

## CaseStories/ Big Bio<br/>Movie Theater, Copenhagen

The guests at the new movie theatre BIG BIO in Copenhagen are treated with a very special movie-going experience - including luxury carpets from Dansk Wilton.

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### **Luxury carpets underlines what a night at the movies should be**

The movie theatre BIG BIO opened in Herlev, just outside Copenhagen, on 30 October 2015. The first guests were treated not only to the premiere of the James Bond film "Spectre", but also to a very special movie-going experience. High quality carpets from Dansk Wilton underlines the concept of total luxury and comfort.

BIG BIO have gone all out without compromise, and BIG BIO is a new state of the art movie theatre. The idea of fitting the movie theatre with luxury seating and carpets is to offer guests unrivalled comfort and hence an experience that truly stands out.

"We need to differentiate ourselves from the other nearby movie theatres. We do this by making luxury standard, and the carpet solution from Dansk Wilton has been a crucial part of creating this standard." - Henrik Obel, owner of BIG BIO.

Already at the entrance, you are met by an extravagant concession area, and on the 1st floor, you step into an exciting urban lounge. BIG BIO is one big comfort zone. It is also the first European movie theatre exclusively with large electronically-controlled luxury seats, offering guests premium seating throughout the theatre.

### **Luxury provides a higher occupancy level**

BIG BIO has introduced a standard that does not yet exist in Europe, and it offers the public the best possible movie-going experience. The guest is in the centre!

The competitive premise is created in order to provide guests with a better experience without increasing the price. Apart from the ultimate comfort, BIG BIO offers the best of the best within sound - the DOLBY ATMOS sound system is standard in all theatres.

"We sell the tickets at normal price, but we believe that we can get a higher occupancy level due to the higher standard - this is how it turned out in the US" - Henrik Obel.

## **Carpet Facts**

### **Customer:**

BIG BIO Movie Theatre, Copenhagen

### **Project:**

Luxury carpets for the new BIG BIO Movie Theatre.

### **Carpet solution:**

Dansk Wilton delivered Colortec carpets to support the luxury and comfort of the cinema halls and corridors and increase sound quality.

### **Carpet specifications:**

DW Contract Colortec 1500 g/m<sup>2</sup> with integrated felt backing.







