WARNER VILLAGE CINEMAS

by Claudio Menabue and Natasha Calandrino

Much of the rest of the world seems to regard America and Americans with a certain amount of fascination because of their diversity, the bright lights of their cities, their wide variety of lifestyles and their way of doing things on a grand scale. And it's doing things on a grand scale that brought the Warner Village Cinemas to Italy.

Warner Village Cinemas is a joint venture between the world's largest entertainment company, Time Warner, Inc. which dominates the international cinema market, with 654 screens in 8 countries, Village Roadshow Ltd., Australian entertainment company that controls a total of 936 screens in 15 countries, and Focus Srl, an Italian film production company.

This colossal multinational is introducing their "Multiplex" concept to Italy where 21 Multiplexes with 200 new screens are planned to open in the next three years. The Warner Village Multiplex was conceived to offer the highest quality in service, technology and comfort built in from the ground up, as the construction of the pilot project showed. The pilot Multiplex was built in Vicenza, an hour west of Venice, and more are already under construction in Bolzano, Brescia and other cities all over Italy. The Vicenza building, 4,500 sq m (48,434 sq ft), is entirely of prestressed concrete that was assembled on site and is surrounded by ample parking and recreation areas. The selection of Mapei products was a great opportunity for our company because of the size and originality of the project. Homogeneous PVC was used throughout the interior, including the risers under the seats and the areas beneath the screen. Carpet tiles were laid in the aisles. These materials were installed by an extremely professional team after the underlying surfaces were given the appropriate preparation.

Waterproofing products

During the first stage of assembly, the prestressed panels were joined with EPORIP, a two-component epoxy resin for the monolithic sealing of concrete elements that polymerizes without shrinkage and is watertight after hardening. Waterproofing the entire structure was essential since sections of the substrate were subject to rising damp. PRIMER G, a synthetic resin based primer, was then used to consolidate surfaces and facilitate the adhesion of the waterproofing mortar. After approximately 3 to 4 hours a vapor barrier was formed by applying

Photo 1
PIANOCEM F was used for leveling the risers to obtain an absolutely flat surface

Photo 2
Special care was taken in building the aisle steps and the front sections below the screens

TRIBLOCK, a 3-component epoxy cement mortar that forms a compact, completely watertight layer after hardening.

An absolutely flat and linear surface

The leveling process was accomplished in a remarkably short time, considering that laying PVC requires an absolutely flat, linear surface. For this reason different leveling compounds were used depending on the type of surface to be treated. To fill depressions in the floors, NIVORAPID was used, a cement based leveling compound that dries so fast that the PVC could be laid only 4 to 6 hours later. To build up the level of the substrate with a fast hardening self-leveling smoothing compound, ULTRAPLAN MAXI was used for thicknesses up to 3 cm. Special care was taken in the aisles and the areas below the screens. These were leveled with a final coat of ULTRAPLAN. To obtain an ultra-flat surface on the risers prior to installing the PVC, PIANOCEM F was applied, a cement based leveling and smoothing compound for new and existing substrates that preps them for floor and wall coverings. Here it was used as a finishing compound in several coats.

After leveling and smoothing was completed, the PVC was installed with ADESILEX V4 on the level sections of the theaters. ADESILEX V4 is a universal acrylic adhesive in water dispersion with excellent resistance to aging that is not flammable and contains no hazardous substances. ADESILEX VZ was used to install the PVC on the risers. This a polychloroprene contact adhesive formulated for areas where instant setting is required.

One more reason the installation had to be done with extra special care to make the flooring lay absolutely flat was reducing the risk of tripping and falling, especially important when hundreds of kids are playing and running in the aisles

PHOTO 1

PHOTO 2

PHOTO 3

PHOTO 4

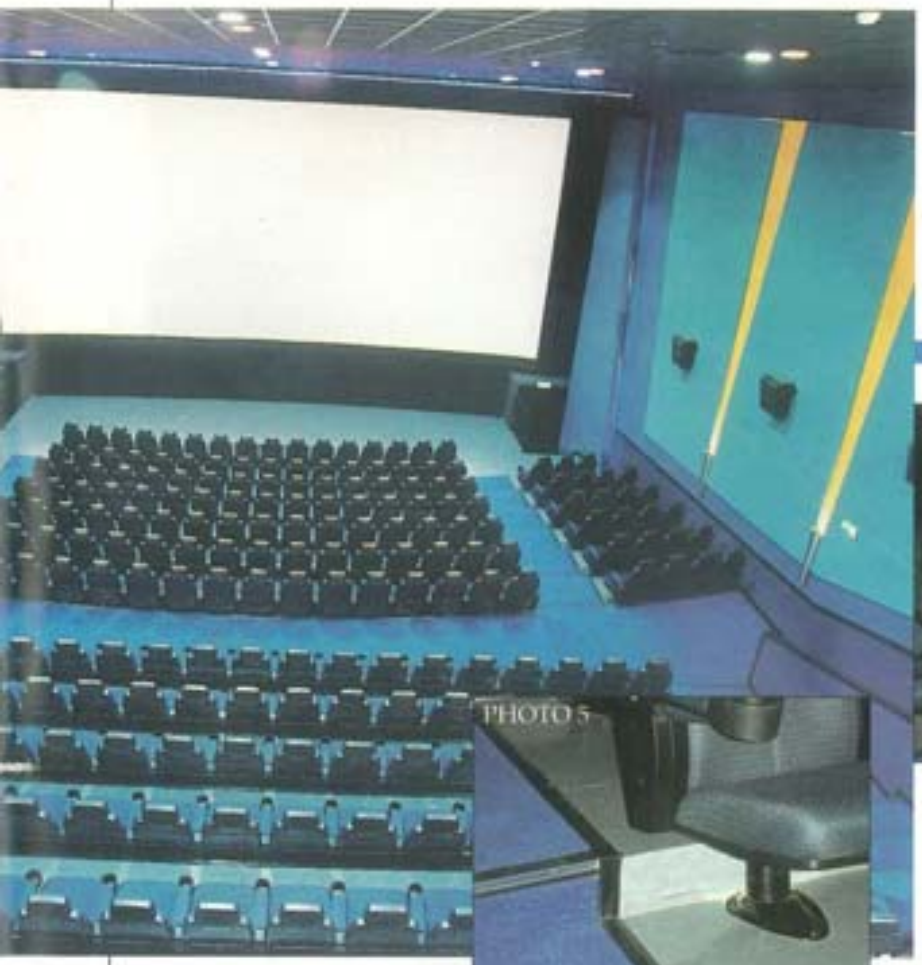

Photo 3
Installing the homogeneous PVC in level areas required using a contact adhesive with high early grab: ADESILEX V4

Photo 4
A glimpse of the finished job in one of the 9 theaters where perfectly installed flooring over ultra-flat surfaces let you get to your seat without risk of tripping

during screenings of animated cartoons.

Mounting the 2,106 super-comfy seats in the 9 theatres of the Multiplex was the final touch before opening the doors to the public. Well, almost the final touch: we hear the popcorn's terrific. ❑

Claudio Menabue is the Mapei representative for the Brescia area of Italy.

The Technical Data Sheets for the products mentioned in this article are contained in Mapei Binders No. 2 "Resilient Installation Products" and No. 3 "Building Specialty Line".

Photo 5
A detail of the PVC flooring with the carpet tiles and seats installed over it

Photo 6
The line of blue carpet guides patrons along the aisles and into the rows of seats

Our thanks to Carmel Coscia, Marketing Director of Warner Village Cinemas, for her much appreciated cooperation.

TECHNICAL DATA

Project: Warner Village "Pyramids" Multiplex, Torre di Quartesolo, Vicenza, Italy

Year of construction: 1997

Project Mgr. and Contractor: Incos S.p.A., Vicenza

PVC installation: Studio Ambiente Snc, Brescia

Coordinator: Claudio Menabue, Mapei

Materials: Sommer homogeneous PVC

Mapei products used for substrate preparation:*
EPORIP
PRIMER G
TRIBLOCK
NIVORAPID
ULTRAPLAN
ULTRAPLAN MAXI
PIANOCEM F

Mapei products used for PVC installation:*
ADESILEX VZ
ADESILEX V4

*These materials are part of Mapei's European product lines