

## MEDIA PRODUCTION CITY

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### Abstract

The cinema sector is a recreational environment where people around the globe are entertained through this industry. The youth communities in Saudi Arabia are currently involving themselves in media production and the film industry, and have exhibited potential success in it. Thus, to further develop this industry in Saudi Arabia, this work presents the proposed on developing a media production city at Jeddah. In this work, five case studies were analysed to attain the design prospects. Thus, based on the analysed case studies, the estimated build up area for the proposed media production city is 32800 m<sup>2</sup> with gross floor area of 67 210 m<sup>2</sup>. Furthermore, 3 construction site were proposed and site evaluation was done. Results of the site evaluation has showed that site 1 was the most suitable site, as it exhibited the highest evaluation score of 76. The proposed site was located at North Obhor of Jeddah. The proposed media production city was designed with fluidity and dynamicity in terms of design and setting. Furthermore, it has also incorporated sustainable energy saving features. This media production city will be able to enhance the film industry in Saudi Arabia.

**Keywords--** media, building, studio, architecture, Saudi Arabia

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### INTRODUCTION

Hollywood has forever been the influential hub of the globe's film industry. The success story of Hollywood has paved the way for the development and progression of media cities around the globe [1]. The term "media city" defines cultural and media centers with a variety of sizes and levels. Media cities are an interaction between architecture, media, and social phenomena [2]. A number of examples can be cited worldwide, the most recognized being Media City Dubai, DR Byen in Copenhagen, Digital Media City in Seoul, and Media City UK in Salford [3]. Media cities will usually have large office, studio and exhibition spaces (usually at high rental costs), and house auxiliary leisure and cultural services [4].

The concept of media cities as clusters of industry where media companies gather and operate is a spreading phenomenon in the Arab region. The Egyptian Media Production City was the first media city created in the Arab region in 1997, followed in 2001 by Dubai Media City and Jordan Media City [5]. Since then, four other media cities have been created in the United Arab Emirates (UAE) alone as well as one private-sector media city in Oman [6]. It has been noticeable in the last 10 years that young people in Saudi Arabia are moving towards media production and the film industry and achieving great external success with their work in the Gulf region and also in international film festivals [7]. However, all this was achieved without any proper facilities and some of the youths visited neighbouring countries to utilize the media facilities for film creation. In order to fully realize the youth's potential and develop Saudi Arabia's film industry, a proper media city is needed. Thus, this work presents a proposal on the development of media production city at Jeddah, Saudi Arabia.

### CASE STUDIES

For this work, five case studies were analysed and the details of the case studies are stated as follow.

- Columbia College Chicago Media Production Center (MPC)
- Egyptian Media Production City (EMPC)
- KNN Media Center
- Pinewood Studios
- Busan Cinema Center

### Columbia College Chicago Media Production Center (MPC)

Columbia College Chicago Media Production Center (MPC) is located at Chicago, United States of America (USA) (Figure 1). It was designed by Studio Gang Architects. It is it has size of 36000 m<sup>2</sup>. It houses professional facilities such as sound stages, classrooms, a set production shop, and a studio for motion-capture.

The main studios, where the occupants needed full control of sound and lighting, is contained within the largest strip. The street façade of the building is clad in colorful vertical glass bars to resemble a TV test pattern. The main entrance to the building leads to a double-story lounge at the northeast corner of the building. The lounge contains a masonry arch of the artifact. Furthermore, wide staircase doubles as a bleacher seat for lounging or watching movies and displays retractable LED screens in the room.

The studios and other instructional spaces are located on the opposite side of the lobby. A ramp leads to the classrooms, then loops around to the State Street edge of the building, ending at the top of the viewing staircase of the lounge. This route was shaped by cinematic compositional devices, with windows framing views across multiple spaces and to the exterior of the building.

Additional openings have been carefully positioned to create different daylight conditions and to accentuate the sense of layering. Openings are positioned through multiple layers of space to frame views. Each strip of the three strips has a different height designed according to the functions in each strip.

A courtyard next to the set shop can be used to socialize, film and watch outdoor movies at night. Furthermore, a prefabricated unit with outer and inner layers of concrete of different thicknesses separated by several inches of insulation was used to prevent noise and vibration from the surroundings. These walls offer "impedance mismatch" and prevent noise from penetrating the sound stages. For the roof, a green roof was used as an acoustical isolation and eliminates noise from pelting rain.



**Figure 1.** Columbia College Chicago Media Production Center

**Egyptian Media Production City (EMPC)**

Egyptian Media Production City (EMPC) is located at Giza, Egypt. The studio complex is EMPC's core and covers an area of over 400,000 square meters. The studios vary in sizes from 100 to 900 square meters and with different heights. The studios are equipped and supplied with the most advanced technologies required for various productions, by the most advanced international companies in the field. Studios allow broadcasting to satellite channels programs. Each complex have variety of studios with various sizes, distributed in the city. The outdoor shooting location in this complex is huge at it covers several area such as Islamic theme area, pharaonic area, rural area, Nazlet el-Semman (ancient district), Alexandria area, popular district area, house of nation, military area, coastal area, Bedouin and desert area, jungle area, garden city district, mosque, Messadak street area, sports area and hotel.



**Figure 2.** Egyptian Media Production City

**KNN Media Center**

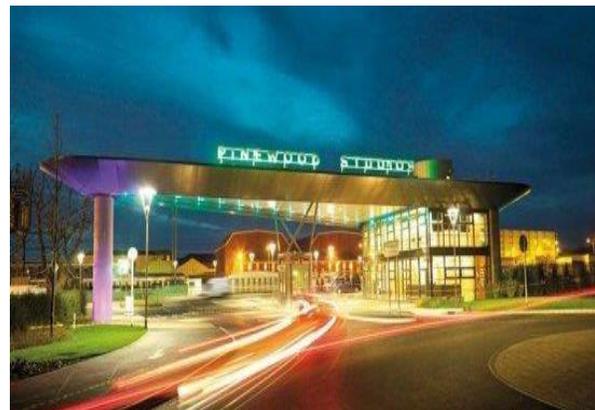
KNN Media Center is located at Busan, Korea (Figure 3). It was designed by DRDS Architecture. The size of this center is 68000 m<sup>2</sup>. KNN Media Center is a new broadcasting headquarters and cultural media facility in Busan City. It is a new landmark that will contribute to the new definition of Centum City as a cultural area in Busan, Korea, along with other recently designed progressive architectural works. The building includes news and broadcast studios, office condominiums, retail and a Teddy Bear Museum. The podium of the building includes the broadcast studios, retail and museum. On the other hand, the tower has office spaces. In both its podium and tower, the project has many green spaces and gardens integrated with the design. Furthermore, the building's soft surface create slightly transition between the external and internal public spaces.



**Figure 3.** KNN Media Center

**Pinewood Studios**

Pinewood Studios is located at Lver Heath, Buckinghamshire, England (Figure 4). The size of this studio is 262 400 m<sup>2</sup>. Over the years, the studios have hosted many productions ranging from films to television shows, and it is well known as the home of the James Bond, Harry Potter, Superman and Carry On film series. The world famous 007 stage at Pinewood was built in 1976 for the Bond movie The Spy Who Loved Me. Since then it has been used by many famous productions to create amazing sets. Furthermore, this studio has an underwater set, ballroom, boardroom, pool theater, south corridor, garden and lake and black park.



**Figure 4.** Pinewood Studios

**Busan Cinema Center**

Busan Cinema Center is located at Busan, South Korea. It was designed by Coop Himmelb(l)au. The size of the center is 32100 m<sup>2</sup>. The concept envisions an urban center with superimposed areas: the Urban Valley, the Red Carpet Zone, the Walk of Fame, the Memorial Court, and the BIFF Canal Park. Also the discourse about the overlying of open and closed spaces and of public and private areas. The project include 1,000 seats multifunctional theater, 2 Small cinemas with 200 seats, medium cinema with 400 seats 4,000 seats outdoor cinema, public plaza and home of international film festival. In addition to a conference center, offices, and restaurants. In terms of the architectural design, an open urban center, framed by the plaza's opaque functional areas, is spanned by two large roofs fitted with controlled LEDs. The larger of the two roofs projects over the Memorial Court a column-free, 85-meter cantilever. A multi-functional center of events in the form of a double cone serves as a symbolic structure for the entrance. A steel lattice shell on spanned concrete slabs designed to represent the only vertical supporting structure for the large projecting roof.



Figure 5. Busan Cinema Center

**PROGRAM ASSUMPTION AND SPACE DETAILS**

For the proposed media production city, based on Table 1, the estimated build up area is 32800m<sup>2</sup> with gross floor area of 67210m<sup>2</sup>. The project zone is comprised of studio complex, office tower, theatre center, city headquarters(HQ) and educational institution.

**Table 1.** Build area estimation

Zone	Gross floor area (GFA) (m <sup>2</sup> )	Percentage (%)	Floors	Build Area (m <sup>2</sup> )	Users
Studio Complex	22100	32.88	1	22100	1881
Office tower	21300	31.69	12	1775	1675
Theatre center	6820	10.15	2	3410	2591
City HQ	5070	7.54	2	2535	430
Educational Institution	11920	17.74	4	2980	1919
Total	67210	100	-	32800	8496

**PROPOSED SITE**

**Proposed site: Site 1**

For Site 1 (Figure 6), the site is located to the North Obhorof Jeddah, close to a lot of new development projects such as The Kingdom tower. It is 20 min. away from the airport and will be less after construction Abhor Bridge. It is easily accessed from the main road. It has a view of the bay and a view of the new development area of The Kingdom tower.

**Proposed site: Site 2**

For Site 2 (Figure 7), the site is located at Albasaten District, Jeddah. It is a 10 min. away from the airport. It is next to shopping mall and many others facilities. The site located at The King road, one of the most important roads of the city. The site is few minutes away from the sea.

**Proposed site: Site 3**

For Site 3 (Figure 8), the site is located at Al-Sufun Roundabout, Jeddah. The site is closed to the city center, accessible from all direction of the city. Located in an existing business neighbourhood. It is close to the Ministry of Media and next to the Jeddah Municipality.



Figure 6. Site 1



Figure 7. Site 2



Figure 8. Site 3

**SITE EVALUATION AND ANALYSIS**

In this work, site evaluation was on the three proposed site. Site evaluation was done based on few criteria's, which were site area, accessibility, future plans, surroundings, visibility, views, and physiographic elements. Based on Table 1, site 1 has exhibited the highest score of 76, compared to site 2, with evaluation score of 71 and site 3 with evaluation score of 58.

**Table 2.** Site evaluation

Criteria	Site 1	Site 2	Site 3
Site area	9	7	5
Accessibility	7	8	5
Future Plans	10	7	4
Surroundings	4	7	8
Visibility	6	9	8
View	9	4	7
Physiographic elements	7	4	7
Total	76	71	58

Thus, site 1 was selected as the proposed construction site. The site located at the north of Jeddah, at North Obhor district. The site is overlooked SharmObhor Bay. The site dimension is 260 m

x 480 m, with an area of 137,000 m<sup>2</sup>. The site is accessible from one street “prince Abdullah Al-faisal Street”, this street can be accessed from the middle of the city by Media Road, King Road and Cornish Road. Furthermore, the land surrounded from the northwest side by commercial and residential areas, from north and south by the seaside areas, and SharmObhur bay from the east. In addition, The site has no natural elements except the waterfront, which can be big advantage for the project if utilized well. The highest point at the site is 8m height at the northwest corner of the site. The lowest point is the east side which overlooked the bay with 0.5m height.

**PROJECT DESIGN**

Figure 9 shows the proposed design of the media production city. The design is characterized by its fluidity and dynamicity (Figure 9). It focuses on creating intersecting paths, routes and volumes in dynamic forms to express the sense of motion. The project acts as a connection between the city and the sea and integrates nature into the building as an extension of the surrounding greenery. The design reflects the city’s future face. The building form represents movement in a dynamic way, it can be seen differently from any direction. The building acts as a connection between city and sea and is divided into two parts: public and private. Between these parts, an open space was created to interact with people. The office tower was located as a connection between these two parts and it was located on the side of the street to capture attention and create interest. The tower was designed in a sloped shape to allow air to pass through the site and not block it. The building was placed in the middle of the site, separating the public zone (park) from the private part (the outdoor shooting area). The park was designed to connect the city to the sea with a walkway and different activity spaces. Due to the change in site topography (which is about 8 m), the site was designed to separate vehicle paths from pedestrian paths. In the middle of the building, an elevated open area was paced to move people easily from the ground level (street level) to the lower level (sea level) and linked to the lower level with ramp and stairs. Figure 10 shows the functional zoning diagram of the proposed media production city. The zoning is comprised of office, theater, TV studios, sound recording studio, workshops, central technical area, stages, lighting studio, cinema and motion caption studio. On the other hand, in terms of sustainability, the system of photovoltaic cells was placed on the outer skin of the tower to collect sun energy and convert it into electrical energy. To minimize the energy use of the building, a controlled lighting system was placed on the tower’s outer skin to minimize heat gain, and passive natural ventilation was applied in the design to minimize the use of ventilation systems. In the design, a water recycling system was adopted to reduce the use of clear water. In addition to water characteristics, the green spaces were maximized in the design to reduce the heat island effect. Indoor hanged gardens were added to the interiors to purify the air and add something good to the space.



**Figure 9.** Perspective view of proposed media production city



**Figure 10.** Zoning of media production city

**CONCLUSION**

This work has presented the proposal of developing media production city in Jeddah, Saudi Arabia. The proposed site is located at North Obhur district. The media production city requires an estimated build area of 32800 m<sup>2</sup> and gross floor area of 67210 m<sup>2</sup>. The media production city will gather media and production companies and experts in one location. The city will have studios, sound stages and shooting sites with high standards for different production needs. The city will also include the first official media production institution in Saudi Arabia and will support the media industry.

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