



Case Study

Palace Theatre - Marion, Ohio

Challenge

The Palace Theatre, located in Marion, Ohio, is a magnificent “atmospheric” theatre with grand architectural appeal as rich as the landmark’s 80-year history. Designed by the distinguished theatre architect, John Eberson, the inside of the theatre surrounds the audience with a Moorish architectural courtyard and the feeling of being entertained under twinkling stars and circulating clouds at dusk. The Palace Theatre opened in 1928 as a showcase for vaudeville acts and silent movies, and is now a renowned, prominent entertainment venue that hosts local and national performances.

Through the years, the theatre has always maintained its distinctive ambience, even though it periodically has undergone architectural renovations. In 2008, the Palace Theatre added a \$3.5 million pavilion, designed with the same luxuriant look and feel of the original Spanish-style theatre. According to Executive Director Elaine Merchant, one room, in particular, deserved top attention to match the theatre’s elegant style and feel: the women’s restroom.

“To me, the appearance of public restrooms - particularly ladies’ rooms - is extremely important because these rooms directly influence people’s perception of an entire facility,” says Merchant, who has worked with the Palace Theatre since 1996. When embarking on the pavilion addition project, Merchant’s objective was to carry through the theatre’s classy and magnificent 1920’s look in the restroom.



“I view this restroom as a symbol – and selling point – for the rest of our theatre,” she says, “so I wanted the restroom to be designed at a level beyond anything our customers have seen before.”

Solution

To uphold the grand appearance of the Palace, the women’s restroom took on a sophisticated and elegant design. While the new pavilion is accessorized with opulent light fixtures, such as Spanish-style chandeliers and unique sconces, as well as beautiful Amish-made mahogany woodwork, the restroom’s striking partitions continue the facility’s classic look into the room.

Mills®Fusion™ restroom partitions by Bradley Corp. combine natural granite and satin stainless steel for an upscale, contemporary look that makes a strong impression upon entering the room. The Fusion partitions’ panels and pilasters are constructed from natural granite, while the doors are constructed from stainless steel. Granite is one of the most high-end yet durable materials available and requires little maintenance. Stainless steel doors provide a complementary, upscale look, and are also easily cleaned and maintained. Paired together, these sturdy and attractive materials provide a perfect fusion of style, design and functionality.

When Merchant learned about Fusion partitions from Greg Gescheidle, directory of manufacturing for The Mills Company, she knew they were a perfect fit for the restroom. “I immediately felt that the partitions’ granite and stainless steel materials, as well as their first-rate design and construction, were exactly what we were looking for,” she says.

Merchant was also glad that the partition doors were manufactured locally at a Mills’ plant in Upper Sandusky, Ohio, while the granite pieces were fabricated in Wisconsin.

Upscale-looking Fusion partitions turn restroom into a selling point

The color selected for the Fusion partitions – golden garnet – ties in with the color of the granite countertops in the lavatory for a finished look. The combined elements of the granite’s shiny glaze, the polished look of the stainless steel doors, luminous room lighting, and warm color scheme give the restroom a welcoming and sophisticated glow.

“The grand scale and blend of materials used with the Fusion partitions make them very impressive element in upscale restrooms, such as the Palace Theatre,” says Gescheidle. “They are a high-end application that really stands out and makes an impact with customers.”

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Elaine Merchant
Executive Director, Palace Theatre

“I enjoyed the whole process of designing this restroom. In particular, Greg understood my vision from the beginning and helped unify the entire look of the restroom with the Fusion partitions in a timely manner.”

Now, when women walk into the restroom, Merchant says, they are immediately struck by the magnificent design, stylish fixtures and cleanliness of the restroom. When she gives tours to future brides and other women interested in renting the Pavilion for an event, she tells them to visit the restroom, so they’ll see why the Palace Theatre is a first-class operation.

“When a restroom looks this spectacular, you can’t help but have a favorable impression of the overall facility,” Merchant explains. “Based on the positive reactions and comments from our patrons, there’s no question this elegant restroom is an impressive selling point for the entire Palace Theatre.”

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