UNYT

Designing a platform for film exhibition

https://**competitions**.uni.xyz

Img 1: A movie scene being shot inside an apartment studio

Premise

A room of audience erupts into a fit of giggles as a comical tramp with a short mustache, wearing a suit and tall hat slips on a banana peel. The couple embrace as the man makes her stand on the railing of the ship, grabs her arms and extends them out. "I'm flying" she says, as people swoon in unison over their romantic harmony and impending tragedy.

A celebration, an escape, hours of personal indulgence- cinema connects, rejuvenates and educates. It is one of the biggest cultural activities in the world. An art form with biggest influence, budget and widespread connectivity. Inducing emotions and crafting perspective, as it grows to be a visual medium connecting world as we know today.

In 2002 it was reported that 20% of tourists visited UK because of the way it was portrayed in films. With globalization, it's easy to access films of any culture. Stories become a source of identification, displayed images manifest into representation. Cinema is a form of communication that becomes a powerful tool within the human culture.

Img 2: *From Magic Lantern, to movie theatre to personal portable medium like laptop, movie viewing has come long way*

Built Up

Sundance Film Festival began in 1979 in the state of Utah, USA. As an effort to attract more filmmakers to the state. Initially, the goal of the festival was to showcase American-made films, highlight the potential of independent films, and to increase visibility for filmmaking in Utah. The festival now contributes $182 million to the state economy as it displays films from all over the world.

These platforms are a communal experience that enthralls people as they come together to celebrate cinema. And that shapes the social activities and fabric of the city. It breeds togetherness and opens up many revenues - avalanching into a mutual thread of film conversation. It reignites community prospectus, by playing an important cultural and economic role.

But with technological advancement, cinema has undergone a wave of change. Not only the way it's produced but also consumed. From a public exhibition to group activity and now to an isolated experience - viewing habits are changing. As platforms are digitized, how can we regain the potential of films in the physical realm?

Img 3: *Titanic being shown in* ***The Royal Albert Hall, London to capacity of 8000 people. Live orchestra plays*** *Source*

Brief

Films essentially were a communal experience where people shared a dialogue and society interaction prospered. But with time, public exhibition of films is slowly disappearing.

Despite increased population, footfall for Hindi films in India decreased from 32.8 crore to 29.6 crore footfalls in an year. With increased ticket price, lack of cinema halls in developing countries and government funding - people prefer to watch films online. With piracy and streaming services, anyone can watch anything from anywhere.

In the century of 'clip thinking' a platform is needed where people can watch and enjoy films. A meeting place that encourages conversations and dialogue between people. On a macro scale, a space that helps in reaffirming contextual identity and brings the city in frame.

Brief: To design a convention center for cyclic film festival and film enthusiasts at global level. It should focus on viewing and building dialogue through cinema.

Objectives

Form

Intent to experiment with form and create a structure that acts like a landmark

Multi-Use

Space can be used for events other than film festivals for rest of the year

Community

Interaction between film enthusiasts and locals at macro and micro level.

Technology

Appreciate the evolution of cinema in terms of it's consumption and production

The following objectives can be a point of beginning to conceive this design. Participants can assume their own contexts and users before initiating their design process.

Aim is to create a global level platform that could expand the 'idea of films' and uphold the spirit of it's group exhibition

Design can be programmed anywhere within the extents of the site.

Img 4:Dubai is the most populous city in the United Arab Emirates and major global city in Western Asia.

UAE

In 2009 more than **85%** of UAE's economy was based on oil exports. Lifting the ban on cinema in mid 1990s has been one of the most visible economic initiative undertaken by the government. Country's large scale goal now remains to leverage potential of non-oil sectors to generate jobs and subsequently improve quality of life.

The UAE today has the largest movie business in the Middle East, most of it generated in its two biggest cities, Dubai and Abu Dhabi. But as a country with no previous history in movies, the UAE presents a unique approach to the building of a film culture. Unlike many major film business hub, routed in its history, UAE's cinema is relatively new. The films playing are primarily Hollywood along with few Bollywood and Egyptian films. Only three of the UAE's films have screened in the multiplexes, all made since 2010.

Proposed convention center besides propagating an idea of a national heritage on a global stage, is looking to play an important role economically and socially.

Img 5: Site Plan. Site is 7 km away from emirate center. . Blow up plan of site on right

Umm Al Quwain

UAE has seven emirates, of which Umm Al Quwain is the least populous. Unlike other emirates, it's economy depends on hotels, parks and tourism, rather than oil or gas. At distance of 34 km from Sharjah international airport, the site is part of Umm Al Quwain's growing tourist hub. Part of Dreamland Aqua Park, Sports Complex and Industrial complex, there is potential for site to expand to accomodate required hospitality space. Alongside Persian Gulf coast, the design aims to expand the metropolitan hub of Dubai-Sharjah-Ajman to Umm Al Quwain, and become the ***catalyst for future growth***.

Area - 25,360 sqm
Coordinates - 25°36'17.1"N 55°40'43.0"E
Maximum Ground coverage - 30%
Maximum Height - 45m
Max Built Up Area - 25,000 sqm
No. Of People (Expected) - 13,200

Programmatic Outline

Convention Center

- Exhibition Space
- Auditoriums
- Press Room
- News Rooms
- Open Air Theatre
- Multi Purpose Room

60%

Gathering Space

- Restaurants and Cafe
- Lounge
- Gala Area
- Meeting Rooms

30%

Service

- Main Reception
- Lobby (with respective Auditorium)
- Organizer Office
- Dispatch Room
- Entrance Lobby
- Public Washroom

10%

The programme must include the spaces schematically. The participants are free to add other programmatic facilities and change the percentile depending on their design. Detailed Programme part of additional resources.

Submission

You have to deliver an architectural outcome on the following site, based on the given outlines.

• Recommended number of boards/sheets - 6 boards/sheets. – **[2362px** x **3544px]** or **[400mm x 600mm** in **150 dpi]** in portrait digital format (JPEG). Minimum 3 boards/sheets & no maximum boards/sheet limit.
• Each image should be less than **15MB**

This additional resources folder contains: FAQ Questions, High Res maps, CAD file of the site plan.

Minimum requisites are sheets/boards + Cover image (2000 x 1000 px.) containing:

This is the link for new file sizes, here.

• Site plan (Compulsory)
• Key conceptual sections x 1 (Minimum)
• 3D views x 4
• Floor plans, images, sketches (if any) can be added to support the entry in the form of additional images.

• Answer 6 FAQ questions in the discussion section as given on the 'additional resources folder'.

+ The team limit for this competition is 4 members maximum.
+ Use exploded views to discuss multi levelled conceptual models better.
+ Ensure that the final sheets which are submitted do not include your name or any other mark of identification.
+ Mention sheet number on corner of every sheet.
+ This is a design ideas challenge only. There is no built commission/realization is associated with the problem
+ Plagiarism of any idea / form / design / image will be disqualified with a notice.

Registration page here: https://competitions.uni.xyz/cinema-box/info/about

Discover the competition schedule and deadlines here: Schedule

Rewards

Grants of up to a total of **20,000$** can be won on this challenge. Learn more about the full conditions on the competition page here.

Judging Criteria

The entries will be judged by an international jury of the competition on the following criterions:

Presentation

The fundamental to a good entry is a good presentation.

Concept/Idea

Quality of thought and intent in pre-design phase.

Spaces/Programme

How the spaces are calculated and ordered.

Design Output

The final architectural outcome of the solution.

The judging panel can also add other criterions based on their internal discussions - which will be in line with the problem statement. Participants are advised to fulfil above given criterions first in their design.

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About

UNYT

Unyt serves as a part of UNI in the realm of **typological discoveries.** It intends to break the fusion of traditional design barriers and methodologies by making it a platform for experimentation. It embarks on mobilizing ideas where creators can elementally question the buildings we create. It is a research initiative dedicated to providing opportunities for designers from all domains to explore ideas that go beyond the restrictions of usual architectural discourse.

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UNYT CinemaBox

Unveiling the Curtain Again

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