



VOX Cinema, City Centre Sharjah

Client: Majid Al Futtaim

Main Contractor:  
Habtoor-Leighton Group

One of the Emirate's largest leading shopping destinations 'City Centre Sharjah', introduces a new 12-screen VOX multiplex cinema acoustically isolated using products in the Farrat Cine PRO range.

## Challenge

City Centre Sharjah recently underwent a USD \$70.8m expansion programme by owner-operator Majid Al Futtaim, which took the mall from 37,728 sq.m to 51,428 sq.m with the introduction of 25 new retail units, 700 covered parking spaces and a 12-screen VOX Cinema.

The addition of the 12-screen multiplex cinema makes the mall home to Sharjah's largest VOX Cinema yet, featuring increased seating capacity and an in-cinema gourmet dining concept.

Farrat were contacted early in the project to design, manufacture and supply an acoustic isolation system for each of the 12 auditoria, following recent successes isolating VOX cinemas at The Mall of Egypt and City Centre Ajman. The retrofit into the existing structure with a lightweight structural slab required a higher than typical acoustic isolation performance.



The technical superiority of the Farrat Cine range was ideal for the requirements on this project and we chose to work with Farrat because of their professional, proactive and 'hands on' approach.

Ayman Joubein  
Project Director, Habtoor-Leighton Group

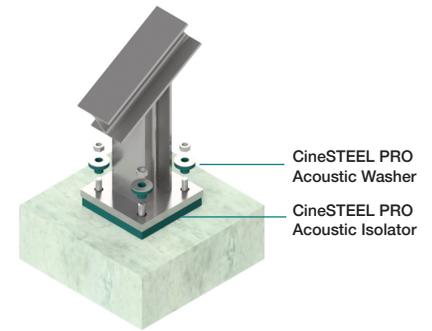


## Solution

The auditoria would be housed in the existing building and accessed by open foyer spaces, therefore it was critical that Farrat contained noise and vibration at each source to avoid disturbing the adjacent auditoria. Despite the higher than typical performance required, the Farrat Cine PRO range fulfilled all acoustic isolation criteria.

Just under 3,000 Farrat CineFLOOR PRO isolators were used to configure the acoustic floating floors, which were complimented using CineWALL PRO as partition base-track isolation. CineSTEEL PRO isolators were then integrated within the raked stadia seating structures, to provide live load deflection at low natural frequencies.

## CineSTEEL



Above: Raked seating frame supported by Farrat CineSTEEL PRO isolators under construction at VOX Cinema, City Centre Sharjah.

Below: Farrat Cine products packed ready for express air freight to Sharjah.



City Centre Sharjah is one of several cinemas acoustically isolated in the GCC by Farrat. To view our latest projects in your region, visit: [www.farrat.com/case-studies](http://www.farrat.com/case-studies)

## Partner Profile

Unigroup FZE are Farrat's authorised distribution partner in the GCC region.



Founded in 2007, Unigroup are technical sales specialists representing a significant number of global engineering brands.

For this project, all export logistics including customs tariffs and exportation documentation were handled by Unigroup. To ensure that we met the tight procurement program many of the materials were provided delivery from Farrat stock held by Unigroup in the region.

For the bespoke manufactured items, materials were produced by Farrat in the UK before being packed in IPPC heat-treated pallets, in accordance with international standards and shipped via airfreight direct to site in Sharjah.

CineSTEEL PRO materials were packed by auditorium and the boxes were labelled as such so that they were easily identifiable on site. The individual CineSTEEL PRO acoustic isolators were also labelled with their unique location.

The main contractor installed this project themselves, however Farrat provided on-site installation training, instructions, oversight and inspections with regular site visits to ensure that all acoustic isolation details were correctly constructed and that the acoustic specification was fully achieved & evidenced with sound insulation testing.

All non-stock items were manufactured and delivered to site in under 3 weeks from order, with the most urgently required materials delivered within 3 days.



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