



# MERRIFIELD'S ANGELIKA FILM CENTER

Sets the Standard for Movie Theaters

by Jade Kolker

**T**rendiness of New York City is coming to Merrifield in September with the Angelika Film Center and Café in the Mosaic District. After spending time going through the boutiques and restaurants of the neighborhood, you will be able to venture into the spacious three level multiplex which houses eight screens. Each auditorium features the latest technology in digital projection and sound as well as comfortable, plush stadium seating. In similar fashion to the other three Angelika Film Centers (In New York, Dallas, and Plano, Texas) the theater will show

independent, foreign, and art films which surpass the usual Hollywood blockbuster that can be found in movie theaters across the nation.

This Angelika Film Center "will be the crown jewel of all of them," describes Rachel Gibson, its promotions and events manager. She explains that "everything we've learned from those three theaters, plus the 26 other mainstream theaters the company runs, went into this." Moviegoers of all ages can come and enjoy the films offered, but keep in mind that they will also offer student nights with discounted tickets and free popcorn, and the "Wake Up with the Angelika" program where they host pre-matinée films geared toward senior citizens. Another event they have hosted in other venues is called the "Crybaby Matinée," where they will dim the lights and turn the sound down, so new parents can bring their babies in for an afternoon movie. It is a friendly atmosphere geared toward the parents so they can enjoy a movie they want to see. This attention paid to different demographics makes the Angelika Film Center a place to come out and see for yourself.

Angelika Film Center will feature a café, lounge, and concession stand that will offer more than the usual popcorn and candy. Don't worry, your usual movie snacks will still be there, but Chef Lee Anne Wong will also make some modifications on the typical snacks. "She is a genius; she's designing the menu with foods that can be enjoyed in a dark movie theater. Nothing too messy!" says Gibson. Guests can enjoy small plates and gourmet hors d'oeuvres paired with



beer, wine, and champagne in the café and lounge. Wong graduated from the French Culinary Institute and participated as a finalist on Bravo Channel's "Top Chef." She is partnering with Angelika to create a menu inspired by her global fusion cuisine, and although the menu has not been revealed yet, she has been known to blend cuisine from Mexico, Asia, and the Mediterranean. We can't wait to see what she has in store for Angelika at Mosaic!

"We're definitely hoping to create a new standard in the movie theater experience," explains Gibson. To do so, many components came together to make it a state-of-the-art venue. Adjacent to the theater, a one acre park will be the perfect place to enjoy the outdoors and watch a movie! The outdoor screen enables Angelika to host outdoor events and screenings which enhances the experience offered at this state of the art movie theater. However, if you just want to take advantage of the inside of the theater, you can do so by exploring the three levels.

When you walk in on the ground level, the atrium makes the space incredibly open and modern. You can find the indoor box office on this level, as well as the café. The concourse level features the concession stand and entrances into the various auditoriums. Finally, the third level presents the mezzanine with the lounge. The lounge will be available for private rentals, as well as have rear entrances to the larger auditoriums. In their press release, Ellen Cotter, chief operating officer of the US Cinema division of Reading International, Inc. explains that "We are committed to offering exceptional service and a superior and different movie-going experience at Mosaic." From what we have seen thus far of the Angelika Film Centers, the Mosaic venue will be a wonderful addition to the growing Merrifield area.

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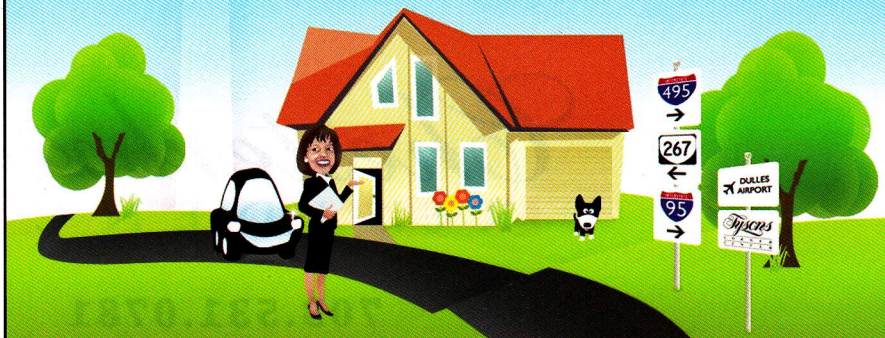
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