

# HOYTS EntX

## CASE STUDY

**ARCHITECT** Ignite Architects **BUILDER** Calder Stewart  
**PRODUCT** Innoclad Shiplap Cladding, Innoceil Lock In Ceiling Panels



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### BACKGROUND

Christchurch's EntX development is the home of entertainment and eateries in the centre of the city. Completed in 2019, the project was awarded Excellence in the PCNZ Property Award Retail Category. Situated at the corner of Lichfield and Colombo streets, this thriving hub boasts a staggering array of cosmopolitan food and drink options; a far cry from the fast-food driven food courts of days gone by.

Designed by Ignite Architects and developed by Calder Stewart - a New Zealand company with more than 60 years experience in construction - the guiding ethos of the build was to create a space to get a drink, a meal and a movie - the total entertainment package.

The centrepiece of the precinct is the state-of-the-art Hoyts cinema with some of the finest facilities in the southern hemisphere. In addition to the bar & cafe and two Dolby ATMOS surround sound cinemas, every cinema in the complex has powered recliners in every seat.

### CHALLENGE

As a major entertainment precinct within the city, EntX is all about aesthetics - as long as they don't come at the cost of functionality. Finding suitable cladding solutions that can provide a luxe, refined-yet-contemporary feel while delivering excellent performance and compliance can be tricky.

The project required cladding for both interior and exterior wall and soffit applications. A contemporary wood look was sought, however the material drawbacks that can be associated with timber - such as excessive maintenance, reduced durability in harsh weather, and thermal expansion - prompted the specification of a timber alternative.



### SOLUTION

Innowood's range of composite timber cladding products were an ideal solution to the problem. A sustainable solution that looks just like genuine timber, Innowood's strength, fire resistance, durability and minimal thermal expansion makes it a great choice where aesthetics matter just as much as performance.

The exterior of EntX was clad with Innoclad concealed clip shiplap cladding. The cladding features an interlocking tongue and groove design to ensure that all fixings are hidden and comes in a wide range of spans and profiles from batten-style to undulating waves, ensuring that there is a profile for any project.

Inside, Innoceil lock-in ceiling battens were used to provide elongated, sleek lines through the food court and retail areas. Used in the wider PS10050 profile, the battens provide a subtle thickness that speaks to the luxury of the surrounding area, while the click-on suspended ceiling system allows them to be spaced at customised widths to round off the effect.

Innowood's innovative timber composite cladding solutions brought the project to life and struck the balance between old-style luxury and contemporary flair that a central entertainment hub like EntX deserves.

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