

Plaza Community Cinema

SEATING REFURBISHMENT

PACIFIC



The Plaza made history by being the only cinema to open and close on the same day September 2nd, 1939 – this was due to war time regulations regarding the closure of public entertainment venues. The Plaza re-opened two weeks later in a grand occasion attended by several local dignitaries and has had an illustrious history ever since.

The cinema has had several name changes including The Odeon, The Classic, The Cannon, and The Apollo... Now called The Plaza Community Cinema, it still exists thanks to the efforts of volunteers and the support of the local community, being the only original cinema in the area to have retained its use as a cinema, and one of only two in the whole of Liverpool remaining from over 130 cinemas from the 'Golden Age' of cinema.



Plaza Community Cinema

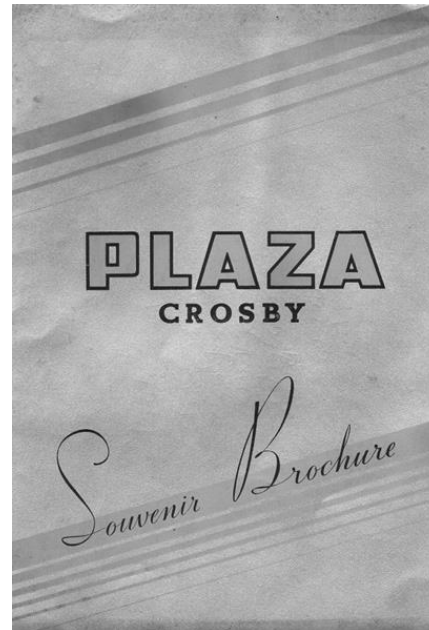
As well as showing the popular films of the day, the Plaza has always been “More Than a Cinema”. In the heart of the community from the early years right through to today, providing family entertainment and additional attractions such as variety acts and talent shows.

3 renovations mark its history:

- In 1976 it was changed from a single screen cinema to having three screens: a main one (Screen 1) and two equal smaller capacity screens (Screen 2 & 3).

- In 2012 the cinema underwent change again when it went from showing films on reels to that of digital film shows. By that year, Ferco installed the original Pacific seats.

- Between 2023 and 2024, Plaza refurbished a total of 184 Pacific seats in Screen 2 & 3, with a focus on keeping the essence of the cinema alive, renovating its space and seats, turning to local clusters for its transformation.



A second life to Plaza Community Cinema seats

Instead of purchasing new seats, the cinema management decided to rely on Ferco to project manage the renovation of its various seating components, using specialised local companies. For the foam and fabric components, such as the seat and backrest and part of the armrests, Ferco relied on Rhubarb, a company specialising in the manufacture and re-upholstering of seats, and Birkenhead Powder Coatings was the company responsible for the renovation of the metallic components. Both local companies based in the UK.

First, screen 3 was refurbished, and then the same thing was carried out in screen 2. Part of the challenge that Ferco faced was to constructively coordinate the timing of the various tasks;

Seats – 184nos (Total between Screen 2 & 3)

- Strip current fabric covers.
- Manufacture new zipped fabric cover including holes for bolts and number plates.
- Provide new PVC seat number stickers.

Backrests – 184nos (Total between Screen 2 & 3)

- Strip current fabric covers
- Manufacture new zipped fabric covers
- Embroider new logo “PLAZA” with gold thread, by Rhubarb

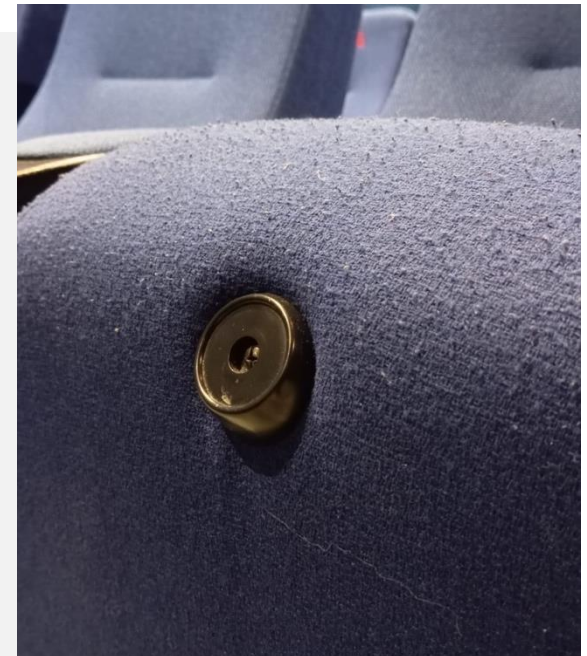
End panels – 92nos (Total between Screen 2 & 3)

- Strip current fabric cover, including taking apart arm cup holder.
- Provide new PVC arm with cupholder.
- Manufacture new fabric pads.
- Rust scraping, shot blasting, priming and black powder coating metal legs.

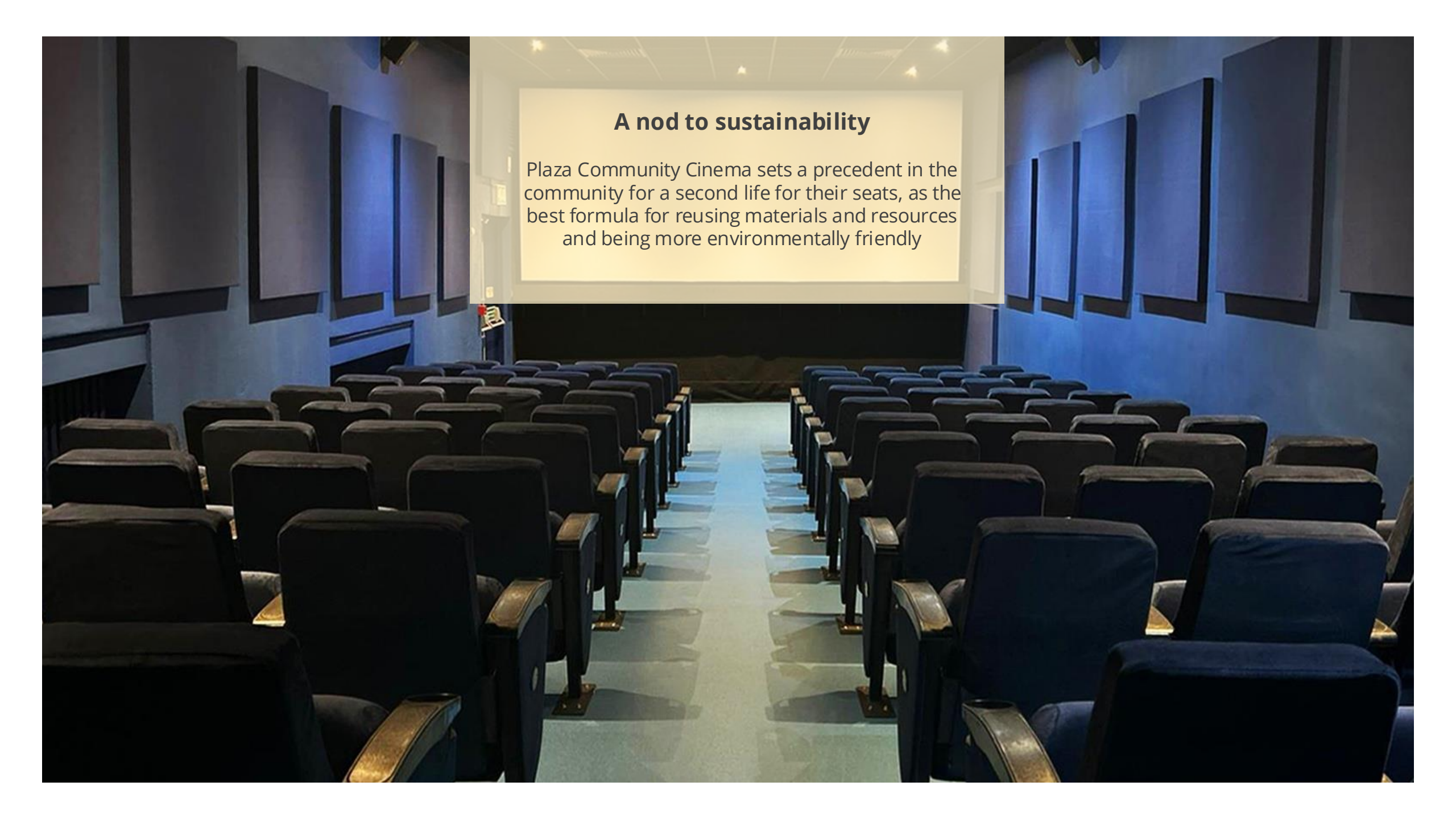
Intermediate armrests - 230nos (Total between Screen 2 & 3)

- Provide new PVC arm with cupholders.
- Rust scraping, shot blasting, priming and black powder coating metal legs.

With the same precision and care with which they were dismantled, once all the components were refurbished, Ferco's installation team assembled and installed the seats back into place. The character of the navy-blue Sunbury velvet together with the gold logo detailing, gave the rooms a fresher and more contemporary look.





The image shows the interior of a cinema. Rows of blue upholstered seats with wooden armrests are arranged in a tiered fashion, facing a large screen at the front. The walls are light blue and feature several rectangular acoustic panels. The floor is a light-colored, polished surface. A central aisle leads from the foreground towards the screen.

A nod to sustainability

Plaza Community Cinema sets a precedent in the community for a second life for their seats, as the best formula for reusing materials and resources and being more environmentally friendly