



VOX Cinema, Mall of Egypt

Client: Majid Al Futtaim

Architect: RMC Partners



Farrat's Cine range used to acoustically isolate the first VOX Cinema in Egypt. Located inside North Africa's largest shopping mall.

Challenge

The Mall of Egypt, which officially opened in 2017 in Cairo, was developed by Majid Al Futtaim at a cost of USD \$708m and is the largest mall in North Africa spanning 400,000 sq.m. The two-story complex brings Egypt's first VOX Cinema, with a total of 21 theatres housing; 1x 4DX screen, 4x Gold screens, 1x IMAX screen, 2x screens for kids and 13 regular screens.

With a total of 2473 seats, the design and build of the cinema auditorium required expert configuration to ensure maximum entertainment value for viewers inside and minimal disruption to the surrounding 165,000 sq.m of retail space. The brief was particularly challenging as cinema auditoria were adjacent vertically as well as horizontally.

Farrat were contacted during the design phase to design, manufacture and supply a workable sound insulation system, to acoustically isolate the 21 auditoria to VOX's high acoustic performance standards.



Farrat's expertise was highly valuable on this project. They were on hand to provide site support during the installation process, which gave us full confidence that the acoustic detailing would be implemented to a high standard.



Islam Solimen
Procurement Manager,
Besix Orascom Construction



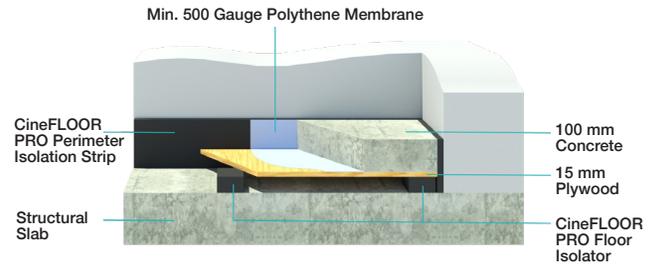
Solution

Following an initial enquiry from the client's architect, Farrat met with the main contractor and local architect in Egypt as well as the acoustic consultant in the UK, to discuss the full acoustic requirements of the project. A minimum Natural Frequency of 12Hz was required within each theatre.

Farrat CineFLOOR PRO acoustic isolators were used to configure the acoustic floating floors, which were reinforced using CineWALL PRO as partition isolation.

Cine PRO systems are Farrat's most frequently specified grade of cinema isolation, as products within this range offer the highest ratio of acoustic isolation performance vs. price in the market.

CineFLOOR



Above: Mall of Egypt under construction.

Below: Export consignment ready for air freight.



Partner Profile

AL Dhabi Contracting is an authorised Farrat distribution partner in Egypt.



Founded in 1998, AL Dhabi Contracting is one of the largest drylining companies in Egypt. They represent a number of prestigious UK drylining brands in the region, including Farrat.

For this project, Farrat handled all of the export logistics including secure IPPC heat-treated pallets certified for airfreight to Egypt, as well as all export documentation including Certificate of Origin and Certificate of Conformity.

AL Dhabi Contracting handled all import logistics including customs tariffs and delivery to site.

Once the materials arrived in Egypt, Farrat visited site on a number of occasions to inspect the integrity and placement of the acoustic isolators and train AL Dhabi's installation team.

Overseeing the installation process ensured that all details were correctly constructed and that the acoustic specification was fully achieved.

The Mall of Egypt is one of several cinemas acoustically isolated in the MENA region by Farrat. To view our latest projects in your region, visit: www.farrat.com/case-studies



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