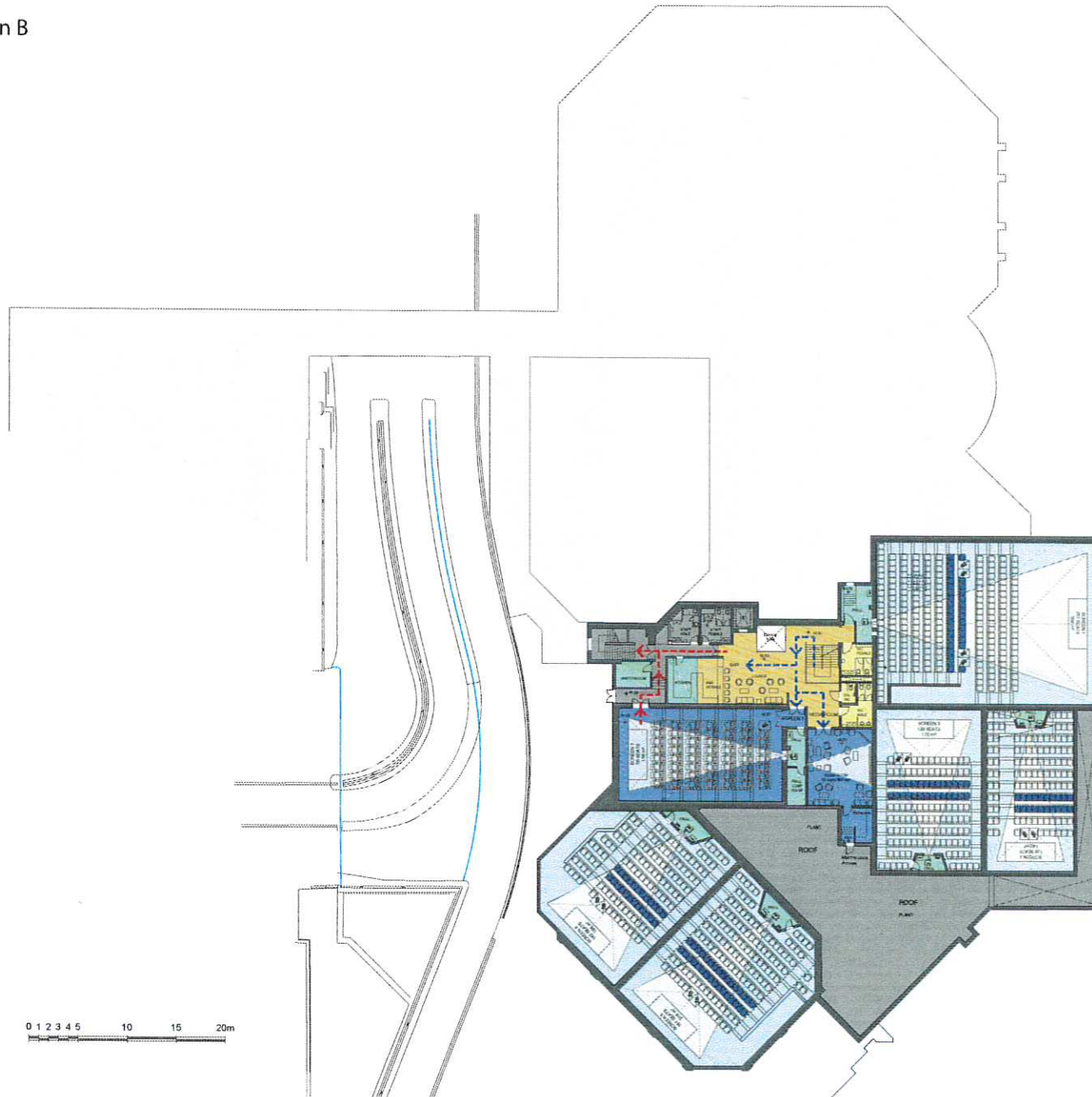


Second floor level
General arrangement | Option B



The customer journey & experience
The link bridge - Theatre straight on, Cinema to the right...

Cinema & Theatre
Create two distinct
visual languages.



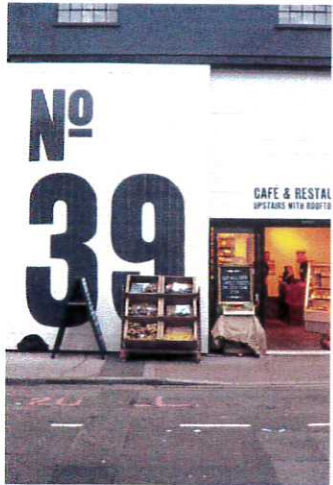
Theatre
More formal...

Cinema
More lights, camera action...

The customer journey & experience
The corridor and arrival at the Cinema...

Change of pace
Overall a much darker, ambient
space than the link bridge, setting
the scene for the Cinema

Arrival
Large format graphic applications
and screens, create a strong
sense of arrival at the end of
journey across the link bridge
corridor



The customer journey & experience
Entering the Cinema... The foyer



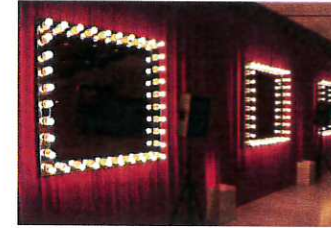
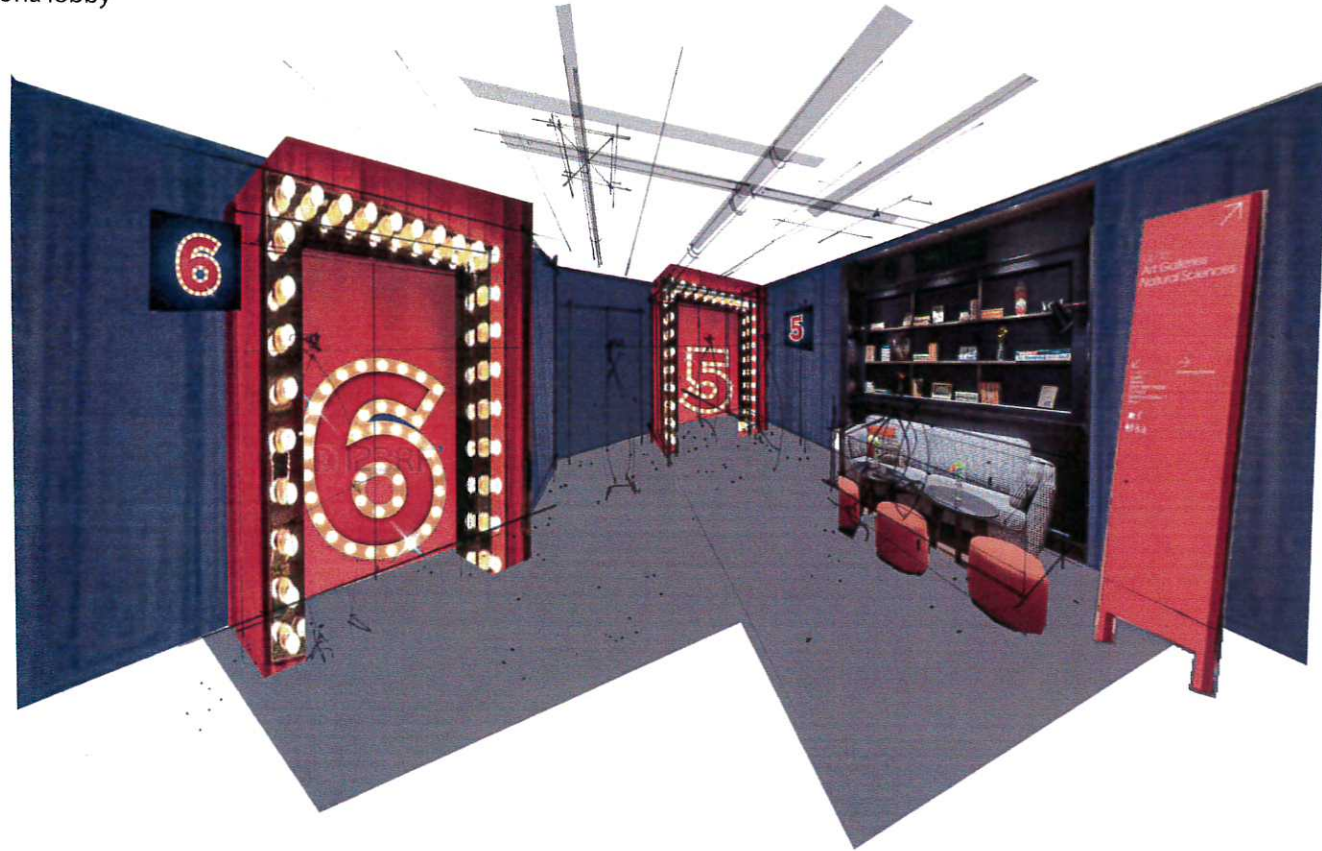
Way finding
Vivid & distinct framing of thresholds into different parts of the cinema

Signage & way finding
Design cues from familiar Cinema details. Use scale to make it more fun where possible



Floor finishes
Changes of floor finishes give a sense of direction, movement & zoning

The customer journey & experience
Auditoria lobby



Lighting
Continue the visual
references to Cinema, framing
the entrances to the auditoria

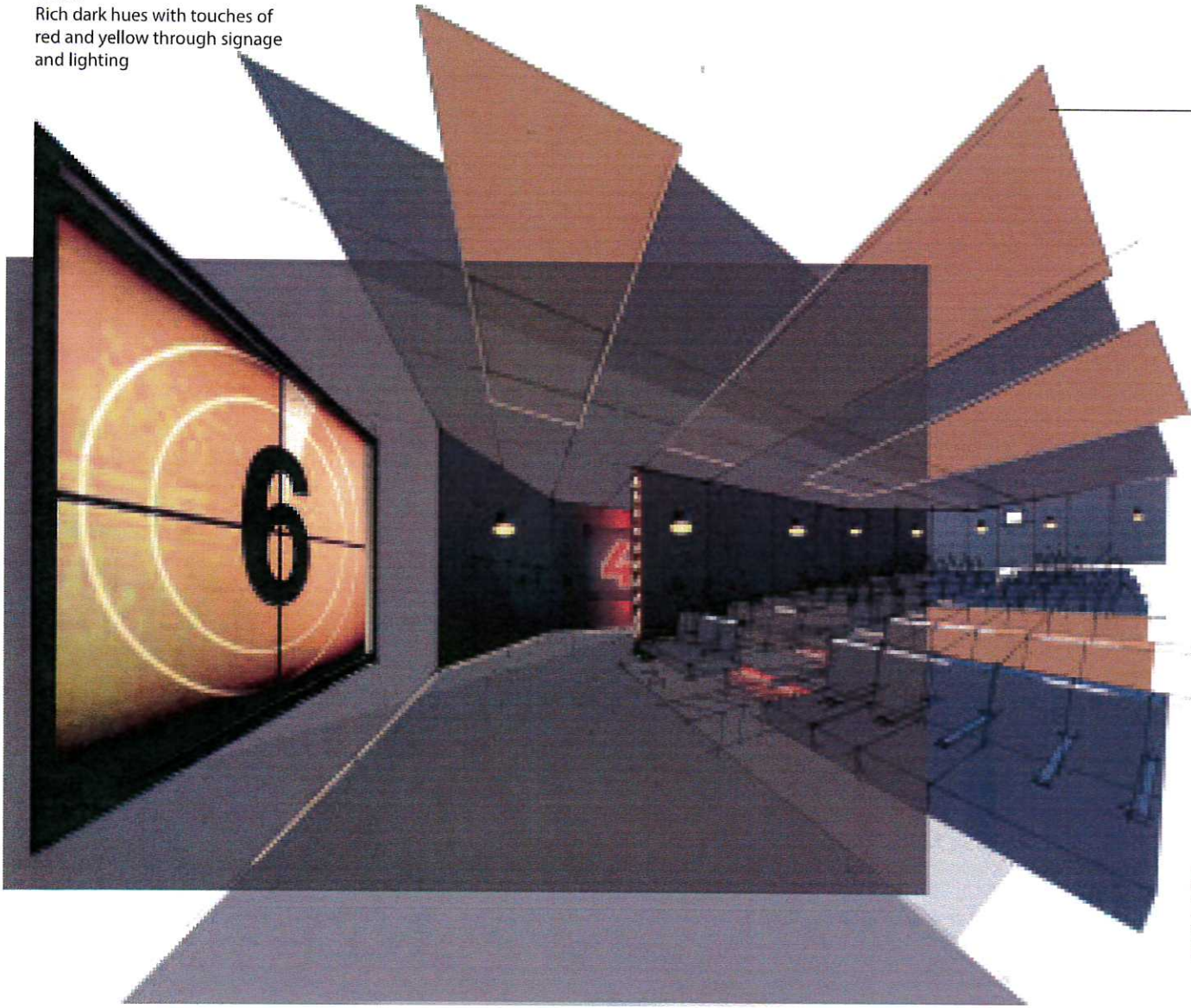


A place to pause
Wait for a friend away from
the bustle of the foyer



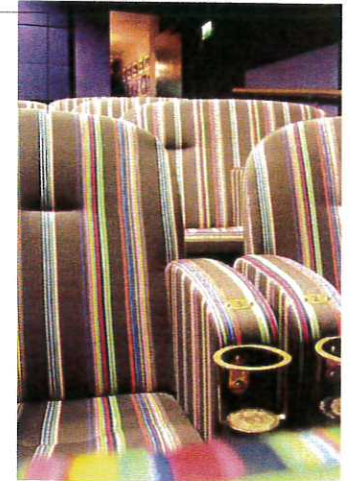
The customer journey & experience Auditoria

Colour
Rich dark hues with touches of red and yellow through signage and lighting



Premium seating
A change of colour, fabric or pattern

Ceiling treatment
Dropped rafts give visual pace

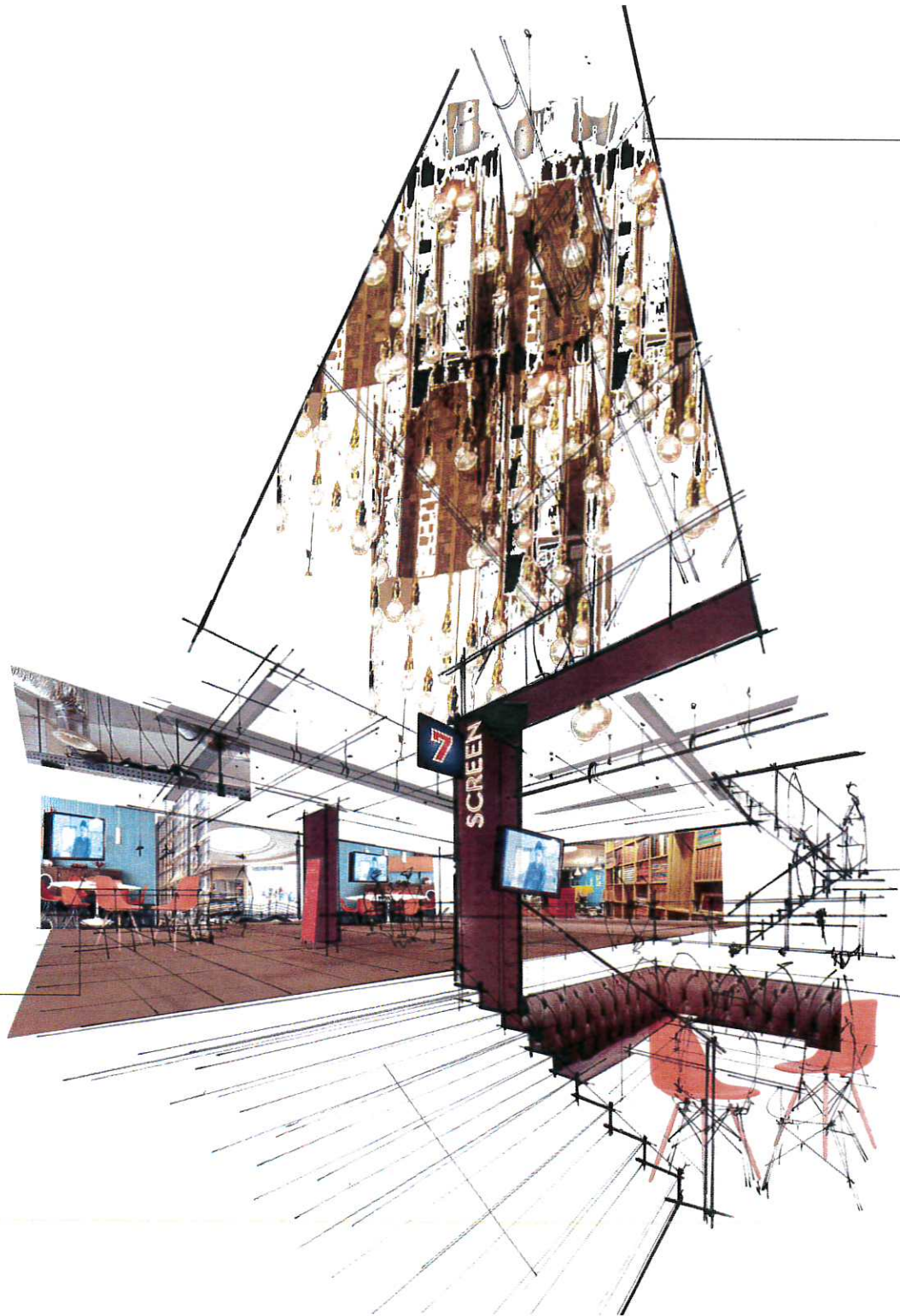


The customer journey & experience
Stairwell, void & lounge



Lounge
A day time space.
Natural light from the Theatre Foyer.
A practical and everyday space.
Meet a friend.
Read a newspaper.

Ambassadors Cinema - Woking



Stairwell & void
The only space in the Cinema
with high ceilings.

Use the height to create a sense
of movement and transition
between first and second floors to
draw customers up and through.

