



## 88 THE BIG PICTURE

The UA cinema in Tuen Mun, Hong Kong takes cinema design to the next level, with a design that is reminiscent of a colourful fairytale.



## UA Tuen Mun Cinema, Hong Kong

In today's consumerist market, designer concepts sell. This can be seen clearly in the abundance of designer boutique hotels springing up across the world. And now the world of entertainment has followed suit, thanks to the creation of Alexander Wong and his UA Cinema in Tuen Mun, Hong Kong. With a design themed around fairytales and dreamscapes, Wong has

created a visually rich environment that takes the cinema goer on a colourful journey. From the abstract rabbit hole from Alice in Wonderland, to the lobby of red mirror displays and timber strips that intertwine overhead, the cinema goer is taken on an adventure through what Wong describes as an "enchanted forest". The centrepiece of the design is the Liquid Bar, a concessions stand,

surrounded by ocean blue mirrors, and giant glowing UA logos reflecting onto a transparent, colour changing glass floor that sits below a sky of white marshmallow clouds.

Completing this kaleidoscopic, cinematic design, are the cinema halls themselves. With names such as Inferno and Enchanted Forest they are minimally decorated in colours that reflect the names. ☐