



“THE LOUNGE” LUXURY FINE DINING CINEMA CONFIRMED FOR ISLINGTON SQUARE

Sager and **ODEON** are pleased to announce the opening of a new 22,000 sq ft six-screen luxury fine dining cinema at **Islington Square** in late 2017.

The Lounge by ODEON will become the second cinema in Europe to offer such exclusive at-seat waiter service serving gourmet three-course meals, fine wine and cocktails freshly prepared by professional chefs and bar hosts. The first, **The Lounge at ODEON** in Whiteleys, Bayswater was opened in 2012 and has become an icon among Europe’s most famous cinemas.

Developed by **Sager Group** in association with **Cain Hoy, Islington Square** is designed by the award winning architect **Piers Gough** of **CZWG Architects** and consists of the transformation of the former North London Mail Centre, nestled just behind Islington’s Upper Street into a new destination for London. Once complete, **Islington Square** will form a £400 million 4.5 acre Covent Garden style centre, providing 263 new homes, 108 serviced apartments, 170,000 square feet of retail and leisure facilities.

The Lounge at **Islington Square** will offer guests fine food, cocktails and film in a luxurious cinema setting, bringing the highest level of opulence to the viewing experience. The brand new cinema will bring an intimate experience with six boutique screening rooms each with no more than 40 reclining leather seats, with fine food and drink bought to the guests in their seats at a touch of a button. Each custom-made seat will offer double the leg room of normal cinema seats and will be fully reclinable at the touch of a button.

The Lounge is a unique deluxe experience, with guests invited to enjoy a drink in the bar area before being shown through to their seats. The professional catering and hospitality team at **The Lounge** offer an exclusive fine dining menu - freshly cooked by chefs in a purpose built kitchen and delivered directly to each guest’s seat by waiters during the film. All food is expertly designed to be both mouth-watering and easy to eat with just a fork, spoon or fingers – including fresh battered fish and chips, gourmet hot dogs, delicious dim sum, freshly popped

popcorn and ice cream soda. There is also an exciting drinks menu ranging from cocktails, fine wines and champagnes to beers, spirits, tea, coffee and soft drinks.

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2/ The fitting out of the new cinema at **Islington Square** will begin in early 2017, with the cinema opening its doors in late 2017.

ODEON was founded in 1928, since it has become a household name famed for its iconic cinemas and for showcasing the very best blockbuster films. There are now over 120 **ODEON** cinemas in the UK. In January 2016, **ODEON** was ranked as the UK and Ireland's number one cinema chain for gross box office revenue by industry analysts **Rentrak**.

Duncan Reynolds, Managing Director of ODEON UK & Ireland commented: "**The Lounge** at **Islington Square** will provide the most innovative and luxurious experience available in cinema today, in one of London's most sought after locations. This is a luxurious way of enjoying exciting new films with friends and family, and is the perfect way to make a visit to the cinema extra special, offering all our guests the opportunity to relax and enjoy fine food and drinks in an exclusive environment.

"We have been thrilled with the success of the first Lounge at Whiteleys – and are using what we've learned there to create an even more innovative high quality experience at the new Lounge at **Islington Square**."

Sager Group CEO Giris Rabinovitch commented: "**The Lounge by ODEON** is another great anchor tenant for **Islington Square** and is confirmation that our scheme will bring the very best to the local area and our future residents. **The Lounge by ODEON** will be the second of its kind, which is a testament to our scheme. Tenants like **ODEON** are attracted by the vision we've set out for **Islington Square** and the quality of our offering; this is why over a third of retail/leisure space has now been reserved."

Islington Square will provide residents with outstanding lifestyle facilities. There will be 175,852 sqft of retail/commercial facilities including shops, cafes, restaurants, the new **ODEON** cinema and a **Third Space** health club.

For more information on **ODEON** visit: www.odeon.co.uk and for further information on **Islington Square** visit www.islingtonsquare.com or contact **Sager** on Tel: 020 7723 6693

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3/ For Further Press Information:

ODEON Press office

For media enquiries contact the **ODEON** press office at ODEON@mischiefpr.com

Islington Square Press Office

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Notes to Editors

About ODEON

- With 85 years of cinema experience, **ODEON® & UCI Cinemas** is a leading international cinema operator in Europe.
- It operates 2221 screens at 240 sites across Europe as a whole, including 120 sites across the UK and Ireland.

About Sager Group

- **Sager Group** was founded in 1995 by HLH Sheikh Sagir Bin Mohammed Bin Sagir Al Qassime and GIRIS Rabinovitch.
- The Group's core activity is in Property Development and Construction.
- Their expertise lies in site procurement, asset enhancement through design, planning gain, construction, project management and sales.

About Cain Hoy Enterprises

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www.islingtonsquare.com

- **Cain Hoy** Enterprises is a private investment company financed with permanent capital that owns a diversified portfolio of real estate investments.
- **Cain Hoy** won Financier of the Year at the Property Week Property Awards 2015.
- Further information is available at www.cainhoyenterprises.com