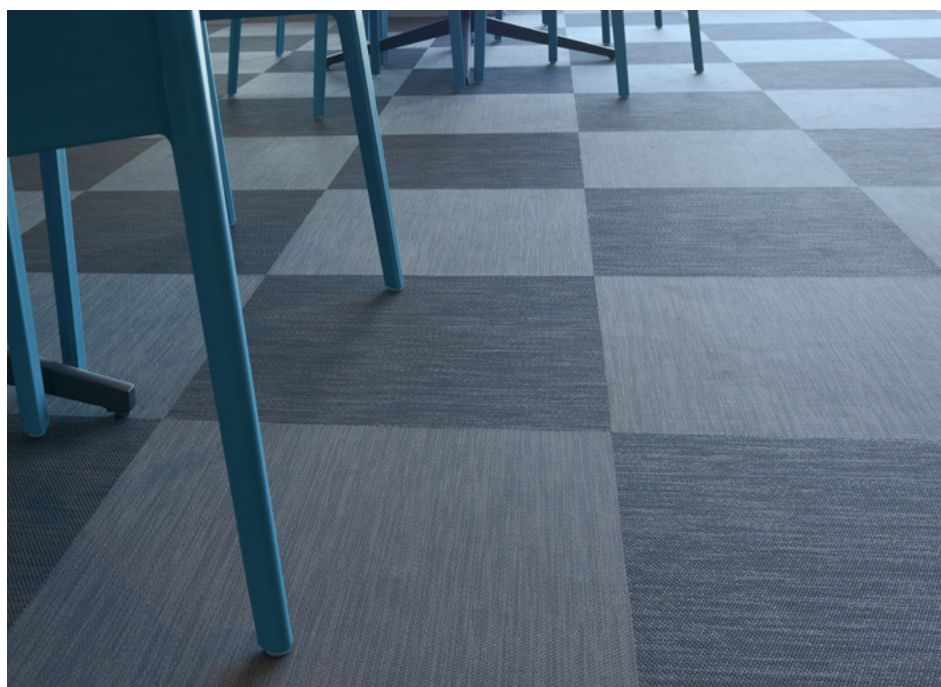


Leisure

IMAX, Aruba

PRODUCTS USED:

Wovon, Standard XL



Caribbean's state-of-the-art movie theatre complex impresses film lovers with eye-catching flooring designs

Consisting of 10 high quality movie theatres and capacity to welcome 1,132 film lovers through its doors at any given point, The Movies at Gloria, based at the Grande Dame Gloria, is the Caribbean's most esteemed cinema complex.

Offering multiple restaurants, a public food court, a children's playground, six comfort class theatres, three VIP suites and one IMAX in 3D screen, the entertainment centre entices international tourists and members of the local community with its futuristic aesthetic and variety of amenities.

Decoration Center N.V. was appointed to undertake the flooring design and specification in The Movies at Gloria building, in September 2019. Having been Polyflor's distribution partner in Aruba for 18 years, the team had experience of the variety of ranges on offer, and their benefits, meaning they were able to source the right collection based on the needs of the space, noting that the features of the flooring range would help achieve their collective vision for the different spaces within the building.

Having already supplied Polyflor's coverings to other theatres - Principal San Nicolas and Seaport Cinemas in Aruba, as well as The Movies in Curacao - Decoration Center N.V. suggested the same collection to the Grande Dame Gloria's owners.

Following approval from their client, Decoration Center N.V. installed Wovon, in The Movies at Gloria across the complex's concession areas and corridors, using

it as a pathfinder to lead guests to the comfort class and IMAX theatres. Wovon was installed tessellate, to create an eye catching checkerboard design, with its colour palette complementing the overall scheme of the building.

Featuring a diverse range of weave designs, Wovon offers a textural structure unlike any other range, while its heavy commercial vinyl construction makes it a contemporary, low maintenance alternative to traditional textile flooring options. Stain and water resistant, and offering high durability, Wovon was also selected for its ability to withstand heavy foot traffic.

Meanwhile, moisture-resistant Standard XL, a hardwearing and practical commercial floorcovering, was installed in The Movies at Gloria across the seating areas within all 10 theatres. Abrasion resistant, and with outstanding durability, it was also selected for the children's play area on the ground floor.

Elsewhere, the complex's communal area, being in a unique curved shape design, presented a challenge when it came to installation. However, the nature of LVT and its ability to be easily cut meant the shape could be easily accommodated.

Joe Davis, managing director of The Movies at Gloria, said: "The product was everything we hoped it would be. A versatile hard floor for easy clean up, but a modern 'carpeted' look to match a traditional movie theatre's decor."

Top benefits:

- Sustainable credentials, both 100% recyclable
- Stain, water and abrasion resistant
- Highly durable, useful in areas of high footfall

