



## WOW Cinemas: Contemporising Barka Grand Center Mall

**The Sultanate's own cinema brand is all set to enrich the entertainment landscape in the Batinah region. Al Tamman Group's Grand Entertainment has developed a 6-screen multiplex featuring a juxtaposition of contemporary designs and Omani grandeur along with the latest sound and projection technology. Conceptualised and designed by PGAG Architects, this multiplex happens to be the city's most luxurious cinema destination boasting comfort and allure.**

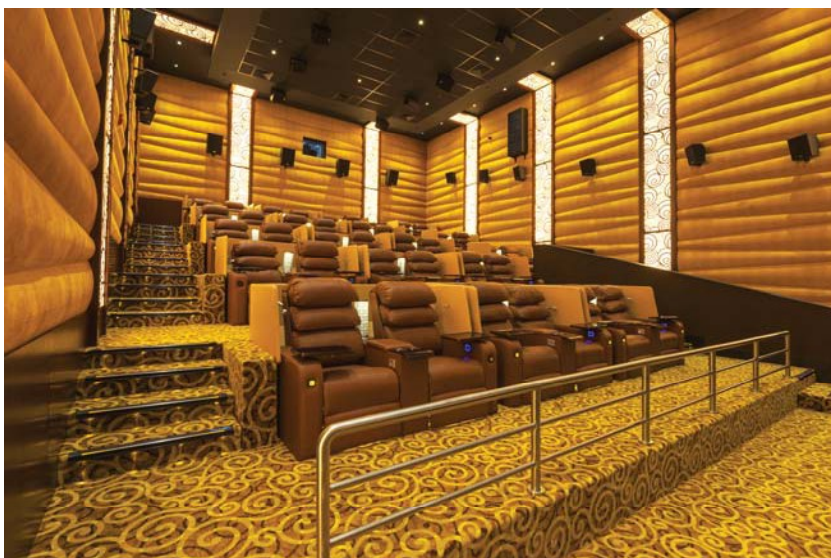
Oman's homegrown theatre brand WOW Cinemas situated at the Barka Grand Center Mall is one of the most luxurious cinema destinations.

The six-screen multiplex is part of Grand Entertainment, a subsidiary of Al Tamman Investments.

"WOW Cinema has been conceptualised to redefine the movie-watching experience. We are thrilled to open the first homegrown multiplex in the Batinah region and thereby bring world-class cinema experience to the people there. We intend to open more movie theatres in the country soon, at various strategic locations," says Avik Kumar, Group Business Head, Al Tamman Group.

The Mumbai based architectural firm- PGAG Architects with its partners Prakash Gore and Amita Gore envisioned to convert the bare shell space measuring 2500 square metres into a luxurious cinema destination and executed this challenge successfully.

To quote Prakash Gore, Architect, PGAG Architects "Be it a Gold class





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or KIDZ' cinema or WOW-XL, every format is carefully curated with its unique design identity, colour palette and ambience, incubating curiosity in patron's mind, compelling them to visit again." Amita Gore, Architect, PGAG Architects, additionally adds, "The entrance lobby, the Gold class lounge and the KIDZ' lounge are meticulously planned to offer a double heighted space to accentuate the grandness of the property."

The brief given to PGAG Architects was that "Cinema should be contemporary in design yet with Omani grandeur, best sound and projection technology and with luxurious seating." WOW Cinema, hence, features a variety of theatre experiences for movie lovers and has become a favourite destination for all age groups with its unique qualities.

The multiplex features the latest cinema formats- Gold Class Cinema, PLF Cinema (Premium Large Screen Format), and Kids cinema, with a total capacity of 643 seats.

Staying true to its luxurious appeal, the lobby greets its patrons with an 8-metre high and grand cinema lobby showcasing a parametric ceiling that is bound to attract the attention of its patrons. The notable feature of the lobby is the backlit leaf-shaped stretched ceiling and a wonderful geometry of ceiling bands that romances it. The front wall features a collage of LED screens displaying movie schedules, which stands out against the background of vibrant elliptical coves blending with the parametric ceiling geometry. The refreshment counter boasts a large screen video wall about 13 metres long, displaying upcoming movie trailers; the lobby and the entry passages inside the cinema feature similar video walls that allow clients to display their marketing content and schedule of upcoming movies. To the right of the main entrance, a collage wall displays a variety of words and



phrases that are key to shooting films; it also has a kiosk for quick tickets and large-scale LED screens that offer accessible ticket booking and buying of refreshments.

The lobby's magnificence and splendour are created by the meticulous selection of marble cladding, rose gold mirror finished stainless steel inlays, sheet cladding, and veneer panelling.

There are three COMFY Cinema screens with 127 seats each, featuring push-back leather slider seats with extra leg space and loungers in front. The cinema screens are equipped with a 7.1 surround system. Like the lobby, there is a

geometry of coves on the wall that are highlighted with warm LED cove lights.

The WOW-XL is indigenously developed as a premium large screen format cinema boasting the biggest silver screen in Oman, a 16-metre wide, extra-large screen. The cinema interiors are dominated by sharp purple lines of LED strip lights that create a luminescent purple atmosphere. WOW XL is equipped with a state-of-the-art 4k projection system and advanced Dolby Atmos sound system to bring to life every minute detail of the movie and offer its viewers an enigmatic and memorable viewing experience. The luxurious





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slider seats that maximise comfort and the curved stadium seating gives the best movie viewing experience in Oman.

Surpassing WOW-XL in features and comfort, the GOLD CLASS cinema has a super luxurious and mesmerising gold class lounge. It is soaked in luxury with a unique design feature on wall cladding which encompasses circular backlit graphics etched on tinted mirror, that reflects the enormous crystal bead chandelier and luxurious lounge seating. The warm and trendy Gold class lounge provides a premium hospitality experience. WOW Gold Class is also a welcoming space to host private parties and get-togethers.

Gold class cinema offers 36 luxurious, leather upholstered recliner seats. The cinema has exclusively designed backlit panels with circular graphical design metal laser cut jali with alabaster sheet backing that emit diffused lighting.

KIDZ', as the name suggests, is a cinema lounge specifically designed for kids featuring a lively and playful



game theme. The theme comprises of specially designed features, showcasing a chocolate theme wall paneling, bushes imprinted wallpaper, sky printed backlit stretch ceiling offering diffused light, vibrant yellow concession counter, colourful trendy puffy seats. The entrance to KIDZ' is a fantastic slide that ends in a ball pool before the kids proceed to their seats & enjoy movies of their choice. An added and most appreciated feature are the colourful and stylish

and yet comfortable seats. The allure and facilities make the kids cinema and lounge at WOW Cinemas a welcoming attraction for the kids.

To add to its luxurious charm of movie watching, WOW SKY is a feature where movie aficionados will be able to watch the latest flicks from the comfort of their cars soon. WOW Cinema will soon host exclusive screenings and previews. The cinema halls are also equipped to host corporate trainings and events.

