

DESIGNING OF INTERIOR CINEMA CGV IN MALL OLYMPIC GARDEN MALANG

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ABSTRACT

Cinema is a place where people can watch a local and non-local movie in one building. The growth of the place has been increasing from year to year, like the interior design style and the services provided. As we know, the cinema has classification of types such as the number of studios, classes, locations, capacities and function of activities inside. Cinemas will be more interesting, if it has a large capacity auditorium, the location is in the center of the city or in a strategic place, good interior inside and the good services for the customer.

Malang becomes one of the destinations site to built CGV Cinemas. Precisely, it is located at the Olympic Garden Mall with the additional activities. The sport area is the client's request and also for the name of the mall itself. The target markets are family, student, employees and children. The place is very strategically located in the city and has tenant supports in it.

Based on problems found form survey results and interviews with some users, The concept and themes which will be designed still follow the company's design standards with the addition of sports areas.

The purpose of making a new design of this cinema is to support the entertainment activities of the community in Malang and as a complement of mall facilities as well as the launch of CGV Cinemas.

Keywords:

CGV Cinemas, Malang Olympic Garden, Sports Area, Standard design company

