



DIGITAL + PHYSICAL | **2015 SEGD FELLOW** | **BEST OF SHOW** | **SYLVIA HARRIS AWARD**
SEGD GLOBAL DESIGN AWARDS | **DONALD MEEKER** | **PLATFORM SUMMIT** | **#TRASHTAG**

MERIT AWARD

Wushang Zhongyan Mall International Cinema

Hubei Insun Cinema Film Co., Ltd.

Wuhan, China

Design
One Plus Partnership Limited

Design Team
Ajax Law Ling Kit and
Virginia Lung

Fabrication
Zhejiang Zili Construction
Group Co. Ltd. (auditorium
contractor), Wuhan QinXin
Construction Group Co., Ltd.
(public space contractor)

Photos
Jonathan Leijonhufvud

*Additional images, credits,
and jury comments at www.segd.org/awards*

Inspired by mega-blockbuster disaster movies, One Plus Partnership created a one-of-a-kind immersive environment for the Wushang Zhongyan Mall International Cinema. Visualizing scenes from movies like *Independence Day* and *The Day After Tomorrow*, they created scenes that could easily convince theatergoers they walked into a real film setting.

In the lobby, dramatic dimensional boxes explode from the architecture. Rectangular-shaped concession stands and kiosks are planted at angles, recalling meteors in space or debris in flight after an explosion. On the ceiling above concessions, a super-scaled rectangular LED box can play movies or ambient dynamic graphics. Throughout, a black-and-white color scheme evokes a futuristic setting.

Along the corridor, the disaster-movie vibe lingers. Several three-dimensional white-coated metal pillars grow in different directions, like buildings destroyed and scattered around. The irregularly shaped pillars crisscross with each other to create a unique visual effect. Some elongate into seating.

“One part pixelated video game, two-thousand parts C4 explosives. If Stanley Kubrick were alive today, his *Mindcraft* maps would look like this. Bold and powerful placemaking.”—Jury comment

