

TID 11th 2018 Award
Taiwan Interior Design

商業空間類/休閒空間 TID 獎

The TID Award of Commercial Space/ Hospitality Space

武漢銀興國際影城 (光谷時尚城店)

WUHAN INSUN INTERNATIONAL CINEPLEX (GUANGGU SHISHANGCHENG)

壹正企劃有限公司

ONE PLUS PARTNERSHIP LIMITED

主持設計師

Chief Designer

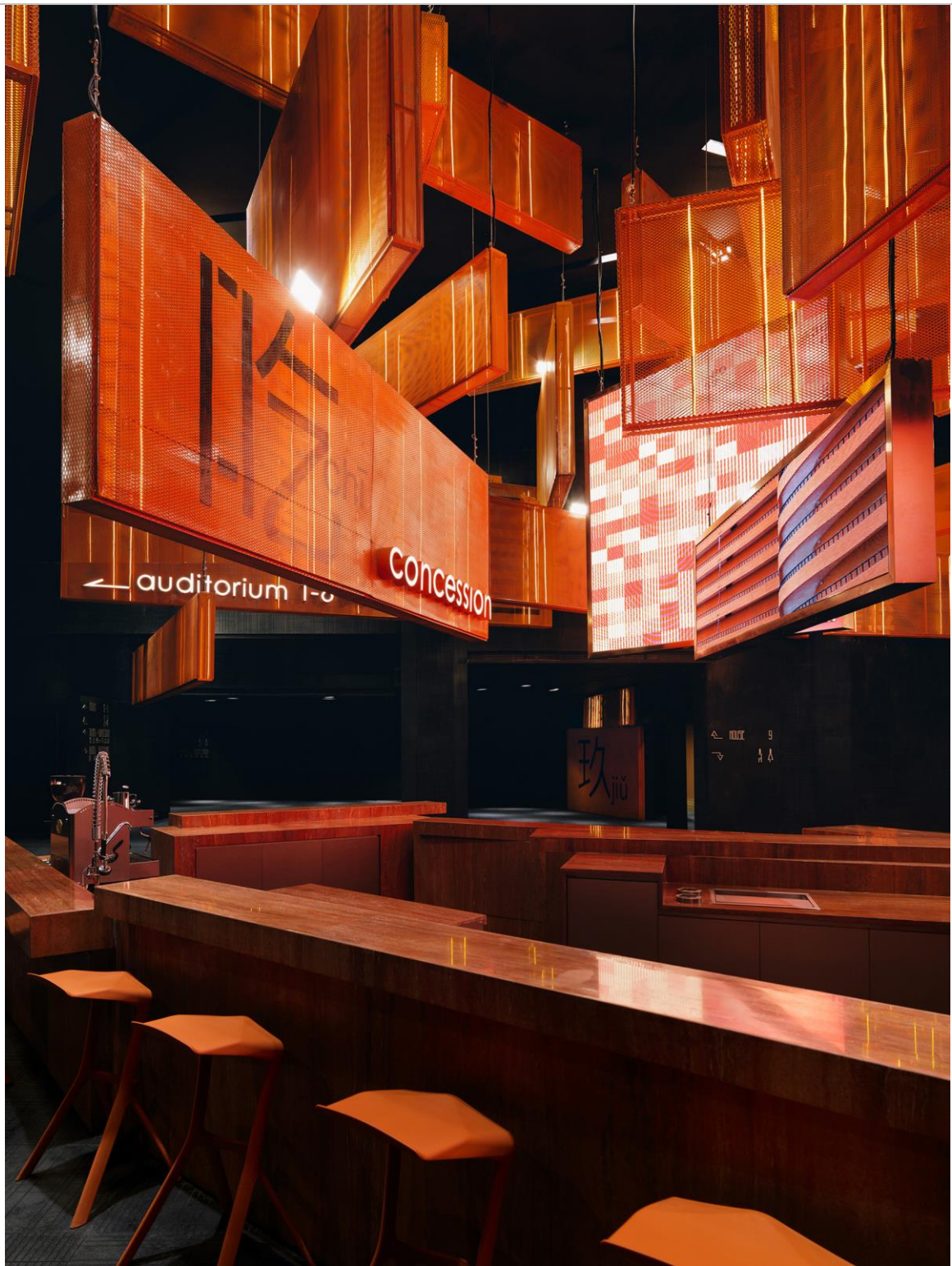
羅靈傑 AJAX LAW

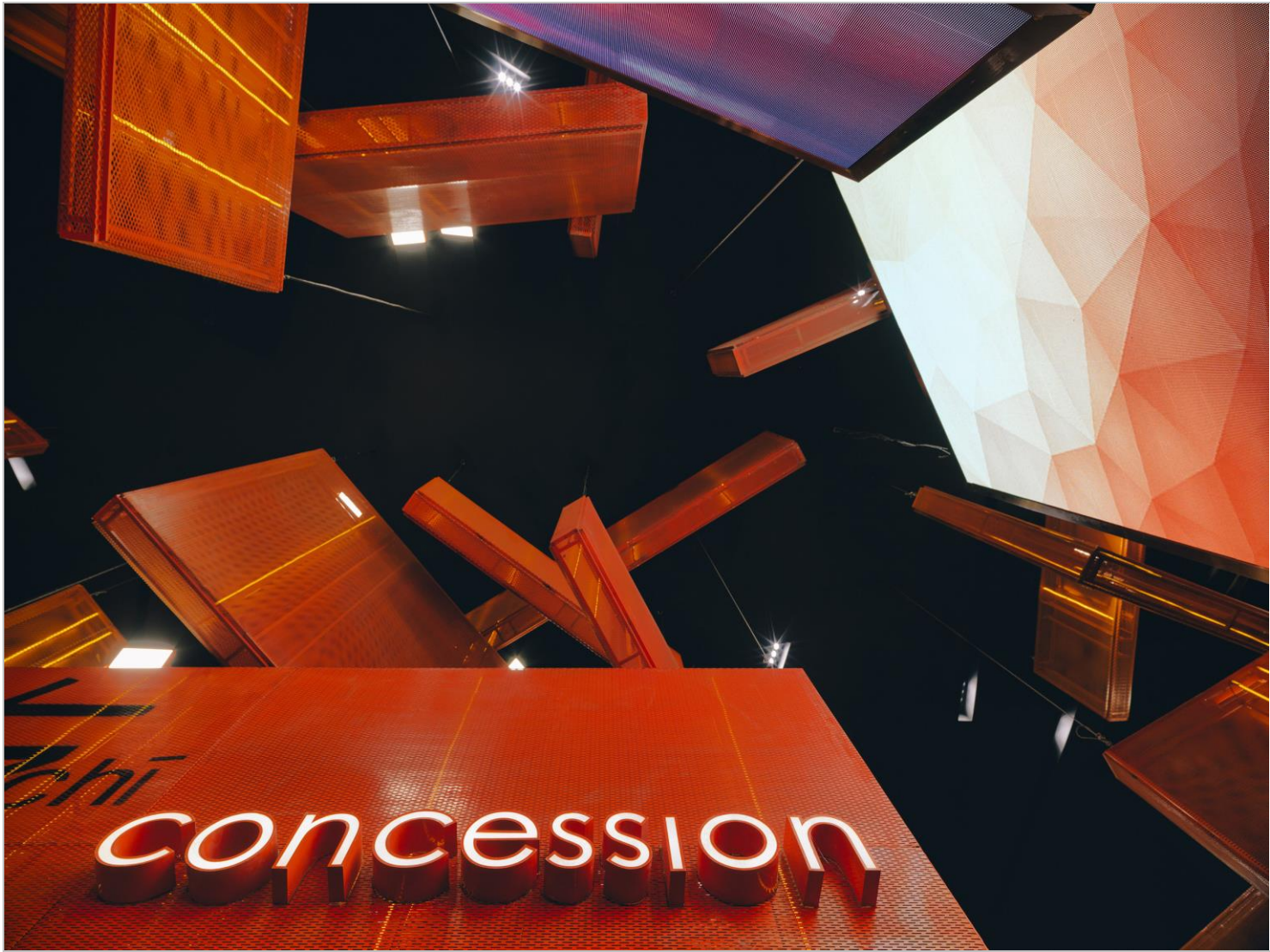
龍慧祺 VIRGINIA LUNG

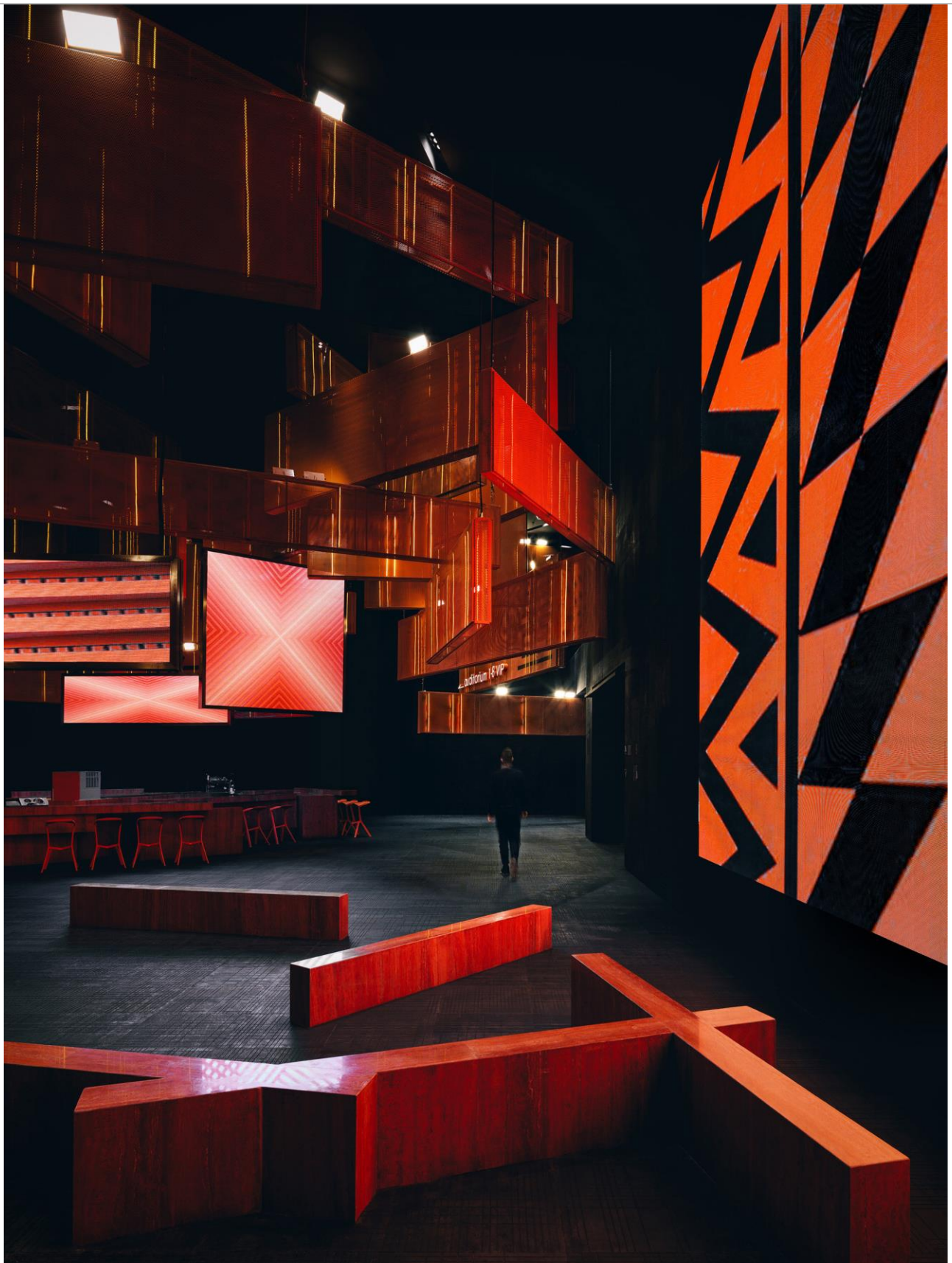
攝影者

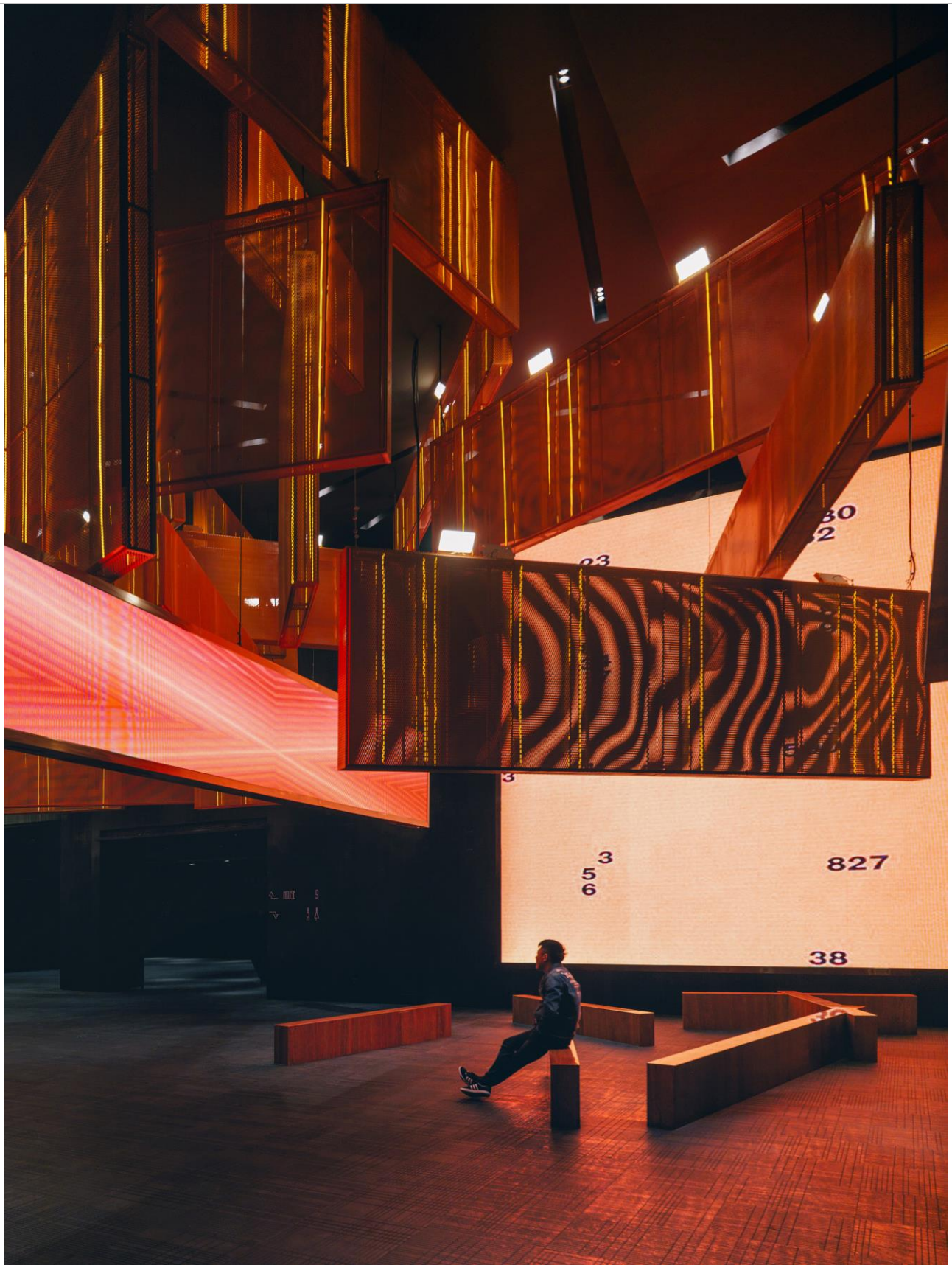
Photographer

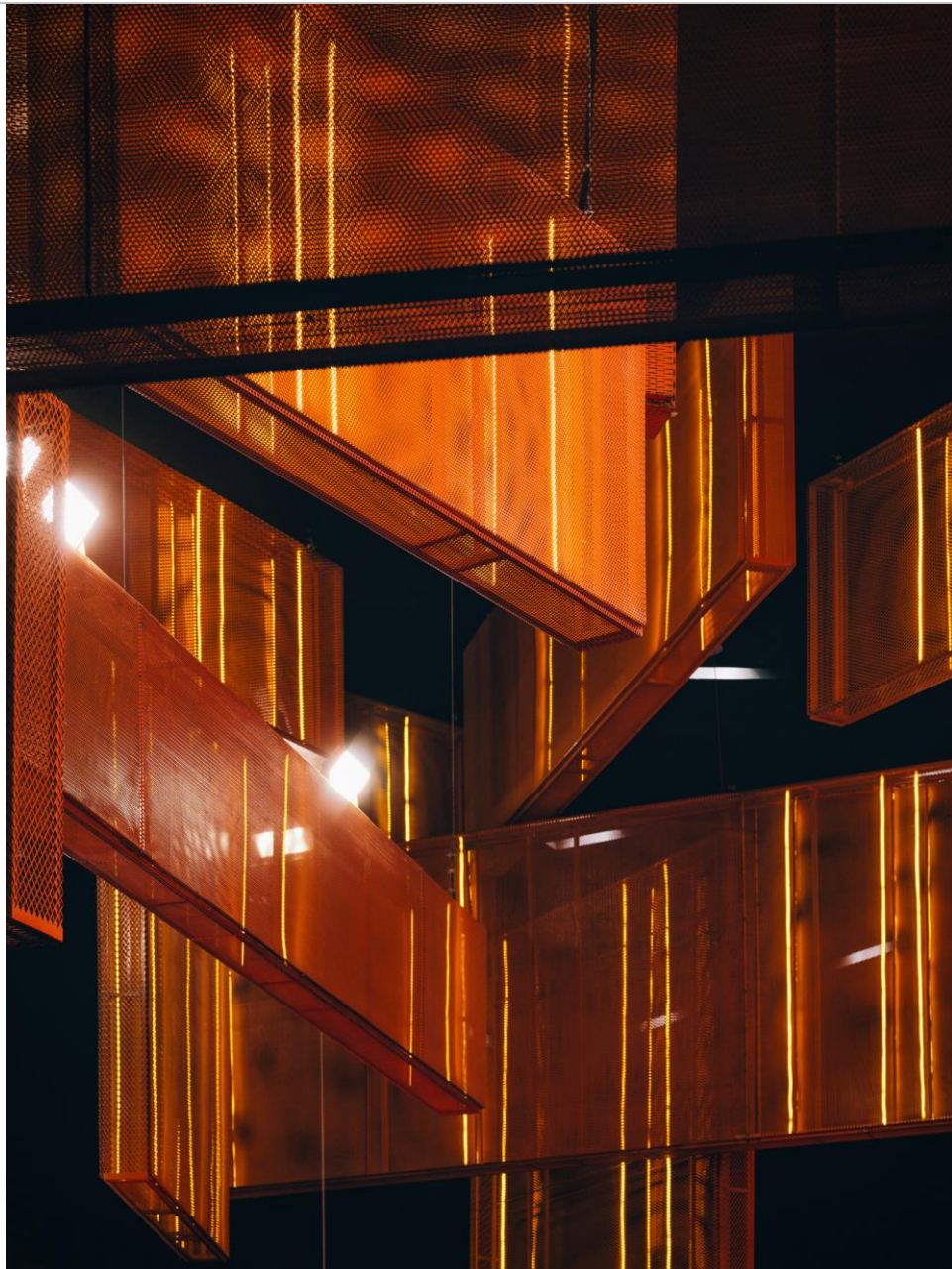
雷壇壇 JONATHAN LEIJONHUFVUD

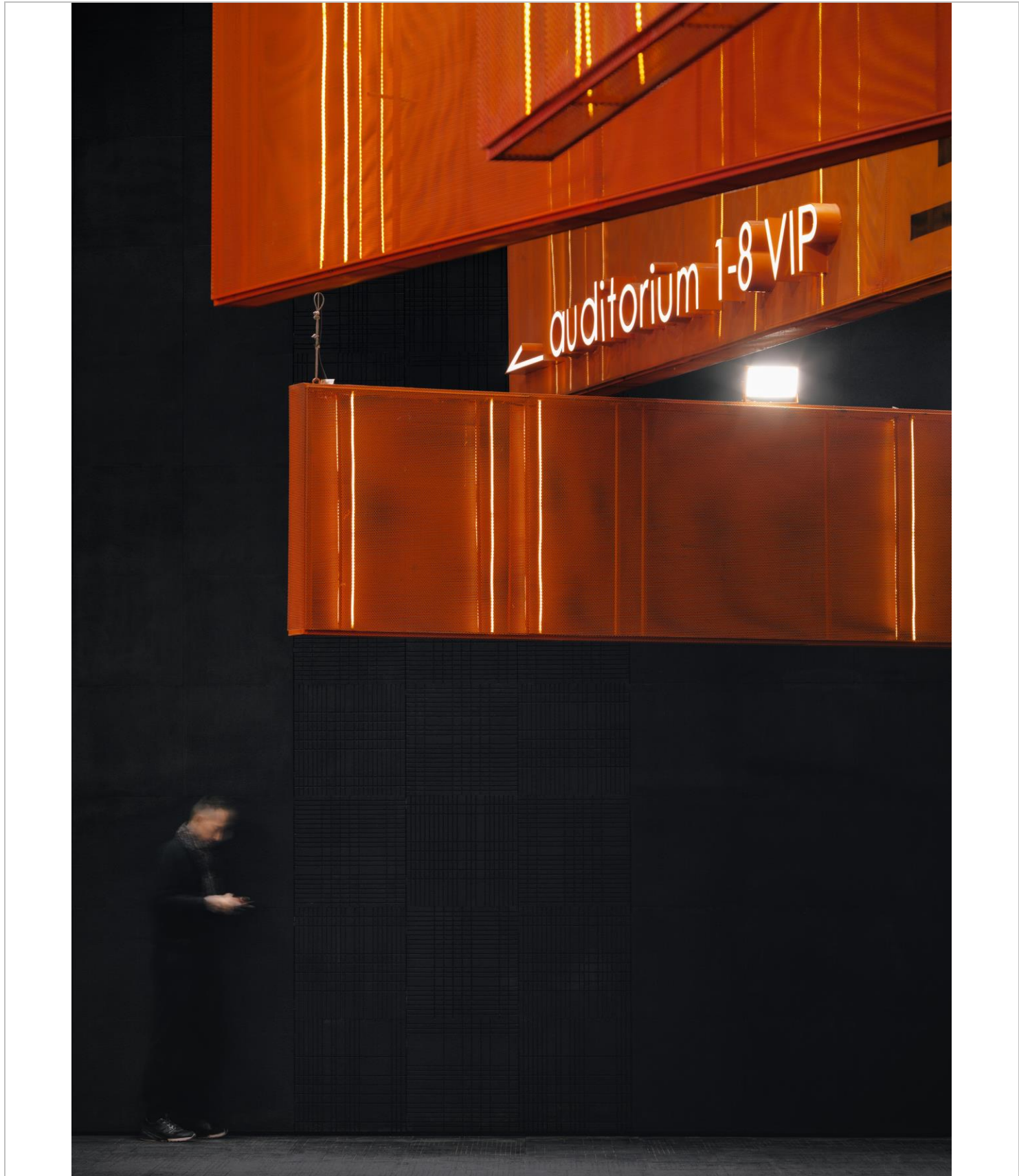




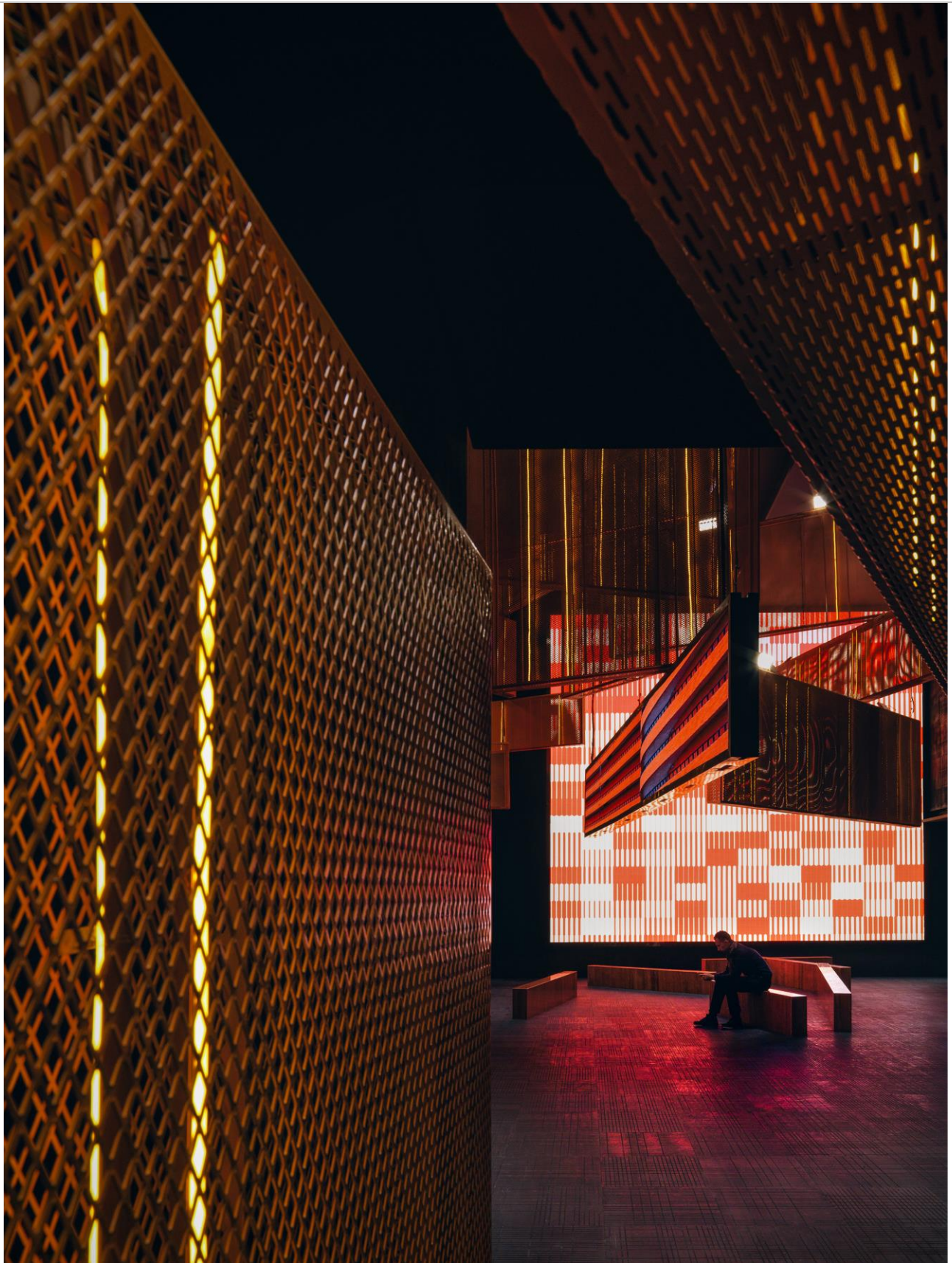




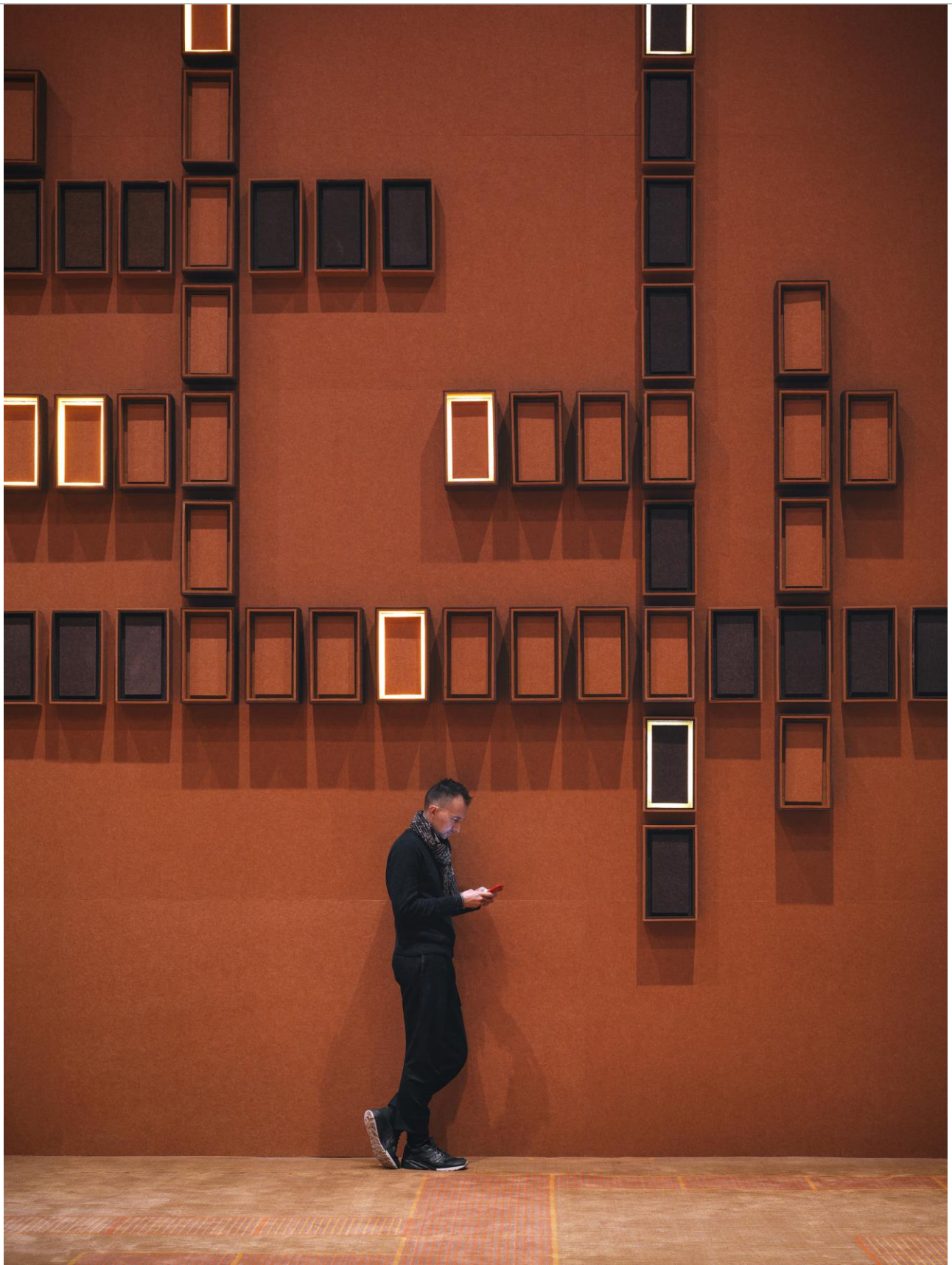


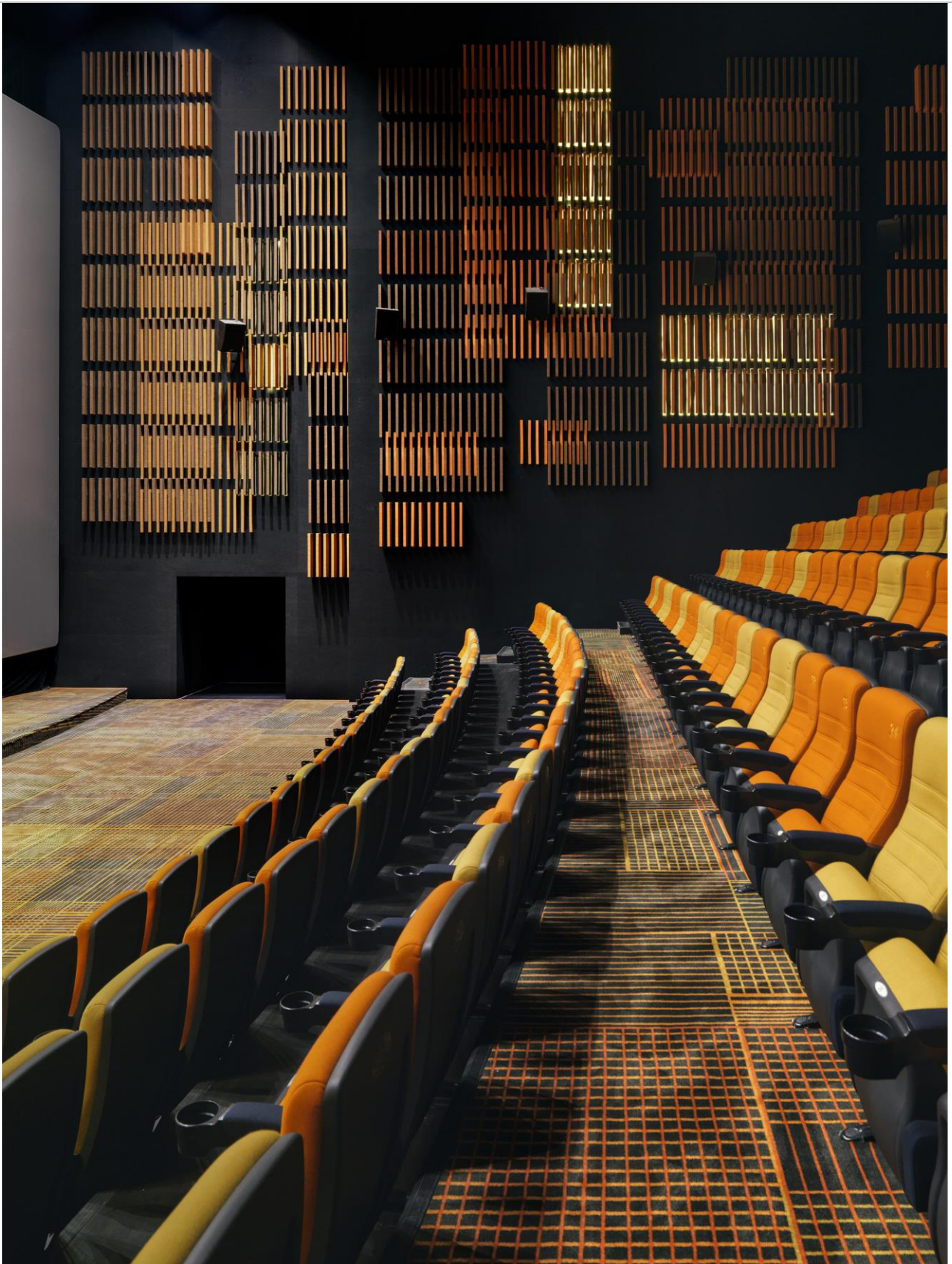


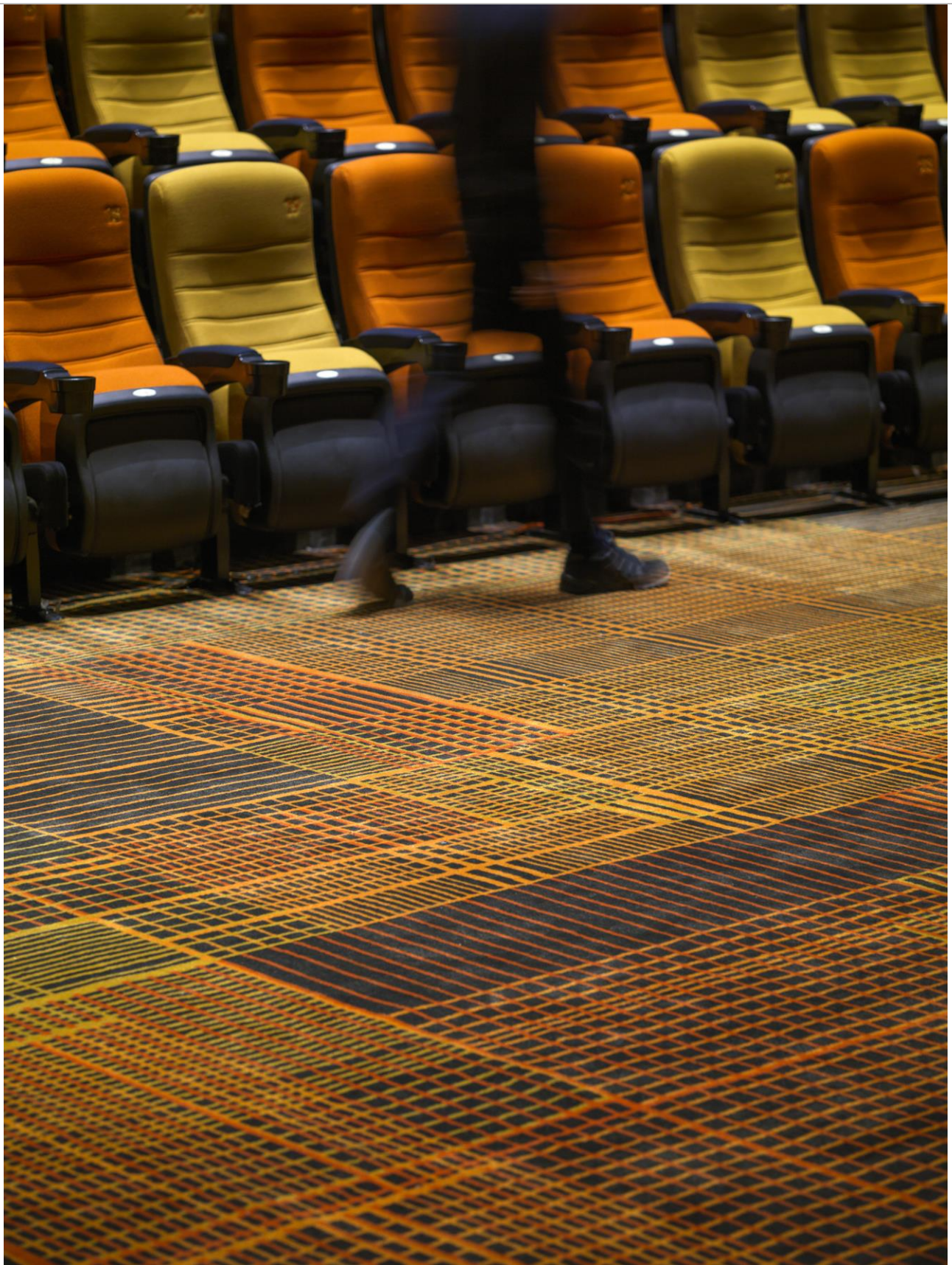












CSH-21-武漢銀興國際影城（光谷時尚城店）

在久遠的年代，當電影拍攝還沒有電子化，電影製作者都是靠膠捲（菲林）來拍攝所有畫面，然後用光箱來查看和修正影片的。這種膠捲和光影的相互作用造就了一幕幕精彩的畫面，成就一部又一部經典之作。可是隨著科技進步，這種電影製作方式已經漸漸消失。設計師以傳統電影製作為南湖時尚電影院的設計概念，向從古到今的電影工作者致敬。走進大堂，你會看到很多從天花吊下來的光箱。這些光箱背後不規則地裝上了燈管，有別於平常燈光一式一樣的光箱，營造出一種隨意、休閒的氣氛。光箱是由金屬網做成的，燈光透過四種不同形狀、大小的孔洞滲透出來，為大堂帶來更加豐富的光影效果。不同的金屬網格圖案更好像是電影製作人在構思時的故事板一樣，是製作電影中一個重要的環節。雖然光箱上沒有貼上任何劇照或者圖片，不同孔洞的設計讓光箱一點都不單調。在某幾個光箱更用上了不同顏色的噴漆，描繪出「畫」、「吃」的字樣，抽象地標識大堂的售票處和小賣部範圍，同時模仿膠捲上的影像。其中一個光箱其實是 LED 螢幕，讓影院播放電影資料或者劇照之餘，更增添了另一種光影效果。設計師在這個設計前衛的影院選用了懷舊的燈光。在舊社會，一般的人家都是使用鎢絲燈泡，有著比較黃，甚至是偏橙色的燈光，而且通常都沒現在那麼燈火通明。為了模擬這種氣氛，設計師採用了比較昏暗和色調暖和的燈光。影院以橙色為主要色調，除了配合燈光，也模仿了光箱金屬網生鏽的鐵銹顏色，製造陳舊、歲月流逝的感覺。傳統電影製作的主題在影廳裡用不同的物料和裝飾表達出來。牆壁用上了不同顏色的方塊吸音板，拼湊出不同組合，好像很多不同大小的光箱一樣。地下也同樣以不同色調的紅、橙、黃地毯拼成一個個方塊。設計師把電影院的主題也帶到了洗手間，除了沿用大堂的黑色方格地磚，洗手盤和鏡子的漂浮形態也呼應了大堂天花吊下來的光箱裝飾。雖然現代的電影工作者已經很少，甚至不再使用膠捲來進行拍攝，但我們心中的很多經典好電影都是用這種模式拍攝出來的。走進影院，設計師希望引領觀眾走進從前的世界，感受以前的電影製作，擁有一個特別的觀影體驗。

CSH-21- WUHAN INSUN INTERNATIONAL CINEPLEX

Back then when filming has not been digitalized, filmmakers used roll films to capture different scenes in a movie, they then use lightboxes to view and edit the videos. Roll films together with lightboxes have created numerous classics that we all enjoyed. With the advancement in technology, the method of film production has evolved, and movies are no longer produced by roll films and light boxes. The designers used traditional film editing as the theme of Wuhan Insun International Cineplex, as a tribute to filmmakers who have contributed all these years. In the lobby, a lot of lightboxes are hung from the ceiling. On the back of these lightboxes, light tubes are installed in a random fashion, creating a casual and leisure atmosphere. These lightboxes are made of metal mesh, as the light penetrates holes of 4 different sizes and shapes, the interplay between the light and shadow enriches the lighting effect in the lobby. The variety of metal mesh patterns represents the storyboards filmmakers draw in the process of brainstorming, signifying an important stage of film production. Although the designers did not attach movie stills on the lightboxes, the holes on the lightboxes are themselves elaborate decorations. Some lightboxes are painted with single Chinese character, such as "Hua" (畫, i.e. movie), "Chi" (吃, i.e. eat), to abstractly indicate different areas of the cinema, and at the same time imitate images on roll films. One of the lightboxes is in fact an LED screen, while enabling the cinema to display trailers and movie information, the screen has created another lighting effect. Apart from the lightboxes in the ceiling feature, the designers have especially adopted black granite tiles in square shape to echo with the theme of the cinema. The designers have adopted a nostalgic lighting style in this contemporarily designed cinema. In the olden days, normal households used tungsten filament bulbs, which gave out a yellowish, even orange, lighting, and the light was not as strong as modern bulbs. In order to resemble this atmosphere, the designers have chosen dimmer and warmer lighting in the cinema.