



16 CITIES | 16 Architects and Interior Designers



Save Tree, Save Life

The Amazon Rainforest is Referred to as "The Lungs of the Earth".

MAISON MUSE

AN ART GALLERY CINEMA IN 4 ZONES

ZONE 1

GALLERY MUSE



Zone 1

"Gallery Muse" is the Main Lobby consisting of the Box Office & the Cafe which is dominated by the stepped pyramid ceiling leading to skylights and giant circular elements expressed as signage. The word Gallery signifies that a movie is an art form which must be appreciated in an artistic environment.

ALEXANDER WONG ARCHITECTS

CINEMAASA CONTEMPORARY ART MUSEUM

Shanghai is one of the most dynamic cities in the world and has always set the benchmark for the most fashionable lifestyle in China. On another level, Shanghai is also the original birthplace of Cinematic Art in China, this provides the city a special position irreplaceable within the history and development of Chinese Cinema. In this uniquely rich context steeped in meaning and history, Shanghai Film Corporation (SFC) has launched their top cineplex called "MAISON MUSE by Shanghai Film" as one of their iconic flagship in the city for movie lovers as well as the movie industry players that gravitate towards Shanghai.

Why MAISON MUSE?

Simply put, MAISON MUSE, with its name from the word "Muse", represents the source of all artistic inspirations for script writers, directors, producers, actors, set designers, musicians, cinematographers and every other conceivable industry players within the movie industry in China. On top, it is a pun on the words "Museum" and "Amuse", both contributing towards the creation of this special cinema.



A Concept Gallery for Films

Inspired by Carlo Scarpa, Anish Kapoor and many others, Maison Muse is a concept gallery for films. One will experience a series of visionary spaces exuding an understated and welcoming gesture whilst invoking an artistic and sophisticated effect to all visitors alike. Patrons of the international crowd, celebrities and discerning cinema-goers will be struck by its strong artistic ambience. Conceived as a totally new approach in designing cinemas, the concept here is to create MAISON MUSE as a gallery-like landmark with a clear identity as the leader of the pack embodying the sophisticated lifestyle for the future in visual entertainment. Created as a Concept Gallery for Contemporary Art, the cinema complex will be divided into four zones.



ZONE 2

LONG STUDIO

Zone 2

“Long Studio” is the long corridor space where the Concession Bar is located. This area resembles a relaxed exhibition area within an art gallery and also leads the cinema-goers to Studio 9 & 10. The word “Studio” implies that cinema art is like any other art forms requiring a lot of hard labor inside a production studio before it could become a reality.



SKYFALL

Last but not least, one must not forget to mention the stunning Skyfall Restrooms, an original exploration in mixing hygiene with nature and technology.

ZONE 3

BLUE LAB



Zone 3

“Blue Lab” is an operatic aria in ultraviolet blue leading to the IMAX Cinema and Cinema Lab 7 & 8. The word “Lab” presents film as a form of technology which must be constantly updated or else it will become obsolete.

Contrasting Materials

In terms of materials, only simple, approachable and art gallery like materials were adopted as the basis of the Gallery and Studio areas. These include white marble, paint, wood, gold, etc., making the space simple enough to introduce cinema as art. As one walks into the Blue Lab and Neon Loft however, one will experience an extreme contrast in colors. Ultraviolet blues and shocking fuchsia symbolize the passion of artistic and avant-garde films; the lighting becomes intensely atmospheric. This unique color and spatial set up produces a fundamental change leading us to accept new movie concepts far more readily on a subconscious level.

The Camera Lens as Leitmotif

The recurring circular elements which include giant signage, electronic poster discs and the huge half-circle painted in gold, act as leitmotifs for the design. They are inspired by the transparent lens of the movie camera, which in turn symbolizes the quest for artistic perfection in the world of cinema and the profound meaning of art interpreting life in this realm we call reality.

A Place of Passion for Cinema

Maison Muse will be a gallery for films; a museum of passion; an icon of sophistication --- this powerful concept of innovative design encapsulating the meaning of cinematic art in the form of a gallery will be the first of its kind in China, a visually unprecedented cinema of pure originality.

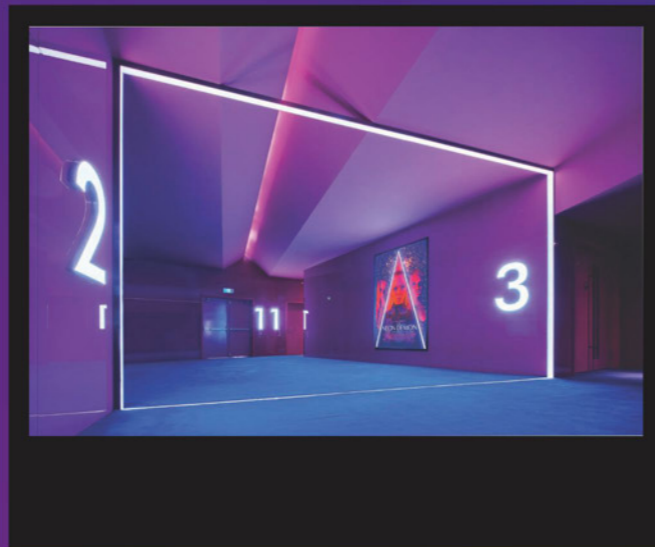
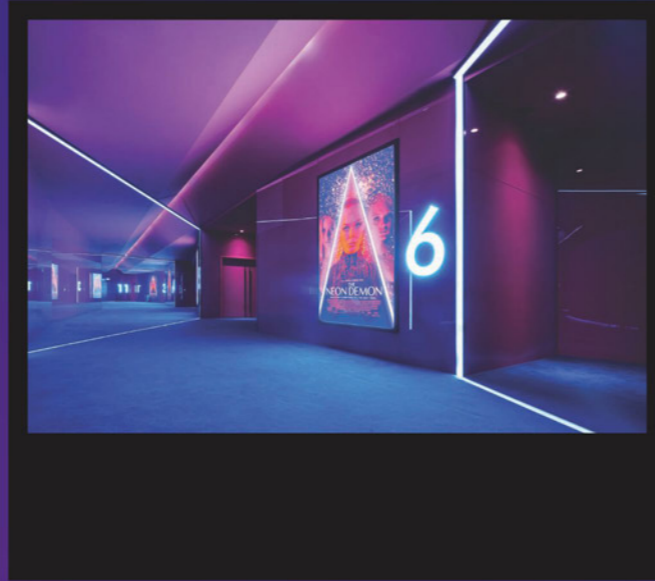


ZONE 4

NEON LOFT

Zone 4

“Neon Loft” is an intense tunnel-like space dyed in fuchsia leading to most of the cinema houses. This area is deeply inspired by the Avant Garde Cinema of the 80’s filled with fantasy colors alluding to blissful tunnels punctuated with neon portals whilst reflecting oblique illusions on high gloss wall surfaces.



A Cinema in 4 Zones with Skyfall



- Zone 1 - Gallery Muse
- Zone 2 - Long Studio
- Zone 3 - Blue Lab
- Zone 4 - Neon Loft
- Skyfall

Here, the design intent is very clear and simple: to build a film culture museum so the process of enjoying any movie is like visiting any art gallery.

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“World’s Best Interior Design”

Alexander Wong Architects is an Award-Winning Architectural firm based in Hong Kong. Since 2001, the company has evolved from a fusion studio into a dynamic multi-disciplinary office consisting of visionary professionals to create fresh, young, cutting-edge designs for Architecture and beyond.

Presenting and combining the best of what Asia-Pacific has to offer in superior design, attention to details, professional diligence, business acumen and cost effective management, Alexander Wong Architects propels not just Architecture but also Interiors, Urban Planning, Branding and Real Estate Development, to a new level of excellence.

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Mr. Alexander Wong is an award-winning Architect based in Hong Kong. A post-graduate from Princeton University, he established his own design firm Alexander Wong Architects back in 2001. The firm specializes in designing Luxury Homes for A-list clients in the movie industry as well as creating theme-based cinema complexes like “Avatar City” in Zhongshan, “A Futuristic Eden” in Shenzhen and “Carmen Futura” in Hong Kong --- all three projects garnering International Design Awards and many others. In 2013 & 2015, Wong has been selected by AD (Architectural Digest) China as one of the “100 Top Architecture & Design Talents in China” and also voted “Best Young Interior Designer of the Decade” (Hong Kong) 2015 & “Best Innovative Architect Of The Decade” (Hong Kong) 2017. In December 2016, Alexander Wong Architects won the Global Top Award with “World’s Best Interior Design” at the International Property Awards in London. The company is currently involved with projects including designing resort and airport hotels in Hong Kong as well as master-planning of large-scale shopping malls and landmark towers in China. His new book called “ARCHIPHANTASY” will be launched worldwide this October and available on Amazon.

