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'CINEMA FUTURE WILD' ARRIVES IN XINJIANG PROVINCE

Alexander Wong Architects (China) recently completed the first futuristic themed cinema, called Cinema Future Wild, for Sunway Movie Park in Urumqi, Xinjiang, China. The culture of Urumqi is colourful and filled with the natural charms of the wild, which became the inspiration for the practice when designing the first sci-fi and futuristic Cinema City at Century Ginwa Plaza, filled with raw and sensual elements of the avant-garde – a combination of sci-fi elements for the first flagship of the Sunway Movie Park cinema chain in Urumqi. Chief Designer, Alexander Wong, said: "Culture and customs in Xinjiang are not only colourful, but are incredibly wild! Mustangs riding high on highland pastures, forests filled with majestic deer, snow-capped mountains with desert eagles hunting wild rabbits; these were some of the powerful images that inspired the design team in this part of China. Alexander Wong Architects put full use of these original and sensual elements whilst combining science fiction to create a movie theatre of the sort never before seen in Urumqi." Wong hopes that this bold and exciting project will demonstrate that hope still prevails in this far corner of China, where the beauty of its wild past is still so much in evidence today.

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