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The TID Award of Commercial Space/ Entertainment Space

武漢盤龍廣場銀興影城  
WUHAN PANLONG PLAZA YINXING CINEMA

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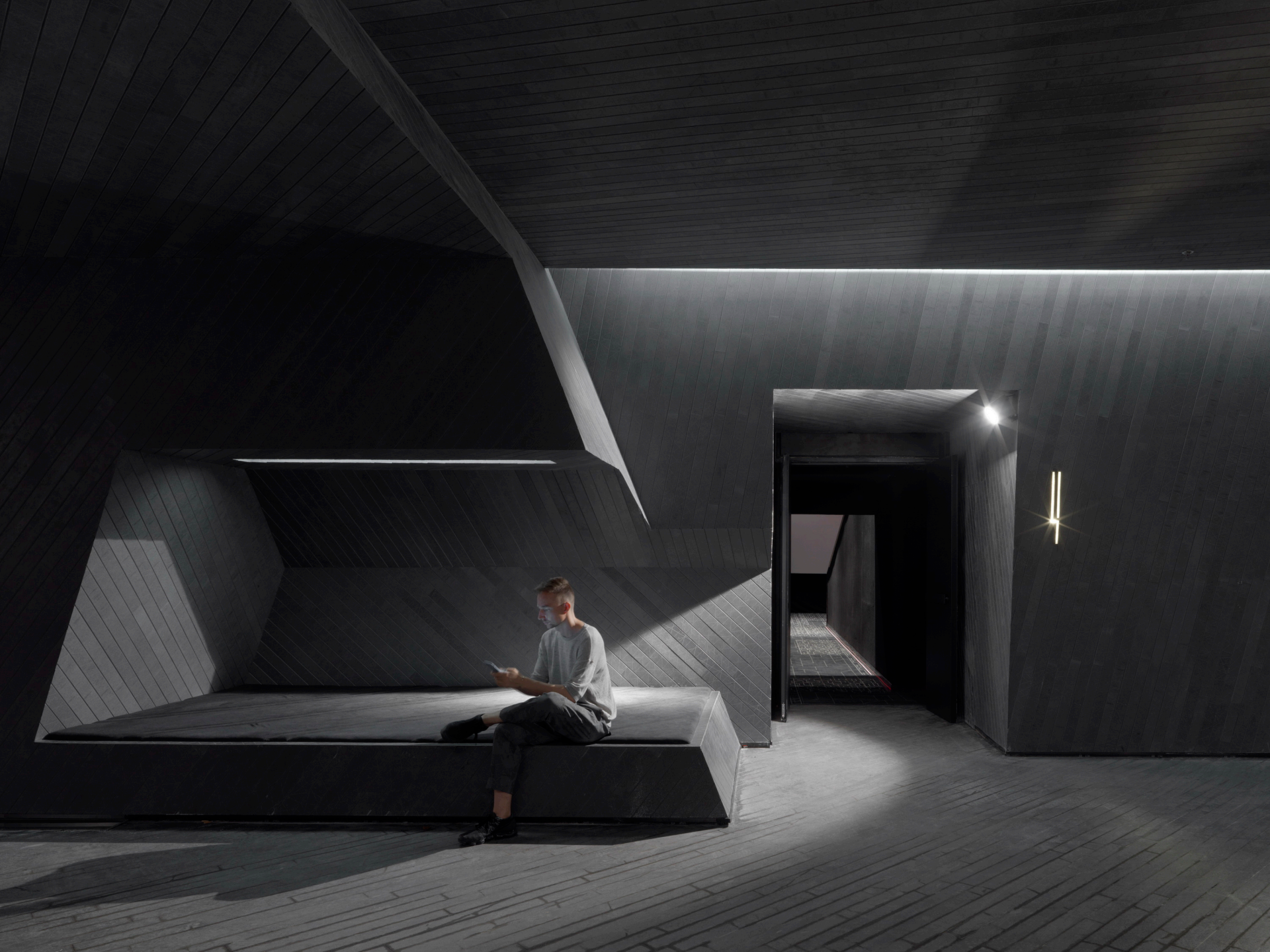








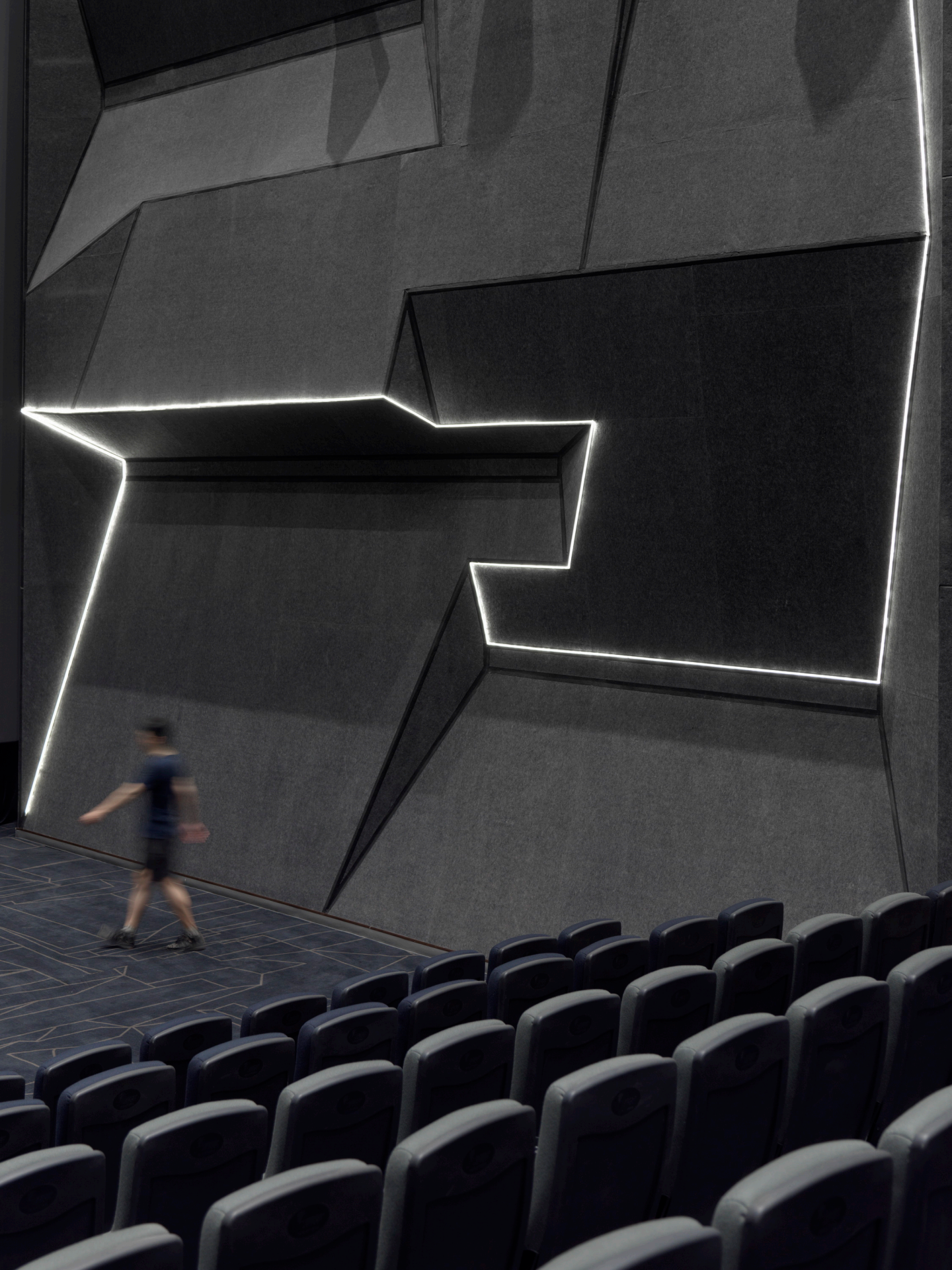






















## 武漢盤龍廣場銀興影城

在電影院內播放的電影，都是通過投影機小小的鏡頭投射出影像到巨大的螢幕上。武漢盤龍廣場銀興影城採用了這個放大效果的投影原理為主題，應用到整個空間上，增強整體的電影原素文化。一般設計時會把室內看成一個空間，然後構思在這個空間裡可加上的原素。但這次設計師反傳統地應用了逆向思維去構思這個影院，反而是把空間想像成一個立方體積，然而採用減去法的概念去打造整個空間的結構，突出建築的形態，也巧合地同時燦合了建築和室內設計的原素。而投影的原理是物件由大變化至小，把這個概念應用到這個影院裡，就好像影院的大堂為一個實心的立方體，然後於立方體中減去無數個投影出來的影像，形成整個室內餘下的位置都以不規則及斜的形狀組成，氣勢磅礴。把這個虛擬的概念轉化成實物的需要非常高的技巧，因當中牽涉大量斜形結構，而且每個位置都不一樣，貌似隨意的同時卻是精心的擺佈著。單是立面圖並不能完全表達，而是要以電腦圖細膩地繪畫，及制作大量的立圖模型，需投入特別多的時間去心思去打造。另外這座影院特別之處是整個空間都採用了單一的灰色水泥，由天花、地板、柱甚至牆身都是，充滿神秘感。除了可以把視覺都集中於形態和光影上，這個設計可亦帶給觀眾平靜的感覺，讓他們走進影廳前忘卻其他事情，享受眼前的電影。這個設計延伸至走道，以同樣的概念，於立方體空間減去無去投影出來的影像，令室內佈最終由斜形的結構組成。在天花的斜形結構中間還刻意留上一線空間用來加上燈光，突顯出建築的形態。傢俱也同樣彩用了簡潔的線條和兩種不同深淺的灰色水泥設計，與整個環境呼應著。影廳的座椅、地氈和牆身繼續採用灰色，設計師把經投影後的立方體的線條刻畫出來，再用吸音板併貼起來。加上在不同吸音板中間加上發光燈，產生一種立體的錯覺。地氈上的圖案同樣是描繪了投影出來立方體的線條，除了跟牆身作呼應，也跟整間影院的室內融合起來。

## WUHAN PANLONG PLAZA YINXING CINEMA

Movies played in cinema are images projected from the little lens of the projector to the large screen. Wuhan Panlong Plaza Yinxing Cinema applies the theory of projection as the theme, bringing the movie element to the entire space. Normally, one would think of adding elements into the interior while designing. This time, designers think out of the box and use adverse thinking by imagining the space as a cubic volume and applying subtraction concept to shape the space. It does not only emphasize the form of the architecture, but also interestingly combine the elements of architecture and interior design. Through projection, objects are being enlarged. Applying this theory into the cinema, the space is conceived as a volume and numerous projections are subtracted from it, in which the remaining space will be in an irregular and tilted structure. Carrying out this conceptual idea in real requires high techniques because every part of the titled structure is of difference. It is indeed precisely positioned even it looks like a causal arrangement. This requires extra time to create by producing digital drawings and a lot of 3D models. Another remarkable feature of the cinema is the sole use of grey cement in the entire space covering the ceiling, wall, pillar, and floor, so that the focuses can remain on the form and projections of the space. It also creates calming effect that helps the audiences to clear their minds to enjoy the movie. The same concept is applied to the corridor by subtracting projections in the cubic volume that forms a titled structure. In between the slanted blocks in the ceiling, some lights are inserted to highlight the special structure. The furniture is also in simple square form and in two shades of grey colors cement, echoing the entire interior. The use of grey color extends to the chairs, wall and carpet in the auditoriums. The walls are made with acoustic panels in the pattern of the outline of lobby's space structure. Lights are installed in between the acoustic panels, creating an illusion of a 3D effect. The pattern on the wall is also applied to the carpet, unifying the auditorium with the entire space of the cinema.