



“The flexibility with which Spacetailors operates is exceptional. They adapted to changes quickly and efficiently and, throughout the whole process from initial discussions to adding the last lick of paint, it has been a pleasure working with them.” K C Suri, Managing Director, Reel Cinemas.

The Background

Established in 2001 by the entrepreneur KC Suri, Reel Cinemas is a rapidly expanding chain of independent cinema venues that prides itself on offering the latest movies in comfortable and family-friendly environments.

Fast becoming a competitor of the likes of Odeon and Showcase, Reel Cinemas boasts 16 venues throughout the UK and has a reputation for delivering quality town centre entertainment venues.

The development of a new 40-acre shopping and leisure complex at St Stephen's in Hull in 2007, gave Reel Cinemas an opportunity to expand into the Midlands and the company therefore tendered for a fit out contractor who could develop the new build into a fully functioning seven screen multiplex.



The Challenge

Leading national fit out contractors, Spacetailors won a competitive pitch for the business due to an exceptional track record within this sector and by offering a schedule that promised to deliver on time and to budget.

The seven-screen multiplex was to be installed within a fifteen week time-frame and Spacetailors developed a strategy to work around numerous on-site contractors.

“The building of one of Reel's largest cinemas was always a hugely ambitious project and, due to its sheer scale, a number of hurdles arose that we needed to negotiate,” comments Spacetailors Managing Director Andy Powell

A newly built bus station outside of the venue meant that adjustments in the building schedule had to be made to ensure members of the public were not put at risk and strict health and safety measures were adhered to.

With the cinema itself being located on the third floor of the complex, there was also the need to secure a safe method of hauling the highly expensive and fragile materials up to the correct level before the fit out could proceed.

Due to the multiplex needing to be serviced by a heavy-duty air conditioning unit, a safe and efficient method was needed to install this.

The Solution

“We completed the fast track fit out solution in record breaking time, enabling the cinema to be ready for its grand opening on the scheduled date.” comments Powell

Due to the presence of the bus station which ran throughout the day, Spacetailors did much of the fit out during the night thereby not disrupting the other businesses at St Stephen's and not putting any member of public in danger.

With the cinema being located on the third floor of the shopping and leisure complex, it was necessary for Spacetailors to cut a hole into the side of the building and forklift materials up from the ground. Due to the fragile nature of much of this cinematic material and because Spacetailors were working at night, this was inevitably a time consuming process.

In order to put the air conditioning unit in place, Spacetailors constructed an entire steel framework on the roof that acted as decking. On to this, the air conditioning unit was lifted from the ground. Due to its sheer size and weight, Spacetailors used a crane with a 60 meter boom, successfully and safely installing it to the exact specifications.

Finally, Spacetailors provided a solution mid-way through the build that enabled a sprinkler system to be installed two weeks prior to the opening of the cinema.

Reel Cinemas

Case Study



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