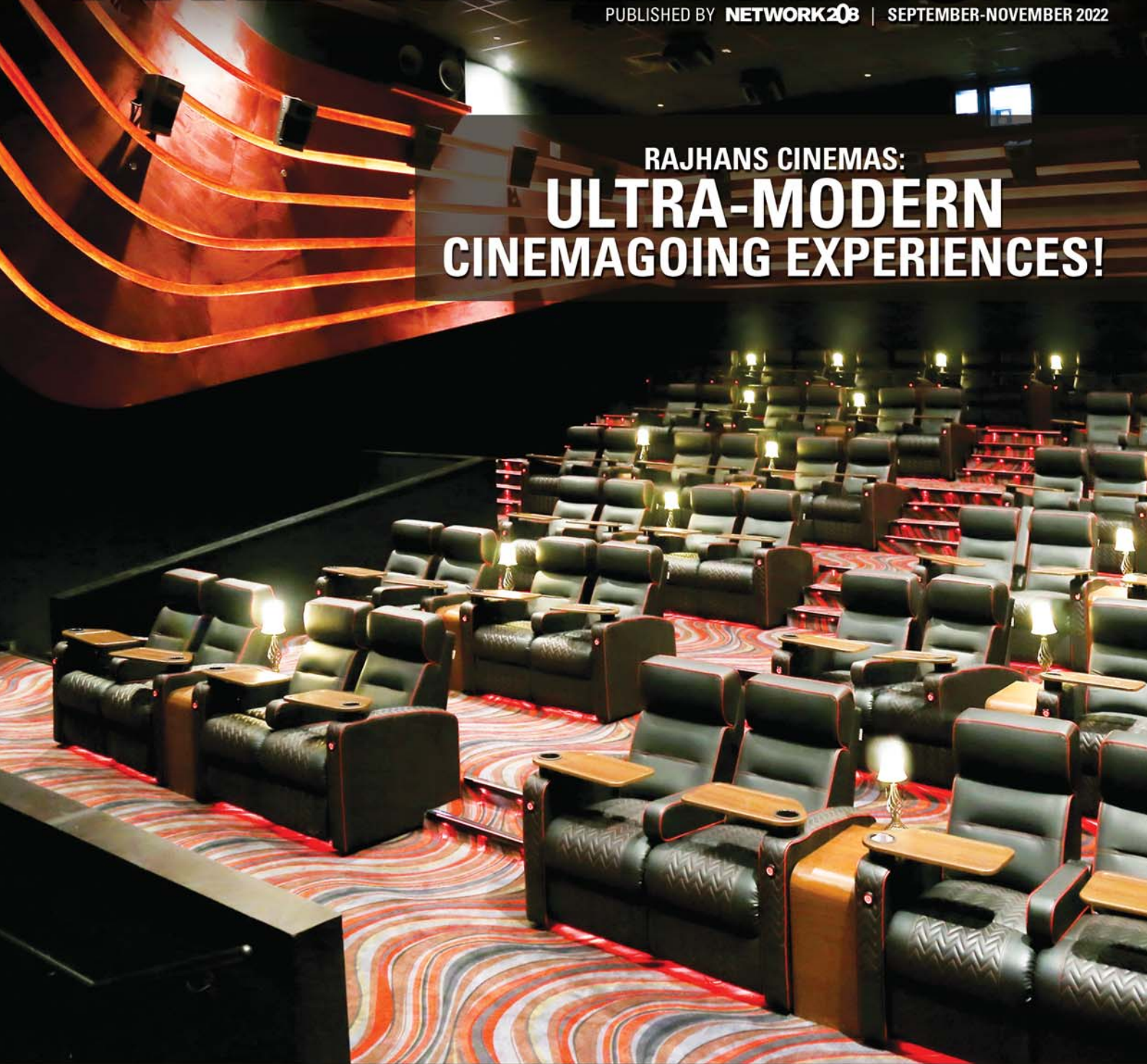


INDIA FOCUS ON CINEMA THEATRE & MULTIPLEX TECHNOLOGY

THEATRE MAGIC

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RAJHANS CINEMAS:
**ULTRA-MODERN
CINEMAGOING EXPERIENCES!**



**UMAA RAJENDRA CINEMAS:
PIONEERS OF CINEGOING PRA...**



**TNZ CINEMA:
WHERE LUXURY MEETS CONV...**



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K M SURYANARAYANAN**





Rajhans Cinemas: Ultra-modern Cinemagoing Experiences!

An Indian multiplex chain headquartered in Surat has introduced a premium cinema house in the city of Pune and Greater Noida. With hospitality and entertainment at the heart of this offering, it aims to serve audiences with the most remarkable and noteworthy experience with its wide range of auditoriums, seating options and an array of snacks and beverages to choose from.

Run by Rajhans (Desai-Jain) Group, Rajhans Cinemas is one of the leading multiplex chains that started as Rajhans Prime Cinemas in Surat in 2000. It introduced its maiden ultra-modern and premium cinema

house in the city of Surat as it offered its audiences the peak of entertainment and hospitality. It has recently thrown open multiplexes in the cities of Pune and Greater Noida as it proves its two-decade long legacy.

For both of these cinemas, a unique set of architectural style was imbibed to suit the tastes of the audience as well as match the standards of this legacy brand.

Rajhans Cinemas Pune

With a promise to deliver leading-edge visual experience coupled with moving audio technology, Rajhans Cinemas Pune is touted to be the entertainment hub of Pune. Launched in early 2022 and situated within the 93 Avenue Mall, this multiplex allows its audiences to rejoice in some of the best cinematic experiences. The four-screen multiplex features dedicated seating arrangements namely Marvel, Royal, Executive and Recliners. Each screen

has a different seating capacity that occupies close to 200 people.

All screens are equipped with Hi-tech 3D, most advanced 2K



projection with Dolby Atmos surround sound and state-of-the-art resolution large screens. The cinema also features an entrancing ambience and not to mention a dedicated Snacks Station featuring freshly prepared snacks and beverages for a complete moviegoing experience.

Keeping in mind the entertainment infatuated audience of Pune, the cinema chain was encouraged to launch this property. Their dedication

to provide excellent entertainment in Pune motivated them to create a multiplex of fine standards. The ambience of the cinema theatre is not only welcoming but is so eye-catching that the audience can't stop gazing around. The seating arrangement is wholeheartedly spacious and accommodating while the sound and screen quality provides one of the best cinema experiences in Pune. The cinema theatre is known for their always-at-your-service approach.

The design impact inside the cinema starts with a firm sense of entry that was aimed to create an invitation to extravagance and have the visitors fascinated to explore the interiors. The lobby reflects an air of opulence, with a dark-coloured theme. It's no surprise that gold has been associated with luxury, apart from serving as an element of indulgence it effortlessly evokes a sense of grandeur. The accent and ambient light also work in favour of the entire lobby to keep it shimmered and add an aesthetic element. The use of reflective materials for floors and walls subtly bounces off the light inside the lobby, adding itself to the decorative lighting system. In creating an immersive experience, the overall design elements truly captivate the consciousness of the patrons.



"We created such an architectural wonder in these cinemas that rightly set us apart from other exhibitors. Our ambience says a lot about ourselves, our zero-compromise attitude as well as unflinching dedication to provide the best moviegoing experience. Further, we believe that people don't just want to see big screens but also love to delight their aural faculties with impressive sounds. They also pay heed to the overall ambience, the stunning ambience wherein they would love to revel in as they have specially taken some time out of their schedule just to relax and have fun. Therefore, the ambience too has to fit the bill and that's why we've created such an ambience that makes sense."

– Kuldeep Singh Sisodiya,
Chief Operating Officer, Rajhans Cinemas



Every Rajhans property is designed with a peculiar set of architectural wonders. A team of highly skilled architects have worked on the most minute of details to create a great impression on the audience. The circular dome of the lobby space gives an informal look to make the visitors feel more relaxed and comfortable. The organic placement of the seating allows the user to choose and settle in their desired corner. At the same time, the well-thought high ceiling height adds to the grandness. As the height of the central ceiling has been elevated, the hanging lights protrude down to make



up for the lack of lighting. The task lighting effortlessly performs as a directional feature for the passageways that leads to different interior spaces.

Inside the cinema, the four different auditoriums have been designed to have separate identities, avoiding any kind of design similarity. This gives each auditorium its own uniqueness and originality. A calculated composition of automated lighting blends with a parametric themed outer membrane of acoustic paneling. This combined concept not only helps create a striking feature within the cinema but caters to an advanced acoustic performance.

Commenting on the architectural style of Rajhans Cinemas, Kuldeep Singh Sisodiya, COO at Rajhans Cinemas states, "We created such an architectural wonder in these cinemas that rightly set us apart from other exhibitors. Our ambience says a lot about ourselves, our zero-compromise attitude as well as unflinching dedication to provide the best moviegoing experience. Further, we believe that people don't just want to see big screens but also love to delight their aural faculties with impressive sounds. They also pay heed to the overall ambience, the stunning ambience wherein they would love to revel in as they have specially

taken some time out of their schedule just to relax and have fun. Therefore, the ambience too has to fit the bill and that's why we've created such an ambience that makes sense."

Incorporating embellishing design details into the highly utilitarian walls of the theatre was one of the main challenges encountered by the designers. This was accomplished by incorporating and playing with geometrical elements that cater to the acoustical requirements of the theatre. The blank foam walls convert into accent pieces when the lights are turned on. This makes the area visually enticing while ensuring the comfort of the patrons during the intervals. The second challenge dealt with tackling multiple volumes and skewed spaces inside the cinema lobby. The designers aligned and composed a single material palette to create a seamless experience with such design extremities.



The property had 20 existing columns of different sizes that already occupied most of the space. To tackle them, the designers created a curvilinear envelope that engulfed most of the columns and the placement of the dome allowed to rope in the various structural and aesthetic elements seamlessly. The dome's design is augmented with a series of thin metal sheets placed in a parametric algorithm that are suspended from the ceiling. These metal leaves reflect the automated colour-changing lights and form a mobile element with a sequenced throw of air from the jet nozzles.

To cater to the palette and appetite of Pune, the cinema theatre is equipped with a variety of options at the concessions counter. The patrons can indulge in quality ice-cream with Baskin Robbins or for their savoury tooth they can opt for locally famous samosas and vada pavs along with pastas, pizzas and burgers. The concession counter is fitted with Preferred Popcorn's variety of flavoured popcorn and Tastilo nachos.

Pune as a city is filled with cosmopolitan residents and despite this, the dominant language remains Marathi. However, to cater to the wide and extensive range of audiences, Rajhans Cinemas Pune screens movies in most of the popular languages. The cosmopolitan crowd creates a demand for Hollywood content which is readily provided by Rajhans Cinemas.

Rajhans Cinemas Greater Noida



Greater Noida being the main hub of the region filled with an array of cultures and people; Rajhans Cinemas was encouraged to throw open a brand-new multiplex with a difference. It is dedicated to offering uniqueness in every way possible especially with its first-ever gold class privilege in the vicinity. Rajhans Cinemas Greater Noida is not a place to experience movies alone, but it offers an immersive cinematic difference under one roof with luxury recliners and state-of-the-art technology.

"The patrons can experience an immersive cinematic difference with five luxurious screens. Situated within Galaxy Diamond Plaza the property opened its doors to the audience mid last year. It has a seating capacity of 760 seats," said Khushboo Rai, DGM - Media and Communications.



Rajhans Cinemas Greater Noida is not just technically-enhanced, it is aesthetically appealing as well. Every square metre is dexterously designed by skilled interior designers giving it a magnificent feel. The entire ambience is spic and span and pleasing to the eyes. Further, what sets this cinema apart from the rest is its Prime Lounge which is plush with ultra-luxurious amenities, and profoundly provides a one-of-a-kind sheer gold class experience. The designers maintained a sleek profile and designed inspirational elements around an Art Deco

character that adds to the opulence.

The ceiling's design at the entrance is known for being subtle. The lobby ceilings add to the dramatic flair, while the corridor ceilings act no less than a grand entrance to some palace. The classic dark theme of the cinema lobby becomes the perfect background to let the extravagant elements stand out. Eclectic-shaped chandeliers in every space from lobbies to corridors foreground themselves to break the existing sleek profile. The variety in level hampered the cohesive theme of the cinema. The levels were carefully studied and broken down to suit the overall grand volume of the interiors. The results turned out to be customised and unique in every inch of the space; this includes everything from bespoke furniture, and gold framing, to unique flooring. Lighting systems throughout the passageways function as both sources of illumination and as abstract of directional lighting. As the corridor is narrow with less floor space, the designers stuck to only two materials to avoid excessiveness.

With its properties Rajhans Cinemas is on a mission to provide good entertainment to its audience as it attempts to be the torchbearer of breaking the hackneyed routine and encourages audiences to watch more movies.

