

# LUXURY C E

## Atlanta Home Theater

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**This suburban showroom has helped this installation firm stay strong for 14 years.**

Company owners Scott and Jennifer Ross opened the doors to [Atlanta Home Theater](#) in 1996 in the suburban city of Roswell, GA., in the greater Atlanta area. The company has survived two recessions, and it's still going strong. Part of its success lies behind its well thought-out showroom, which was designed to appeal to clients of all budget levels. The rest of its success is driven by the firm's commitment to honesty, 24-hour customer-service department and the esprit de corps that fuels the entire staff.

### **The Onyx Theater**

This 450-square-foot theater is Scott's masterpiece, which was designed to be simple and elegant. The front row of smaller Berkline 088 chairs contrast with the larger 099 models; microfiber was selected as the upholstery of choice instead of leather. The champagne-colored Venetian plaster walls in champagne allow the neoclassical art to stand out subtly.





Because of its reputation, Atlanta Home Theater has become a favorite among high-rollers, celebrities, professional athletes and entrepreneurs in the Southeast. Many of the firm's clients own several homes throughout the United States. "We have [designed] systems from Georgia to Florida and the Carolinas," say the owners, adding that they've also completed projects up the East Coast to New York and Boston, and out West to L.A. and Wyoming.

The showrooms are designed to appeal to different budgets. Some are equipped with more modest systems, while others—such as the Onyx—are geared more heavily toward enthusiasts. As such, this space revolves around a Legacy Audio speaker system, Velodyne subs, an Integra amp and preamp, and a 160-inch Da-Lite screen.

### **The Amazon Theater**

This 450-square-foot space replicates a private home cinema Atlanta Home Theater built for a client as a gift to his fiancé after returning home from a memorable trip to South America. Carefully placed palm trees, lush vegetation, a working waterfall, reproduced artifacts and stone ruins round out the theme. Local artists painted the wall murals. In the back of the theater is a hand-carved bas-relief of a Mayan god who holds a Crestron remote.



Tucked within the tropical splendor is a pair of Wilson Alexandria speakers, Watt Puppy speakers, a Wilson subwoofer, Krell Monoblock amplifiers, a Krell surround-sound processor and a Sony projector. The 110-inch Stewart Filmscreen is framed with a faux-finished proscenium.

The theater chairs of choice are the CinemaTech's penthouse model, wrapped in deep forest green and camel leathers. Their arrangement provides proper sightlines, and allows for horizontal reclining.

According to the Rosses, clients fly in to experience this theater first-hand. In addition, manufacturers and local charities have hosted events in the space. The total package: \$650,000 in gear and \$100,000 in design. "It was a bold investment that's paid for itself over and over," they say. "It's truly something to see."

### **The DEN**

This strategically designed 330- square-foot space is a good example of the firm's commitment to never alienate any client from the showroom experience. As a result, every room within Atlanta Home Theater's showroom is designed to provide a system to fit every budget level.

Designed to resemble a real home den or library, the "den" displays a more moderate audiovisual system with B&W 800 series speakers, Velodyne subwoofers, an Integra receiver, a 65-inch Panasonic plasma TV, and a Crestron TPMC-3 touchscreen. Aside from the wall-mounted speakers, all of the system's gear is cleverly concealed in an antiqued, custom-built wall unit crafted of sandy birch. The elaborate entertainment unit also provides a wealth of CD and DVD storage behind the two six-and-half-foot-tall columns, which are equipped with movable doors. This system set-up, including the leather Berkline chairs and ottomans, is in the \$40,000 range.



Further evidence of the company's success graces the walls in the form of dozens of magazine stories. This room also serves as the office for the company's CEO, Jennifer Ross.

### **The Reception/Lobby Area**

When clients step into Atlanta Home Theater, they're greeted by upward of 50 beautiful, jaw-dropping color portraits of the firm's most accomplished work. Soft music and dramatic lighting sets the tone for the space and the tour. The sights and sounds envelope each guest, and creates a sense of relaxation. They exhale and take a seat on the Charles Ray leather sofa to soak it all in.

Watching customers' faces light up as they study the firm's stunning project photography is exciting, say the owners. "We aim to bring our clients' imaginations to life the moment they enter."



Striking and yet comfortable, the contemporary space is anchored with a u-shaped reception desk that's designed like a piece of sculpture, crafted of brushed nickel. A backlit, brushed-nickel trophy display case invites guests to look a little deeper at the firm's many awards. The sophisticated lighting system above adds a touch of drama to the space, casting a soothing hue on the midnight blue, faux-finished walls; a black lacquer chair rail creates a visual separation from the quilted-fabric lower walls, framed with black lacquer baseboards. Delicate pendant lights hover above the reception desk like twinkling stars in a midnight sky. The attention to detail in this 150-square-foot welcome area is designed to stir the imagination and whet the client's appetite for what's to come.



But there is a small drawback to such a stunning space: Guests may feel somewhat intimidated. That's where "the team" comes in, say the owners. Each staff member is trained to bring out the best in clients, earn their trust and create a relaxing, enjoyable experience.

"Intimidation has to be overcome quickly," they say. "A staff that is aware of this is your best answer to success."

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