

## THE IMPLEMENTATION OF ELEGANCE FUTURISTIC IN CINEPOLIS CINEMAS PLUIT VILLAGE MALL

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### ABSTRACT

*Cinepolis Cinemas is a public entertainment facility in the film industry that is quite famous and popular with the people of Jakarta. A movie theater must present an interior design atmosphere that not only provides a comfortable viewing experience but also can present an interesting and impressive experience for the audience, especially in the studio space so that visitors can get a viewing experience that is not boring. After the Covid-19 pandemic, many people want a more comfortable and more attractive cinema interior. By using a descriptive analysis method supported by distributing questionnaires to 15 respondents aged 18-25 years. This study aims to describe the results of the interior design of the Cinepolis movie theater at Pluit Village Mall. Starting with the application of the design concept underlying this project including the use of futuristic elements such as LED lighting, modern furniture, and applied interior elements. The theme "Elegance Futuristic" is a design approach that combines elements of futuristic elements with luxury and elegance to create a unique and stunning environment. This research outlines the design concept underlying this project, including the use of futuristic elements such as LED lighting, modern furniture, and applied interior elements. This concept includes the selection of colors, shapes, layouts, as well as material selection.*

**Keywords:** cinema, elegance, futuristic, impressive, modern

### 1. PREFACE

In this modern era, human needs for entertainment are increasing along with the development of technology and dynamic lifestyles. One form of entertainment that is the main attraction of the community is watching movies in theaters. Cinema is one of the choices of entertainment venues that are much loved and visited by the public, especially movie lovers, ranging from children to adults (Fenny et al., 2018). Currently, cinemas have become one of the means of entertainment for Indonesians to spend time with family, therefore cinemas, apart from just watching movies, must also be able to provide attractive interior facilities so that they can attract all ages so that they can feel a new and memorable experience when visiting the cinema. With more and more people looking for entertainment, theaters such as Cinepolis Cinemas in Pluit Village are quite appropriate in meeting this need.

According to (Junaidi, 2018) the definition of a movie theater is a facility / place used to watch film performances using the big screen media. Another definition of cinema is a performance that is displayed with image media (film) that is highlighted so that it can move (talk). Based on the classification screen, cinemas can be decomposed into 2 types, namely conventional cinemas and cineplex cinemas. Cineplex cinema, is a cinema that has more than one screen, the films shown are more varied. This cinema has many movie screening rooms but with a smaller number of audience capacities (Adien, 2013). A movie theater studio space is a room within a movie theater that is used to show movies to the audience. This studio space is an important element in the movie-going experience because it is the core element in the movie-going experience for the audience. Therefore, it is necessary to design the interior of the cinema studio space with a look

that can provide a unique and characterful experience so that it can help in the differentiation and branding of the cinema and create a unique identity that is attractive to the audience.

By applying the theme "elegance futuristic" is expected to create an interior atmosphere that is impressive, unique, characterized, and memorable. In applying this theme, the interior atmosphere to be built is an interior atmosphere that feels alive and elegant. A lively atmosphere can be visualized by the application of futuristic styles that have unique and unusual shapes, as well as the use of light from LED stripe lights that support the atmosphere of the room to feel more sophisticated and lively. While "Elegance" here can be visualized by the use of simple design shapes / patterns but looks elegant and classy, the use of glossy and gilt materials can also support the space to look elegant and classy. According to (Monica et al., 2021) there are several things that must be considered before designing a space that has a concern for acoustics, one of which is the application of acoustic materials to be used, the composition of the material to be used must have a good sound absorber or absorption function, so that the sound released in the room does not echo.

According to (Hornby et al., 2000) futuristic is a unique, unusual and modern appearance that seems to present it as if it exists in the future. Meanwhile, according to (Sahar & Aqli, 2020) futurism is an understanding that describes the freedom to express concept ideas into unusual, unique, innovative, and creative forms. Futuristic interior style is a building style that has an unusual shape, futuristic contains dynamic, innovative, and aesthetic values that adopt free forms and are not fixed in a certain form (Safitri & Moerni, 2017). This style has characteristics, namely the use of geometric patterns and with an unusual design appearance, this style has a luxurious, modern, unique, and sophisticated appearance (Winarti, 2018) The materials used are materials that have a luxurious appearance and sometimes glossy, the colors applied are also bright colors that are commonly used through the use of light from dramatically designed LED stripe lights (Sarif & Pynkyawati, 2021). With the use of materials that have a luxurious and glossy appearance and the atmosphere of the space that is built to be more magnificent and modern, the futuristic style can be applied so that a space that applies the style has a space atmosphere that looks elegant and classy.

Elegant interior impressions can be applied with a smooth, informal, calm appearance, the use of simple and neutral shapes, textures, and patterns (Linsley, 2017). Elegant style is applied to the details and materials, its characteristics such as the use of polished wood material so that it looks glossy shiny, the use of golden and gilt materials, dramatic details, and the use of black accents that look sophisticated (McArdle, 2000). The purpose of this research is to understand, identify, and define the concept of "Elegance in Futuristic" in the context of interior design, focusing on how futuristic elements are integrated with elegant elements including the use of shape/pattern motifs and materials used and to find out the opinions of several people on the application of this theme whether it can provide a unique, different, and impressive experience in the interior.

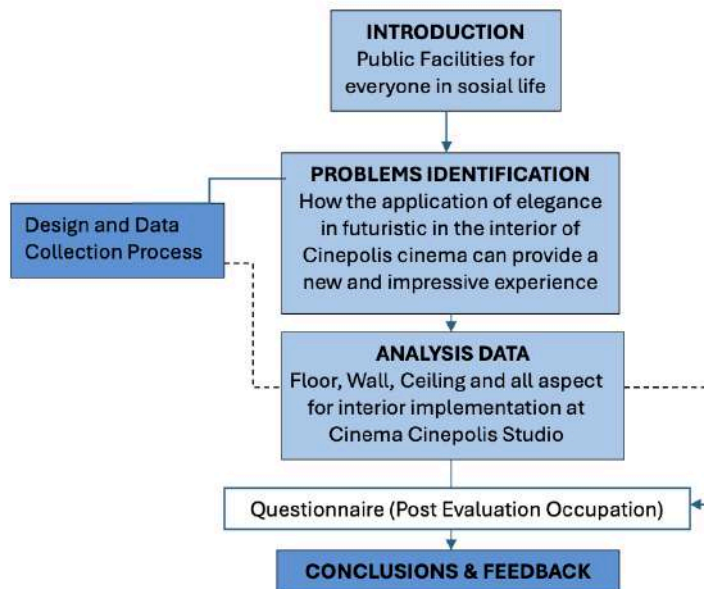
## **2. RESEARCH METHOD**

The subject to be analyzed in this research is the theme "elegance in futuristic" which is applied to space-forming elements such as ceilings, floors, and walls in the interior design of the Cinepolis Cinemas Pluit Village cinema studio located at Pluit Village Mall 4<sup>th</sup> floor, Pluit Indah Street #12, North Jakarta, Special Capital Region of Jakarta. For the method of data collection techniques, the authors conducted literature studies and observations. Literature studies are carried out by searching, reading, studying, and reviewing data and information from journals, scientific articles, and books that can be used as a theoretical basis for the object of research

(Sugiyono, 2012). After conducting a literature study, the researcher made observations, observations made by observing the results of the 3-dimensional rendering of the Cinepolis Cinemas Pluit Village cinema studio space made by the author.

**Figure 1**

*Research Method Chart*



After presenting the data, the author conducts qualitative-descriptive analysis by explaining and detailing the results of the analysis of space-forming elements such as motifs on the ceiling, walls, and floor descriptively in words, then the author compares and matches the data obtained in the literature study with data from the author (Wijaya, 2018). After analyzing the related data, the author distributed questionnaires about the opinions of several people on the application of the theme "Elegance in Futuristic" to the Cinepolis Cinemas cinema room in Pluit Village, North Jakarta as a post-user evaluation (Zimring, 2013) of the interior space of this research object.

### 3. RESULTS AND DISCUSSIONS

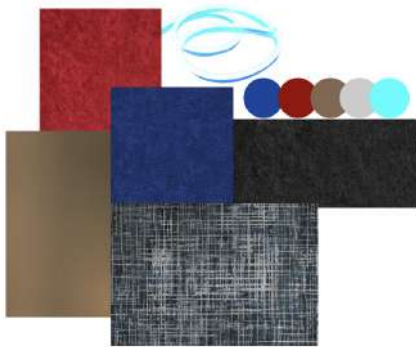
Application of the concept of elegance in futuristic in the cinema room through floor, wall and ceiling processing. The concept of the general theme of the interior to be designed is "elegance in futuristic" this title was chosen because it wants to combine it with an elegant and futuristic design style and in accordance with the corporate image of Cinepolis Cinemas. This concept can provide its own character from the interiors of Cinepolis Cinemas cinemas from around the world, so that the interior created can provide its own unique and new experience in character. Using a more dynamic shape concept. The atmosphere of the space feels bright and stylish, using a lot of bright color tones and the company's image color, blue. The room looks grand and elegant, the atmosphere feels more energetic and cheerful. Using some glossy finishing materials to make the space look more majestic.

**Figure 2**  
*Mood Board*



The concept of color uses neutral colors such as white, gray, black, and beige and uses Cinepolis Cinemas's corporate color, which is dark blue. The concept of material uses a lot of plywood or gypsum because the material is easy to shape curves, and uses a lot of glossy coated materials in order to give the impression of luxury and grandeur.

**Figure 3.**  
*Material and Colour Scheme*



For the concept of the shape of the space element combines the shape of the curve and diagonal shapes. The curve shape is used to make the room look more dynamic and alive, while the diagonal shape is to balance the curve shape so that it does not become monotonous.

**Figure 4**  
*Layout of Studio Room Cinepolis Cinema Pluit Village*



For the acoustic concept of the theater room using dolby atmos speakers that are hung on the walls and ceiling. For the dampening of this cinema area, many materials are used that can reduce sound well such as carpet, velvet cloth, plywood, etc. The front lobby area uses a tempered glass door in order to prevent the sound from the theater room out and noisy sounds from outside. The partition also uses rockwool material to reduce sound well.

**Figure 5**

*3D View 1 Studio Room of Cinepolis Cinemas Pluit Village*



**Figure 6**

*3D View 2 Studio Room of Cinepolis Cinemas Pluit Village*



### Ceiling Elements

In the ceiling element of the cinema studio room using a pattern with geometric lines, horizontal lines with LED Stripe lighting on the ceiling are made to connect with the vertical lines on the wall so as to make the room feel more dramatic. The use of dramatic LED stripe lights makes the atmosphere of the room look futuristic and sophisticated.

**Figure 7**

*3D Ceiling Detail Studio Room of Cinepolis Cinemas Pluit Village*





For ceiling finishing materials in black areas, using black velvet cloth so that it can absorb sound well and as a way to display black accents that look sophisticated, for line pattern materials on the ceiling using plywood with bronze paint finishing with a satin texture so that the line pattern looks to have a slightly shiny or glossy texture, this can support the atmosphere of the room to look more elegant. The combination of geometric line patterns and the installation of LED stripe lights with the use of slightly shiny finishing materials makes the atmosphere of the room looks elegant and futuristic.

### Wall Elements

**Figure 8**

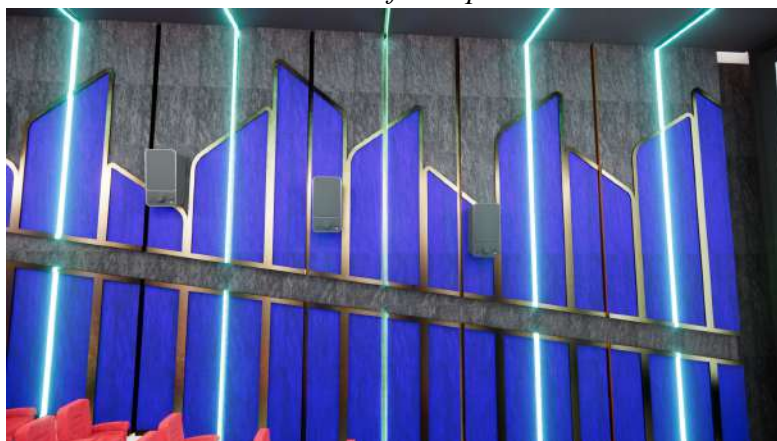
*3D View 3 Studio Room of Cinepolis Cinemas Pluit Village*



In the wall element, the wall is processed using a pattern form a combination of geometric lines and curved lines at the top end, between the pattern is added LED stripe lighting on the vertical line that connects with the horizontal line on the ceiling. In the middle of the wall, a horizontal line is also made obliquely connecting the right wall, center wall, and left wall, making the atmosphere of the resulting space more unified and dynamic.

**Figure 9**

*3D Wall Detail Studio Room of Cinepolis Cinemas Pluit Village*



For finishing materials in the wall backdrop area (black area) and blue areas using plywood finished with velvet fabric so that it can absorb sound well, the use of blue is adjusted to the corporate color image of Cinepolis Cinemas and with a futuristic concept, for finishing materials

in the form of line patterns using plywood painted with bronze paint with a satin texture so that it looks rather shiny and glossy which makes the room look more classy and elegant.

### **Floor Elements**

#### **Figure 10**

*3D View of Aisle Area Studio Room of Cinepolis Cinemas Pluit Village*



In the aisle staircase step area, each step uses LED stripe lights as well as functioning as lighting for the staircase steps. The use of LED lights also helps build the atmosphere of the space to feel more alive and dramatic.

#### **Figure 11**

*Material Carpet at Studio Room of Cinepolis Cinema Pluit Village*



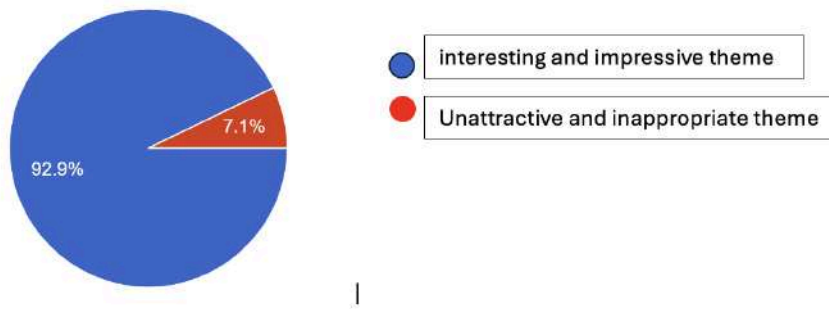
For the floor element of the cinema studio room, it uses a carpet with an irregular line motif and is not fixed to a certain shape which is used as a means of describing the freedom to express concepts / ideas which is one of the philosophical futuristic styles.

### **Questionnaire response**

The results of the opinions and responses of several respondents totaling 14 people, 92.9% people think that the application of pattern or shape motifs to interior elements, the application of materials, and the selection of colors for the application of this theme has created a futuristic and elegant impression. More interesting and impressive theme.

**Figure 12**

*Respondents' Responses to The Implementation of The Elegance Futuristic Theme at The Cinepolis Cinemas Cinema Room in Pluit Village, North Jakarta*



All respondents think that the application of the theme "Elegance in Futuristic" can provide a new, impressive, unique, and characterful experience of watching/visiting a cinema because the application of shapes/patterns to the interior elements as well as the selection of materials and colors applied creates an impression/space atmosphere that feels unique and interesting. The futuristic appearance is new, the audience's anticipation is heightened. The elegant and futuristic design entices the audience to try the experience. Seems to be in the future with super advanced technology. In addition, it seems minimalist which is pleasing to the eyes of ordinary people.

#### 4. CONCLUSIONS AND SUGGESTIONS

The application of the theme "elegance in futuristic" in the Cinepolis Cinemas Pluit Village cinema room has integrated futuristic elements with elegant elements. The use of motifs, shapes, and materials used gives an impression that combines elegance with futuristic concepts. With the application of the "elegance in futuristic" theme, it can create an impressive, unique, and characterful movie-watching room atmosphere so that it can help in the differentiation and branding of Cinepolis Cinemas cinema in Pluit Village Jakarta with other cinemas in Jakarta. With the creation of a unique, different, and impressive space atmosphere resulting from the application of the futuristic style and elegant style. It can also provide an innovative and exclusive experience for visitors and moviegoers.

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