



Readers may remember the feature article following the opening of a first trial hmvcurzon cinema in Wimbledon, South London, in October 2009. Their trial location was particularly interesting in as much as it was some one hundred yards from a large Odeon multiplex equipped with Digital Imax.

## hmvcurzon – birth of a new cinema chain or not?

A press release last year from HMV and Curzon indicated that the trial had been a real success and news of their further plans could be gleaned from that press statement. Curzon Cinemas said they were now committed to jointly developing a number of new cinemas – potentially as many as twenty, with leading entertainment retailer HMV. The trial’s success was leading to the assessment of further suitable sites across the UK and a commitment from both companies to roll-out between two and five new cinemas each year, which could result in as many as twenty new hmv-



curzon venues opening over the next few years. Simon Fox, CEO HMV (left in picture), added: “We’re really pleased that there’s been such a positive response to the hmvcurzon trial in Wimbledon. We feel there is now a viable platform to roll the concept out to other locations within the business. This move fur-

ther underlines HMV’s commitment to extending content and choice to its customers through a number of channels and through the ‘live’ experience in particular.” Philip Knatchbull, CEO of Curzon Artificial Eye, said: “We are delighted with the success of our trial cinema with HMV at Wimbledon. It has clearly demonstrated there is a need for high quality, high tech cinemas with café-bar spaces, delivering varied films and programming that’s tailored to the demands of the local community.”

As last year ended details of the next hmvcurzons were still to be announced with Joanne Taylor from within Curzon confirming that they were still going through a process of assessing potential stores and surrounding demographics to enable them to make that decision. Since then HMV have announced worrying and significant falls in their turnover and sales and a programme of store closures. So as a significant number of HMV stores are due to close around the country it really is currently a question of “watch this space” regarding any potential new hmvcurzon cinemas.

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