

Scottsdale's iPic Theater Review

Written by Claire Perkins

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The first question I asked upon stepping foot into the iPic Theater was “Where are the rooms?” because I want to move in. ASAP.

It used to be a difficult choice: Social night out with friends for cocktails and gourmet dinner, or a low-key bite to eat before a quiet night at the movies. Now, the brand-new iPic Theater in Scottsdale Quarter is bringing a third, innovative option to the table—an all-encompassing center that features a modern restaurant, fancy lounge with endless cocktail lists, and superluxe movie theater with premium service.

Located in the up-and-coming Scottsdale Quarter, the iPic Theater is hard to understand or explain until you step foot inside, because it's hard to imagine anything other than theaters we've all grown accustomed to.



iPic Ticket Counter

Tickets & Arrival

When you decide it's an iPic evening, visit iPicTheaters.com—you'll have the option to select one of the movies playing (you'll have numerous options, including some first-run films) and time up to a week before your big night.

There are Premium seats, which have a price-point of about \$17, and Gold seats, which cost approximately \$25. The difference in the seats are placement, the Gold seats are higher-up and not as close to one another; comfort-level, the standard leather seats don't recline while the Gold seats do; and service—Gold seat customers have the option of food and beverage service inside the theater. (Read on for more info on becoming a member—it's free and members receive perks and less-expensive tickets!)

Once you've selected your film, you pay for the tickets online, deciding which specific seats you'd like to sit in, just like on an airplane. Choose aisle seats if you're claustrophobic or two centrally-located seats if you want the best view.

As you arrive to iPic, you'll receive comped valet before you make your way up to the second-story location. Be sure to get there early so you have time to play before showtime.

The Decor

id&design International, the company who designed the look of the space, has really outdone themselves. With cool colors, textures and no detail spared, the iPic rivals any hotspot in town when it comes to design; I'd liken it to a brand-new W Hotel.

The space features superhigh ceilings, fun light features like a wall of flickering pillar candles, smooth marble floors, decorative tiles and plush seating. There's an open-air sense when you enter the space—no dungeon feeling here. The main lobby connects the Salt lounge, Tanzy restaurant, concessions area and theaters. Wall-to-wall glass pocket doors make it easy to open the spaces seamlessly to the beautiful Arizona weather.

And because iPic Theater in Scottsdale is the seventh iPic to be built—the first opened in 2007—the Florida-based company has integrated the best of each iPic built prior.

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iPic Theater Lobby and Tanzy Concessions Stand

Salt Ultra Lounge

Salt, named after the seven salt-rimmed cocktails they offer, is the perfect place to begin and/or end your evening. The ultra hip space is scattered with cocktail tables and lounge areas on both sides of the bar, offering plenty of space for a couple to loosen up on a first date before the movie, or linger if they don't want to leave once it's over.

The menu of cocktails is extensive, and all samples at the VIP event I attended were met with rave reviews. Signature Salt Cocktails include the Prickly Pear & Arizona Honey 'Rita and a Five Citrus Cazuela.

Tanzy Restaurant

While I was unable to actually dine in the restaurant yet—it opens two weeks after the theater opens—I was able to tour the space. If the food is even mediocre, I see a packed house in Tanzy's future because it just feels so damn cool.

The space melds perfectly with the other spaces, with indoor fireplaces, lounge areas and comfy bars, booths and tables. The 130+ wines Tanzy offers are housed in a floor-to-ceiling glass wine cellar that makes me thirsty just thinking about it.

The delicious food isn't only served at Tanzy, however. iPic guests in Gold seats can order the food—think cheese boards, flat breads, salads, desserts and seasonal specials—to be delivered straight to their numbered seat in the theater throughout the film. Premium seat ticketholders aren't snubbed, either; gourmet concessions made in the same kitchen are available to grab in the main lobby. Popcorn comes complimentary. Can you picture anything better than a split of Champagne and delectable dessert delivered to you in a movie? I can't.



iPic Theater

iPic Theater

Let's get to the actual theaters. As you walk through the iPic theater corridor, awesome artwork lines the halls. The wall-to-wall screens in each of the eight screening rooms are of the highest quality, and the latest digital projection and Dolby 7.1 channel sound for a state-of-the-art viewing experience.

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Only two tiers of 70-80 seats (with 54-inch row spacing for optimal leg room) fill each theater. As for the seats themselves, imagine the look of a DWR chair with the comfort of a La-Z-Boy. Now cover it with an ultrasuede slipcover, add a rotating tray for your gourmet goodies and an electric reclining button. Those are the Gold seats. Premium seats are nothing to scoff at either; the leather upholstery is almost as glorious. These little guys don't recline, however. All movie guests have the option to snag a comfy pillow and supersoft fleece blanket for their seat, too.

The coolest part is that you picked your seat when you bought your tickets, so there's no rushing to gulp down your food to get the seat you want.

Membership

Ready to get in line? If so, become a member! Believe it or not, membership is free, and you can sign up online. Members receive cool benefits like Members Get More Tuesdays, which mean affordable drink and food specials; members-only events like Q&A screenings, wine tastings and more; a free ticket offer on your birthday; ticket discounts and tons of other cool promos.

Click [here](#) to become a member!

The only pitfall to iPic? Those days of going to the movies with no makeup on are over. The only way to step foot in this place is dressed to the nines!