

FIRST LOOK

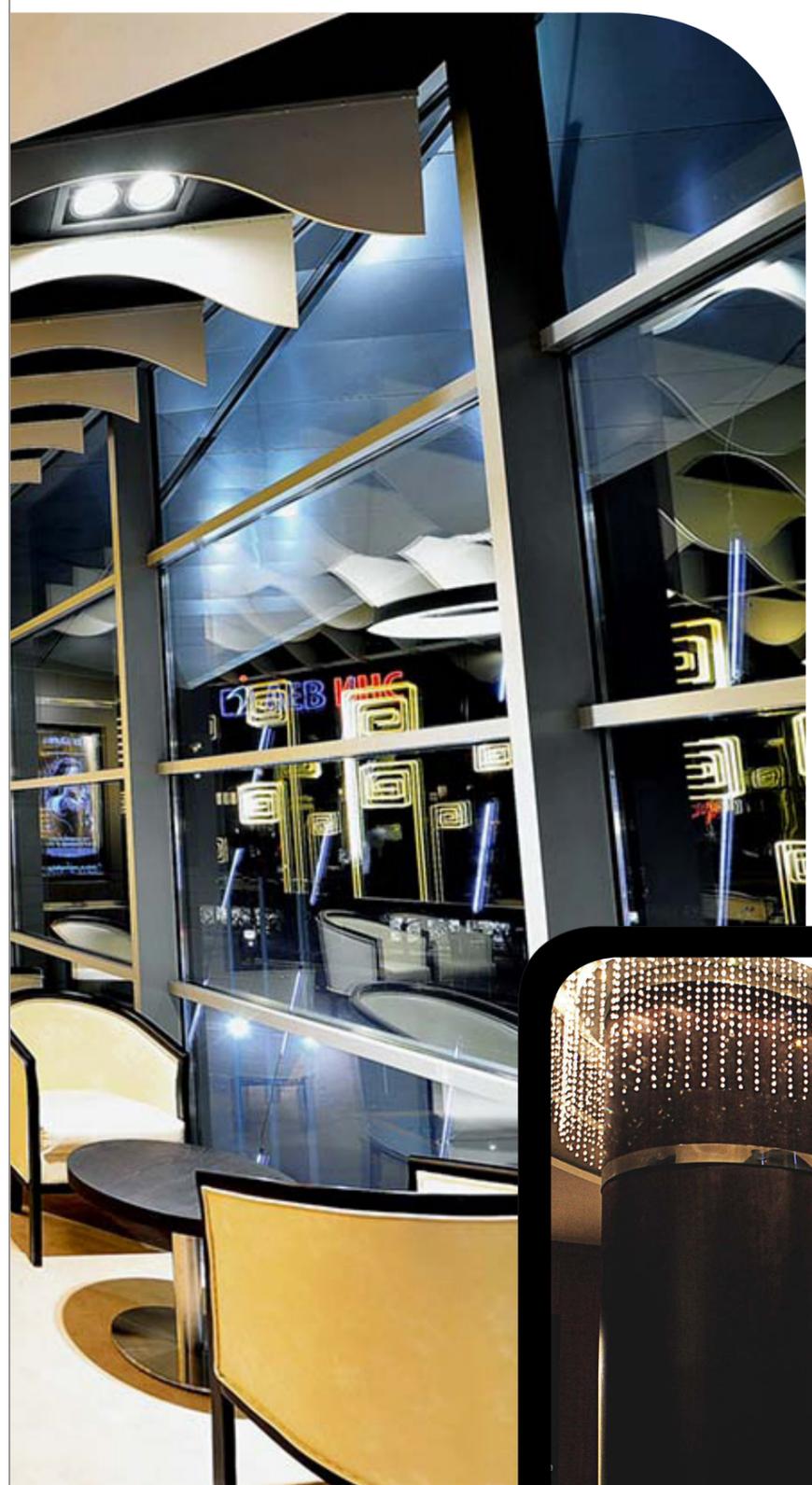


STELLAR DESIGN

THE **CINEGRAND MULTIPLEX**, DESIGNED BY ARCHITECTS **PRAKASH AND AMITA GORE** IS AN AMALGAM OF LUXURY, LEISURE, VIBRANCY AND CONTEMPORARY DESIGN.

Text: Delliah Rodrigues **Photographs:** Courtesy The Firm





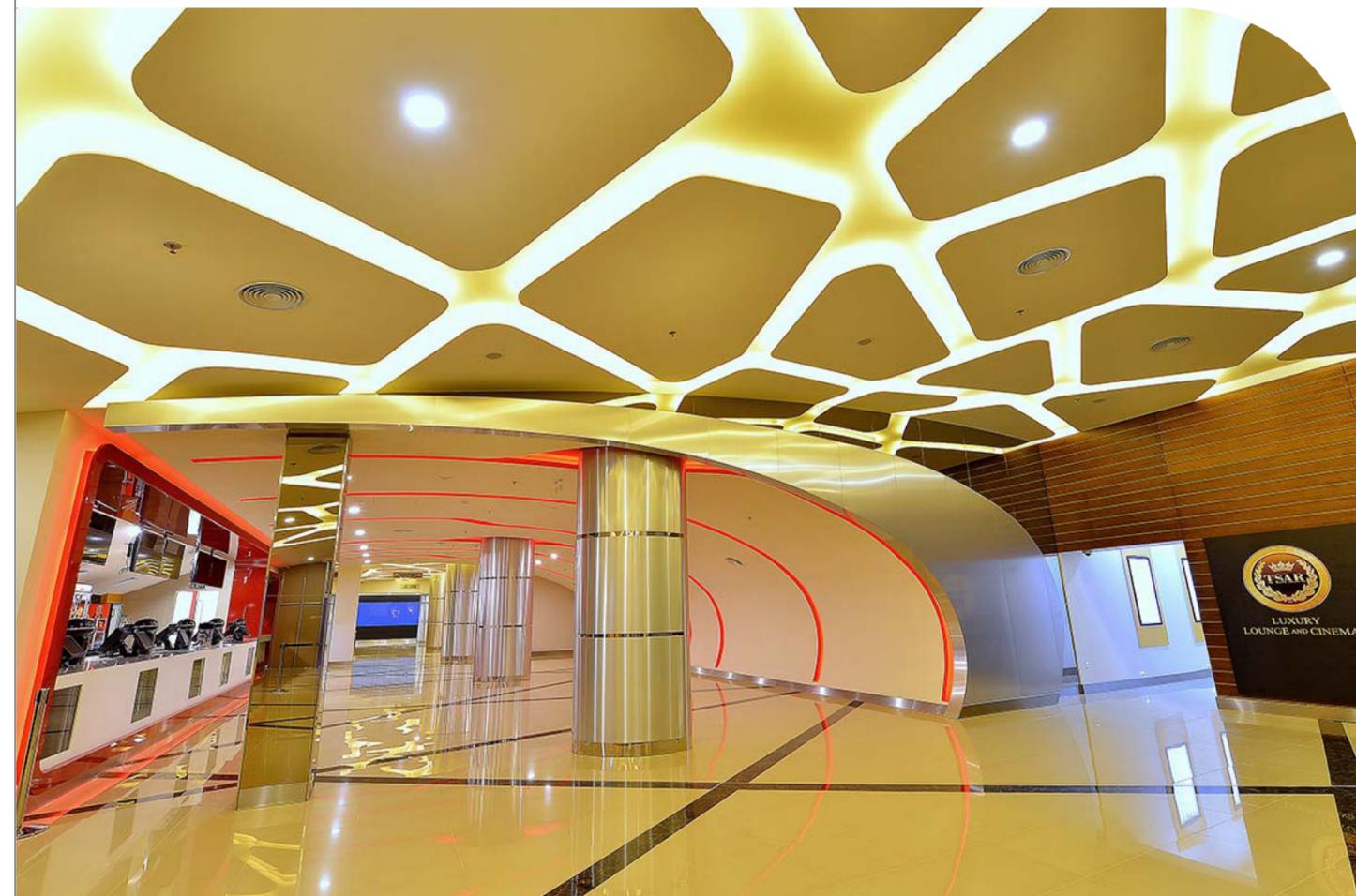
located in Bulgaria, one of the exotic nations of Europe, the **Cinegrand Multiplex** is the perfect place to relax and unwind on a weekend. Situated in City Center Sofia Mall in the capital city of Sofia, the multiplex spreads across a sprawling area of 31,215 sq. ft. with a seating capacity of 1,258. The multiplex accommodates a total of six screens, which includes the Tsar Lounge, a premium seating theatre that has a five-star hotel ambience.





Designed by husband-wife duo **Prakash** and **Amita Gore** of **PGAG Architects**, the multiplex reflects contemporary design and is characterised by evolving design sensibilities. Commenting on the design brief given to them, Prakash and Amita inform that the client wanted the multiplex to be a landmark in Bulgaria. The design had to reflect vibrancy, yet be warm and trendy. The cinema hall is provided with a walk-in entry into the cinema lounge with the tickets being checked only at each cinema entry door. This allowed others to enjoy the warm ambience of the lounge even if they did not want to watch a movie.

The entrance has Cinegrand branding with the ticket counter placed close to the entrance. It comprises five LED display screens with a red duco painted band lit from all around and a beige hard surface on the front counter. As you enter the multiplex lobby, the unique ceiling feature creates a lasting impression. The yellow indirect cove lighting on the ceiling made of graphical shapes adds drama to the lobby. As seen in the entrance, the food court too has a beige front counter with a red duco painted band lit from all around. Indirect lighting from the red graphical slits of the C-shape ceiling adds to the beauty of the space. The curved ceiling of this area is supported by a row of elliptical columns clad in silver ACP sheets. Golden tinted mirror for the walls and yellow bordered poster cases are eye-catching features of the lobby. Talking about the challenges faced, Prakash says, "The lobby, ahead of the *concessionaire* (food court) was narrow because of the location of washrooms on either side. We overcame this problem by cladding both walls with golden tinted mirror bearing graphics. This made the space virtually wider and reduced the claustrophobic effect."



All entrances to different screens are highlighted by creating cinema portals and doors finished in brown veneer laminate panelling with stainless steel brush finish sheet inlay. All the screens, apart from the Tsar cinema, have similar seating with comfortable push-back seats and ample foot space.

Lighting and acoustics play an important role when it comes to theatres. Hence, the architects have paid special attention to both these areas. They've made use of acoustical panelling comprising glass wool sheets and gypsum boards with the fabric fixed with grippers to give a neat and clean finish. All theatres have been lit with yellow LED lights and indirect lighting in the form of coves to lend a dramatic effect. The multiplex is equipped with 3D digital system in all auditoriums, offering an immersive viewing experience. All theatres have been provided with silver screens for unmatched picture quality and exceptional surround sound; this further adds value to the extravagant movie watching experience of the customers.



The Tsar lounge and cinema has soft carpet in muted hues for the floor and a veneer clad black column with a magnificent glass beaded chandelier around it. The tinted back-lit mirror panelling in a hue of copper with unique graphics on the walls and full-length glass beaded curtains for the entire glazing area of the lounge add a touch of royalty to the space. The front fascia of the bar area has been designed with yellow back-lit glass to define the area from other areas. One of the most striking features of the Tsar lounge is the wave-shaped ceiling. The fins of the ceiling are designed in such a way that it not only adds beauty to the whole ambience, but also give the space a sense of continuity due to the reflection in the mirror panelling. A round lighting fixture suspended from the centre of the ceiling enhances the look of the space. The reclining seats and personalised service with its lavish and classy interiors provides the right ambience for guests to relax and unwind before settling down for a movie.

Commenting on the colour palette, Amita adds, "We have used yellow prominently as it is the brand colour of Cinegrand. The colour palette is however balanced well with the use of ivory and coffee hues for different materials and the colour red is used as an accent design feature." Fully vitrified tiles in beige along with granite strips inlay in brown are used for the flooring in the lobby. Considering that multiplexes are areas with high footfalls the architects have given preference to sturdy, low-maintenance, cost-effective and sustainable flooring options.

The Cinegrand multiplex with its effervescent and pulsating interiors is sure to give cinema buffs in Bulgaria a new movie-watching experience. ■



PRAKASH GORE & AMITA GORE

PGAG Architects is a Mumbai-based architectural and interior consultancy firm co-founded by Prakash Gore and Amita Gore in 2005. The firm creates contemporary and innovative designs that blend luxury and practicality.

PGAG ARCHITECTS
118-119, Dimple Arcade
Asha Nagar, Behind Sai Dham Temple
Kandivali (E), Mumbai 400101
09820096146, 09819394194
www.pgagarchitects.com