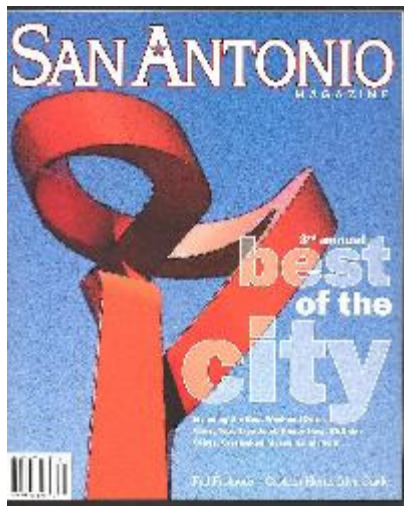




TOP According to Charissa Seipp of Charissa Seipp Interiors, color has been incorporated into everything as well as metallics. Photo courtesy of Charissa Seipp Interiors.

LEFT Large movie/media theaters are becoming integral in new homes. Photo courtesy of Acoustic Designs.

OPPOSITE The dramatic entry was created by Todd Glowka Builders, which also provided this photo.



**2007
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Article**

Fade to Black

It may seem extravagant to some custom buyers, but the home theater quickly is becoming an integral part of floorplans in many upscale residences. Oli Gulyas of Acoustic Designs offers a simple explanation.

"People design this room as an escape," he says. "With all the stress in life these days, they like to retreat into a totally different environ-

ment, turn on a movie and get lost in the art form without the distractions of the refrigerator turning on or the telephone ringing. People expect the home theater to be an escape from reality."

But what about the price tag of this new *de rigueur* amenity? Surprisingly, it may be more affordable than you think.

In addition to the cost per square foot to build the room, a standard 96 x54-inch screen and projector, for instance, averages around \$12,000. Put in perspective, that's about the cost of a year of tuition at some of San Antonio's most expensive private schools. If you consider the room as a long-term investment, the price per year can be reasonable.

Elaborate accessories, of course, can more than double the cost. High-definition screens and surround-sound are two extras that often are added, followed by stadium-style large leather chairs with built-in cup holders, fiberoptic ceiling lights that emulate stars, and traditional theater decorations that include engraved wall sconces, heavy draperies and classic movie posters. Some even throw in a popcorn cart for good measure.

"This set-up is meant to be an environment for the faithful reproduction of going to the movies," Gulyas says. "Typically, such a room would be about \$25,000."

That price may seem exorbitant to some, and rather than build a home theater, another option for techno-savvy movie buffs is to create a more media-oriented Great Room, a choice affordable to most custom-home buyers. ▶