

Dynamic DESIGNS

ARCHITECTS **PRAKASH GORE** AND **AMITA GORE**
COMBINE TIMELESS ELEGANCE WITH STATE-OF-THE-ART
TECHNOLOGY TO CREATE AWE-INSPIRING SPACES.

Text: Swati Balgi **Photographs:** Courtesy The Architects

The dream world of cinemas has always attracted people from all walks of life. With the kind of quality and content driven movies that are released every week, you need a perfect ambience to watch them. Enhancing this experience are the new-age theatre and multiplexes; each one providing a holistic experience to their viewers. .

PGAG Architects is one such firm, whose primary focus is towards the entertainment and leisure industry. The firm has a reputation for high quality solutions, delivered within record time schedules that have ensured repeat clientele for their design firm. Headed by Architects **Prakash Gore** and **Amita Gore**, the firm aims at converting the client's vision into a creative and practical solution. Their projects reflect a rich complexity of functions, economics, technology and aesthetics.

Showcased here are leading projects from multiplex chains such as PVR cinemas, Fame cinemas, Big Cinemas and Cinemax, Cinepolis India, Movie Time Cinemas in India, and Cinegrand in Bulgaria.



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In the last two decades spent in the field of architecture and interior design, they have designed vibrant and energizing spaces. Amita Gore, principal of PGAG Architects, believes that their core strength is constant innovation and new ideas. The firm has worked on a wide range of projects from malls, multiplexes, restaurants to high-end residence and corporate interior projects.

"The desire to understand space consequently manifests in architecture with character that makes strong statements in their expression," says, Prakash Gore, Principal Architect of PGAG Architects. The firm also specializes in restoration and renovation of cinema theatres, and conversion of large single screen cinemas into multi-screen cinemas. They have successfully completed more than 200 single screen cinemas, multiplex projects in India and abroad. PGAG Architects is a proud recipient of Special Recognition Award for Cinema Design at Indywood Film Carnival 2017, Ramoji Film City Hyderabad.

To find out if words indeed match the work, we look at some of PGAG Architects projects.

FAME (NOW INOX) RAGHULEELA MULTIPLEX, VASHI

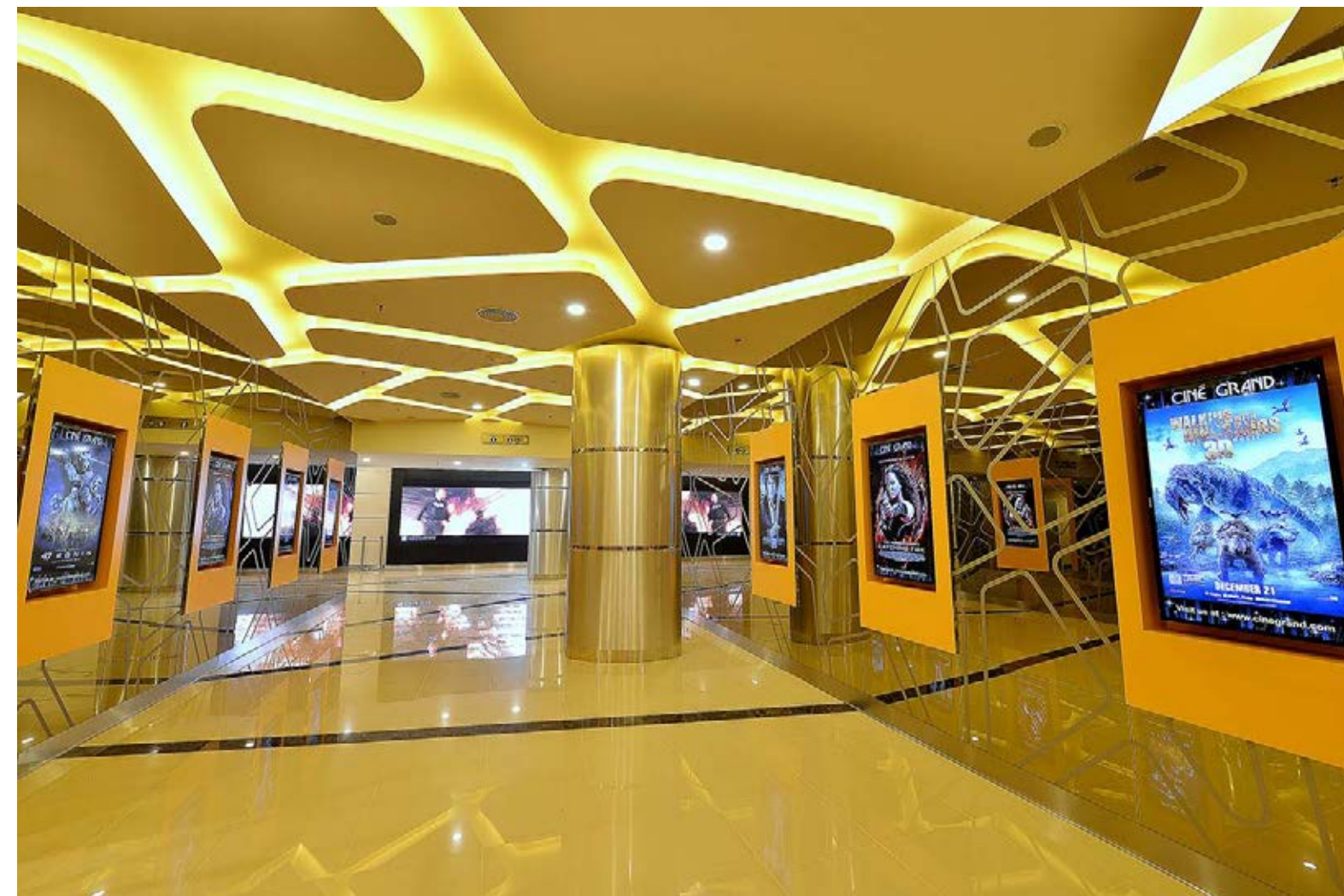
This first 6-screen ultra-luxurious multiplex in Vashi has a creatively designed lobby spread over 11,000 sq. ft. and a seating capacity of 1,015 with six screens and a gold class screen with a premier lounge area. Aiming to provide a visual treat to the visitors, the architect-couple has crafted plush interiors with a high-tech ambience. The space is divided into three zones -- the entrance foyer, cinema foyer and the premier lounge. The inviting entrance has agglomerated sparkled marble flooring with circular ripple pattern which adds dimension to the existing space.

Another noteworthy design element is the combination of the curved ceiling with curved veneered columns, lit from the sides. These columns have plasma panels with backlit mirror finished laminate panels. The S-shaped water wall in the center creates a serene and calm ambience.



CINEGRAND CCS MALL BULGARIA

Located in City Center Sofia (CCS) Mall in Sofia, Bulgaria, CineGrand is an exclusive multiplex with six-screens. This is supposedly one of the favourite movie viewing destinations among the discerning audiences of Bulgaria. CineGrand, with a total capacity of 1,258 seats, includes a Tsar Lounge and a premium seating theatre, which has five-star rating. The unique ceiling, originating from the entrance area, spreads all over the multiplex lounge. Further highlighting the creative ceiling design is the yellow indirect cove lighting that lends a dramatic touch to the ceiling. The five-star experience is simply unique in the royal Tsar Lounge and Cinema with fully reclining seats and personalised services. A lounge with a 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.



FAME MULTIPLEX - FORUM VALUE MALL, BENGALURU

In order to create a unique identity, the design team has opted for a fluid designed concept that has been replicated in the foyer, on the ceiling, wall and flooring that has resulted into a dramatic, contemporary space. Colour scheme and specialized lighting further highlight the design features. Explaining the design concept, Amita says, "Our challenge was to transform the foyer into an interactive high-tech zone. Some of the impressive designs featured in this project are the mirror-finished interlocked circular rings and the pink LED lighting that creates a vibrant and relaxing ambience for the audience."



PREVIEW THEATRE FOR KRIAN MEDIA

The View is a preview theatre designed for Krian Media, offering a grand audio-visual experience with state-of-the-art facilities. Spread over an area of 4,500 sq. ft. with a seating capacity of 40 seats, this luxurious and elegant space has a banquet and a gaming zone with Xbox and PS4. This is an aesthetically-designed preview theatre with its vibrant and interactive ambience, and has become a popular destination for private screening of movies, shooting location for online serials and music launches. This multi-purpose space has been skillfully handled by the architects.



RESIDENTIAL - PENTHOUSE

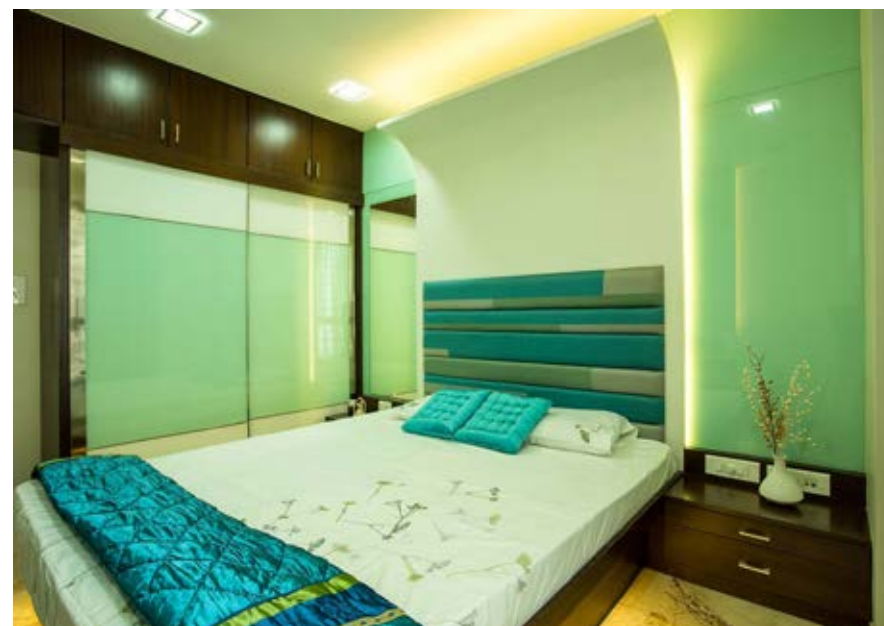
The team has designed a penthouse in the western suburbs of Mumbai that is lavishly spread across an area of 2,200 sq. ft. This home is an eclectic mix of contemporary and Indian design elements. A refined material palette and skillful space planning are the USP of this Penthouse, rough stone-finish ceramic tiles accentuates the double-height entrance lobby. A five-foot high Buddha mural and chandelier create a welcoming ambience. The living room has a warm and inviting ambience, with aesthetically treated walls, peaceful Buddha sculpture, to a backlit colour-changing backdrop. The architect has designed a perfect relax zone for the client.



APARTMENT IN MUMBAI

Striking a perfect balance between the client's requirements and their own design sensibilities, the architects have designed this luxurious 5BHK apartment in Goregaon, Mumbai. Spread over 1,600 sq. ft. area, this apartment has intricate panelling that doubles up as a sliding door between the kitchen and the study room. The master bedroom has a heavily upholstered backlit head board and back-painted glass wardrobe shutters that lends a personalized touch to this area.

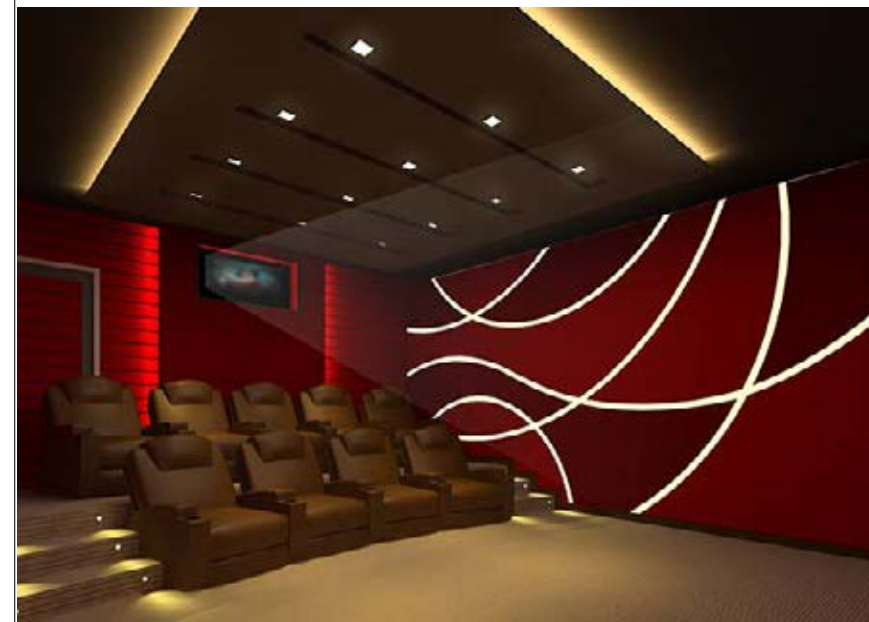
The son's bedroom has white-duco painted canopy shaped headboard with back-painted glass backdrop in contemporary style to match his age.



PRIVATE HOME THEATRES

PGAG Architects has designed several lavish home theatres for their clients in Mumbai and Pune.

From 8-seaters to 12-seaters, the team has designed home theatres fusing aesthetics and technology. Depending upon the size of the home theatres and the budget, they have worked on various themes like Art Deco, Scandinavian, Contemporary to Classic-Royal and a specialized theme for kids.



KANAKIA RESIDENCE

The Kanakia Residence is a luxurious 2BHK residence in Borivali, Mumbai. The challenge was to create a unique identity for this apartment.

Opting for the refined materials palette and colour scheme, the living room has plush decor with a sink-in leather sofa, complemented by recliners at both ends. Other decor accents in this area are chandeliers and metal flower murals on wall. The master bedroom is also aesthetically designed with warm wooden flooring, sleek veneer finished storage units and a full-height headboard, making this area a stylish, yet perfect comfort zone.



The leather-finished rectangular niches for artefacts and the chandelier are an eye-catching design element in this area. For the daughters' bedroom, they conceptualized a Barbie theme. The admirable features are a clean segregation of spaces like play area, sleeping area and study area in a compact space. Over the years, the enterprising couple has worked on parameters of adequate space utilization to achieve spatial openness. Be it a home, or a public space like theater, they have left their own incredible design mark. ■