



15 Minutes with Alexandria Murphy

by Douglas Weinstein

We recently caught up with Alexandria Murphy, Executive Vice President at CinemaTech, to talk about what's new, trends in the marketplace and her unique world view as it relates to the business.

DOUG: You've traveled the world quite extensively. How does that impact your vision as it relates to luxury products and client expectations?

ALEXANDRIA: We define luxury far beyond product. It's a state of mind that you have created for your client. Of course, you need to have the finest offering; but it's about every facet that touches the customer. Timelessness in products and design, and exceptional service. I think when you see your father create a business from scratch you get a unique perspective. Certainly you see the tremendous amount of work and risk involved (like all the Members of HTSA know all too well), but then getting to study business, interior architecture and work in some larger companies on big brands, this really taught me processes and fundamental core practices that we use in running CinemaTech.

DOUG: What's new for CinemaTech and what trends are you seeing in the marketplace?

ALEXANDRIA: People are always saying, "There are just fewer theaters being specified". I would somewhat agree with this, however the theater projects

that are being done today demand a level of sophistication and intricacy never seen before. The trend we are seeing over and over is that the client had a theater in the past that was "just a home theater." Now they want a truly engineered, beautifully functioning home cinema and/or multi-purpose space. This is one of the key reasons we moved early in 2023 to bring on a full-time acoustician and former architect. Fundamental changes we are seeing are the proliferation of fiber optic ceilings, more and more soft seating for the first row (think Leo model). Aesthetic designs are trending toward contemporary, more muted with less flamboyant colors and themes.

Our latest news is that we are adding to our Experience Center locations (currently in Dallas and Los Angeles) with a new space located in Fort Lauderdale, due to open March 2024. In fact, we hope to host HTSA Members on Sunday March 24th as part of your Spring Conference agenda.

We decided a few years ago to invest in beautiful showrooms to support our dealers. CinemaTech Experience Centers are a sales resource that defines an authentic cinema experience. Our dealers' clients can immerse themselves in a live CinemaTech theater with stunning design and cinematic performance that will blow them away, all while experiencing the luxury of our legendary seating. ■