

THEATRE WORLD

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contents

This issue of **TW** has two sets of page numbers - International pages TW-1 to TW-56 for **TW**, and India pages TM-1 to TM-24 for **TM**. **TM** is inserted between pages TW-50 and TW-51 of **TW**.

TW-8 **GLOBAL TALK**

SPECIAL STORY

TW-26 **Corinne Thibaut**
On Cinema, Leisure & Coca-Cola...

TECHNOLOGY

TW-31 **Part 3**
Storage Options for Digital Cinema

TW-34 **Michael's Green Paper**

INSTALLS

TW-38 **Cinegrand Bulgaria:**
A Grandiose Multiplex

TW-42 **Christie Powers**
Switzerland's Largest Screen

CINEMA SYSTEM

TW-44 **Washing 3D Glasses**
Made Easy!

TRADESHOWS

TW-45 Review -  **AIMC**
AUSTRALIAN INTERNATIONAL MOVIE CONVENTION

TW-46 Review -  **SHOW EAST**

TW-48 Preview - **EXPOCINE**

TW-49 Preview -  **INDYWOOD FILM MARKET**

TW-51 **FUTURE RELEASES**

INSTALLS



TM-3 **INDIA SPEAKS**

SPECIAL FEATURE

TM-14 **Behind the Mighty**
Baahubali

INDIA PLEXING

TM-19 **Renovated AriesPlex SL Cinemas**
Splendid Cinematic Experience

TM-21 **Mukta A2 Opens**
3-Screen Multiplex in Kundli

INDIA PLEXING



Cinegrand Bulgaria: A Grandiose Multiplex

The aesthetically designed 6-screen Cine Grand multiplex at CCS Mall in Sofia has become a favourite movie destination among the discerning audiences of Bulgaria.



• INSTALLS •

City Center Sofia (CCS) Mall in Sofia, Bulgaria now has an exclusive multiplex with the six-screen Cine Grand! One of the favourite movie viewing destinations among the discerning audiences of Bulgaria, Cine Grand multiplex has a vibrant and contemporary décor with warm and trendy interiors.

Bulgaria is among the European countries with the greatest number of shopping malls. And Cinegrand is a global Cinema Exhibition Company having more than six decades of domain experience of executing, managing and operating over 1500 screens. It is the first exclusive cinema multiplex by Cinegrand in Sofia.

Key Features

The six screens, with a total capacity of 1258 seats, include a Tsar Lounge and a premium seating theatre which adds to the five-star ambiances. The cinema has been planned as per new trends by giving walk-in entry into cinema lounge. Tickets are checked at each cinema entry door so that one can enjoy the lounge ambience even if one is not going to view movie.

The box office is planned next to the entrance so the visitors can enjoy eye-catching ambience comprising of 5 LED screen display with red duco painted band lit from all around and with beige coloured hard surface on front counter.

The unique ceiling, originating from the entrance area and spreading all

over the multiplex lounge, leaves a lasting impression. The yellow indirect cove lighting in the ceiling, made of graphical shapes, adds to the dramatic effect of the ceiling.

Concession front counter has red duco painted band lit from all around and with beige coloured hard surface on front counter. The five-star experience is simply unique in the royal Tsar Lounge and Cinema with fully reclining seats and personalised services at every seat so that guests can experience the savoury treats from the wide food and beverage menu. A lounge with well-equipped bar has been designed to provide the right ambience for the guests to relax and enjoy with family and friends before settling down for the movie experience.

High on Aesthetics

The c-shaped ceiling in front of the concessionaire is planned to give a special focus to the concession area. Indirect lighting in the red graphical slits adds to the beauty of the curved ceiling, which is supported by the row of elliptical shape columns. The existing rectangular columns had been converted into elliptical shape columns by cladding with silver colour ACP sheets.

From cladding walls, golden-tinted mirror to indirectly lit graphical ceiling, every nook and corner of the multiplex spells aesthetics and elegance.





Tsar Lounge and Cinema

The Tsar lounge and cinema has been designed to give a privilege feel to the patrons. The Tsar lounge ambience is totally different from the cinema lobby area. It has a rich and warm feel achieved by use of soft carpet on floor, veneer cladding on column with glass beaded chandelier around and copper shade tinted backlit mirror panelling with unique graphics on walls. The entire glazing area of the lounge has full length glass beaded curtains to add to royal ambience.

The copper shade mirror panelling is designed to give a feel of wider space. The wave shape ceiling fins are designed in such a way that it not only adds beauty to the whole ambience but also to lend continuity to the space.



• INSTALLS •



Graphics designed for backlit mirror are truly eye catching. The bar counter façade has been designed with yellow backlit glass. Tsar cinema interior matches with the warm and elite feel of the lounge. It has wall panelling in deep yellow fabric.

Colour & Lighting Scheme

Yellow, being the brand colour of Cinegrand, has been prominently used in the form of light. The entire colour scheme is well balanced by use of ivory and coffee shades in

different materials to form the background of the space and red shade is used only in accent design features like red duco painted bands around concession and box office front counter and indirectly lit slits in graphical shape in c-shape ceiling in front of concession area.

Sustainable Use of Materials

The material used for flooring is vitrified tiles and granite, which is cost effective and sustainable material. The column cladding is



elliptical in shape and the material is silver brush finish aluminum composite panels, which are long lasting needs zero maintenance. Concession and box office counters, and wash room vanity counters have been clad with very tough corian make solid surfaces

Well-designed Interiors

Theatres 1 to 5 have well designed and very comfortable push back seats with great foot space. Tsar cinema has 176 degree fully reclining seats to pamper the patrons. The acoustical panelling is comprised of glass wool sheets and gypsum boards. The fabric has been fixed with grippers to give neat and clean look.

The multiplex is fully equipped with 3D digital system in all its auditoriums and offers an immersive viewing experience. For an excellent viewing pleasure, it has silver screens for unmatched picture quality and exceptional surround sound, which adds value to the extravagant movie watching experience of the customers.

Prakash Gore & Amita Gore

The Duo behind the Spectacular Look of Cinegrand



Prakash Gore Amita Gore Architects was established in 2005 by architects Prakash Gore and Amita Gore. The firm offers complete services for architectural and interior designing in commercial and residential spaces. The endeavour to convey both the philosophy and creative energy that go into evolving a space is their mainstay.

They specialise in multiplex cinema design; restoration, renovation and refurbishment of cinema theatres, and the conversion of large cinema

halls into multi-screen complexes. Their designs incorporate the latest technologies, best presentation and sound, and lobby planning strategies that can maximise revenues from café areas, bars and food concessions.

They have successfully completed several projects in India for leading multiplex chains such as PVR Cinemas, Fame Cinemas, Big Cinemas, Cinemax, Cinopolis, Cinegrand and Carnival Cinemas.