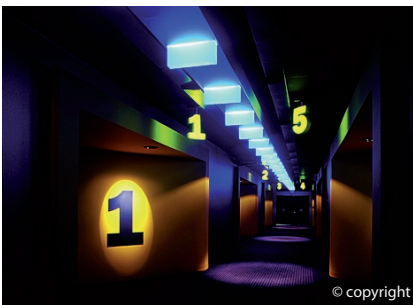


MEDUSA CINEMAS ITALY



Credits

Category: Entertainment
Client: Medusa Cinemas
Location: Italy
Architect: Cibic&Partners
Photographer: Cibic&Partners
Type of work: Interior and Exterior Lighting
Lighting Design: Filippo Cannata
Lighting Design team: C. Masone
Completed: 2002

On behalf of the Cibic & Partners Study in Milan, we treated the new image of some of the ten Medusa Multiplex located at strategic points in the country. Distinctive feature of Cibic & Partners works is the importance they give to colour. We wanted to convey to the viewer a "magical" sensation that we tried to get by creating an atmosphere of expectation. At the entrance the visitor is greeted by a light and sound game transmitted by overhead devices; the blue cast of the interior space is animated by areas of light and shadow which interspect with the yellow "bright islands" of the boxes, snack points and other services by conveying a sensation of refined "theatricality." From this central space, the journey continues through the dark corridors, along which are placed the portals of access to salt. From this central space, the journey continues through the dark corridors where there are the access portals to the rooms. The viewer is enticed to not stop along the way, seeking refuge in the rooms where he can finally sit in the quiet darkness and start his virtual trip. The lighting of the rooms is made by a soft indirect light that allows viewers to head to their numbered seats without being dazzled.