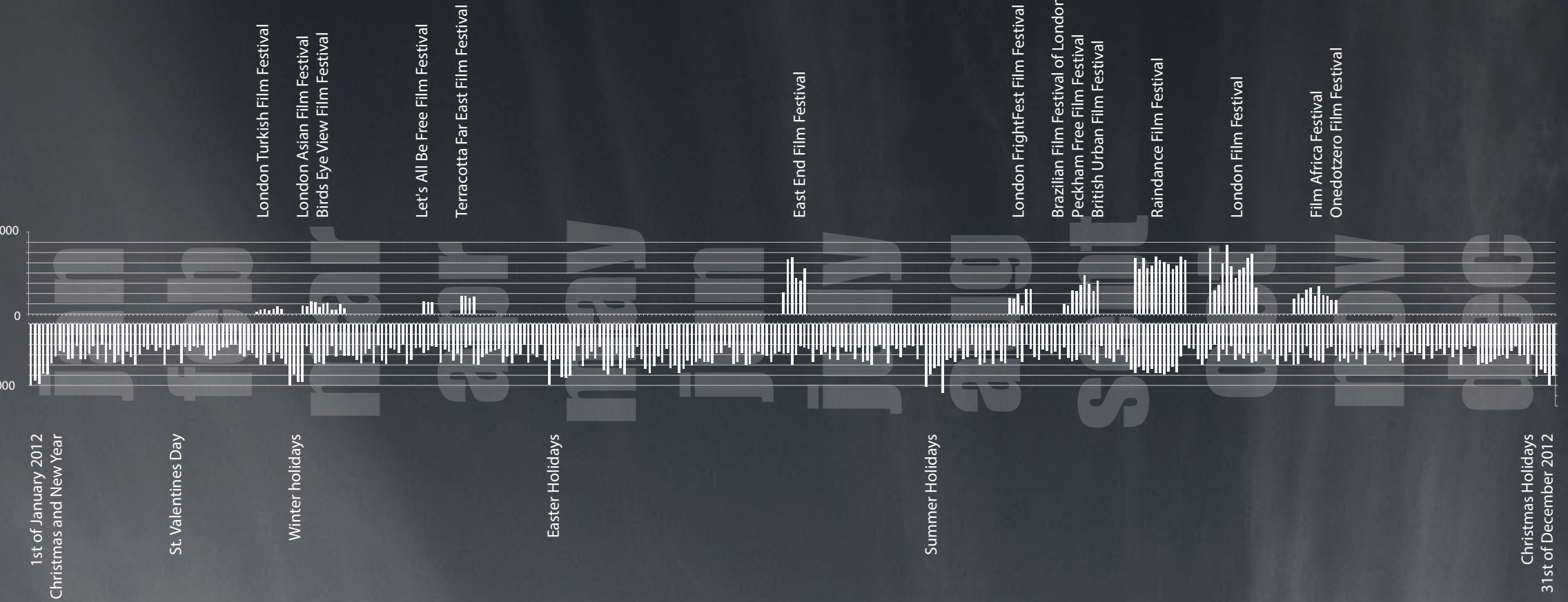


The blue represents the population density of London, and the red illustrates the cinemas according to their number of rooms.



*Cine'stival!*



Attendance at London film festivals.

Attendance in all 500 London cinemas per day. There are about 80 million people attending cinemas each year throughout the whole city.

The showing of a film is the last and final link in the chain of the film industry; it culminates in the public reaction of all the work that has been put in to create it.

The rapid distribution of film on all kinds of devices now allows you to watch films anytime, anywhere. Never before have we had such a proliferation of devices to view films: tablets, laptops, computers, home projectors, smartphones and home theatre amongst others.

There is now nothing stopping us from accessing film on the underground, in segments, even in other languages. However, showing films at the cinema has changed very little.

Viewers who go to 'the movies' are less worried about the film itself but what else it has to offer such as going into town, meeting with friends and eating in restaurants.

In addition to this, the increase of piracy weakens film sales and more importantly, it destabilises the independent film economy.

Herewith, I propose a Film Festival Cinema complex especially adapted to showcase Film Festivals. Its design is different from the conventional cinema. The aisles are wide to allow the free flow of movement of people from one event to another as well as allowing the space to be utilised flexibly dependent upon the activities included in each festival.

and allows the viewer to truly experience the film making process for him or herself.

So, this project tries to encompass and develop the realm of independent cinema - a possible backlash to the conveyor belt of the Blockbuster.

