



Asbury Park Art House Cinema to Begin Construction on New Multiplex

Movie Theater Expansion in Asbury Park, NJ to Begin January 2012

Asbury Park, New Jersey (PRWEB) December 16, 2011

More than 80 years after Walter Reade started his media empire in Asbury Park, The ShowRoom, Asbury Park's art house cinema, is ushering in a new era of movie-going in the city. The independently owned and operated movie theater, which first opened in April 2009, will begin construction on a new, multi-level cinema located at 707 Cookman Ave. at the beginning of January 2012.

The move is a natural progression for The ShowRoom's Michael Sodano and Nancy Sabino, who have filled an entertainment void in Asbury Park's diverse and vibrant cultural scene; before The ShowRoom opened, the city went more than three decades without a dedicated venue to showcase film. The new cinema will be a part of a growing art-house movement taking place across the country.

Since opening The ShowRoom, Sodano and Sabino have provided a non-stop roster of award-winning films, lecture series, author events and multi-media performances - drawing audiences from around the New York Metropolitan area to Asbury Park. Most recently, a screening of the newly released "Margin Call" brought a moviegoer to the city who hadn't visited Asbury Park in 10 years. Similar stories abound among Sodano and Sabino's audience.

"Nancy and I are committed to the development and expansion of entertainment in Asbury Park," commented Michael Sodano, owner of The ShowRoom. "During the last two and a half years, we have grown and evolved with the city, and consider ourselves part of its cultural fabric. The ShowRoom will never waiver in its mission of providing relevant and provocative entertainment for area moviegoers. We understand our audience and recognize this expansion as a natural evolution for The ShowRoom."

The ShowRoom's new home will include a 75- and 30- seat theater on the ground level, and a 15-seat screening area on the second floor overlooking Cookman Ave. The upstairs will also be used as a lounge and reception area for parties, special events and more. Like many art house theaters, The ShowRoom's personalized movie-going experience is rooted in its mission-based, community-driven philosophy. Current partnerships with Brookdale Community College, Asbury Park Film Initiative, Hope Academy Charter School, ArtsCAP and more will only be strengthened by the entertainment capabilities at the new space.

The ShowRoom will move to 707 Cookman Ave. in April 2012. In the interim, Sodano and Sabino will continue to screen a full movie schedule at The ShowRoom's current location, 708 Cookman Ave. To learn more about The ShowRoom, please visit <http://www.TheShowRoomAP.com> or call 732-502-0472

About The ShowRoom

Since opening in April 2009, The ShowRoom has continued to present relevant and provocative movies and events that engage audiences for a memorable experience. Its mission-driven film philosophy was recognized by New Jersey movie fans when it was voted Best Independent Movie House in New Jersey by New Jersey Monthly readers. The ShowRoom is a versatile entertainment space on Cookman Avenue's Art Bloc that is renowned for its roster of critically acclaimed, independent, classic, foreign, family and festival-winning films. In addition, The ShowRoom endeavors to provide the community with a welcoming and acoustically ideal environment for live performances, workshops, seminars and mixed-media presentations. Owners Michael Sodano and Nancy Sabino are film-industry veterans with more than 25 years of experience in creative communications for corporate productions. With The ShowRoom, first-rate cinema and a dedicated entertainment venue has returned to Asbury Park's growing downtown arts community. For more information, please visit <http://www.TheShowRoomAP.com> or call 732-502-0472.

###

Contact Information

Shannon Furey
Shannon Furey Public Relations

(732) 995-1638