UNI

ReDrive-In

Bringing back Drive-In's

Fig: 1 - *A drive-in cinema in action - (Credits:* *J. R. Eyerman)*

Premise

The history of drive-in theatres goes back to the 1910s as a solution for people not being comfortably seated in the tiny seats in the traditional theatres. The famous catchphrase which shone the spotlight over the idea of drive-ins was created by the patentee.

"The whole family is welcome, regardless of how noisy the children are."

Drive-in's lost their charm for various reasons such as oil prices rising along with alternative and better ways to watch a movie at **high-end theatres** or **at home on DVDs**.

As the pandemic has made its presence more obvious and ominous, and for a considerably long time for humans to go without work or recreation, people violating the lockdown are becoming the new normal, and even if things went back to normal, we'd need a safer alternative to closed theatres.
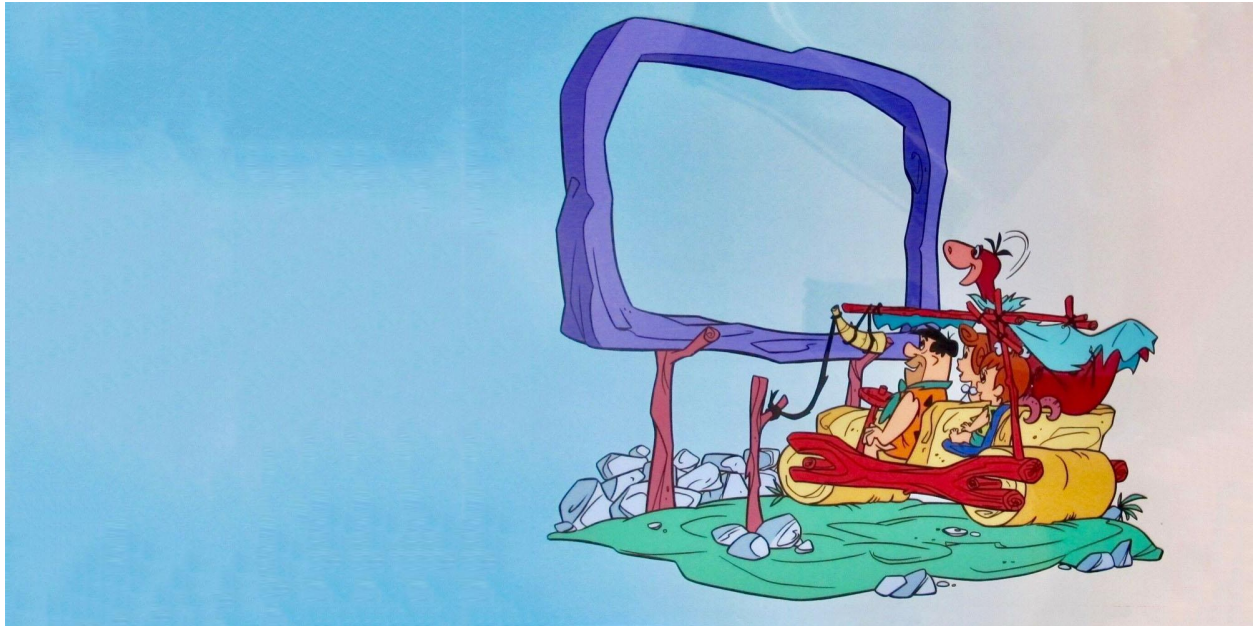
Fig: 2 - Drive-in theaters a symbol of 80s pop culture - (Credits: Hannah Barbara Prod.)

Trends

Around 40 years back cinema was banned in Saudi Arabia due to reasons such as the country's economy running mainly oil-based and the clergy's political support. But now that times and situations have changed, in 2018 theatres were reopened as a part of the program vision 2030.

According to the reviews by both new moviegoers and the ones who reminisced of their days before the ban, the experience was quite immersive and the air was filled with joy.

Back in the days, there were times when theatres in Saudi were barely a white screen placed in an open field and people gathered around on chairs watching Egyptian and Indian movies which were famous there at that time.

Today since **the pandemic has rendered the concept of traditional theatres inefficient**, it's time we put both history and a dead form of cinema back to life.

Fig: 3 - *Patrons watch "The Greatest Showman" in the Bel Aire Diner's parking lot in Queens, N.Y.*

Brief

After almost 40 years the people of Saudi Arabia are about to experience cinema, it's a fresh audience with minds yet to experience conventional methods of cinema and are open to new concepts.

The challenge here is to design a new user experience-based drive-in theatre in the given site for an automobile-centric audience.

The point that people of the locality are open to fresh concepts and experiences can be used to the designer's advantage and provides an opportunity to explore new horizons of theatre experience. With the ongoing crisis, we must find safer alternatives to return to normal life, and drive-ins are one of those efficient ways.

Drive-in theatres essentially being an open space give a lot of scope for the project's future expansion as a bigger recreational center too.

Objectives

Navigation – Develop smooth navigation within the drive-in cinema.

Built/Unbuilt – Using built and unbuilt features to create a unique architectural experience.

Experience – Managing noise, air pollution, and other issues of managing too many cars together.

Expansion – Building avenues for expansion with evolution in the mode of transport of the future.

Site

Capacity - 400 cars [The theatre can be split into two or more separate theatres]

The site is located in King Abdullah district in Riyadh, Saudi Arabia. It is the heart of the movement and can be accessed by the king Abdullah branch road.

Site area – 40,027sq.m

Max. FAR – 0.5

Ground coverage - 50%

Height Restriction – 15m

Coordinates - [Maps](#)

How to submit?

Read all the competition rules and details from the sidebar, and hit **register**. You can pay the entry fee and book your registration right away. The additional resources directly unlock as soon as you register on your dashboard. Once you are ready with your project - begin uploading from the dashboard and follow this tutorial to submit. You can add your team members to your project while submitting it.

Discover the full submission tutorial here: https://to.uni.xyz/uploadtutorial

Submission Requirements

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

1. Recommended number of sheets/presentation images/boards:
    3 (Three) of size [2800px x 3500px] in **portrait digital format** (**JPEG only**).

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

3. Minimum requisite submissions are sheets/boards + Cover image containing:

    a. Site plan

    b. 1 x Key concept section

    c. 3D views x 4

    d. Additional cover image of 2000px x 1000px

    e. Write an article/story in the Journal section[#] of the project (of about 700-1000 words) answering the questions given in the guide pdf.

#Journal Section appears midway in the project submission portal. More instructions in the additional resources.

Additional Resources

This competition contains additional resources that contain a set of files useful to complete the competition submission. This folder is made available on your profile dashboard automatically as soon as you register.

This additional resource folder of this competition contains:
Submission Format files in PSD | AI | InDD & Guide to Journal Section + Questions, CAD site plan, and High-Res site maps.

Learn more on https://uni.xyz/competitions/redrive-in/info/about

Base Rules

+ The competitions are 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 UNI user account which stands as your identification, we do not have any identification codes.

+ This is design ideas challenge only. There is no built commission/realization associated with the problem.

+ In case of publication in the yearbook we will reach out separately for selected entries.

Pro Tips

+ Use exploded views to discuss multi-leveled conceptual models better.

+ Mention sheet number on the 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)

Disqualification

The competition is protected by our disqualification policy to support fair play in a competitive environment like UNI. Participants are requested to stick to the details in the brief and connect with the curatorial committee on contact@uni.xyz in case of doubts or revisions.

Please check the link above for details. Failure to adherence may lead to soft or hard disqualification based on the violation.

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 visual delivery of ideas.

Concept/Idea: Quality of thought and intent in the pre-design phase.

Programme/Spaces: How the spaces are conceived along with the programme.

Design Outcome: 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 fulfill the above-given criterions first in their design. Names of the jury panel will be announced soon.

Prizes / Deadlines / Registration

For complete information on active prizes and details on the entry fee, visit the **Awards & Fees** section of the competition here:- **Awards&Fees**

Learn more about this competition here: https://uni.xyz/competitions/redrive-in/info/about

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