

Published February 27th, 2013

Orinda Theatre Now Fully Digital

By Sophie Braccini



Orinda Theatre presenter Martin Lipow Photo Ohlen Alexander

Manager for Theatre Square. "Theatre Square as a whole is doing well and having a vibrant movie theater is part of it. We think it is also a nice asset to the Orinda community."

GLL has owned the Square since 2008 and engaged in a strategy to revive a shopping center that had been a bit amorphous, lacking in character. "We worked on the balance of retail with restaurant owners, and showing first run movies will continue to attract people to the Square," adds Baker. "We have done it also because of the trust that has been built with CAIFFA; they are the right partners to do this."

GLL has also signed long-term lease extensions with Entourage Spa, Living Lean, Wells Fargo Advisors, Coldwell Banker, Land Home Financial and Allison McCrady Fine Arts.

The Orinda Theatre is now technologically up to par with the big multiplexes, thanks to the owner of Theatre Square, GLL Real Estate Partners that purchased the costly digital equipment in custody of the operator, the California Independent Film Festival Association. The decision to invest in the historic building comes from GLL's vision for Theatre Square and its trust in CAIFFA as the theater's operator.

"We have now installed the three digital projectors in each of our projection rooms," said CAIFFA's Derek Zemrak. "The decision to invest was part of our negotiation of a long time lease with GLL. They understood that it is something we needed to continue to operate the movie theater successfully."

It is now a requirement from major film producers that projection rooms be equipped with digital equipment. The process allows them to make substantial distribution savings, no more film reels to make and transport. The digital quality is also supposed to be higher. Within a few years, theaters that are not equipped with digital projectors simply won't get the new releases. The investment cost has already pushed some to failure.

"It was a group decision," said Doug Baker, GLL Asset

Reach the reporter at: sophie@lamorindaweekly.com

[back](#)

Copyright © Lamorinda Weekly, Moraga CA