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Commercial Real Estate

New auditorium and cinema in Fayetteville cements Trilith's place on the map



Trilith Live, a 530,000-square-foot live entertainment complex in Fayetteville.
BYRON E. SMALL



By [Henry Queen](#) – Staff Reporter, Atlanta Business Chronicle
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Story Highlights

- A live entertainment hub called Trilith Live has opened in Fayetteville.
- The venue will have a seated capacity of 2,200 and a total capacity of about 3,000.
- Trilith Live is part of Town at Trilith, a master-planned community south of Atlanta.

Town at Trilith, the master-planned community in west Fayetteville spearheaded by Chick-fil-A Chairman Dan Cathy, is ready to welcome the world.

The live entertainment hub called [Trilith Live has opened](#), offering an opportunity to bring in significantly more members of the public – including people flying into nearby Hartsfield-Jackson Atlanta International Airport. Trilith Studios, though one of North America's largest and most successful film and television production facilities, was never a public-facing attraction.

The cost and the financing structure of the 530,000-square-foot Trilith Live facility was not disclosed, but it's safe to say that it represents the most expensive part of the project thus far.

No expense appears to have been spared. Upon entering, guests are greeted with a massive, curved LED screen that promotes upcoming shows. It looms over a pair of escalators that a county spokesperson confirmed are the first in Fayette County.

Directly outside the doors into the auditorium, a light display on the ceiling and wall is a visual stunner and tailor-made for Instagram. The auditorium itself – which seats 2,200 guests with room for 800 more depending on the show – feels timeless. The split-face concrete masonry unit walls will be among the first things guests will notice.

"It provides an architectural texture from a design standpoint, but more importantly, it provides an acoustical element," said Matt McClain, executive director and general manager of Trilith Live. "Instead of reflect[ing], it deflects."

The space is fully wired for broadcast should Netflix or another company want to film a show. The audio and visual systems are also top-notch. The speaker system, built by D&B Audiotechnik, is one of the most immersive products on the market, and four IMAG screens give guests an enlarged picture of the onstage performer.

It's unlikely they will need to squint much: The entire venue is pretty intimate. The furthest feet in the house are only 75 feet away, McClain said.

"The top balcony is 673 seats," McClain said. "We can drop a cut-down curtain, as they are called, and hide those seats and reduce capacity to meet the needs of any event from a capacity standpoint. So it's not always about going up, but it's also about making it very intimate in feeling. ... Any seat in the house is an amazing seat."



Matt McClain, executive director and general manager of Trilith Live.

BYRON E. SMALL

The event calendar, which began on Jan. 15, features plenty of family shows with props ranging from dolls to a miniature horse. There are also comedians and musicians, which span R&B and soul to Christian contemporary. The goal is to reflect the Fayetteville and larger metro Atlanta communities, project officials said.

The auditorium is flexible – its stage has several different options and its floor is a blank canvas.

"You go to a regular theater, and you have a floor that's got permanent seats," said Linda McCarthy, assistant general manager of Trilith Live. "This is more multipurpose. We can do a concert on a Saturday night, flip the room over and be ready for a conference to come in that's going to be at round tables the next day."

There is also a cinema in the same building that features nine different luxury movie theaters run by Georgia Theatre Co. Two soundstages were part of phase one of Trilith Live and have hosted everything from game shows to rehearsals for Usher's concert tour.

Mallory & Evans was the developer of the project, Nelson Worldwide was the architect and Holder Construction was the general contractor. [Hanna Brothers](#) will provide food and beverage for the auditorium. The companies have created an ideal guest experience, McClain said.

"When you step into venues of this size, in a lot of cases, they're not built for guest experience," McClain said. "What we've been able to do here by expanding our concourse is be able to have concessions, restrooms, stairs and elevators on both sides of the house. Whichever side you step out of as a guest in the middle of a show or enter into from, you're going to have all the same amenities on both sides."

Town at Trilith should get a boost

Town at Trilith – already one of the bigger mixed-use developments south of Atlanta – is rounding into shape with the introduction of Trilith Live.

[The 193-key Trilith Guesthouse hotel](#) that opened in early 2024 is already busy, but Trilith Live should only add to its business. Local retailers will benefit, too. And there are several home sale signs that will get a few extra eyeballs.

"Live has been a significant game changer for us," said Jake Pitman, manager of Town at Trilith. "[U.S. Soccer, as well](#). We've seen a lot involvement with them as well, which is great."

The next step is to build a project on a 4-acre site adjacent to Trilith Live that is currently a gravel parking lot and had served as a construction staging area. Pitman said the development team is evaluating what to construct on the site but said the process will kick into high-gear this year. Town at Trilith has entitlements for 600 multifamily units, roughly 340 of which have not yet been built.

At full buildout, the project should also include 750 single-family homes, 300 hotel rooms and 270,000 square feet of restaurant, retail, office and commercial space. Phase one of the retail buildout is nearly 100% occupied.

Trilith LIVE

175 Trilith Pkwy, Fayetteville, GA 30214

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4.8

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