



Plaza Truro Screen 5

Filling a Void.

The Plaza first opened in February 1936 as a single screen with a seating capacity of 1,176 in stalls and circle. It was designed in an art deco style by noted Bristol based cinema architect William Henry Watkins.

The proscenium was 34 feet wide, there were 3 dressing rooms and a cafe and ballroom above the entrance foyer.

The cinema then passed through several hands, even fighting off the threat to turn it into a Bingo Hall, and WTW Cinemas eventually rescued it with an extensive reconstruction and refurbishment programme.

Sound Associates have had a long relationship with WTW Cinemas, headed by David Williams with four thriving cinemas in Cornwall. When they first took over the Plaza in Truro, in 1997, we worked with David and his team to transform the historic, local cinema, into an up market, state of the art, local venue.

The 'new' (at that time) 35mm projectors were further enhanced by the installation of Dolby Digital Sound in all four screens, making the Plaza the first multi-screen cinema in the west country to offer this.

There had always been a desire to create a fifth screen, and the ideal space seemed to be an unused restaurant area on the second floor, but this was not feasible due the space needed for the 35mm projection equipment so the project was dropped. Then came the conversion to Digital projectors and over time these have become more compact and the project was looked at again. So approximately 18 years after the idea was first mooted, Screen 5, now called the Lemon Suite, was opened in the summer, using a ceiling mounted Barco DP2K-6E in a custom-made pod.

Fact file:

- Plaza Truro is one of four WTW Cinemas. The others are in Wadebridge, St Austell and Newquay with a total of 15 screens
- Plaza Truro has 5 screens
- Screen 5 has 58 seats





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The construction of the Lemon Suite was a perfect example of teamwork. For our part, Sound Associates arrived on a Monday lunchtime and handed over the fully commissioned screen to WTW on the following Thursday. The screen is fitted with a Barco DP2K-6E projector, Datasat AP-20 processor with Dirac Theatre Optimised Surround Sound, handling 5.1 sound playback and automation control particularly useful for Event Cinema which is proving very popular.

This has certainly been a success from a technical point of view, we were given a challenge which, with a little lateral thinking, enabled us to create a fifth screen offering a luxurious and high quality viewing experience.

Mark Williams, Director of WTW Cinemas, is delighted with the results:

"WTW Cinemas have had a long-standing relationship with Sound Associates, and were a natural choice to assist us with the construction of a new screen in a previously disused area of The Plaza. Being a small space it required a new approach to projection and sound for us, with a 'pod' being installed in the screen, the first of its type for WTW Cinemas. Sound Associates' knowledge and expertise were invaluable in the design and install process, and we have been delighted with the results."

Customer feedback about the quality of the picture and sound has been excellent and the new screen has been a great addition to the cinema."

Technical Specifications:

- Fifth of five screens
- Barco DP2K-6E projector with integrated Alchemy server
- Datasat AP-20 Dirac Theatre Optimised Surround Sound
- QSC 4 Channel amplifiers with QSC Stage speakers & Subwoofer



Before



After: Screen and luxury seating