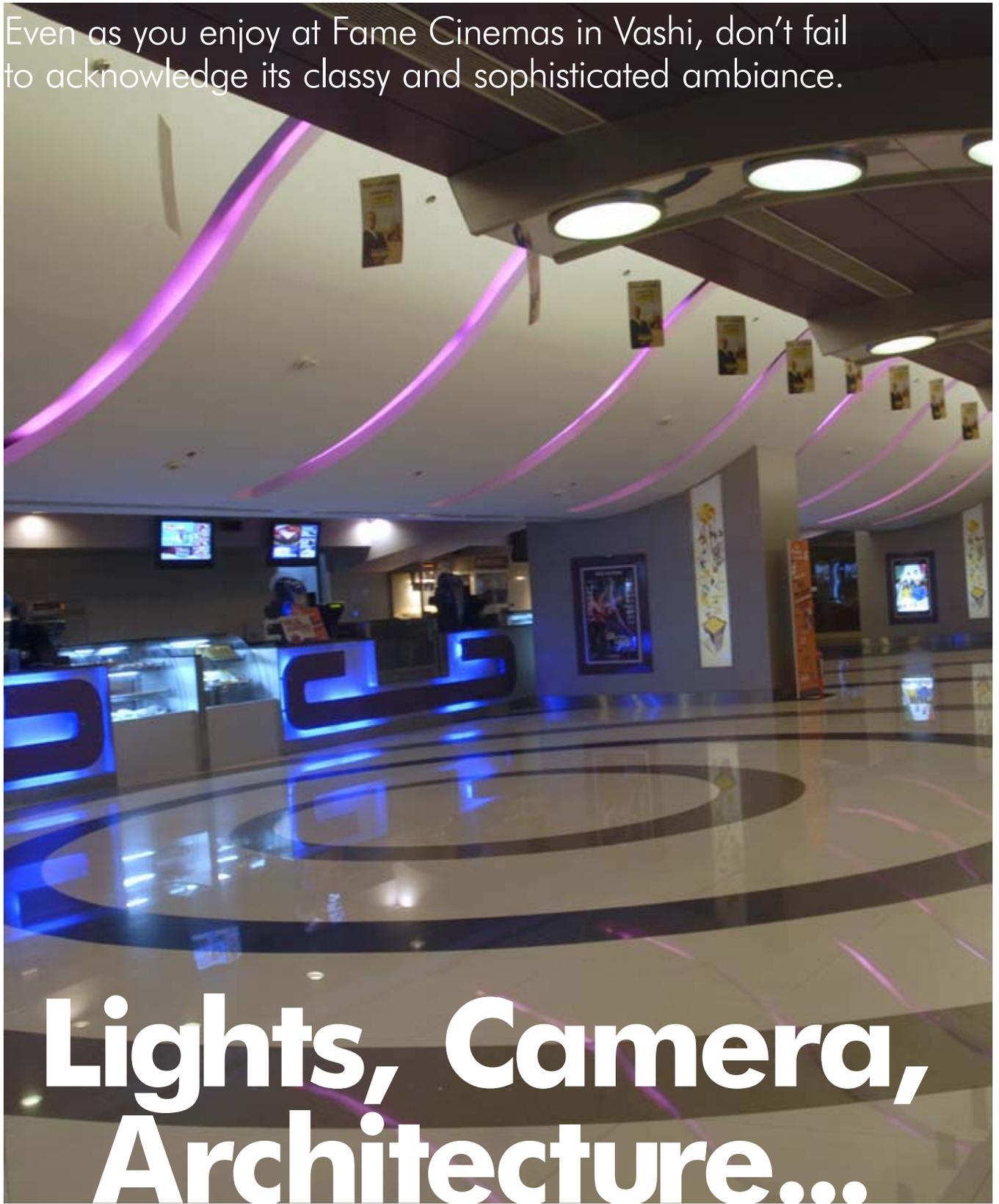


first look

Even as you enjoy at Fame Cinemas in Vashi, don't fail to acknowledge its classy and sophisticated ambiance.



Lights, Camera, Architecture...



Located in Vashi's Raghuleela Mall, Fame Cinemas is spread across a sprawling area of 30,000 sq. ft., with 11,000 sq. ft. of lobby and a seating capacity of 1,015. Apart from six screens, it also has a Gold Class screen with a premier lounge area. "With complete design freedom given by the client, our main aim was to attract crowds with grand interiors and high-tech ambiance. We wanted to provide something different and the best," shares the husband-wife architect duo Prakash and Amita Gore.

As you take the escalator and reach the third level, an unusual slanting and eye-catching purple box-office counter sets the tone for the lavish interiors of Fame Cinemas. Apart from the regular and gold screens, the entire area is divided into breakout zones like the entrance, cinema lobby and the premier lounge. The posh entrance finds the use of agglomerated sparkled marble creating circular ripples on the flooring that make the area look spacious. The curved ceiling is veneered and lit from inside to throw some light on the floor. On one side, the walls have plasma panels with backlit mirror finished laminates. The S-shaped water wall in the centre adds serenity and calmness to the otherwise noisy area. "Fluidity was one of the main concepts," says Ar. Prakash Gore.

Though there is plenty of action around in the lobby, the innovative ceilings catch your attention. The C and S-shaped ceilings are created to give a dramatic effect — with niches in the S-shaped and backlit boxes for the C-shaped ones. The concession counters have rounded edges to add softness, while diffused lights add to the ambiance. To maintain the signature colour for brand identity, purple blends with pink and yellow lights in the entire area.

The ambiance of Gold Class, however, is totally different. The lounge has wooden flooring and walls have veneer panels with gold mirror finish laminate

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AR. PRAKASH AND AMITA GORE HAVE BEEN DESIGNING INTERIORS OF MULTIPLEXES FOR THE PAST FOUR TO FIVE YEARS. WITH ALMOST 12 COMPLETED SITES, THERE ARE FIVE MORE IN THE PIPELINE. THE FIRM OFFERS COMPLETE SERVICES FOR ARCHITECTURAL AND INTERIOR DESIGNING IN COMMERCIAL AND RESIDENTIAL SPACES.

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inlay strips. Framed posters of legendary Bollywood and Hollywood personalities adorn the walls to invoke a bit of nostalgia. The crystal chandelier in the centre adds to the exclusivity. With indirect lighting maintained in the complete cinema hall, there are separate concession counters and toilets for Gold Class. The walls have gold duco painted vertical bands in combination with veneer finish columns while the bottoms are backlit. The Gold Class auditorium has 62 seats with ultra comfort recliners that can stretch up to 150 degrees, enabling the patrons to indulge in an exclusive cinematic

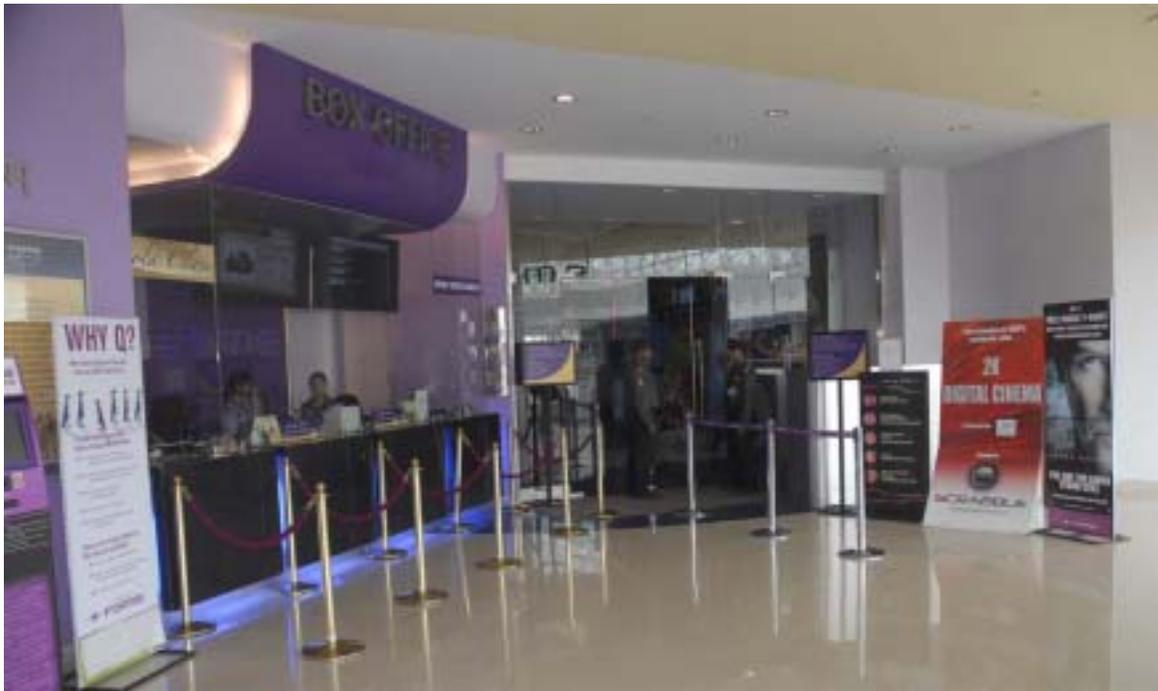




experience coupled with cozy comfort. The walls of the regular screens have capsule cut-outs with indirect lighting. The red seats compliment the purple background. "Design elements are added keeping the technicalities in mind," Ar. Amita Gore adds.

The regular toilets have a combination of white composite marble with purple glass tiles. White vitrified tiles beautify





the floorings and panels above the urinals are concealed with TFT screens. The Gold Class toilets have cylindrical washbasins with Corian top. There are circular mirrors with veneer backlit panels and composite marbles and Palladio tiles dress the walls.

This swanky multiplex with its glamorous interiors certainly redefines movie watching ☺

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