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'Carmen Futura'

At the futuristic Cinema City Langham Place in Hong Kong, Alexander Wong Architects creates a landmark inspired by the work of world-renowned local directors including Johnnie To and Wong Kar Wai

HK\$48
US\$18
€15



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A fairytale in Mongkok

Text: Phoebe Liu Photography: Courtesy of Alexander Wong Architects

Hong Kong is lauded across Asia for many things, not least its leading position in the region's entertainment industry — the most recent addition to the film scene is the brand new Cinema City Langham Place



Without question, Hong Kong is one of the most dynamic cities in the world. Renowned as a glamorous and exciting Asian metropolis, it holds huge allure for tourists from around the region — primarily due to its reputation as a food, shopping and entertainment hub. Mega shopping malls abound, each vying to attract consumers with an array of offerings — like Mongkok's famed Langham Place mall.

Here, Pegasus Entertainment has launched its first cineplex, appropriately named Cinema City Langham Place. Intended to become the company's iconic flagship in Hong Kong, Alexander Wong Architects was tasked with devising a unique and organic design theme for the multiscreen cinema.

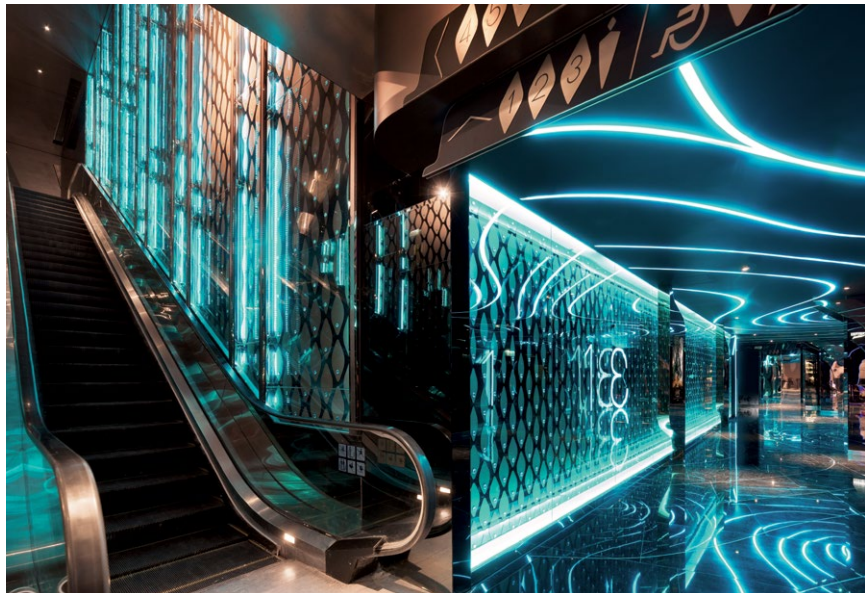
Widely acknowledged for setting fashionable lifestyle benchmarks in Asia, Hong Kong is synonymous with re-interpreting world cultures — nowhere more so than in Mongkok, where international brands are regularly transformed into a part of the city's very own culture, often generating new subcultures that become a part of Hong Kong's identity. In addition, Mongkok has provided the setting for many iconic images in legendary home-grown films, so the goal was to create a unique image for Cinema City Langham Place that will truly be international and local at the same time.



Clockwise from left

Alexander Wong • In stark contrast to the glowing jewel tones outside, the black and white Gravity washrooms are starkly monochromatic, softened by the flowing, curved lines of the Tron hand basins and futuristic street lamps • With iPhone poster boxes along the way, ceiling and flooring feature matching Cloud Atlas patterns with colour morphing effects





Clockwise from bottom
In the Lobby Futura, a giant curved LED display is placed next to the Morph Bar, whose curves are echoed in the spirals across the bronze-coloured ceiling • After taking the Golden Rose elevator to the 8th floor, guests arrive at the Cloud Atlas tunnel, which features an azure LED-lit ceiling and flooring • Cinema City Langham Place features Hong Kong's first and only 4DX cinema theatre, which enables a motion picture presentation to be augmented with environmental effects such as seat motion, wind, rain, fog, lights, and scents



Conceived with a futuristic approach, Alexander Wong Architects set out to create a landmark inspired by seminal films of world renowned Hong Kong directors such as Johnnie To and Wong Kar Wai. In fact, Wong's 1988 debut film, *As Tears Go By*, is also called *Mongkok Carmen* in Cantonese, while his futuristic film *2046* (2004) also greatly influenced what turned out to be an homage to Hong Kong's bygone New Wave Cinema with an unexpected sci-fi twist.

Dubbed 'Carmen Futura', this revolutionary and unique theme makes itself immediately known even upon approaching Cinema City Langham Place, exuding futuristic glamour with a giant iCloud LED screen showing the latest movie trailers. The entrance is bracketed by giant Cinema City logos with shimmering coloured crystals on either side; inside, a unique Carmen box office counter is truly sensual in form.

The Golden Rose elevator takes patrons to the eighth floor, where the Cloud Atlas tunnel features an LED ceiling in azure blue, and iPhone poster boxes along the way. Both ceiling and flooring match, thanks to patterns created with colour morphing effects.

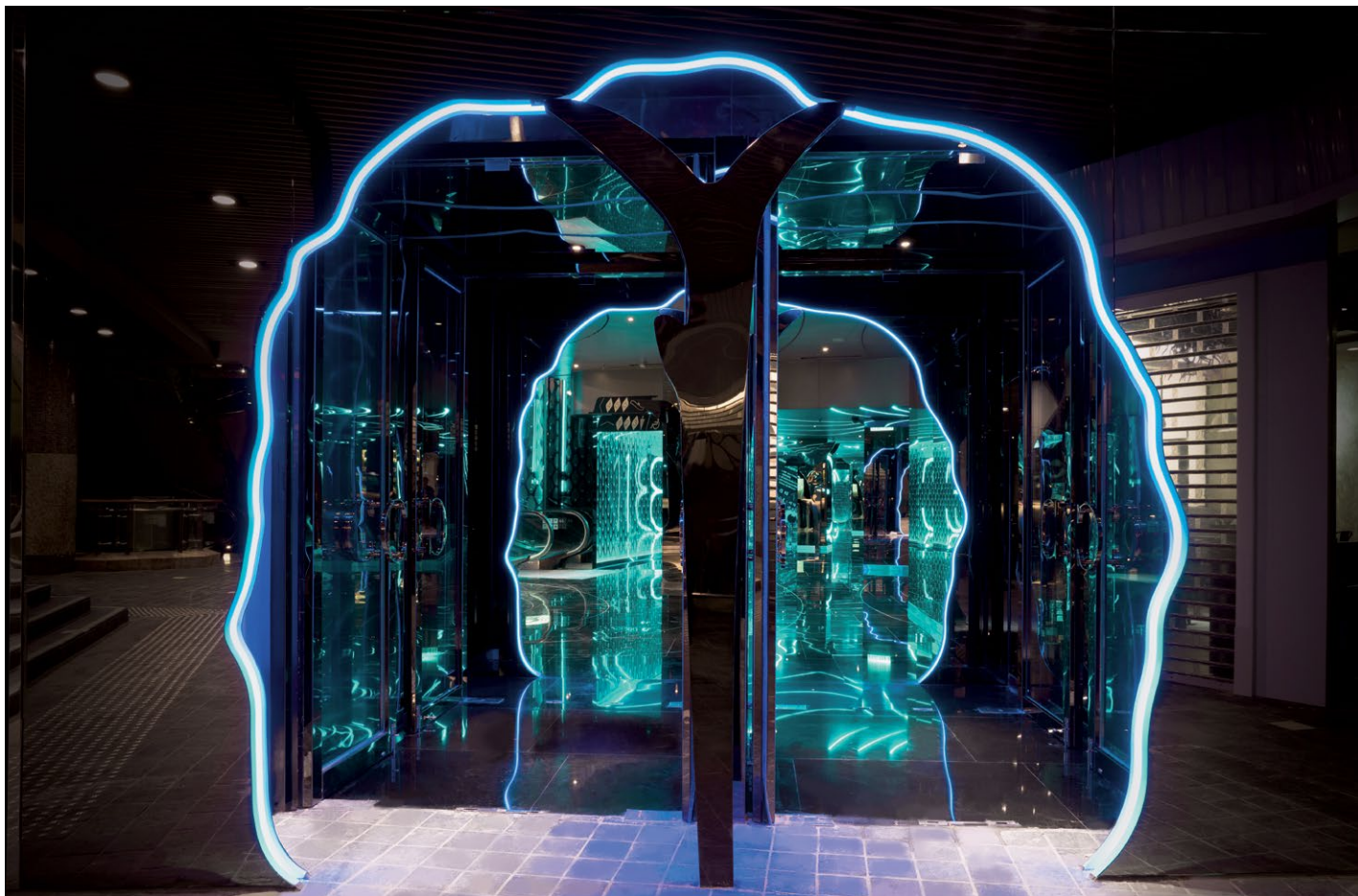
In the Lobby Futura, the Morph Bar's offerings are displayed on the Ivy monitor, next to a giant, curved LED display — part of the Golden

Media focus for movie premiers and red carpet events. A 'Sky Escalator' leads to the upper floors; guests rise through a glowing 3D wall lit with shimmering coloured crystals in blue LED.

The colour themes continue within the individual theatres, identified by theme such as purple or blue-green for House of Glow, and red for House of Fox. Cinema City Langham Place also boasts Hong Kong's first and only 4DX theatre, which enables a motion picture presentation to be augmented with environmental effects such as seat motion, wind, rain, fog, lights, and scents.

Also very much worth mentioning are the stunning black and white Gravity restrooms; truly a vision of the future with original designs such as the Tron hand-basins and futuristic street lamps.

As Alexander Wong Architects' founder Alexander Wong notes, "Carmen Futura for Cinema City Langham Place will be tomorrow's 'vertical cinema city', a palace dramatically trapped in a futuristic fairytale, the 'jewel' set within a mega shopping mall inside Mongkok's most famous commercially successful landmark, Langham Place... This innovative concept is the first of its kind, benchmarking a new and futuristic era in cinema design."



The entrance to the theatre is bracketed by giant Cinema City logos which shimmer with coloured crystals on both sides of the walls

旺角的童話

撰文: Phoebe Liu 攝影: 由Alexander Wong Architects提供

香港在亞洲區內為人所稱頌的事情不盡其數，當中不少得的是其在區內娛樂事業的領先地位，全新的CC朗豪坊戲院更是電影院業的傑出新作

毫

無疑問，香港是最有活力的城市之一。作為迷人的亞洲大都會之一，它對周邊地區的遊客來說有著無比的吸引力——主要原因是它集美食、購物和娛樂於一身而聞名於世。大型商場隨處可見，個個都爭相以一批批商品去吸引消費者——像旺角著名的朗豪坊商場。

天馬娛樂控股有限公司在朗豪坊成立了其首間電影院，名為CC朗豪坊戲院。天馬娛樂有意將其打造成該公司在香港的標誌性旗艦影城，更委託王士維建築師事務所為多屏幕電影院設計一個獨特而配合環境的主題。

在亞洲被公認為替時尚生活方式設立指標的地方，香港被視為重新演繹世界文化的同義詞——尤其是旺角，國際品牌經常轉化為城市固有的文化的一部分，因而產生的次文化更成為香港身份的一部分。此外，旺角為不少傳奇的本土電影提供了許多標誌性影像的場景，因此我們的目標是為CC朗豪坊戲院創造一個不論國際或本地都十分獨特的形象。

以未來手法為藍本，王士維建築師事務所著手創

造一個地標，靈感來自世界著名的香港導演，如杜琪峯和王家衛等所拍攝的開創性電影。事實上，王家衛於1988年的處女作品，粵語名稱就是《旺角卡門》，而他的未來主義電影《2046》（2004年的作品）也深遠地影響着後來成為向香港昔日新浪潮電影致敬的一個意想不到的科幻轉向。

以《科幻卡門》（Carmen Futura）來命名，這個既富革命性又獨特的主題——早已被認出來，即使你還未到達那散發著未來的魅力，以巨型iCloud LED屏幕播放最新的電影預告片的CC朗豪坊戲院。戲院入口以巨型的CC朗豪坊戲院商標包圍着，兩邊用了閃爍的彩色水晶作點綴；裏面那個獨特的卡門售票櫃台感覺一絕。

金色玫瑰電梯搭載顧客到八樓，那裏的天花以湛藍的LED燈營造出一條雲圖隧道，沿途設有外型如iPhone的巨型海報框。多得色彩漸變的圖案，令天花板和地板互相配合。

在科幻大堂（Lobby Futura）裏，魔幻吧（Morph Bar）的餐點全部顯示在Ivy屏幕上，旁邊有一個彎曲的巨型LED屏幕——這裏是金傳媒公關顧問

有限公司舉行電影首映禮和宣傳活動的地方。由天空電梯（Sky Escalator）通往上層，顧客會經過一幅由藍色LED燈燃亮了閃爍的彩色水晶的發光3D牆。

顏色主題繼續延伸至個別影院，如以紫色或藍綠色為主的迷光影院（House of Glow）及以紅色為主的霍士影院（House of Fox）。CC朗豪坊戲院更以擁有香港首個及唯一一個4DX影院而自豪，它以不同環境效果，如移動的座椅、風、雨、霧、燈光和氣味，令電影的真實感大增。

不得不提的是超矚目的以黑白色為主調的萬有引力洗手間（Gravity restrooms），用原創的設計，如Tron洗手盆和未來感十足的街燈帶出令人置身未來感覺。

王士維建築師事務所創辦人王士維指出，CC朗豪坊戲院的《科幻卡門》（Carmen Futura）將成為明日的電影城，如一座明顯被困未來童話中的宮殿，一顆鑲嵌在旺角最著名的大型購物中心裏、商業上十分成功的地標——朗豪坊裏「寶石」……這個創新概念開創了先河，標誌着電影院設計的一個嶄新的和未來的時代。●