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"Lighting technology is a
"luminous language," able to
combine innovation and sensibility,
a means to influence and condition
not only perception but feeling."
ROBERTA VITADELLO



INSIDE •

FOCUS : MULTIPLEXES  TRANSFORMATIONS : HET ARRESTHUIS HOTEL, NETHERLAND



CINE PRIDE, AHMEDABAD

Sachin Gandhi and Associates,
Ahmedabad

Client Brief :

To renovate a single box screen placed at the centre of a huge site and incorporate four screens and other recreational activities, maximizing utilization by incorporating a gaming zone, banquet hall, café and gym. With a mandate to minimize destruction of the existing building, the existing walls, trusses and balcony were expected to be retained which was challenging in terms of structural capacity. The existing single screen building was an icon for 20 years; the challenge was to maintain this iconic status in the coming days.

Design :

- The building is a solid complex compound wrapped with vibrant random geometric shapes.
- Retrofitting done to strengthen the parts of the existing structure used.
- All four screening areas designed with different patterns in the same color scheme.
- Acoustic treatment provided on false ceilings, walls, and on doors to provide optimum sound quality.
- Foyer enriched with vibrant colors around a central column that slices the spaces into segments.
- Banquet hall designed with various service points with the false ceiling and columns defining the aisles.
- Simple geometric flooring patterns followed.

