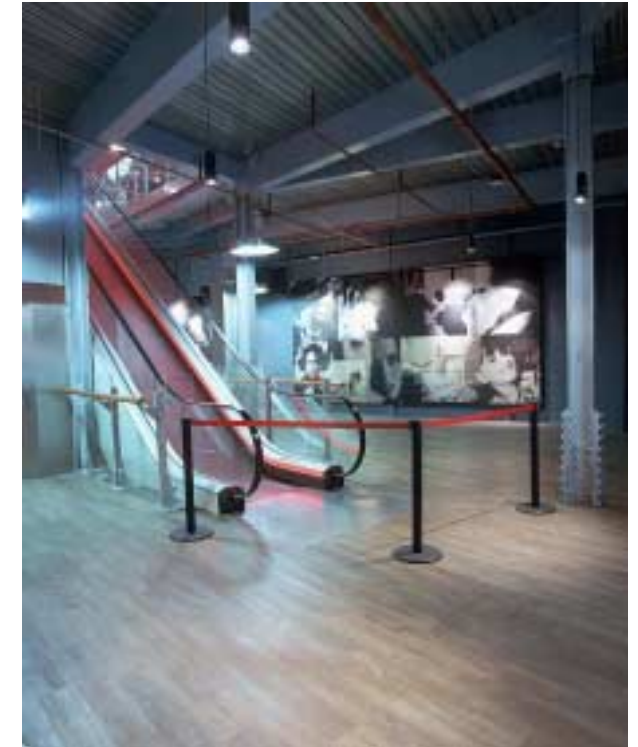


UCI Cinemas - the entertainment group with over 100 cinemas around the world - have invested over £9 million in the filmworks, cylindrical multiplex cinemas situated on London's rapidly developing Greenwich Peninsula and in



The Printworks, Manchester's hottest retail and entertainment concept.

The filmworks utilise IMAX technology and have been dubbed by UCI as 'next generation cinema'. They show films all



day in smart surroundings, which include themed bars and cafés.

RTKL-UK - one of the world's largest firms of architects - were responsible for the design of the 600,000 square foot (60,000 m²) Manchester venue and the

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interior fit-out of the Greenwich project. An important part of their brief was to create an image that was contemporary and a step above the rest.

RTKL responded with a scheme that takes the 'loft aesthetic' into a new area. Retaining the integrity of a structure is very much in vogue in the refurbishing of existing buildings. With a new and striking building like thefilmworks, to highlight the drama of its unique style has been shown to be equally valid.

When it came to specifying flooring that could be integrated within the fresh and contemporary overall design theme, RTKL's Rupert Plumpton, Senior Designer of the UCI projects, opted for the appearance and durability of Amtico.



"We've used Amtico extensively in the past," commented Rupert. "It's great for clients who are unsure of what they want because Amtico have a range of venues where their products can be viewed in situ."

At Manchester, a sweeping design was created in the thoroughfares utilising Amtico Rustic Wood. At Greenwich, RTKL used a mixture of flooring designs to



provide bold colour, create visual impact and to act as a contrast to the concrete tiles used elsewhere.

Around the Box Office, 'Cherry Rib' was laid for warmth and modernity; Molten provided a high-tech counterpoint for the 'Pick 'n' Mix' area; whilst, in the lift, eye-catching Color Flash Pressplate was used.

"On arriving at these choices, we were given marvellous support by Amtico," said Rupert. "From supplying samples to answering technical questions to their all-round enthusiasm for the product, we couldn't have been in better hands."

Design: RTKL Associates Inc.

Amtico Products: W686R Rustic Wood, LQ31 Quicksilver