



# Picture of warmth

To enhance the feeling of comfort in the Village Rialto Cinemas in Newmarket, paints from Resene were specified



**M**oviegoing is all about being entertained and consequently, feeling good. Theatre design can be as important as the film itself in creating a pleasurable, and hopefully oft-repeated experience for the customer.

Colour has been used at the recently refurbished Rialto in Newmarket with this psychology in mind. Resene marketing manager, Karen Warman, suggests that colour plays a vital role in such spaces.

"The right colour can greatly enhance the atmosphere of a room and the moods

of its occupants," she says.

Ceilings in the lobby are painted in Resene SpaceCote Low Sheen black to balance with the dense grey colour of the carpet and create a feeling of intimacy and cosiness. The finish gives the ceiling a smooth appearance and its low sheen helps maintain the mood by limiting light reflection from the large hanging lightshades.

Resene SpaceCote Low Sheen is a water-borne enamel paint. Its low-maintenance finish makes it ideal for commercial use.

"This paint works equally well in

industrial and residential applications because it is durable, easy to handle and dries quickly, reducing downtime which is crucial for tight deadlines," Warman says.

"It is applied easily and gives off a minimal odour."

Colours used here are available in The Range 2006 collection. Alternatively, Resene can create custom colours in the shade of your choice.

For more details, phone 0800 RESENE (737 363). Website: [www.resene.co.nz](http://www.resene.co.nz)



**Facing page:** The theatre walls in the Village Rialto Cinemas in Newmarket are painted in a custom colour created by Resene and based on the Rialto trademark red. The finish has a smooth, silky appearance that creates a warm inviting atmosphere in the auditorium.

**Above:** The ceiling in the lobby was painted in Resene SpaceCote Low Sheen black, a hardwearing, low-maintenance finish ideal for large-scale applications.

**Left:** Resene Copyrite from The Range 2006 was used on walls throughout the corridors of the theatre complex.