



CASE STUDY

RESIDENTIAL

The Epitome of Elegance and Luxury. **Modern living masterpiece of design.**

Regents Crescent Cinema and Amenities

Regents Crescent is a stunning development of 67 Grade I listed apartment residences and 9 Garden Villas, set behind a sweeping Regency-era facade. Developed by CIT Group, PDP Architects and Interior Designers Millier helped create this masterpiece in elegance and luxurious living.

True opulence is captured in the vast 9,000 sq ft of lower ground space, which houses the residents' amenities. When CIT Group were looking to create a stunning cinema and enhance the suite of amenities for residents of their luxurious Regents Crescent Development, they chose Smartcomm.

The Cinema was given to Smartcomm as a 'white box' for a turn key solution. Working closely with Interior Designers Millier, we delivered their vision with the technology to match. It needed to be elegant, sumptuous and technologically advanced, yet easy to use and future proof. The spa includes a 20m swimming pool, gym, spa, sauna and steam room and needed ambient music and BMS control. The business suite needed subtle, but powerful video conferencing and presenting facilities.



Division:

Residential & Hospitality

Project Location:

Central London

Project Duration:

1 Year (Covid)

Project Value:

NDA

Project Lead:

Guy Murray

Residential Sales Consultant

the tech

- Barco Balder 4K Cinema Projector
- DT Frontier 2.5m Acoustically Transparent Projector Screen
- Dolby Atmos 9.2.4 Surround Sound
- Artcoustic Performance A6, Diablo and Architect speakers plus Control 2 subwoofers
- Crestron Control: Touch Panel, Remote and Cameo Lighting Keypad
- KNX Dali Lighting Control

smartcomm
integrating technology with vision ●●●

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key features

1. Crestron Control
2. Acoustically transparent 2.5m DT Frontier projection screen
3. AV Rack with Apple TV 4K player, Anthem AVR and Amplification
4. In ceiling Artcoustic Architect speakers
5. Hidden Artcoustic Performance A6 LCR speakers & Control 2

Elegance and Technology

This exquisitely luxurious cinema was entirely installed by Smartcomm, working closely with CIT and Millier, from the seating, wall panelling, and flooring to the lighting, automation and technology. Every detail was scrutinised and harmonised right down to the brass anodised aluminium feature trim of the fixtures.

Behind the 2.5m wide acoustically transparent DT Frontier Projection Screen is a powerful array of Artcoustic speakers. Together with hidden wall and ceiling Artcoustic speakers, they help deliver the resounding 9.2.4 Dolby Atmos surround sound system. A Barco Balder CinemaScope projector vividly delivers 4K resolution images for a truly immersive experience.

Intuitive Control

All aspects of the cinema are easily and intuitively controlled through the Crestron wall mounted touch panel, handheld controller and wall mounted lighting keypad. Pre-programmed bespoke lighting scenes are available at the touch of a button, making it easy for staff and residents to get the lighting just right.

Spa Perfect

A fully relaxing ambience is achieved through controlled lighting scene setting, ambient music and BMS control. KNX Dali controlled lighting makes it easy to create the perfect illumination.

Boardroom Brilliance

The Residents have access to a lavish boardroom style meeting room, fully equipped for video conferences and presentations.



at a glance