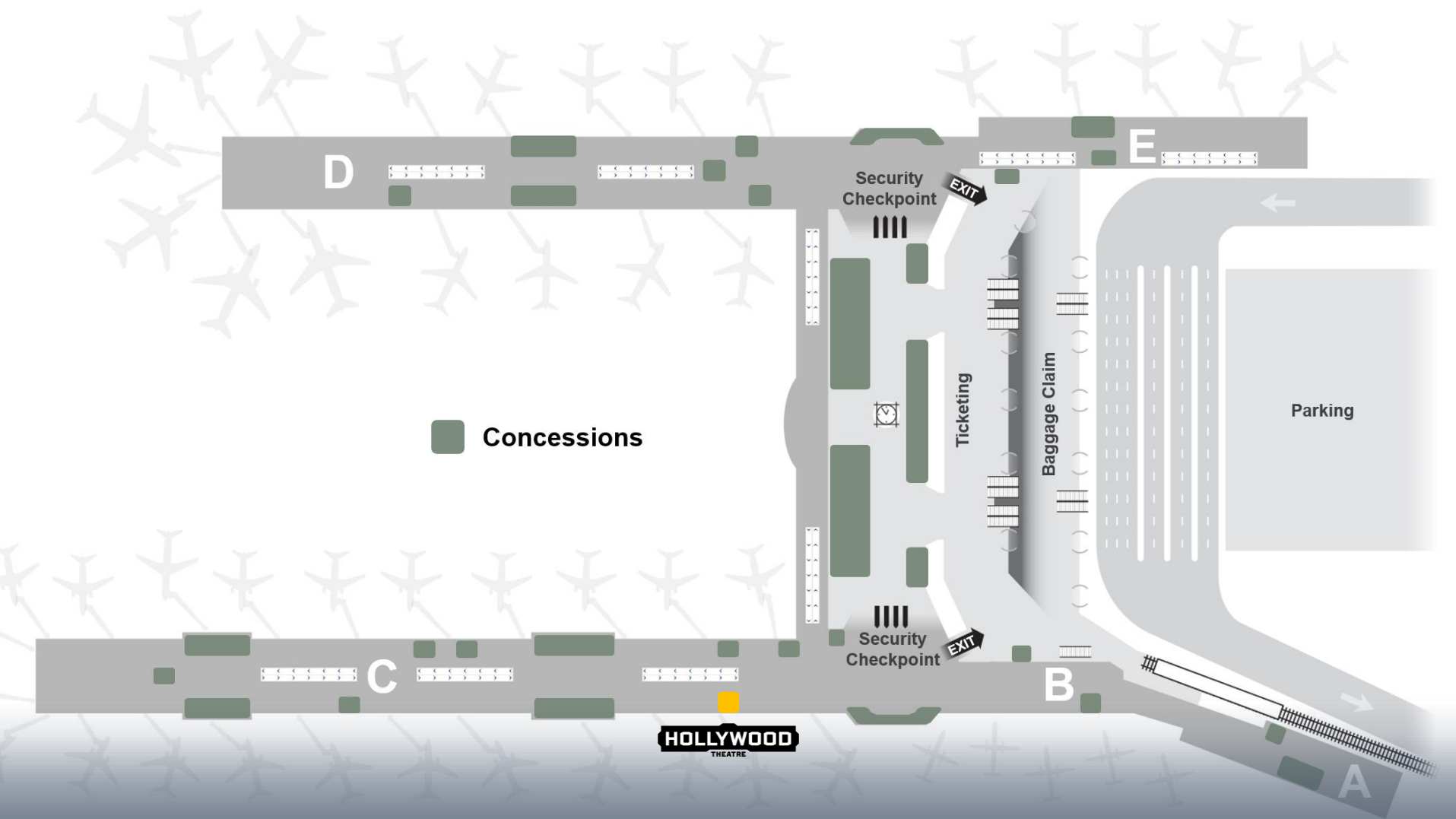




Best Innovative Consumer Experience Concept
Hollywood Theatre – Portland International Airport



Located on Concourse C, Hollywood Theatre serves passengers traveling through PDX's busiest concourse. Since raising the curtains in February 2017, the microcinema now allows passengers a place to relax, laugh, and learn while waiting to board their flights, completely free of charge



The theatre and its films further the Port's goals to ensure an exceptional passenger experience, reflect the character of the region, provide access to independent films, and serve as a source of civic pride. The airport theater's design and marquee mimic that of the historic 1926 Hollywood Theatre in Portland



Repurposing an old and underutilized business center, the space now features comfortable lounge seating, rich colors, and vintage-inspired light sconces, along with high-quality sound and video projection equipment, all of which was funded through grants and community donations



The 17-seat Hollywood Theatre screens short films produced by regional filmmakers speaking to the vibrant cultural and artistic heritage of the Pacific Northwest, while sharing the individual stories and experiences of those who call Oregon home