



**SOUND ASSOCIATES**  
PROJECTION | SOUND | CINEMA | DIGITAL

## Case Study

# An old bank becomes a luxury cinema - Curzon Sheffield

The imposing Grade II listed building that once housed the Sheffield Banking Company, has been transformed into a luxurious modern multi-screen cinema with the help of Sound Associates and is now the latest addition to the Curzon Cinema chain. As one enthusiastic inhabitant of the Steel City remarked, “It has made our dreams come true”.

The venue was derelict for over a decade, and while the integrity of the original building has been respected, Curzon have created a space that is modern and comfortable. There are three screens and, in order to create a neat space with more seating, Curzon and Sound Associates employed Pods to house the projection equipment.

But making this approach work in the context of an old Bank building was not straightforward and required a great deal of creativity and technical expertise. One pod has a telescopic hoist so that the projector may be serviced by removing it from the pod from below. The Pods in the other two screens use telescopic access from the side. The pods give a clean design and improve the sound insulation, reducing the echo and it is the “fantastic sound quality” that Manager, Jonathan Griffin, is particularly proud of. Managing Director, Graham Lodge added “Sound Associates have enjoyed a long and successful relationship with the Curzon Group.

In addition to the three screens with a total capacity of 150 seats, there is also a bar and a café, which will enhance the cinemagoer’s experience. Curzon traditionally appeal to a wide variety of people with their wide-ranging content of mainstream or independent films from around the world, plus live broadcasts of ballet, theatre and opera from the Royal Opera House and the National Theatre.

The unique environment and the advanced specifications meant that there were adjustments to be made on the opening night and for a few days thereafter. The Sound Associates team was there to assist and get everything working smoothly.

### Fact file:

**Facilities:** Three screens, plus rooftop bar

**Key activities:** Art and Hollywood cinema, Events, conferencing, using satellite link

**Concept:** Luxury cinema. Protection and re-use of iconic unused building in City Centre

**Group:** Curzon Cinemas are the leading independent cinema chain in the UK, offering a luxury cinema experience alongside the best programming in the UK.

# CURZON



Sheffield Curzon



Sheffield Curzon Foyer



“The engineers know their stuff and are really good”, commented Jonathan, speaking from his office deep in the old bank vault. “The hints and tips they gave from their experience made our life a lot easier during that stressful period.”

Managing Director, Graham Lodge added: “Sound Associates have enjoyed a long and successful relationship with the Curzon Group and this project was particularly exciting as not only did we help to restore an iconic building, but we were able to provide a very high quality of sound and picture that the Sheffield patrons have been very enthusiastic about.”

The result has been good for Curzon too, as the mix of customers has been more diverse than anticipated and it is already proving a popular venue for food and drink as well as film.

“Once they have experienced this venue and the quality of the visuals and the sound, they come back time and time again”, concluded Jonathan.

**CURZON**

## Technical Specifications:

Each screen features:

- Sony R510 4K projector
- QSC SC-1150A passive two-way Stage channel speaker with QSC DCA power amplifiers
- TurboSound Impact 55T surround speakers
- Datasat AP20 audio processor

Also installed at venue level:

- Audience reaction facilities
- Conference system facilities
- Event cinema satellite and video distribution facilities



Screening room under construction



House unit for Sony 4K projector