

## People Activity and Layout Analysis in Main Lobby of Movie Theater, Case Study: Cinema XXI Ciwalk.

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**Abstract:** Lobby is the first place that entered by visitors in public area. Visitors have many activities when they come to lobby. In this case, authors do analysis about people activity and interior layout in lobby of movie theaters. Through design layout, people response in different way when they interact with other people and interior elements. According to Edward t. Hall, the methods is defining social distance between human beings that can reliably associated with physical distance, consisting of intimate and personal. People has their own expectations regarding the lobby's facilities, it will attract them to come and stimulate (or trigger) social interactions. Therefore, a discussion about how the facilities in lobby's theater meet the requirements is performed through a quantified evaluation to find out how many groups of users are actually facilitated and accommodated to have social interactions in lobby. Based on the tittle above, this paper aims to find out the connection between people activity and layout in Movie Theater through interior elements. The influence of interior elements against human activities.

Keywords: *layout, lobby, social distance, interaction, proxemics*

### 1. INTRODUCTION

A human being as a creature of a civilized have the basic primary and secondary needs. Entertainment is one of their needs in life. It needed to refresh their mind due to daily routine, and also for looking some ideas and inspirations. The entertainment performances can supported by the good infrastructure.

One of the most favourite entertainments is a film that shown in movie theater or called as cinema. Nowadays, the facility in cinema not only about theater room's design, but people also pay attention to the design of main lobby.

At the first time, we know theater rooms packaged with famous brand, called as Cinema 21. Some of Cinema 21 were renovated become Cinema XXI, including regular theater and primary theater, fulfil with developing facilities such as games room, café, lounge, and smooking room.

Cinema XXI at Ciwalk is one of common theater room in Bandung. It has brand image that applicated in its interior design. Cinema XXI has wide main lobby, it cause people's change in their activity and behavior when they are in main lobby. Human changed factor is the distance beetwen people and their rooms. (known as antropologic proxemics introduced by a , edward t .Hall in 1966 )

### 2. THEORETICAL BACKGROUND

According to Edward t. Hall, social distance between human beings can reliably associated with physical distance, consisting of intimate and personal, are further divided as follows:

1. Intimate Distance when embracing, touching, and whispering.
  - a. Short – less than 15 cm.
  - b. Long – 15 cm to 45 cm.
2. Personal Distance when do interaction with closest friends.
  - a. Short – 45 cm to 75 cm
  - b. Long – 75 cm to 120 cm
3. Social Distance when meeting new friends.
  - a. Short - 1.2 m to 2.1 m
  - b. Long - 2.1 m to 3.6 m
4. Public Distance when meet each others.
  - a. Short - 3.6 m to 7.5 m
  - b. Long - 7.5 m<

Hall noted in several different cultures, then their social distance would be different. Middle east culture, for example, interaction between people become closer and feel familiar. Kissing the cheeks to fellow sex is normal. But it is not necessarily reasonableness if you are do somewhere else with different cultures. For example, Japanesse people do not shake their hands, due to it is intimate. Cultural difference improve our comprehension related to cultural and comfortable when people feel their distance too far or too close. Social distance comfortable also depends in culture situation, social status, gender, age, and fondness people.

Proxemics is part of non verbal communication that related with human gesture and behavior. Proxemics is a communication that delegate himself in interact, the proximity to others. According to (Brian Lawson) language of space, proxemics is how people communicate with others in using space. Physical space adjust to the needs of users in the static and dynamic situation. Through anthropometry study, space reflects proportion and dimension of user's body. Room principle theory is about "distance". This theory also known as principle of hidden dimension, that defined as human type feelings to a room due to elements in addition physical (Saphiranti: 2010).

### 3. METHODS

In order to know the connection between human activities and lobby's layout, the methods through which this study uses are:  Survey: Data is used as a tool about the lobby and visitor's activities.  Analysis: it is executed by analysis the data survey and collected information from the field.

#### 4. DISCUSSIONS

People like watching movies in theaters. Besides watching films, people come to cinemas with various purpose, such as: courtship, trying to get attention, picnic, plow film, criticize film , sleep, etc. Visitors group is divided into single visitors, pair visitors, or grouping. Firstly, general behavior of the visitors, for example, the pattern of its circulation when they entering lobby.

##### A. Sirculation of Visitors in Main Lobby Cinema XXI

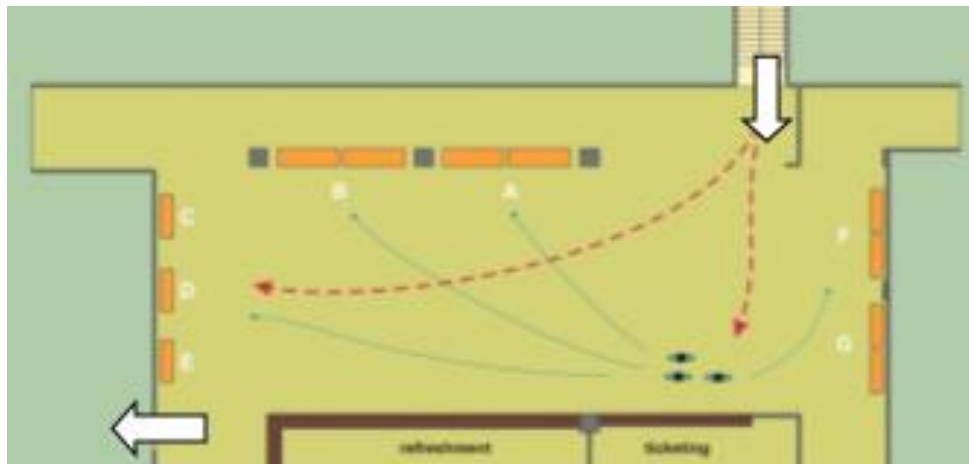


Figure 1

When visitors entering lobby, they come to front desk counters, they look at LCD film, then start to queue and buy tickets. After buying tickets, they go to snack counter, theater studio, or waiting in front of studio. Second probability is visitor toward an area that are placing movie posters (on picture which is located on the wall behind a bench c, d, e). In addition there are also another circulation ways but not dominate. Cross sirculation happens is in area that marked with yellow stripe on picture. It seems why the area made open enough and wide.

At queuing on ticket counters, physical distance between individuals or groups, that well known or not known each other tend to close (15 - 45 cm). According to the theory of proxemics, this physical distance is in the form of intimate. The physical distance turns not directly proportional to intimate distance, because in 45 cm in the queue just ordinary people feel, not involving inner as between individuals that having intimacy.



Figure 2

In empty queue, visitors tend to make distance to counter table about 2 meters (to simply check time and movie that can be watched).

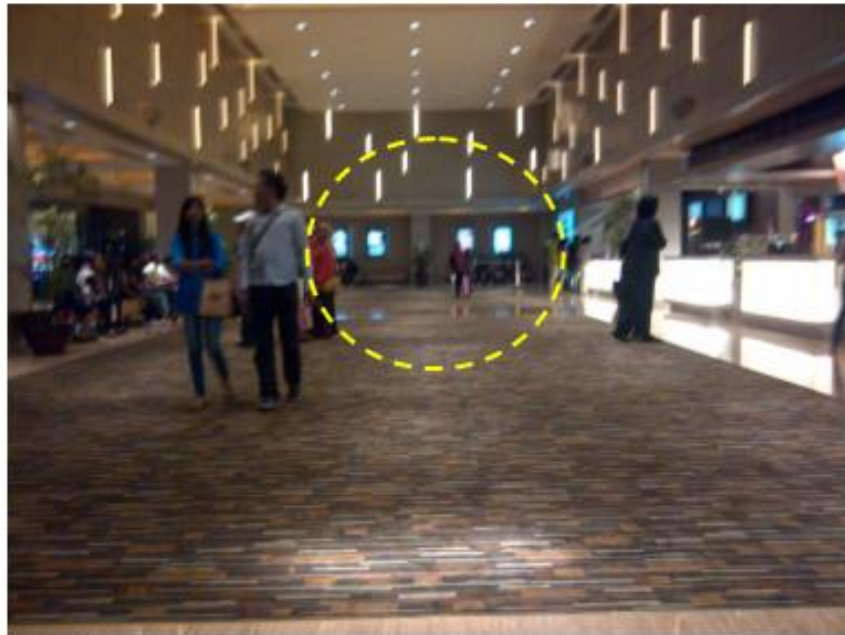


Figure 3

## B. Probability in Choosing Theater Seats

Visitors who came especially who have tickets usually wait for movie by sitting on bench (it provide directly or buy food and drink beforehand) on the main lobby. The seat elections based on survey as follows:



Figure 4

Seats priority:

1. Seats A
2. Seats B
3. Seats F & G
4. Seats C, D, E

Description of favourite seats priority:

1. Seats A

It always become crowded clusters, especially for single and pairs visitors. The purpose of visitors usually waiting for good cinema opened cinema 1, 2, 3 that were over the lower right pictures, and cinema 4, 5, 6 that is at the upper left a picture. Because of flexibility, the bench become a favorite option for visitors. Accessibility and excess make other visitors of more willingly seated in crowded place of it with a little neglect in private boundary.



Figure 5

2. Seats B

An inclined bench full, especially singles or in pairs visitors. Almost similar to a bench but somewhat farther from entrance access, ticket counters and toilet.



Figure 6

### 3. Seats F & G

The third favourite bench is bench F&G, especially who buy tickets in left side counter.

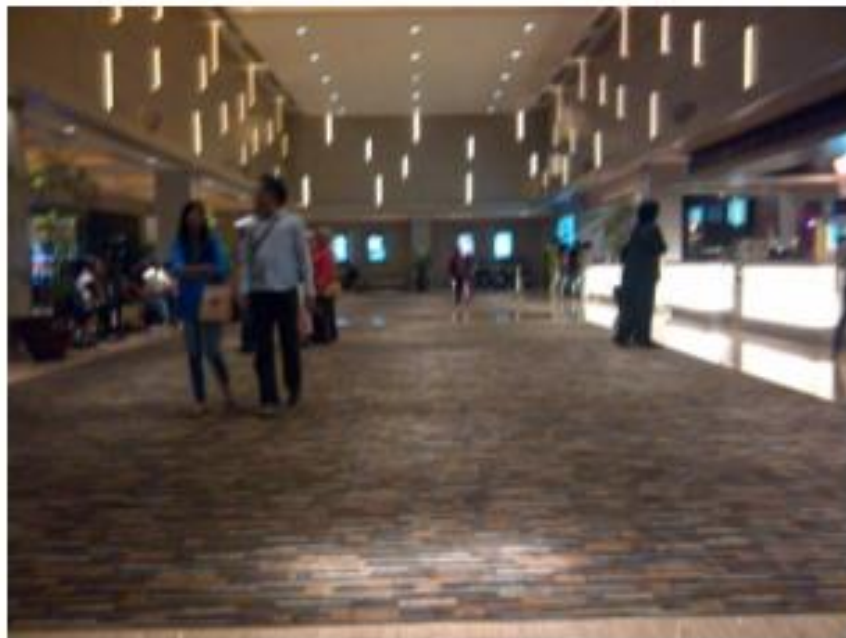


Figure 7

#### 4. Seats C, D, E

It is the last option for people sitting, far from other grouping. In front of poster movie is uncomfortable position, because people can consider to choose movies near those areas. As seen at the picture, visitors who stand in front of posters, need a distance 1.2m between individuals and social groups. If there are some interactions between individuals to strangers in that distance, it would become inconvenience situation in people psychology.

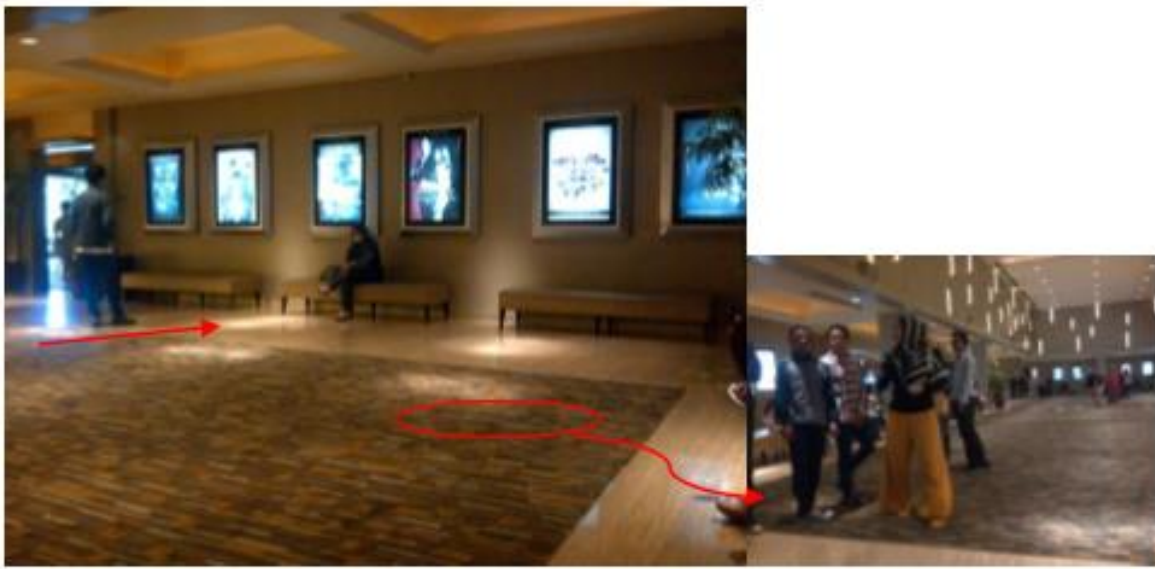


Figure 8

### 3. POSITION AND BEHAVIOUR OF VISITORS WHEN SITTING

Empty bench, single or pairs visitors can be likely sit on center position of bench, which can be used for 3-4 people, when a sitting position in center of bench, they put their goods (bags, books and so on) as many as possible, and probably new visitors did not choose sitting beside their area. People become uncomfortable when within too close to stanger people. In condition when individuals need to being lonely in an area, they need to stay in the center of the area. This condition illustrated in following picture:

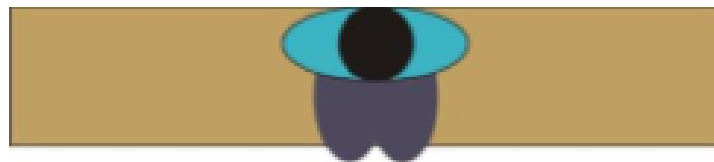


Figure 9. Single position sitting, distance at left and right side 75cm





Figure 10. Position of people sit at center and the side distance 75cm.  
 Bench Dimension 210 x 60 cm

Distance of sitting position in center 60cm x 2 persons = 120 persons, so space seats 90:2 = left right 45cm.



Figure 11

Distance of sitting position in center 60cm x 2 persons = 120 persons, so space seats 90:2 = left right 45cm (60 cm wide shoulders of a person , still exist range of 30 cm). When the bench seated by two individuals, people can sit at the other side of bench and make communication between them. Although physical measurement between the two positions are 45 – 120 cm.



Figure 12



Figure 13.

First person might sit at bench' side, then maybe they keep his jacket, like bags or other beside them. Then next person always choose to sit at other bench.

## 5. CONCLUSIONS AND FINDINGS

The room' concept always influence how people interact with their environment, especially in public area. Distance and proxemics are important things to consider in public area. Human activity (flow/circulation), people characteristic and condition (human behavior) can give an impact to Lobby of Cinema XXI. The main effects are layout circulation and room size. In proxemics theory, the distance between people believed as physical distance, included intimate and personal distance. For example when queue, intimate distance (physical) is less than 45 cm.

## 6. REFERENCES

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