



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

## Case Study

# Four years in the making

## The ancient town of Rye gets a cinema to be proud of

There was great excitement in the town of Rye in East Sussex in January 2015 when The Kino Cinema opened its doors. Sound Associates are proud to have been closely involved in this project which resulted in what the Rye Journal described as “a fabulous boost to the town”. The old library building was lovingly restored creating a state of the art two screen cinema with an additional function room and welcoming bar area.

But this story didn't happen by magic. The Kino Managing Director Matt Breckon describes the project as a four year rollercoaster ride. The restrictions of working in the middle of a medieval citadel meant that cranes had to be used to deliver equipment, and that the back wall of a screen had to be built last, after all other major deliveries and installations had been completed.

Matt had previously worked with Sound Associates during the opening of his other cinema, Kino Hawkhurst, and was so impressed that he asked them to get involved from an early stage in the Rye project. “I didn't want to waste time and I trusted them to come up with good, cost-effective solutions that were fit for purpose for each part of the project.”

Matt is pleased with that decision. “The technical works went very smoothly. The SA team worked calmly through each and every development, showing remarkable flexibility. It made life easy for me, since the challenges came thick and fast in a project like this.” The result of this co-working relationship was that Matt was able to execute a complicated multi-faceted project with limited technical knowledge, because he was able to rely on the SA team to provide it.

“I will definitely use Sound Associates again and I wouldn't hesitate to recommend them.”

Sound Associates took on responsibility for all technical aspects of the venue, from the initial specification to the final installation of the latest digital cinema equipment in each of the auditoria. Local residents can also enjoy the Silver Room, which is a flexible space that can be hired for everything from private parties to special screenings and Council meetings.

### Fact file:

**Key activities:** DCI cinema, Cinema Community events, Events, private hire, food and drink.

**Facilities:** Screen 1 (Red Room) with capacity of 36, Screen 2 (Blue Room) with capacity of 48, Silver Room with capacity of 30 for receptions and functions, licenced Café Bar.

**Concept:** Community involvement, local craftsmen, unique design.

**Structure:** Local independent cinema company Kino Digital tie up with Fletcher in Rye CIC, a group of local residents established to promote the name of Jacobean playwright John Fletcher, who was born in Rye. Their purpose is to save important and historic local buildings in the town by giving them a long-term social function.



Kino Rye entrance



Kino Rye foyer



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The Sound Associates Managing Director, Graham Lodge, added, “It was such a pleasure to work closely with Matt and his team over the technical life cycle of the project. We are proud of being involved in something that is giving so much pleasure to a local community.” The whole project went live with a red carpet screening of Testament of Youth, attended by the film’s Director and Producer.

This was a challenging project from start to finish. Would Matt do it all over again?  
“Absolutely! It was a privilege to be part of this project from the first germ of an idea to the finished, successful result. I am enjoying seeing the impact it is having on the whole area and its residents.”

For more information on this project go to [www.kinodigital.co.uk](http://www.kinodigital.co.uk) and [fletcherinrye.blogspot.com](http://fletcherinrye.blogspot.com)

## Technical Specifications:

Kino Rye is equipped with state-of-the-art digital high definition projection and sound equipment to ensure the highest quality viewing experience.

- Screen 1 offers 2D and 3D through a NEC NC2000C projector and a Dolby DSS 220 server, 3D provided by Masterimage Wave system.
- Screen 2 offers 2D only through a projector housed in a ceiling mounted pod and a Dolby DSS 220 server. The NEC NC900C was selected for its compact size.
- Screen 3 is a multi-function room with a business projector and 5.1 sound and PA system. It features a roll-up screen for maximum flexibility of use.
- Auxiliary Inputs: Blu-ray, DVD, DVI, HDMI
- Satellite link provided by LANSat and commissioned by Sound Associates.
- Small projection booth houses the projector for screen 1 and all audio racks and ancillary equipment.



Foyer upstairs



Blue Room seating