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## INSPIRED CINEMA DESIGN

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LOFT recently heard that Shenzhen opened its first UA Cinema at the tail end of 2010 – a vast, futuristic cinema complex located in Shenzhen's recently completed KK Mall.

Award-winning Hong Kong design firm Alexander Wong Architects were the creative agency appointed to create the dynamic themed-design, aimed at mirroring the vibrancy of KK Mall. "Today going to the cinema is about so much more than simply the movie you watch. The entire experience should be exciting in every aspect; from arriving at the complex to leaving," said Alexander Wong, Founder and Director of Alexander Wong Architects.

The design firm has worked with UA Cinemas in the past to design many of their cinema facilities in Hong Kong, including UA ISquare IMAX theatre in Tsim Sha Tsui and UA CityPlaza in Tai Koo Shing.

The novel concept for Shenzhen's first IMAX theatre was designed according to a 'Futuristic Eden' theme, drawing influences from motifs found in nature. Characterised by deep shades of blue, the 'Butterfly IMAX theatre' is the main attraction and one of the most visually striking of the individually designed theatres. Butterfly patterns adorn the walls on both sides of the substantial screen, and outside 'Bar Chrysalis' expands on the butterfly theme.

With names as varied and imaginative as the 'Crocodile Box Office', 'Serpentine House', 'Café Eden' and 'Pink Pink Bar' the dramatic designs are definitely striking by cinema standards and evoke a sense of vibrancy and seduction from one room to the next.

LOFT were particularly enamored with the "Orchid Powder Rooms" and their contrasting black and white palette and bold lines, adding a touch of elegance to your pre/post-film trip to the loo.

[www.alexanderwong.com.hk](http://www.alexanderwong.com.hk)



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