

CINEMA

■ *futurismo.*

Designing the future of Cinema, in the now.



Img 1: The 40m wide Orbi theatre in Yokohama, Japan. Sega X BBC Earth. [Source](#)

Premise

The realm of entertainment, its notions, responsibilities and media of representation are a constantly transforming landscape. Within that, there is no sphere broader than that of films to encompass that fully. Cinema, a medium considered to be an immensely accessible and influential one, has come a long way, both in its production and exhibition. From moving images on celluloid constituting the first minute long films, to the first feature length film, the introduction of sound, colour, 3D, and later computer generated imagery, to entirely machinated and highly sophisticated projection systems on the largest screens possible today, the display of films has been on an ever upward curve.

Where does it go from here?

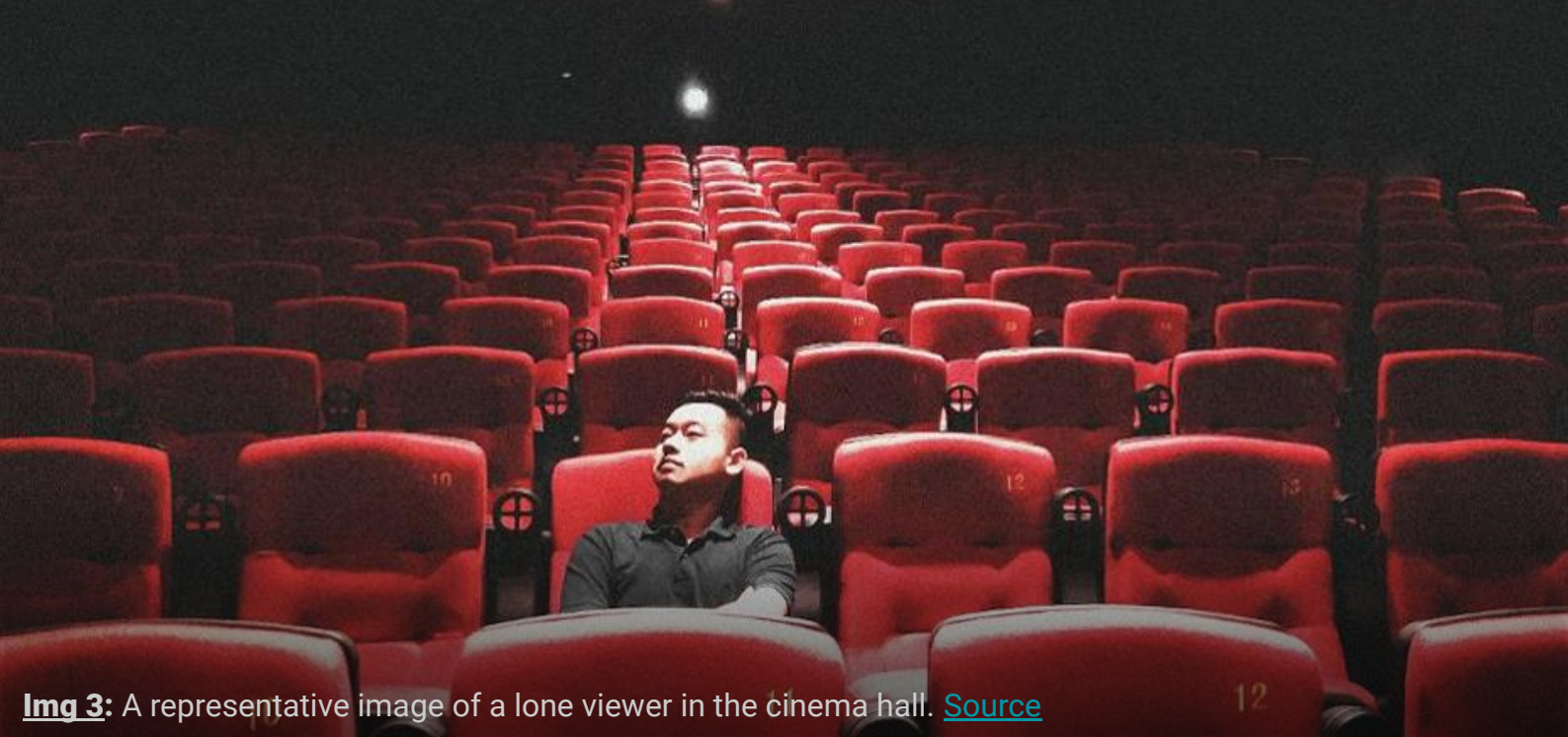


Img 2: The Positron Voyager individual VR pods installed at SXSW, 2017 at Austin, Texas. [Source](#)

The Future is Now?

Within the span of the last decade itself, theatres and film production companies sought to introduce newer, more immersive mediums of film display for audiences. A ton of new formats available today including IMAX, RealD, 4DX, Dolby, DoubleD, Atmos, and VR aim to transform an individual's theatre going experience to a more holistic, high otherworldly one.

However, while these mediums are being made more accessible to the enthusiast and the layman, there is no denying that the film viewing experience stands to be further completely turned around in the space of the coming decade, owing to progressing technology. The predictions for that range between something as intimate as a VR booth to an urban level movie theme park. But the future of the film theatre itself as we know, may be in jeopardy.

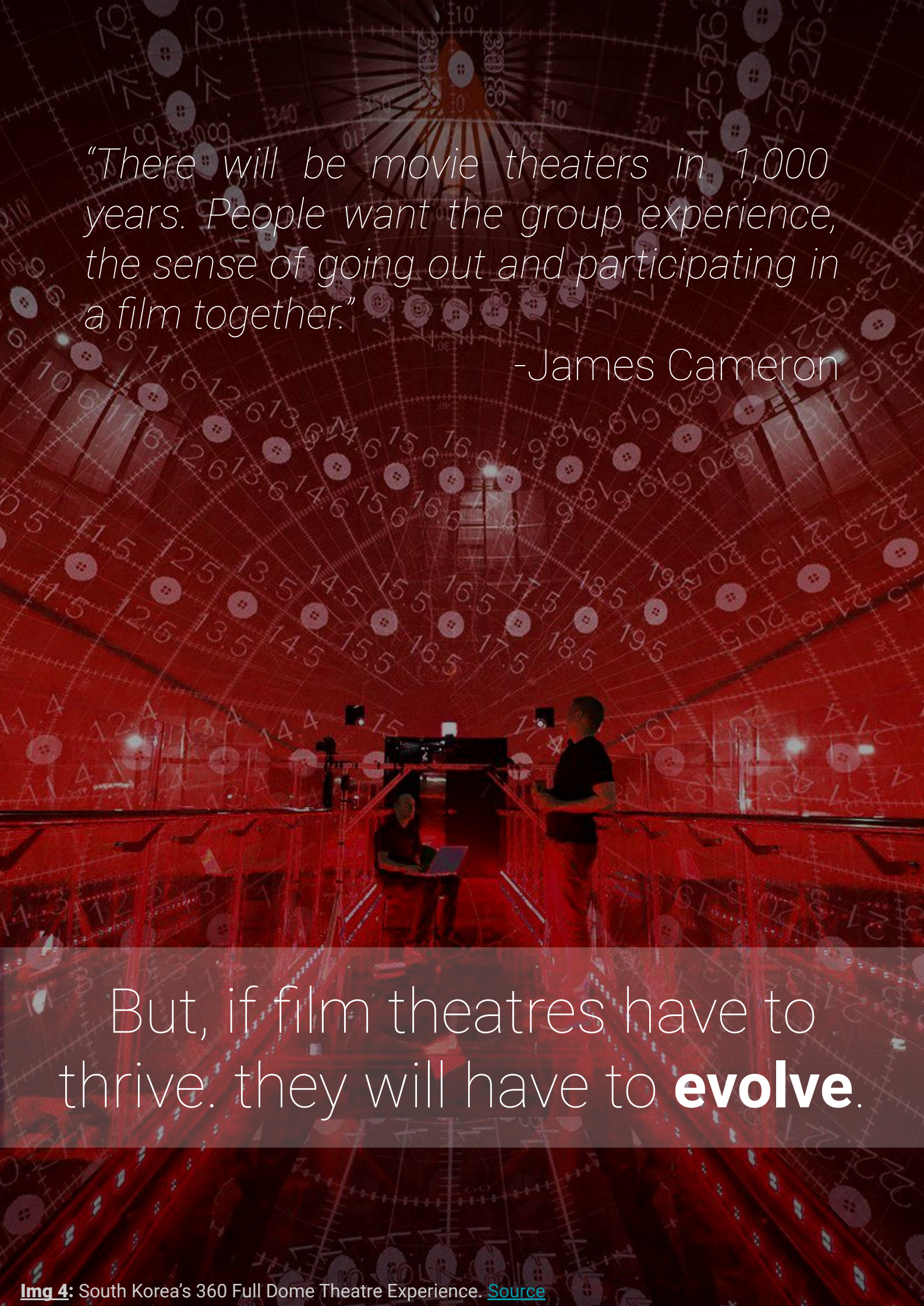


Img 3: A representative image of a lone viewer in the cinema hall. [Source](#)

Issue

This advancement in technology has proven to be a double edged sword for cinema. With growing sophistication in the production and exhibition of films, streaming services on mobile devices too have made huge strides. While the excitement for a new release and the rage of a big screen experience among fanatics still thrives at large, there is a rising discontent among film viewers owing to the vastly varying conditions under which they have to physically travel to the theatre to experience a film. Traffic, timings, high tariffs, impolite fellow audience members, long commercials, etc have all latently contributed to lesser footfalls. Those that pay for the theatre experience, despite, end up having a case of high expectations from it. Thus, it has become increasingly rare for the audiences to derive a full value of the money they end up spending. Coupled with that, the rising prices of film tickets and condiments in theatres haven't helped either. As a reason, a number of film goers now prefer to reserve their money for event films, or big budget summer blockbusters.

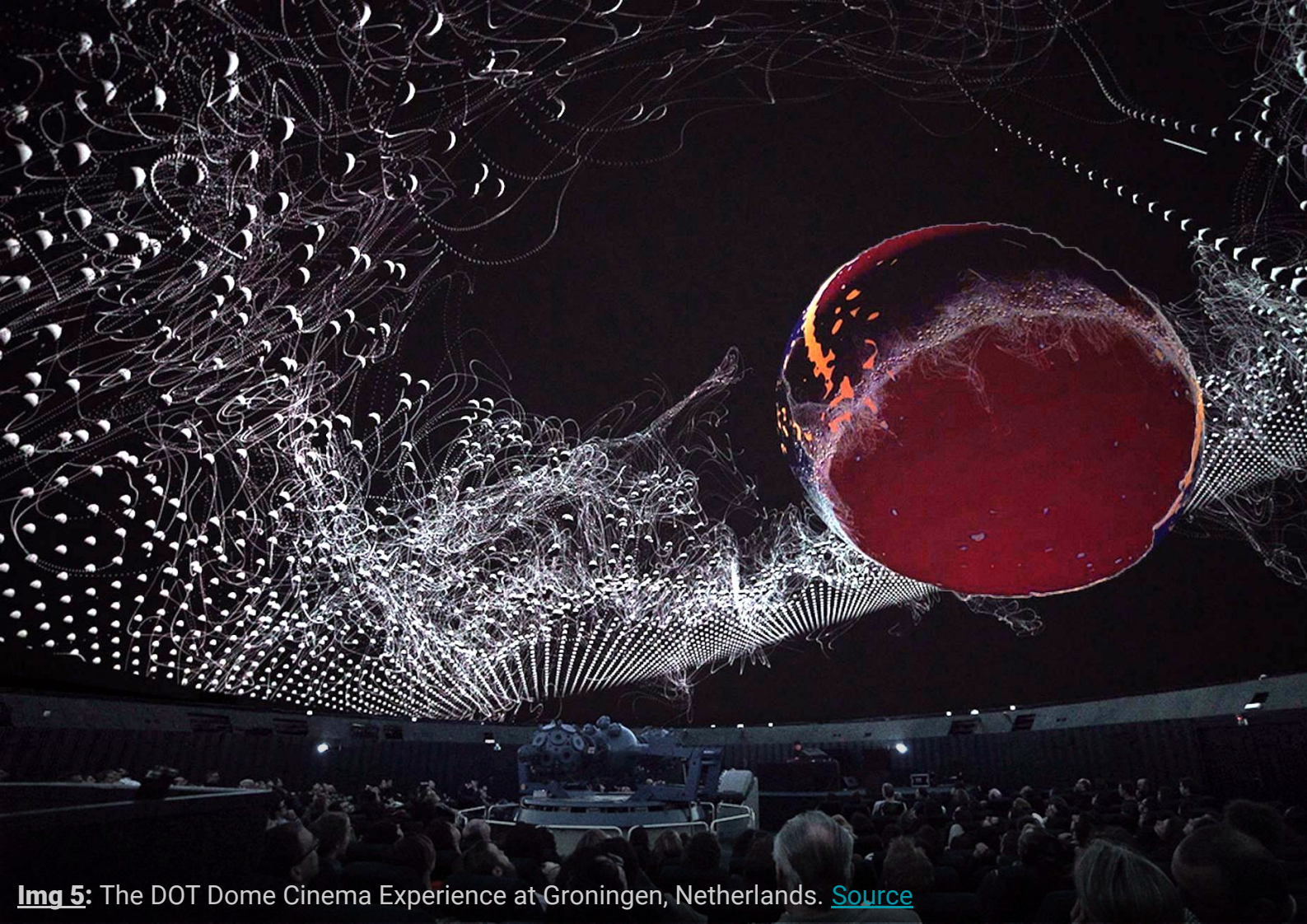
Streaming on the other hand allows a number of viewers the flexibility to choose what they want to watch, when and how. The content in this arena too is fast expanding to the extent that the modern viewer may never have the sense of being caught up. Quality wise too, streaming services produce content that is just as enriched in the cinematic arts, if not more. The question that arises then is this: amid stiff competition, huge production costs and no guarantee of a fruitful return, will the *cinema theatre* thrive?



"There will be movie theaters in 1,000 years. People want the group experience, the sense of going out and participating in a film together."

-James Cameron

But, if film theatres have to thrive, they will have to **evolve**.



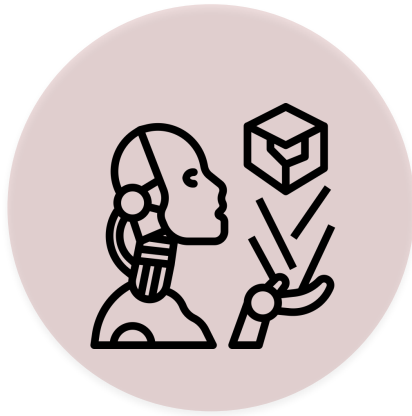
Img 5: The DOT Dome Cinema Experience at Groningen, Netherlands. [Source](#)

Brief

The design challenge is to extrapolate and visualise the cinema space of/for the future for a total of 75 people in an adaptive volume (detailed later).

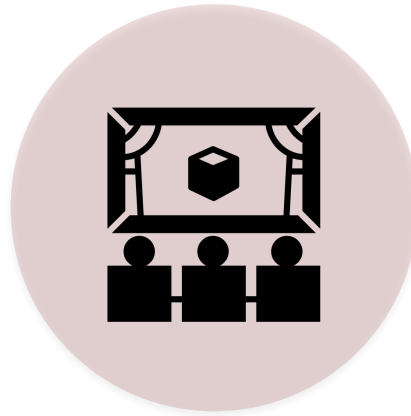
The design should incorporate various trends that have emerged in the sphere, and extrapolate **a decade into the future** to come up with a design that represents the **future of cinema ten years from now**: one that is as suitably public, commercially viable and artistically expressive as the very medium of film itself.

The challenge here would be to process a reinvention of sorts of the theatre going experience for the individual and deliver a universal architectural outcome. It should, in essence keep the format and its charm alive, as opposed to more people switching to streaming from home as the preferred form of entertainment they consume. The scale, style, medium and purpose of the intervention are to be carefully thought of, designed, and represented through lucid graphics and other suitable modes of presentation.



Futuristic/Visionary

The design must represent what the cinema space would look like a decade into the future



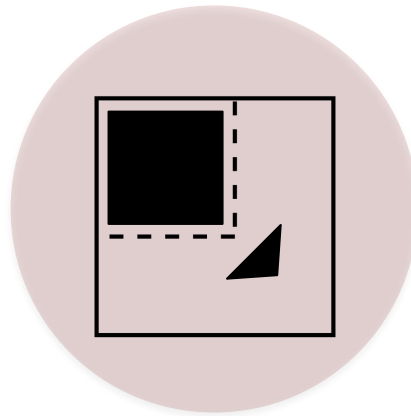
Representative/Derivative

The design must take into account that it is foremost a space for Cinema



Pragmatic/Rooted

The design must take present trends into account and suitably extrapolate



Scalable

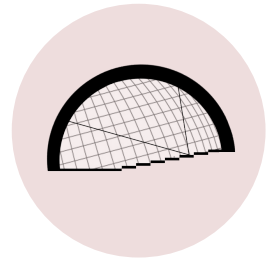
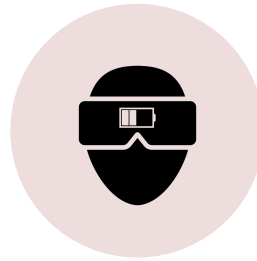
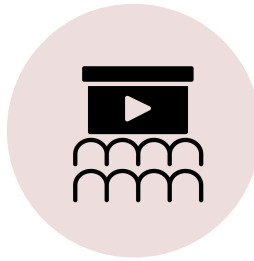
The design should be scalable and applicable to multiple sites

Objectives

The following objectives can be a point of beginning to conceive this design. Participants can assume the context of a metro city of the future and its residents as users before initiating their design process.

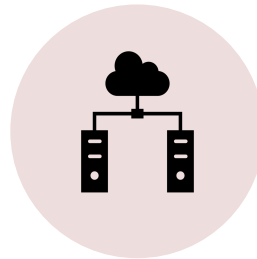
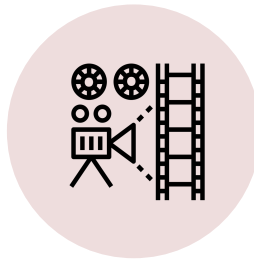
Viewing Space

The primary purpose of the intervention. This constitutes the mainspace where the patrons see the film being played.



Projection/ Data Hub

Depending on how the designer envisions the cinema of the future, there must be a hub space/ projection space that deals with the technicality of film exhibition.



Services/Development Regulations

The design must adhere to **standard** safety and circulation norms, apart from any other statutory design guidelines participants think necessary to ensure a safe viewing experience for patrons.



Programmatic Outline

The functions and the accompanying graphics are in no way exhaustive and participants are free to explore other programs (and their subsets) depending upon their design.

A high-angle, wide shot of a futuristic city at night. The skyline is filled with numerous skyscrapers of varying heights and designs, many of which are illuminated with vibrant colors like blue, purple, and orange. A prominent feature is a large, glowing crescent moon in the dark sky. In the foreground, a wide, multi-lane highway is visible, with light trails from cars suggesting fast movement. A small, sleek, flying vehicle is seen in the upper left portion of the sky. The overall atmosphere is one of advanced urban development and high-tech infrastructure.

The Metro City of the Future

The cinema of the future has to be designed such that it can be placed in multiple urban locations with high settlement densities. It is not to be seen as a replacement of the traditional multiplex venue itself, but as something that can be incorporated within. A new attraction for film-goers, including both enthusiasts and the general public.

Conventional Single Screen

1.35 sq.m. / person



Special Formats / 4DX

2.0 sq.m. / person



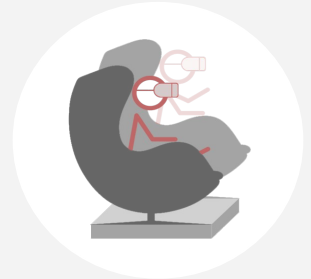
Luxury / Recliner Seating

2.66 sq.m. / person



Shared VR Pods

3.35 sq.m. / person



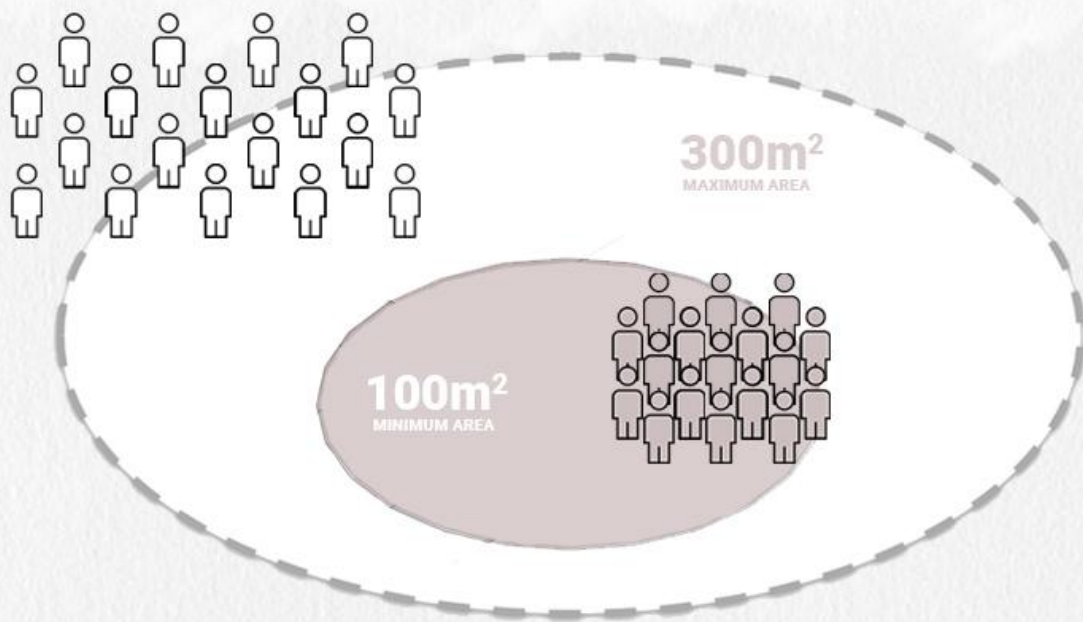
Individual VR Pod

4.0 sq.m. / person



Current Densities

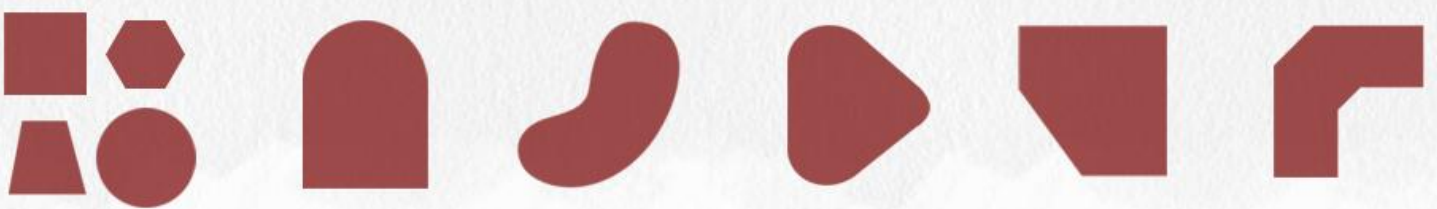
The densities stated above are inclusive of circulation space, screen space and projection space and are meant to give participants an idea of the existing trends in the exhibition of films, and their architectural repercussions in the planning of that space. Based on the given sizes, the cinema for the future may be designed in the modular space defined ahead.



Minimum and Maximum Site Area



Design Capacity:
75 people



Participants can choose any kind of forms for their theatre model .
The circular form in the area diagram is indicative.

Intervention Volume

The cinema theatre must be designed to be able to accommodate **75 patrons** in total, regardless of the technological nature of the intervention. Based on the above figure, the adaptive volume in which the theatre has to be designed must measure a **minimum of 100 sq.m. and a maximum of 300 sq.m** in plan. There are **no height restrictions** on the volume and participants are **free to explore the shape and form** of the space.

Guidelines

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

- Recommended number of sheets/presentation images/boards:

5 (Five) of size [**2362px x 3544px**] or [**400mm x 600mm in 150 dpi**] in portrait digital format (**JPEG only**).

Minimum 3 (Three) & No maximum sheet limit. Each image should be less than **15MB**. (Do not submit PNG format)

Minimum requisite submission are sheets/boards + Cover image containing:

- Site plan (Compulsory)
- Key conceptual sections x 1 (Minimum)
- 3D views x 4
- Cover image / Thumbnail of size 2000px x 1000px or larger in aspect ratio 2:1.
- Answering 6 FAQ's.#
- This is the link for new file sizes, [here](#).

#The FAQ's have to be answered as instructed in the FAQ document in the 'additional resources folder'.

Deadlines

Discover the competition schedule and deadlines on the competitions page or on this link - [Schedule](#).

Resources

This competition contains additional resources that will help you complete the design process quickly. This folder is made available on your profile dashboard as soon as you register.

The 'Resources folder' of this competition contains: Submission Format files in PSD | AI | InDD, and FAQs.

Rules

- + The competitions is open for **students and professionals** from all the disciplines of design.
- + The team limit for this competition is **4 members maximum per team**.
- + You can register more than one team but they have to be registered separately.
- + Ensure that the final sheets submitted **do not include your name or any other mark of identification**. Your submission is linked to your user account which stands as your identification.
- + This is a design **ideas challenge only**. There is no built commission/realization associated with the problem.
- + In case of publication in yearbook we will reach out separately for selected entries.

Pro-Tips

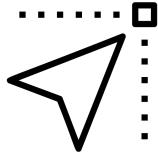
- + Use exploded views to discuss multi levelled conceptual models better.
- + Mention sheet number on corner of every sheet.
- + Plagiarism of any idea / form / design / image will be disqualified with a notice.
- + All the sheets or images will be viewed on a digital device. **e.g.** Laptop screen or projector. Uploaded sheets or images will not be physically printed for evaluation. The submission hence should be prepared for digital viewing only.
- + Submit JPEG images only. (PNG will not function)



Awards

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](https://competitions.uni.xyz).

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



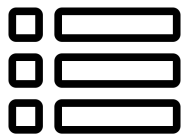
Presentation

The fundamental to a good entry is a good presentation.



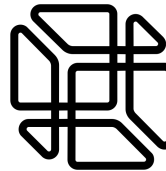
Concept/Idea

Quality of thought and intent in pre-design phase.



Spaces/Programme

How the spaces are calculated and ordered.



Design Outcome

The final architectural outcome of the solution.

Judging Criteria

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.



Hybrid Futures is a unit block for UNI in the field of Architecture that covers the field of near future architectural thought. It intends to break the barriers of design ideologies that are short sighted and aligns itself to futuristic thought. This arm of Uni banks on growing technological advancements to frame architecture in the megacities of tomorrow. It is a research initiative dedicated to providing opportunities for designers from all domains to explore ideas that go beyond the boundaries of architectural discipline and enrich our built environment; thereby opening up possibilities for promotion of design thought process at a global level.

Queries: support@uni.xyz

Discover other competitions: <https://competitions.uni.xyz>

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Instagram: <https://www.instagram.com/uni.xyz/>

Discover FAQ's about this competition on our help forum here: <https://help.uni.xyz/>

"I believe we need to get rid of the proscenium. We're never going to be totally immersive as long as we're looking at a square, whether it's a movie screen or whether it's a computer screen. We've got to put the player inside the experience, where no matter where you look you're surrounded by a three-dimensional experience. That's the future."

Steven Spielberg

Available on:

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<https://competitions.uni.xyz>