

SEAT
&READ



APRIL 2021

ARTESIETE CINEMAS ZARAGOZA SPAIN

2 | ARTESIETE CINEMAS | ZARAGOZA | SPAIN

4 | MK2 CINESUR | MÁLAGA | SPAIN

6 | PREMIUM EDITION

8 | EMBAJADORES CINEMA | MADRID | SPAIN

ARTESIETE ZARAGOZA

THE GREATEST SHOW ON EARTH*

CENTRO LA TORRE | ZARAGOZA | SPAIN


In fall of 2020 **Artesiete** opens its new cinemas in Zaragoza with 8 auditoriums equipped with the best audiovisual technology and **972 ZERO VIP** reclining seats from **Ezcaray Seating**.

The new **ZERO VIP** seat has been developed to meet the increasingly demanding need to add value to the theater experience through larger more comfortable seats, with customizing possibilities to adapt to the specific requirements of each cinema and audience.



The origin of the **Artesiete** group must be found in the Sevillian family firm **Chiclana Films**, promoted by the great-great-grandfather of the current CEO, **Juan Miguel de Chiclana**, who comments in an interview to the media (El Periódico de Aragón 10/20/2020): “*One of the great bets of the company has been the seats, all reclining and large*”.

This century-old experienced company began as a film distributor for groups such as **Warner** or **Disney**, and later it reconverted, becoming an exhibitor.

Artesiete is currently one of the main Spanish exhibitors, the fourth by number of facilities spread throughout the country, with twelve multiplex cinemas in Aragon, Andalusia, Asturias, Balearic Islands, Canary Islands, Castilla-La Mancha, Castilla y León, and Madrid, with **Antonio Banderas** being as one of the leading partners of the group, and owner of the **Soho theater in Malaga**, also equipped by **Ezcaray Internacional Seating**. 

EZZERO



Eco-leather with double visible stitching, embroidery, extra wide upholstered arms and stainless-steel cup holders, individual hydraulic motor for backrest and legs, all together provide maximum comfort for the **Premium VIP** cinema experience.



*The Greatest Show on Earth (1952)
Directed by Cecil B. DeMille.

With James Stewart, Charlton Heston,
Betty Hutton, Cornel Wilde.

MK2 CINESUR

LA GRANDE ILLUSIÓN*

MÁLAGA | SPAIN



MK2 is a benchmark exhibitor with 26 sites in Paris and Spain, the biggest art-house cinema network in France with over 40 years of experience. Since 2014, it has been working to redevelop the urban space at regional level in Spain exporting its programming model and its unique vision of cinema abroad, by acquiring the cinema operator **CINESUR**, the first cinema network in Andalusia with 9 multiplexes distributed throughout the region.


During summer 2020, **MK2 CINESUR** incorporates to its recently remodeled facilities at **El Ingenio** in Malaga, the **SOFIA Club armchair** with Premium extras; beech wood backrest shell, leatherette upholstery, Comfort reclining option - combined seat and back movement system -, and chaise lounge for the first rows.

Sofia armchair is characterized by a large generously sized backrest with enveloping curvature, ergonomically adapted to provide maximum comfort for the moviegoers, keeping a classic and elegant design that adds a touch of sophistication and distinction to the room design.

Conceived as living environments, the **MK2 CINESUR** rooms unite arthouse cinema, commercial films, and cultural events in the same space. **MK2** is at the crossroads between arts and cultural practices, it's interested in all creative formats and grants them a place of honor in its rooms, whether they are short films or documentaries, indie and art-house films, in constant dialogue with more mainstream/blockbuster movies.



Alternative programming for an audience eager for cultural options, with specific requirements of comfort and room design, to help differentiate the experience. Wood shells help convey the sense of sophistication and exclusive setting that matches the program, bringing warmth and elegance to a premium setting.

MK2 hosts conferences, debates, history of art lectures and philosophical discussions every week in its cinemas. committed to promoting works and events that will provoke debate and cultural discovery, breaking down the barriers between art forms, always relying on a strong local roots. 



*La Grande Illusion (1937)
Directed by Jean Renoir

With Jean Gabin, Dita Parlo,
Pierre Fresnay

PREMIUM EDITION AS GOOD AS IT GETS*



**PREMIUM
EDITION**

Ezcaray Seating evolves together with the needs of its clients and market trends, incorporating new Premium and VIP cinema models into its catalog, thus helping theaters to differentiate themselves and offer the highest level of service and experiences.

ZERO, DOZE, and ONZE seats are adapted to the specific needs of each room, they can be fixed or reclining, with independent and completely silent motor for back and seat, or unique motor for both movements, double visible stitching finishing, embroidery... or a tailored suit.

"Cinema is an outdoor social event of shared emotions, the best place to live a complete cinematographic experience. From Ezcaray Internacional we want to continue contributing to the experience, providing the best Premium and VIP seating solutions to the cinemas".

Rafael Suárez (Cinemas Export Area Manager).

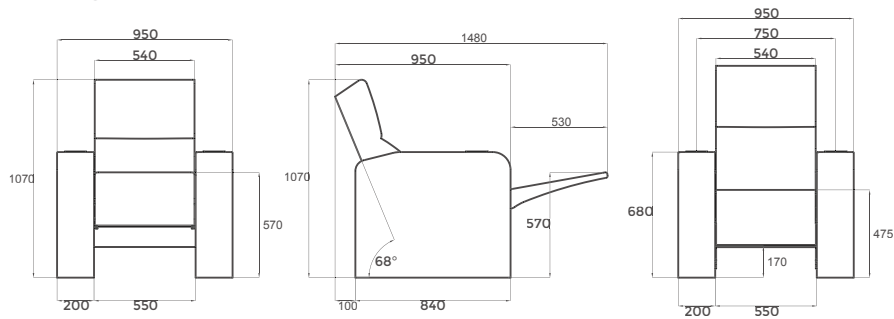
EZONZE

EZDOZE

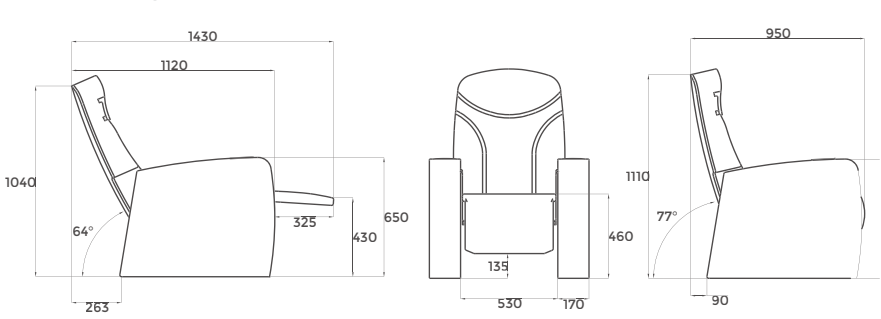
EZZERO



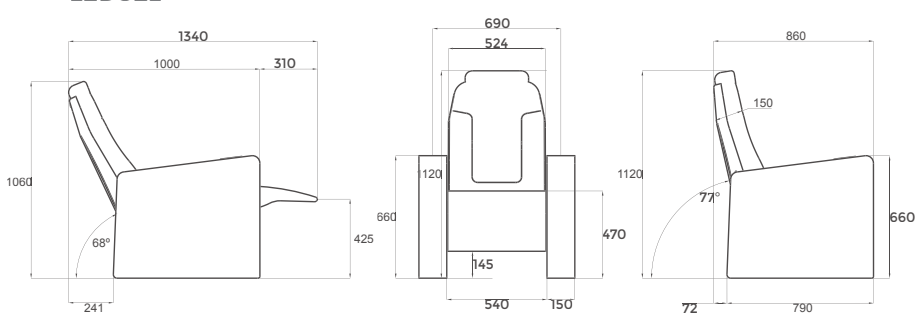
EZONZE



EZZERO



EZDOZE



*As Good as It Gets (1997) Directed by James L. Brooks
With Jack Nicholson, Helen Hunt, Greg Kinnear

THE MILAGRO BEANFIELD WAR*


EMBAJADORES CINEMA | MADRID | SPAIN

Miguel Ángel Pérez

After a decade without new cinema openings in Madrid city center, this summer of 2020 the **Cine Embajadores** inaugurated with the projection of "Cinema Paradiso" its three new screens equipped with 197 **Club MUZAS** seats.

The **Cine Embajadores** is an independent cinema owned by **Miguel Ángel Pérez**, who states *"We are aware of the challenge it entails, we believe in the project, in the need for cinemas at street level that energize the urban environment, that are comfortable and at height of the expectations of the spectators"*

The **Muzas** armchair is an elegant and compact design, with a folding seat and great comfort thanks to its curved shell and ergonomic 2-piece backrest design, with a wood back shell that adds category and style to the room.

Independent neighborhood boutique cinemas, with specialized program and in downtown city centers, are an alternative to the large suburban multiplexes, closer to audiences and attracting a loyal urban and cinephile audience. 



El Periódico – Leisure and Culture 20/06/2020

"The man who dares to open a cinema in the midst of a pandemic"

El Correo 08/jun/2020



*The Milagro Beanfield War (1988)
Directed by Robert Redford

With Rubén Blades, Richard Bradford,
Sônia Braga, Julie Carmen

 **EZ
CARAY**
SEATING

DOING THINGS THE RIGHT WAY SINCE 1955

**SEAT
&READ**

EDIT
SOCIEDAD
COOPERATIVA
OBREROS DE
EZCARAY

CTRA. SANTO DOMINGO S/N.
26280 EZCARAY | LA RIOJA
SPAIN

EZCARAYSEATING.ES

