

The Rec Room

This popular leisure facility combines entertainment and dining under one historic roof. Its modern makeover thoughtfully acknowledged the building's origins, utilising Expona Commercial LVT as a charismatic and versatile design solution.

Location: Granville, Vancouver, Canada

Products Used: Expona Commercial PUR

Sector: Hospitality

A walk along Granville Street, in downtown Vancouver, is illuminated by the bright lights of The Rec Room, a vibrant destination that reflects the area's history and energy.

The building amalgamates three former properties, including an original Art Deco theatre, opened in 1929, and the former Palms Hotel, both of which have local historical significance.

It is owned and managed by Cineplex Entertainment, the Canadian operator of cine-mas and family entertainment centres.

To expand their business, they created The Rec Room: a chain of vibrant leisure destinations offering social play and hospitality.

For the Granville branch, the Cineplex Entertainment management team partnered with mackaywong, a Toronto-based design studio with sector expertise.

Under the guidance of Sarah Degrace, their experienced Design Director with over 25 years of experience, the Design Team was tasked with creating a social environment shaped by heritage and community.

Their design brief for the three-floor heritage structure was to transform it into a venue that reflected the history and energy of Granville Street.

Cineplex Entertainment engaged with Degrace to create a design narrative that honoured the building's theatrical past whilst introducing a modern social experience across multiple levels.

This collaboration was open and creative, with mackaywong encouraged to bring forward design recommendations that strengthened their storytelling, improved guest flow, and elevated the visual identity of each floor.

The Rec Room required stylish flooring that would create clear zoning, in addition to being durable and easy to clean. Moreover, it needed to support the design narrative on each floor of the building.



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POLYFLOR CASE STUDY



In collaboration with the development team, mackaywong determined that Polyflor products offered a balance of all practical and aesthetic requirements.

A duo of Expona Commercial PUR shades was therefore specified to feature prominently within several guest-facing areas:

- Cottage Oak Prisma (4117)
- Grey Terrazzo (5128)

Cottage Oak Prisma adds warmth to the heritage-inspired areas of The Rec Room, whilst Grey Terrazzo adds a fresh, contemporary look. Both products have performed well, maintaining their appearance.

Upon reflection, Degrace confirmed that the Expona Commercial PUR visuals integrate seamlessly with the overall design narrative whilst maintaining consistent performance levels.

“Expona Commercial PUR from Polyflor was an excellent fit for The Rec Room. The products delivered the durability we needed in a high-traffic entertainment venue whilst providing the aesthetic versatility to support our storytelling across multiple levels. The installation looks great, performs reliably, and has become a strong foundation for the overall guest experience.

Sarah Degrace, Design Director, mackaywong

