



科幻亚马逊 Future Amazon

鹅城惠州迎来独具设计感的凯狮国际影城，
一个充满创意惊喜的电影绿洲就此诞生。
An appropriate new cinema for the budding city of Huizhou

Text: Jeffrey Ying Photos: Alexander Wong Architects

作为珠三角经济圈最具发展潜力的城市之一，鹅城惠州正加快推进一批极具吸睛效果的地标性项目建设。尽管不那么显山露水，但是以“科幻亚马逊”为主题的凯狮国际影城着实是其中不得不提的奇葩，定义了新时期中国电影院线发展的新方向。其室内设计由王士维操刀，打造了一个极具未来感的热带雨林影院，孕育出一个包罗万有的千色世界和幻彩文化。

从步入“蝶变大堂”开始，观众仿如置身生命起源的丛林，充满了阿凡达式的未来美感。雕塑感极强的“金壁票房”前卫独特，熠熠生辉，与屋顶充满流动感的孔雀蓝遥相呼应，而耀眼的蓝树巨柱又好似倾泻于大厅间的瀑布。

影院的设计灵感来自于美国抽象派大师弗兰克·斯特拉的代表作 Bandshell。观众购票后可以在特许经营零食吧台买到可口小食，向左或向右走均可，即来到独特前卫的“暴风廊”及“蝶变隧道”，再走进彩鹮 IMAX 数字影厅和其他设计科幻的型格影厅。你可以想象，惠州人来此观影会有多舒适。





Interior



As one of the fastest growing cities in the Pearl River Delta Economic Zone, Huizhou is quickly building an assortment of future landmarks and vanity projects. One of the less visible but certainly emblematic projects is by the Kaisa Group with their new KS Cinema flagship. The theme is inscrutably that of "Future Amazon", which according to the developers symbolizes the beginning of a groundbreaking Cinema Chain for the 21st Century. The analogy is a dynamic and futuristic-looking tropical rainforest, a universe filled with many colors, a symphony of diverse Cultures – a "Rainbow Culture". The interior was designed by Alexander Wong.

Starting with the "Hall of Blue Butterflies", the ambience is supposed to evoke a mythical jungle alluding to the Origins of Life, but also one in which everything is infused with Futuristic Fantasies. Call it the "Avatar" aesthetic. The sculptural "Golden Box Office" shimmers and reflects a unique ceiling filled with fluttering elements of an incandescent peacock blue. Shimmering blue columns that resemble waterfalls anchor the hall.

After movie-goers have bought their theatre tickets from the Box Office and snacks from the Concession Bar, they may turn left or right, and move into yet another futuristic scheme. The theater itself is strangely enough, Inspired by the work "Bandshell" by American painter Frank Stella. One enters into one of the two corridors "Gallery Cyclone" and "Butterfly Tunnel", before going into the Rainbow IMAX which also have massive butterflies on the walls. One can imagine the residents of Huizhou settling in quite comfortably. ▣

