

TheTimes

Movie Magic

New Cinetopia Progress Ridge 14 opens Friday with unique entertainment options

BY CHRISTINA LENT

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Prepare for an awakening of the senses.

Couples, families and movie lovers alike are in for an epic entertainment experience Friday when the new Cinetopia Progress Ridge 14 theater opens its doors.

Overlooking the bustling Progress Ridge TownSquare, nestled between Murrayhill and Bull Mountain on the north side of Southwest Barrows Road in Beaverton, the new cinematic mecca features the latest in state-of-the-art technologies, including 4K digital projection, Panovision 3D Digital Cinema and the finest sound systems in the industry.

"I call this Cinetopia 2.0," said Cinetopia owner Rudyard Coltman on Tuesday evening. "I wanted this to feel like an iconic movie theater combined with five-star hospitality and a performing arts center.

"There is a layering of aesthetics for people to experience an unfolding story all through the building. I want to take people on a journey. I didn't want any square inch left untouched."

From the moment people walk up to the 52,000-square-foot building, they will be struck by the lighted boardwalk and fountain, colorful architectural design elements and movie images dancing along windows.

Inspired by Dutch painter Piet Mondrian, bright boxes of colors are a repeating motif around the cinema complex, from the custom hanging chandeliers by Eleek in the entryway to the decor of the auditoriums themselves.

"This is also a digital domain," Coltman said.

Posters of upcoming movies have been replaced by high definition screens playing movie trailers. Even traditional paper menus have been upgraded in the "Vinotopia" full-service restaurant and wine bar with interactive iPad dinner menus, which allow patrons to view pictures of menu items, surf through information on local food purveyors, view movie trailers and learn about Vinotopia's award winning wine list.

Cinetopia Progress Ridge 14 will also be the first theater in the Portland area to offer advance reserved seating, allowing moviegoers the option of purchasing and picking their seats from an online seating chart.

Live the dream

Since opening the first Cinetopia in Vancouver, Wash., Coltman has been dreaming up innovative new ways to enhance movie-goers' experience. All those ideas have come together in the \$15 million Progress Ridge project, which will employ 130 people.

He's found a way to make the front row the best seat in the house with comfy recliners, which allow viewers to "really get lost in the picture."

He eliminated the hassles of dealing with the dreaded seat-kickers and unwanted movie commentators by creating intimate box seating in four Living Room Theaters.

"These theaters provide you with a unique sense of privacy," he said as he kicked his feet up on a cushy ottoman in one of the 21-and-older rooms. "There is a 4-foot wall behind you so that no one kicks your seat, and you don't hear other people talking.

"We have servers that also come in before the movie to take orders from our full menu, any concessions or beer and wine selections."

To encourage people to come early and stay a while, live musical performances, lounging areas with fireplaces, an outdoor deck overlooking the adjacent Progress Lake, a movie-themed arcade and an art gallery hallway are strategically placed throughout the building.

Coltman was like a kid in a candy store as he watched construction crews installing finishing touches.

"It's exciting and a little stressful as we come down the stretch," he admitted. "I can't wait to live the magic, live the dream.

"This has been an intense dream of mine for over six years. I've spent three years on this project alone. I can't tell you how many times I would wake up in the middle of the night with a new idea."

His desire to offer the best in every aspect of customers' entertainment experience prompted him to hire experts in their field from Executive Chef Aaron Jones to certified sommelier Kim Oshiro.

The restaurant will highlight local, organic and regional ingredients with a "market to table" focus. Jones described his menu as "modern interpretations of classic comfort foods, which feature rotating seasonal selections from Oregon's farm and wine country."

The menu includes more than 25 items under \$10.99 as well as more than 50 wines and 20 beers on tap.

"We want to be the best at everything we do," said Coltman, who got his start in the theater business 15 years ago while buying and restoring historic theaters in Eastern Oregon.

At the heart of everything, Coltman's vision for Cinetopia is to create a haven for movie lovers to escape, be entertained and experience a little "movie magic."



JAIME VALDEZ / BEAVERTON VALLEY TIMES
Cinetopia owner Rudyard Coltman offers a sneak peek into the new Cinetopia Progress Ridge 14 theater. He demonstrates how he has turned the front row into the best seats in the house.

For more information, visit www.cinetopiatheaters.com.

Pick your movie experience

Cinetopia will feature four unique theater environments:

- **Two Grand XL auditoriums:** These two auditoriums are slated to accommodate major blockbuster releases. They feature the largest screens in the Portland area measuring 61 feet and 70 feet and have stadium-seating rows on 24-inch risers with up to a foot of extra leg room. The Grand XLs also have the first Christie 4K projection systems in the nation, with resolution four times that of standard “Blu-ray” HD, and the new Meyer EXP sound system. “Meyer Sound offers dramatically more power than the competition because each speaker has its own built-in amplifier,” Rudyard Coltman explained. “Meyer EXP also offers greater clarity with more sonic realism, sub-bass that is deeper and richer than other speakers. Patrons will notice the difference immediately.”
- **Three movie parlors:** Cinetopia’s newest and revolutionary theater venue offers additional suite amenities in an immersive audio-visual environment that utilizes a 30-foot movie screen and up to 20 additional HD flat-screen panels to create unique movie-themed environments.
- **Four expanded living room theaters:** These cozy rooms feature “skybox” seating with even wider 26-inch ultra leather VIP seats with footrests, Digital Super HD projection, large screens including a giant 55-foot screen; in-theater restaurant food, beer and wine service; and live pre-show entertainment.
- **Grand auditoriums:** These auditoriums feature Digital Super HD projection, state-of-the-art Klipsch audio, advanced stadium design, 24-inch wide ultra leather reclining seats and extra wide rows for more leg room.

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