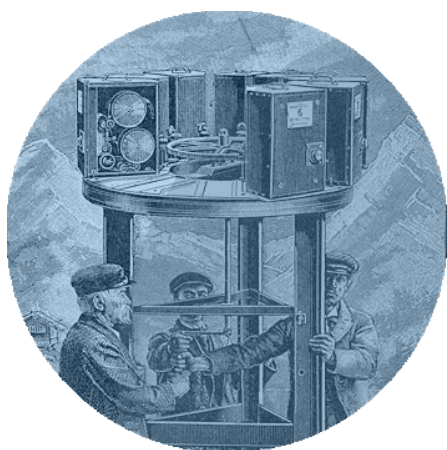


CINEMA_OBSCURA

3912



CAMERA OBSCURA _384BC



FIRST FILM SOUND DEVICE _1888



FIRST 13MM FILM CAMERA _1867



MODERN FILMING _2013

The city of London is immersed in history. 'Londarium', as it was previously known, started its journey in 43AD when it was founded and today is still proving itself as a major global city. Continually growing and adapting today's modern technology is stripping its patrons of fulfilment.

The 'Obscura Cinema' attempts to reverse this. It looks to educate and involve the city of London in its performance. Whilst the cinema doesn't show films in a conventional sense its existence is more pure. The 'Camera Obscura' is the oldest form of video footage and all modern technology is founded on its principles. The camera is an optical device that projects an image of its surrounding onto a screen. The device consists of a room with a hole in one side. Light from an external scene passes through the hole and strikes a surface inside, where it is reproduced, rotated 180 degrees (thus upside-down), but with colour and perspective preserved.

Using this methodology the Obscura Cinema aims to 'record' the movements surrounding the building and reproduce it within. No show will ever be the same and the City of London will be the scene of the performance. Additionally the building will attempt to inform visitors about the history of film through the use of a museum located on the upper floor. This space will exhibit ancient cameras and films.

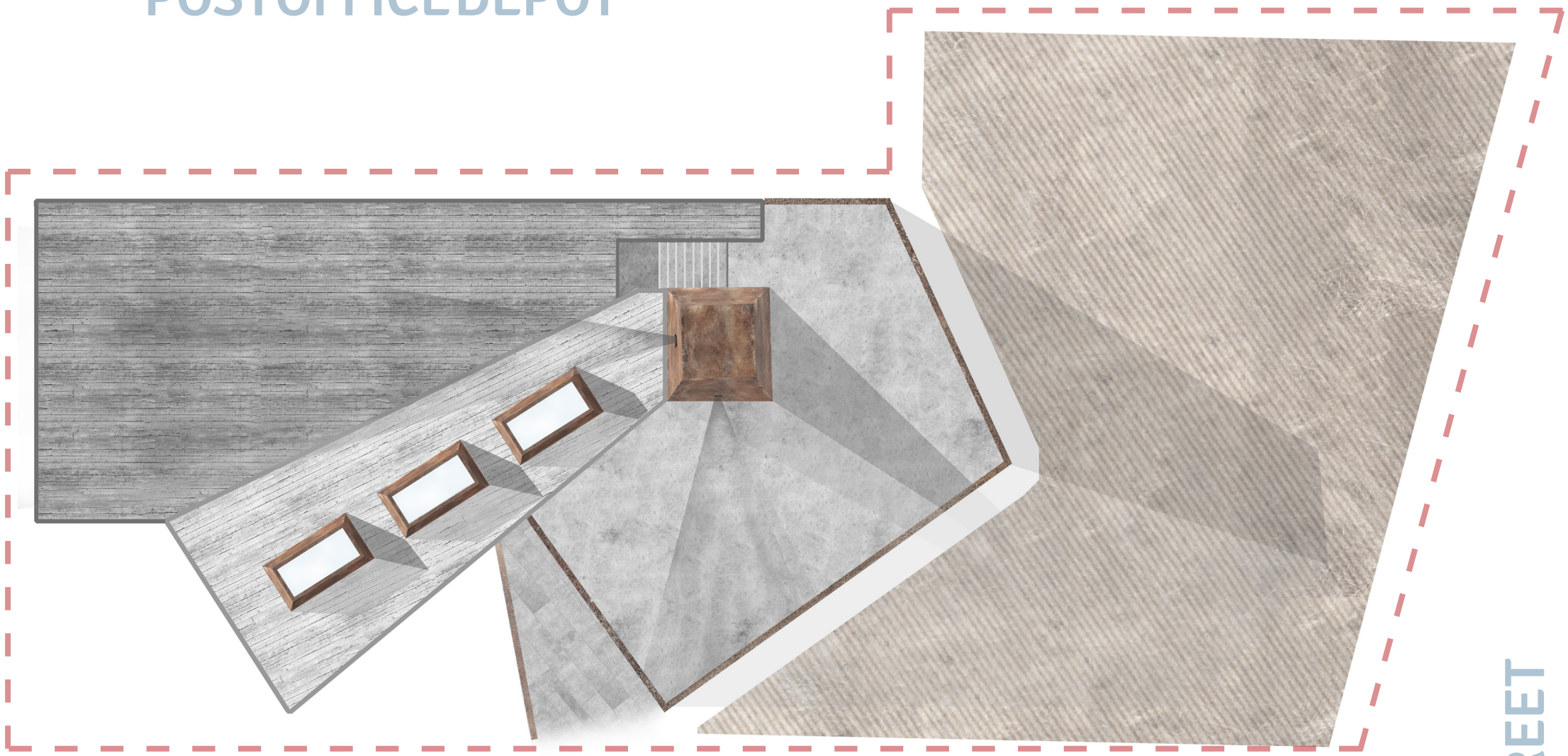
Whilst the shows are seasonal the 'final curtain' will occur each night when the sun sets and there is a lack of light to project onto the screens. In exceptional circumstances the moon can provide enough light to create immersive night shows.

The building itself becomes a photographic device and is therefore proposed in materials linking it to an industrial aesthetic, trying to capture a sense of mechanical inspiration. The external area attempts to give a communal space to the patrons of London. The site is set within a predominant area between Oxford Street and Tottenham Court Road. The ambition is to create an inviting area pulling citizens from the busy shopping streets into the communal gardens. Whilst the gardens are not expansive they house the 'popcorn' plant, which can be harvested throughout the year to supply the visitors with harvested produce.

The building is therefore far more than a modern cinema complex. It attempts to inform, involve and interact with the local site including every visitor with a unique experience every time you visit.

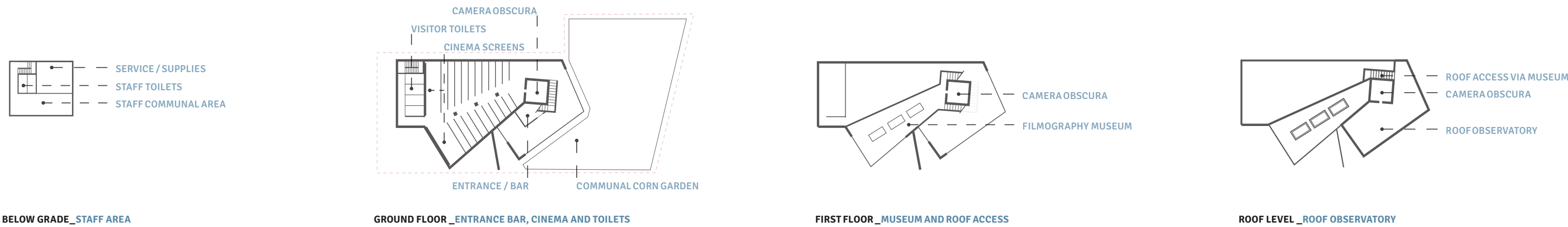


POSTOFFICEDEPOT



NEWMAN STREET

OXFORD STREET



MATERIAL RENDER PLAN _ THE CINEMA ORIENTATES ITSELF IN A WAY AS TO MAXIMISE ITS FOOTPRINT ON THE SITE WHILST ENSURING A PRESENCE FROM THE STREET. BY ENSURING ITS VISIBILITY FROM NEWMAN STREET IT ATTEMPTS TO ATTRACT AS MANY VISITORS IN ORDER TO TAKE PART IN ITS PERFORMANCE, WHILST ALSO TRYING TO EDUCATE THE CITY INTO THE HISTORY OF FILMOGRAPHY.

EXTERNAL APPROACH RENDER _ THE BUILDING IS ORIENTATED TOWARDS THE BUSY SHOPPING AVENUE OF OXFORD STREET. ACCESSIBLE DIRECTLY FROM NEWMAN STREET THE ENTRANCE IS ANGLED TO INVITE THE PUBLIC TO ENTER. THE LARGE CORTEN TOWER AIMS TOWARDS THE BT TOWER CONTINUALLY FILMING THE LOCAL CONTEXT. VISITORS CAN BE SEEN ON THE COMMUNAL ROOFTOP TAKING THE LOCAL SITES.