

# It's Cinema Jim, but Not As We Know It

*Alexander Wong*

Cinema Futura is the first science-fiction cinema city in China. (If you know of any others, we'd like to see them.) Inspired by films like *Alien*, *Avatar* and *Tron*, the team at Alexander Wong Architects let their imaginations run riot to create an interior that is, well, futuristic – to say the least. The combination of organic design elements, bold colours and dynamic lighting is quite simply out of this world. For moviegoers in Zhongshan, it would appear that space is no longer the final frontier. — WG

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