

INDOOR LUXURY FROM SIDEWALK TO SCREEN

RKO Theatres Invests \$100,000 to Update Its Los Angeles Showcase, The Pantages



Indoor luxury extends outdoors at the RKO Pantages Theatre, Los Angeles, Calif., through the use of a combination of carpeting with terrazzo, and the glass-cloth curtain panels used on both sides of the outer lobby walls. In this photo they frame display cases; on the other side of the lobby they frame the boxoffice. Walls are off-black mosaic tile and the doors are off-white Formica.

EVERYTHING is up to date now at the 30-year-old RKO Pantages Theatre in Los Angeles, for the circuit's showcase has been treated to a \$100,000 remodeling and redecoration.

The extensive alterations extended from the front sidewalk to the back wall of the building, and the famous home of the annual Academy Award presentations can lay claim to being one of the nation's finest and most modern theatres. The recent modernization is the first of major importance since the theatre was built.

An unusual treatment was given to the front lobby floor, for it is a combination of red carpet and venetian terrazzo in a complementing color. The terrazzo leads patrons past the boxoffice and into the theatre. The carpeted area is on the side of the exit doors from the inner lobby.

A NEW MARQUEE AND SIGN

A new, streamlined marquee with attraction signs on three sides using large, translucent colored plastic letters now dazzles the eyes of passersby, and a vertical sign (RKO Pantages) extends high above the marquee. The vertical sign is in turquoise and pink and is lighted by high intensity neon.

The new plaster soffit extends from the front of the marquee directly to the entrance doors and it is studded with numerous flush down lights.

Lobby walls are of off-black mosaic tile, highlighted by various colored tile inserts.

On the sidewalls, framing a display case on one side and the boxoffice on the other, are glass-cloth curtain panels with rear illumination. Display cases and the boxoffice are in white metal, contrasting with



Walls and ceiling in the grand foyer were completely redecorated, and a modernized candy stand built. Highlight of the spacious area is the colorful, flowered broadloom carpet which is flooded with warm downlighting to enhance the beauty of the colors.

the black mosaic tile walls. The boxoffice was originally in the center of the outer lobby.

Entrance and exit doors are of off-white Formica, decorated with a geometric design and flooded with a screen of downlights.

The grand foyer in the RKO Pantages is carpeted with a colorful, flowered pattern broadloom, flooded with warm down lighting to bring out its beauty. The walls and ceiling have been fully redecorated, including the concessions stand.

A 55x27-foot screen was installed in the auditorium, and the proscenium arch was eliminated. The new traveler curtain covering the big screen is made of shimmering gold, textured Lurex.

IMPROVED LIGHTING CONDITIONS

Entrances to the auditorium from the spacious inner lobby were changed to eliminate lighting problems.

Movement of lower floor patrons has been facilitated by creation of a wide crosswalk at the rear of the auditorium.

The theatre chairs were completely modernized and are upholstered in high pile maroon mohair over foam rubber cushions with matching padded arm rests. The seat backs are covered with a maroon barkcloth trimmed with gray.

Men's and women's lounge rooms were completely redecorated and refurbished to offer patrons both eye-appeal and comfort. A color scheme of beige and light rose, with the carpeting carrying out these colors in the background and star design, was used in the ladies' lounge. In the men's lounge, the resilient flooring and



Beige and light rose formed the color scheme for the ladies' lounge, with those colors being carried out in the ground color and star design of the carpeting. Furnishings are of graceful modern design. The unusually attractive wall lighting fixtures are supplemented by handsome table lamps, and mirrors decorate the lounge walls. The adjoining restroom was also updated.



Light and warm tones were combined in the resilient floor covering and the leather-covered chairs in the men's lounge which is very definitely designed to appeal to the masculine taste. Note the attractive setting for the drinking fountain to be seen at the center right, otherwise simplicity of the walls.

leather-covered chairs combine light and dark tones.

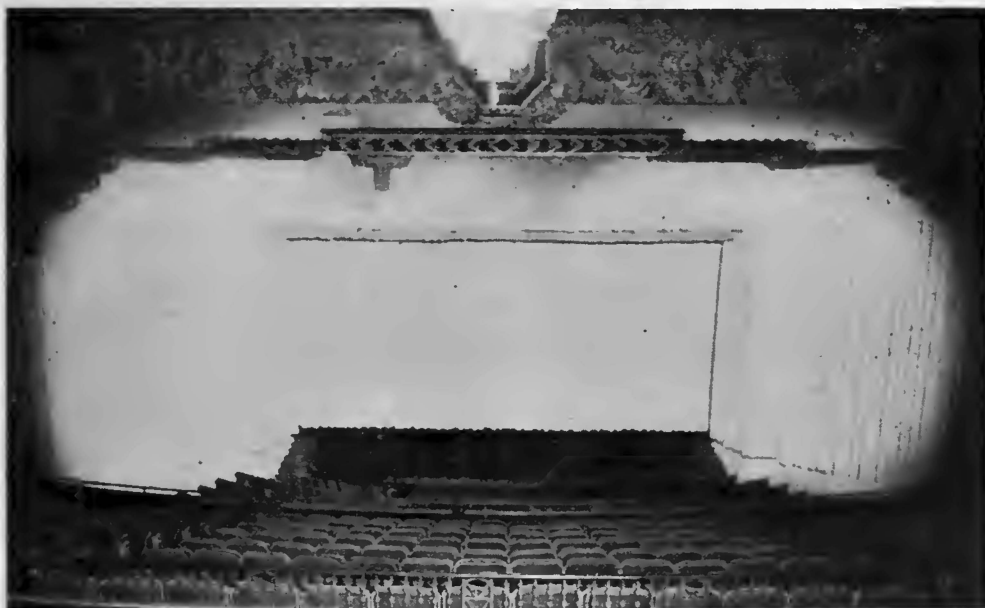
Remodeling of the RKO Pantages began in late November and the theatre continued operation for part of the period, but closed temporarily as the work reached its climax. The remodeling and redecoration were handled by Heinsbergen Co. of Los Angeles, and the theatre reopened on Christmas Day.

The 80-theatre RKO Theatres circuit, with theatres located in California, Colorado, District of Columbia, Illinois, Iowa, Louisiana, Massachusetts, Michigan, Minnesota, Missouri, New Jersey, New York, Ohio and Rhode Island, is headed by Sol A. Schwartz, president; Harry Mandel, vice-president; Dudley G. Layman, administrative vice-president and treasurer; Thomas F. O'Connor, vice-president; and William Whitman, secretary and general counsel.

The new marquee of the RKO Pantages features reader-board copy on three sides and uses translucent colored plastic letters. The soffit extends all the way from the front of the marquee to the doors to the grand foyer and is studded with flush-mounted down lights.



CREDITS: Carpeting: Downs Carpet Co., Philadelphia • Screen: Hurley Super Optica • Seat renovation: Theatre Upholstering Co., Los Angeles.



The proscenium in the theatre was dispensed with and the entire area covered with a traveler curtain of shimmering gold, textured fabric. The screen is 55x27 feet. Theatre choirs were modernized and re-upholstered in high pile moroon mohair over foam rubber cushions, with matching padded arm rests.