

DI-CINEPLEX: ENTERTAINMENT AND CINEMA COMPLEX

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Abstract

Humans need entertainment to balance their stressful lifestyle. Normal life can be stressful, thus people need to relax to achieve a healthy lifestyle. Reducing stress with a good distraction such as entertainment or sports can drain the negative emotions. After some relax activities, humans will feel more relaxed and passive. This study aims to facilitate the balance lifestyle among the Arabian, thus proposed a project of entertainment and cinema complex in Beirut, Saudi Arabia. Several similar case studies were covered as the fundamental for the design idea. The space program of the project consists of twelve zones namely main entrance and reception halls, administration, maintenances, labour area, main cores and emergency exists, cinemas, facilities, warehouses, multi-storey parking, bike parking, outdoor stage and marina. The site located is selected based on the site evaluation criteria of accessibility, views, climatic, surrounding, visibility, supporting amenities, security, noise and distractions. The design concept of the complex is inspired by the concept of motion.

Keywords-- Entertainment, Cinema Complex, Healthy Lifestyle, Sports, Relaxed and Passive

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INTRODUCTION

The film has evolved from time to time and has made significant advancements in the past few decades [1]. James Cutting, a psychologist at Cornell University, examines how the brain's processes relate to film components such as editing, frame rates, projection, and scene and narrative structure. "He has been looking at shot duration over the past few years, and has found that the average duration of a shot is consistently shorter now than it was a decade ago" [1]. Modern digital technology has allowed filmmakers to maintain better control for more naturalistic effects.

There are changes in visual style that have been by the new technology. Audiences can now also watch movies on smartphones, tablets, and computers, and stream movies through platforms such as Netflix [2]. There reasons the movie-theatre experience is still worth the effort such as having personal time alone, enjoy the visual, more focus, revel in the massive speaker system and less disruption [3].

The proposed project consists of outdoor stage and marina that allow family to have their time. "Parents and children both benefit from spending quality family time together. Children feel special when their parents take the time to do fun activities with them, as even simple everyday errands can make for a great bonding experience" [4]. The benefits of family time and entertainment are very clear. Strong family bonds are essential for kids' social and emotional development, and for everyone's well-being—adults and children [5]. Therefore, this project integrated the entertainment and cinema together becomes a convenient social hub for the residential in Saudi Arabia.

CASE STUDIES

There are four case studies covered in this study. The first case study is Busan Cinema Center, located in South Korea, which is very huge luxurious cinema attracting person all over Korea and the world. Second, the Ufa Cinema Center, located in Dusseldorf Germany, which is a very special center introducing cinema, which is a very unique and creative way. Third is the Pushkinsky Urban Cinema, located in Russia. This cinema shows how a real complex can be integrated in a very simple and attractive way meeting peoples' needs.

Finally, Fujairah Media Group unveils Drive-in cinema, located in Dubai. This amazing Drive in Cinema complex takes you to a world of what we call Real Cinema.

Busan Cinema Center, South Korea

Busan Cinema Center in South Korea is designed by Günther Weber (Figure 1). The basic concept of this project was the discourse about the overlapping of open and closed spaces and of public and private areas. While the movie theatres are located in a mountain-like building, the centre's public space is shared between an outdoor cinema and a huge public space [6].

The Red Carpet Area is actually three-dimensional: across a ramp which leads along a double cone the guests of honour reach the reception hall. Each of the two areas is overarched by a huge roof, one of them measuring 60 x120 meters – the size of a soccer field – and cantilevering 85 meters. Light installations on the roof, coordinated with a wide variety of events organized by the BIFF or the City of Busan, can be programmed by artists and light designers to present fully animated graphics [6].

Ufa Cinema Center, Dusseldorf, Germany

UFA is connected to the six determinants of form as determined by Paul Rudolph. First is scale, UFA maintains scale that is proportionate to its neighbours and acts as focal point due to its irregular shape. Second is function, the workings of the building flow with passageways and places of spectacle and reflection. Third is region, lighting of this form is evidently taking full advantage of natural lighting conditions. Fourth is material, traditional materials are used and as this building is a focal point, the irregular shape exemplifies the form. Fifth is psychological demands, sequences of space to arouse curiosity are met with the passageways that reveal turned out spaces to act as movie clips. Sixth is spirit of the times, using cantilever with glass enclosed towers speaks to enriching an architectural language of our times [7].

Deconstructivist ideas of the broken body are applied to UFA as it does not follow symmetrical ideals of the Cartesian grid and proportions of the perfect male body (Figure 2). In a sequential order of breaking down the grid to create a formula conducive to deconstructivist ideologies, the perfect form is transformed into

another form that is arguably as perfect with the UFA. This process requires a literal break down of the parts and at points may seem confused from plan view. The final image is settled into a new system not unlike bones that have been broken and have not been reset properly, causing a new outcome [7].

Pushkinsky Urban Cinema, Russia

The Brooklyn architecture team had their proposal for Cinema Pushinsky shortlisted in DuPont’s 2011 Changing the Face competition (Figure 3). The beauty of this particular building is the way it engages with the public even at the level of the street, inviting visitors to climb its outdoor steps, or be lifted onto its balcony plaza by an exterior elevator [8].

The expansive facade of vibrant LED lights acts as a scintillating backdrop for Plein-air events, where the Pushkinsky Urban Cinema will host art exhibitions, fashion shows, public figure skating and more. The main problem with the Cinema Pushinsky is that it has lost its openness. Completed in 1961, historic photographs of it show a building far lighter and more transparent, one that extends its surroundings, drawing moviegoers into the luminescent darkness of the theater [8,9].

Fujairah Media Group unveils Drive-in cinema, Dubai

Fujairah Media Group unveils Drive-in cinema in Dubai is an outdoor complex (Figure 4). This branded Arabian cinemas will features four 3D capable digital cinema theatre space with the rom for a total of 800 cars at any one time. The complex will be able to handle 7200 customers per night. The audio for the movies will be delivered through a dedicated FM frequency for each screen that the customers can then tune into through their car radio [10].



Figure 3. Pushkinsky Urban Cinema, Russia [8]



Figure 4. Fujairah Media Group unveils Drive-in cinema, Dubai [10]



Figure 1. Busan Cinema Center, South Korea [6]

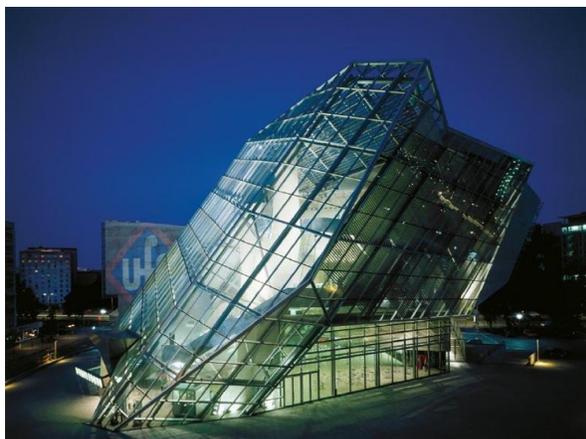


Figure 2. Ufa Cinema Center, Dusseldorf, Germany [7]

SPACE PROGRAM

This project consists of two main zones namely cinema zone and facilities zone. The cinema zone consists of eight cinema theatres, one I-Max cinema theatre, two 4D, 5D and 9D theatres. The facilities zone consists of main food court, two big luxury restaurants, ten shops, indoor and outdoor café, book store/library, video games hall (Arcade), billiards hall, two karaoke lounges, outdoor stage and marina. The detail of space program of the project is shown in Table 1.

Table 1. Space Program

Zones	Use	Percentage (%)	Area (m ²)
Main Entrance and Reception Halls	8.52		3340
Administration	2.04		800
Maintenances	3.83		1500
Labour Area	1.27		500
Main Cores and Emergency Exits	8.93		3500
Cinemas	26.79		10500
Facilities	22.96		9000
Warehouses	2.55		1000
Multi-storey Parking	17.86		7000
Bike Parking	0.51		200
Outdoor Stage	4.23		1660
Marina	0.51		200
Total	100		39200

SITE SELECTION AND ANALYSIS

This study proposed three site locations for the project and all are located at Beirut, Lebanon. Figure 5 shows site 1 located at the west of Beirut, beside the beach and the site area of 39200 sqm. Figure 6 shows site 2 located at the south-west of Beirut, beside the beach and the site area of 23635 sqm. Figure 7 shows

site 3 located at the west of Beirut, surrounded by building and the site area of 19740 sqm.

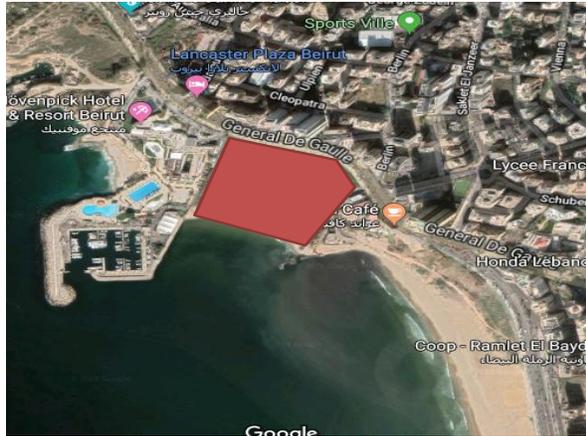


Figure 5. Site 1 [11]

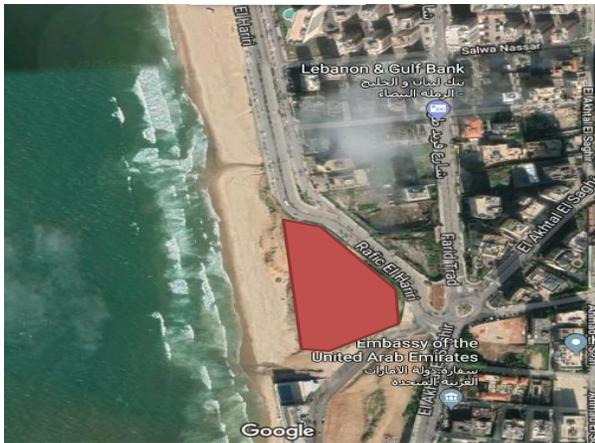


Figure 6. Site 2 [12]



Figure 7. Site 3 [13]

The site was selected based on criteria which are divided into 9 sections and each section is graded. The criteria are accessibility, views, climatic, surrounding, visibility, supporting amenities, security, noise and distractions. The grade given to each criterion is based on the impact and important to the project. The site evaluation result is tabulate din Table 2. The obtained result shows that, site 1 score the highest and considered as the site location for the project. The selected site owns several advantages than other sites such as dynamic site, great

topography and potential to create sub-streets. The source of noise at the selected site is much lesser. Also, this site can be extended for marina.

Table 2. Site evaluation

Criteria	Criteria / Grad	Site 1	Site 2	Site 3
Accessibility	1/15	15	15	10
Views	2/15	15	15	10
Climatic	3/10	10	10	10
Surrounding	4/20	18	15	10
Visibility	5/15	15	10	8
Supporting Amenities	6/15	15	15	10
Security	7/10	10	8	8
Noise	8/10	-5	-8	-3
Distractions	9/10	-5	-8	-5
Total		88	72	58

PROJECT DESIGN

The design concept of the project is Motion. The motion here was applied not only physically but also typographically downwards to the sea level. The form of the building is based on the huge topography of the site which had a decline of 40 meters to sea level.

The first level of the building is the main street level. It was designed to be a Recreational pedestrian walk that got extended more towards the site itself creating a wider walking area (more like a park) with a huge attractive landscape within the two main attractive cores that leads downwards to the underground building.

The rest of the levels will be accessed using the two main cores going downwards as shown in Figure 8. There are two escalators and eight elevators in every core. First is comes to the extended Pedestrian Recreational area and second is the cores will lead to the multi-storey parking areas. The parking lots can access to the Ground Floor. At the first floor, it's the cinemas area; including 4 theatres were the floor will be double height follow by Imax Cinema theatre including the other 4 cinemas as shown in Figure 9. The stair cases in every core that actually plays a role of a fire exit. Moreover, the whole building also has an exit from the back of the Cinema areas that leads me to the outside (atmosphere). At the marina area, there have the outdoor stage area, cafes and a nice landscape. In addition, people can access the roofs of the lower floor asa terrace sitting and walking area. The main perspective view of the project is shown in Figure 10.



Figure 8. Cores Section

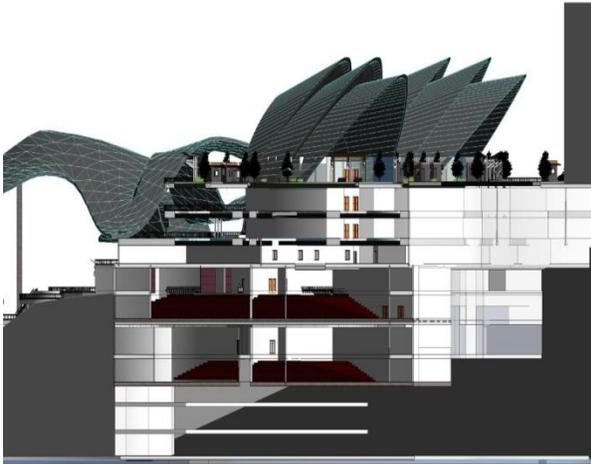


Figure 9. Cinema Section



Figure 10. Main perspective of the project

CONCLUSION

This project proposed a social and entertainment hub for the people in Beirut, Saudi Arabia. The proposed space program covered twelve zones namely main entrance and reception halls, administration, maintenances, labour area, main cores and emergency exists, cinemas, facilities, warehouses, multi-storey parking, bike parking, outdoor stage and marina. The selected site location for the project is site 1, located at the west of Beirut, based on the evaluation criteria of accessibility, views, climatic, surrounding, visibility, supporting amenities, security, noise and distractions. The building design is inspired by the concept of motion.

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