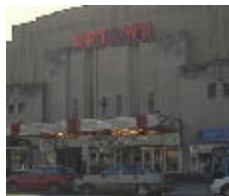




01



02



03

### experience

FADE IN:

The collective and private dream world disappears.

*Movie theatres were our most beloved icons, stimulating a full range of aural, visual and even olfactory sensations. They insulated us from the ordinary. From street to screen, the magic of stagecraft was everywhere at work.* Margolies & Gwathmey, p. 9

Movement and commerce define the current theatre experience for moviegoers. The architecture of the modern multiplex directs audiences to the concession stand and into a dark rectangular box for two hours to enjoy a momentary escape from reality. Gone are the days when the architecture of the movie theatre were thought of as 'ceremonial structures in which we could escape from reality into a communal yet anonymous space.' (Margolies & Gwathmey, p.10) Subsequently, the audience is directed out of the space and without hesitation to allow seating for the next group of consumers. This space lasts no longer than the featured presentation. (Breton, p. 4)

It is the belief of architect Thomas Lamb, designer of the Regent and other Northeast palaces, that "to make our audience receptive and interested, we must cut them off from the rest of city life and take them into a rich self-contained auditorium, where their minds are freed from their usual occupations and freed from their customary thoughts." (Margolies & Gwathmey, p. 10) Although film patrons seek an entertaining retreat into fantasy, the modern theatre does not provide the visitor with the benefit of gradual movement from the outside world into the filmmaker's visual creation. Traditionally,

*The show itself began outside. Movie theatre architects were pioneers in the promotional use of electric light...Building facades were stylishly clad in an exotic spectrum of materials.* Margolies & Gwathmey, p. 10

Rather patrons are asked to make a physical and spatial transition from the real to the fantastic and back in the span of 2 hours or less. Upon exit, the moviegoer is provided with no opportunity to contemplate her cinematic experience in relation to the he/she is going to re-encounter.

