

FILM PRODUCTION COLLEGE

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Received: 20.04.2020

Revised: 24.05.2020

Accepted: 15.06.2020

Abstract

This study proposed Film Production College that aims to encourage interest in and study of films as a form of art and as a medium of information and education, thus encourage education and research through publications and training as well as creation of employment. The design of this project has invokes the free flowing space concepts, where the campus components are links between the out and indoor, in order to create a great environment to study and work. The case study was conducted to collect different types of information and studies about Art of Film Production around the world. There are five main zones namely educational, administration, residential, services, and public zone. The proposed space program covered five main zones namely educational, administration, residential, services, and public zone. The site evaluation was conducted and the chosen site location for the project is located at AlAmmouaj neighbourhood. This project provides another opportunity for market as well as contributes to the Saudi Government 2030 Vision.

Keywords--Film Production College, Information, Education

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DOI: <http://dx.doi.org/10.31838/jcr.07.08.98>

INTRODUCTION

"The Arab film industry is undergoing tough times, its golden era a fading memory as tighter budgets, state indifference and Hollywood's dominance restrict output and hinder movie distribution. Yet despite these difficulties, Arab feature films are garnering greater global attention and Saudi Arabia's embrace of cinema could help revitalize the sector." [1] Therefore, self-produce film will definably will reduce the costing and avoid delay of movie distribution. Hence, Film Production College plays a significant role to revitalize Saudi film sector. Film Production College is a very different idea not only in golf area but in Arab countries and it consists of five main criteria such as educational, tourism, economical, entertainment and media [2]. In educational way it will have internships for other student to study in better rank colleges and provides different curriculums with different cultures. In tourism way, part of the campus will be open to the public for school visits, with some activates in campus and for people who want to learn more about film production. In economical way, the Saudis have the passion for film production even in the YouTube [3, 4]. Saudi Arabia taking the lead, also in the vision of 2030 is aiming for reducing oil use so providing sustainable buildings [5, 6]. This is a big step to have better and healthy economical statues, opining studios that people can rent for producing films without getting out of Saudi Arabia. In media and entertainment, the college provides open cinema for all people who can see student capstone project and other international films. It's very good motivation for the society and the student. It will raise new architectural typology, physically through the form, functionally through program and socially through space created.

CASE STUDIES

There are three film and art schools are chosen for the case studies because of the creative architectural design and unique structure construction. The chosen case studies are:

- i. Myung Films Paju, Korea
- ii. Kantana Institute, Thailand
- iii. School of Arts in Canterbury, England

Myung Films Paju, Korea

Myung Films Paju located in Korea is designed by IROJE Architects & Planners (Figure 1) [7]. This film school essence was

to design a small city have multipurpose space that they can format it as the porpoise of the need. There is expiation hall outside forgathering events and big fancy restaurant for the film school. The production company want to include dormitory guest rooms for students. The film school is complex building that has production, consumption, culture, and residence.

The film school is city that designed to be pedestrian more than road system design. The city divided into two mass and making main center roads for meet, stay, and part. So the tow mass is connected by bridge and deck at the top to watch and react to the exercises made in the square and street inside this city through vertical development way. Additionally, the main mass has transparent glass wall that let people can see the activity that expose outside. This city builtby concert that has huge history from Roman Era [7].

Kantana Institute, Thailand

Kantana Institute located in Thailand designed is by Boonserm Premthada (Figure 2) [8]. Kantana Institute is a Film school of undergraduates. The Institute built to dedicate to the master of drama in Thailand, which is located in Kantana Town.

This building is very unique because the wind in Thailand is hot so they putting water futures that will convey the air that comes and spread inside the liner corridors that will help the wind to exceed and to be cold and trapped in the corridor. The material of the wall is helping of the cold wind stays. It made of Perforated Brick Masonry. These are high strength hollow bricks with 50-60 percent perforations. These perforations act as sound and heat insulators and saves materials.

School of Arts in Canterbury, England

School of Arts in Canterbury, England is designed by Hawkins\Brown (Figure 3) [9]. It have 3 different department inside on building witch contain School, drama, film and visual arts. The school have drama rehearsal studios, art gallery, film and edit studios, a postgraduate centre, academic offices, administrative facilities and supporting services, offices, lecture rooms, communal areas, dance, drama area, art studios, north-lit 3-storey atrium and tow emergency staircase [9]. Facade have curtain wall system to let the natural light come inside the

circulation space and gives a view for the circulation, the solar shading is provided through the use of encapsulated zinc mesh within the system, negating the requirement for any applied projected external shading, which would disrupt the building's seamless form. They work to soften the building's solidity. This building wants to provide natural ventilation with double and treble high spaces. Mechanical area has huge part on the Film Department where it used a lot of electricity effort and has the minimum ventilation. The central atrium it links between space that will be useful to enhance social interaction, the students and staff from the different departments. This atrium has neutral colours like black, white and grey helps to bring energy and activity. The offices for the school are sited around roof terrace that will provide outdoor meetings or teaching space. This school have great companion between art of school and architectural design witch is succeed on the integration of the landscape and the outdoor area with the face treatment and the indoor decor.

The school have landscape infant of the building that provide arrival point in campus that connect all the department together and have huge area in the landscape to make it open Exhibition for the arts. Facade treatment wrapped entirely in tiled zinc cladding with holes, also responds to the muted language and block work module of the adjacent 1960s Marlowe building [8].



Figure 1. Myung Films Paju, Korea [7]



Figure 2. Kantana Institute, Thailand [8]



Figure 3. School of Arts in Canterbury, England [9]

SPACE PROGRAM

This project will have main buildings with main sectors inside the university and the attached buildings that will benefits the student. Building that will be attached to the universe is Dorm for both male and female. The cinema and studio will give opportunity for the student to learn from professionals and help the government or the university economic and cultural. Table 1 tabulates the space program for the five main departments of the project namely educational, administration, residential, services, and public zone. The public zone consists of three sub-zones namely cinema, library and campus. The total gross floor area of these five departments is 12677 sqm.

Table 1. The space program of the project

Department	Net area (m ²)	Service percentage (%)	Floor (m ²)	Number of Floor	GFA (m ²)
Educational	277270	65	6151	5	5545
Administration	984	2	1525.5	2	492
Residential	3838	7	3958	5	567
Services	1270	3	2495	1	1270
Public	9607	23	12175	2	4803
Total	292969	100	26304.5		12677

SITE SELECTION AND ANALYSIS

The site location should be located with a lot of nice views and can provide an open space for the student can do their work. Jeddah regulations about Colleges site back are about 20% and the compound is not near to any Gas station for at least 20 m. Figure 4 and Figure 5 demonstrate that Site 1 is located at AlAmmouaj neighbourhood and Site 2 is located at AlRuweis neighbourhood respectively.

AlAmmouaj neighbourhood is located in Jeddah that facing the red sea (Figure 4). This site connected to one sub-street that intersects with one main road. This site size is about 2200000 m². Most of the urban crawling to the north region and it has open area for making amazing films. This area has opportunity to provide such as business, commercial, entertainment, residential and educational. The resources such as red sea, Kingdom tower and the new airport and near to king Abdullah medical complex may inspire the student imagination and creativity for the project.

AlRuweis neighbourhood is located in Jeddah knowing as busy road with high percentage of residential buildings and business companies (Figure 5). This site size is about 19239.25 m². This location is near to a lot of services that will provide for the project such as large companies, commercial and educational. But this site have no open space to do there film production as cast. Also they are far away from the sea and some important things that important in Film Production as also this site has a lot of noise that will affect the student performance and the street will be very crowded because of the student and the cinema.

The site location is selected based on the criteria of capacity, shape promotional, topography, accessibility, noise, landmark, security, utilities, visibility, surrounding, climate, and view. The weight factor is assigned to each factor to indicate the important of the criteria toward the requirement of the project. Table 2 tabulated the site evaluation result for both sites.



Figure 4. Site 1 [10]



Figure 6. Site accessibility

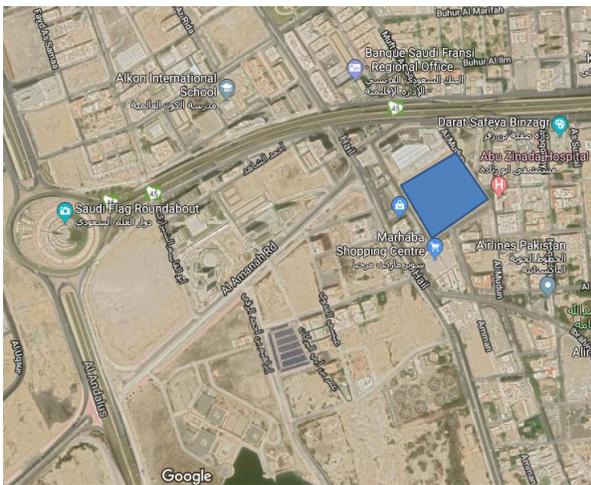


Figure 5. Site 2 [11]

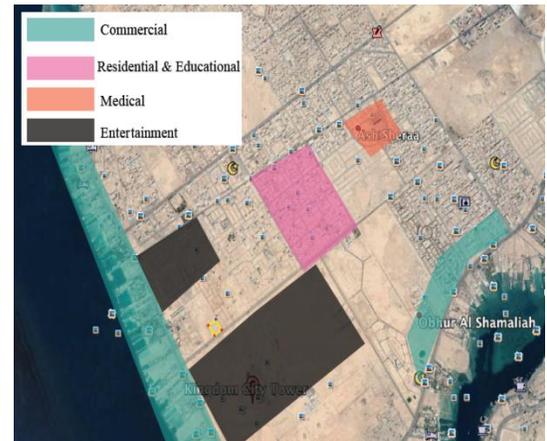


Figure 7. Site surrounding

Table 2. Site evaluation result

Criteria	Weight factor	Site 1	Score 1	Site 2	Score 2
Capacity	3	3	9	2	6
Shape promotional	2	3	6	3	6
Topography	1	1	1	1	1
Access. Traffic	3	3	9	2	6
Noise	3	3	9	1	3
Landmark	2	3	6	2	4
Security	2	3	6	3	6
Utilities	2	3	6	3	6
Visibility	2	3	6	2	4
Surrounding	3	3	9	3	9
Climate	1	3	3	2	2
View	3	3	9	1	3
Total			79		56

Based on the site evaluation result shown in Table 2, Site 1 had the most point that will fulfil the requirement as the surrounding, concept linking and what well for the project and society. The accessibility of the selected site is demonstrates in Figure 6, where the site can access through sub road, main road and highway. Moreover, Figure 7 illustrates the selected site is surrounded by several beneficial elements such as commercial, residential and educational, medical and entertainment.

ZONING AND PROJECT DESIGN

Film Production market in Saudi Arabia now is open providing the right material for it. This Project it will help the government 2030 Vision as Economical, Tourism and Educational. The project will help other country to study Film Production like Qatar, Oman and United Emirate. Figure 8 and Figure 9 show the site zoning and site plan of the project. Figure 10, Figure 11, Figure 12 and Figure 13 show the campus, media center, view of the public area and Public Park of the project respectively. Figure 14 demonstrates the sectional and elevation diagrams of the project.

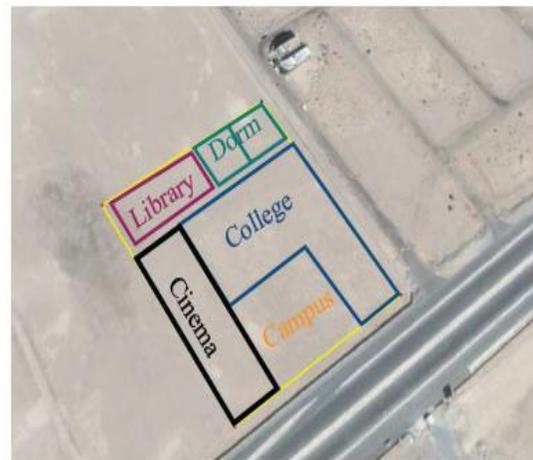


Figure 8. Site Zoning

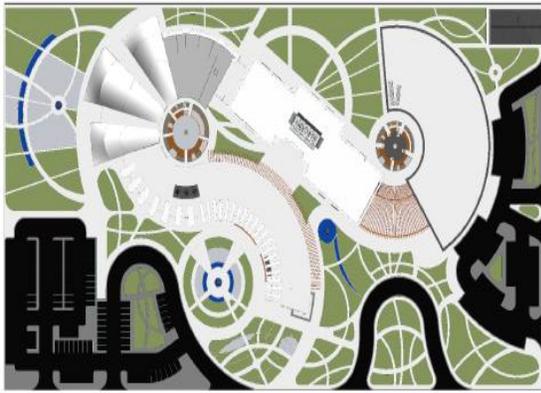


Figure 9. Site plan



Figure 13. Public park



Figure 10. Campus

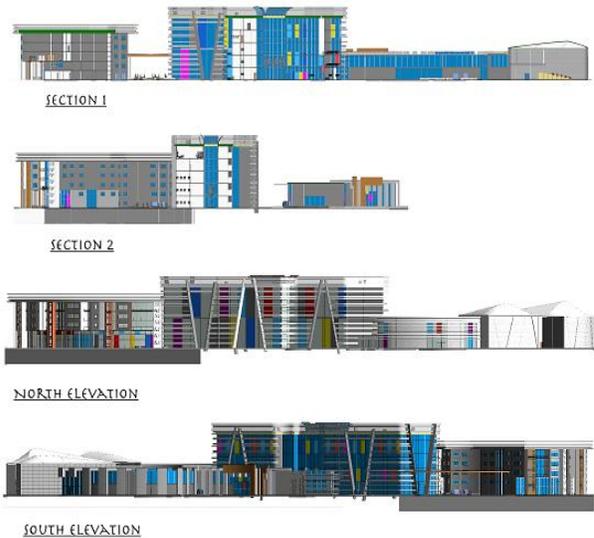


Figure 14. Sectional and elevation diagrams of the project



Figure 11. Media center



Figure 12. View of the public area

CONCLUSION

This study proposed the structure and development of Filming and Animation College that helps student to study and complete their work instead of doing it in Kuwait or UAE or Egypt or teach. This project is for enhancing the Art of Film production in Arab society, especially for the vision 2030 in Saudi Arabia that will lead the society as developed mind and country. The proposed space program covered five main zones namely educational, administration, residential, services, and public zone. The chosen site is located at AlAmmouaj neighbourhood based on several site criteria evaluation. This project will make the student be encourage to explore this kind of an art that will developed there economic and there educational level county and encourage them to be the best on this field just like in YouTube, No more strings that not letting anyone bay for this kind of an art to explore it. At the same time will developed the society mind for this kind of an art that and know what the student think about this society by their movies or animations or what they can do to developed this field.

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