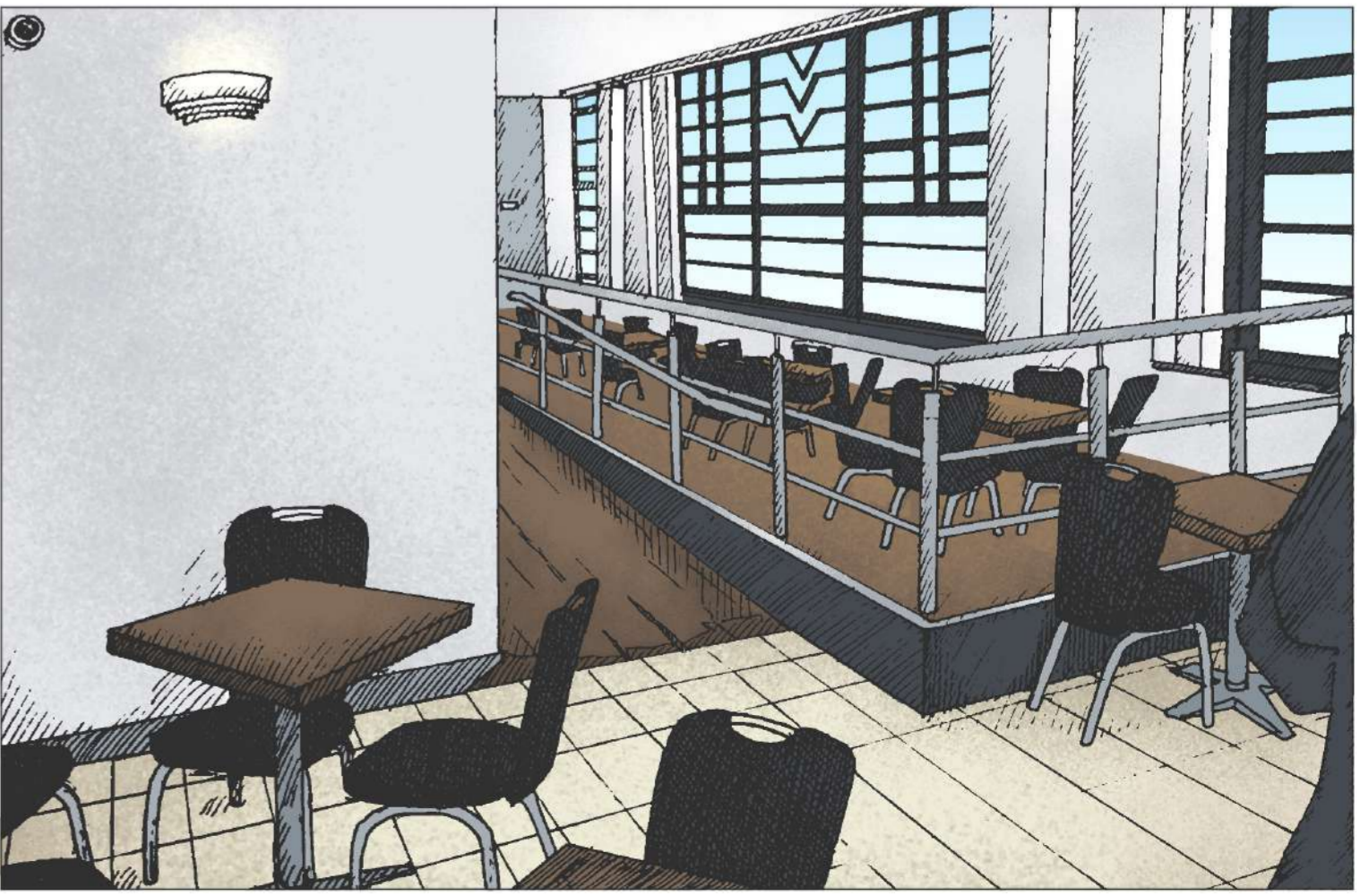
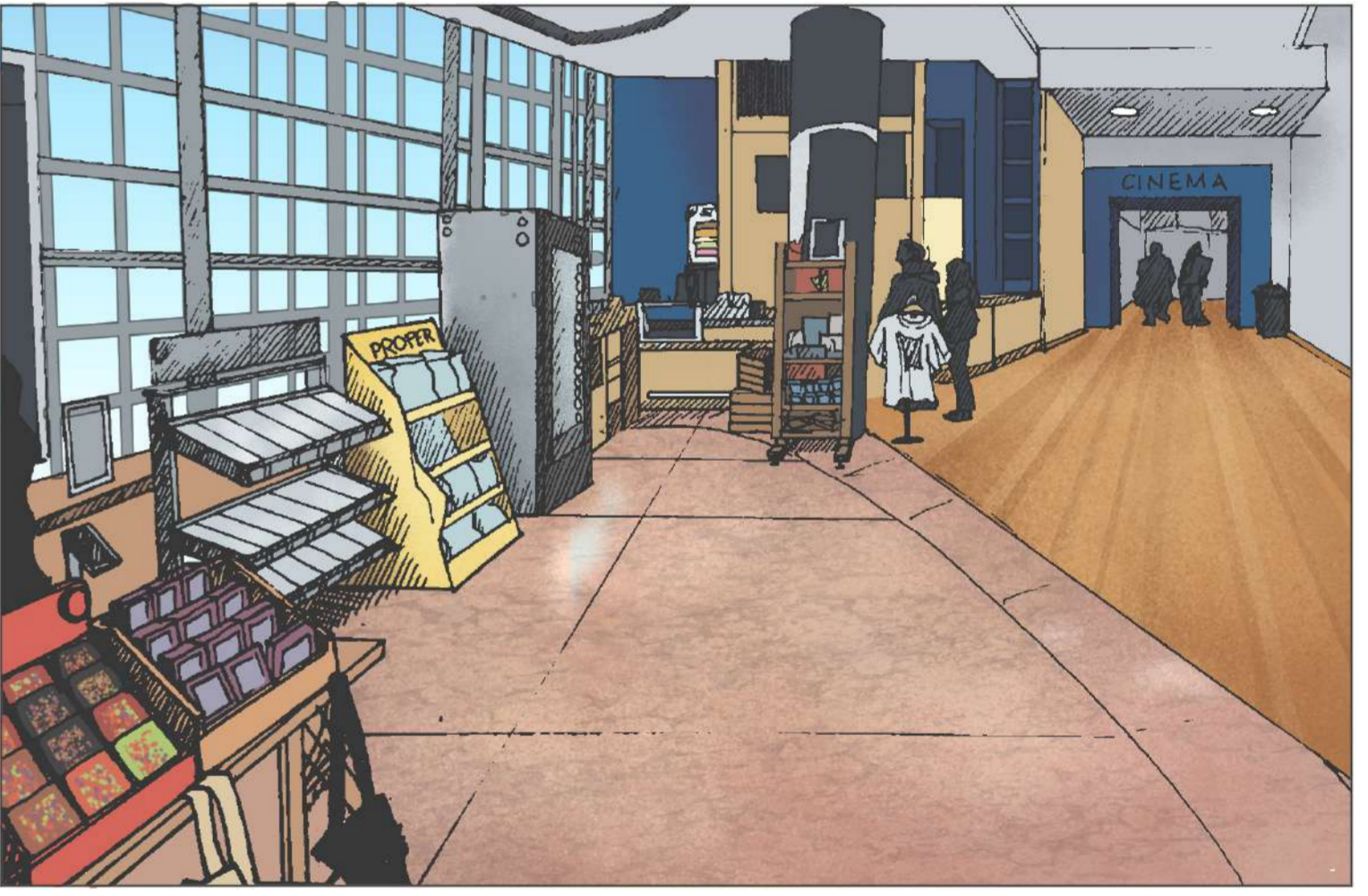
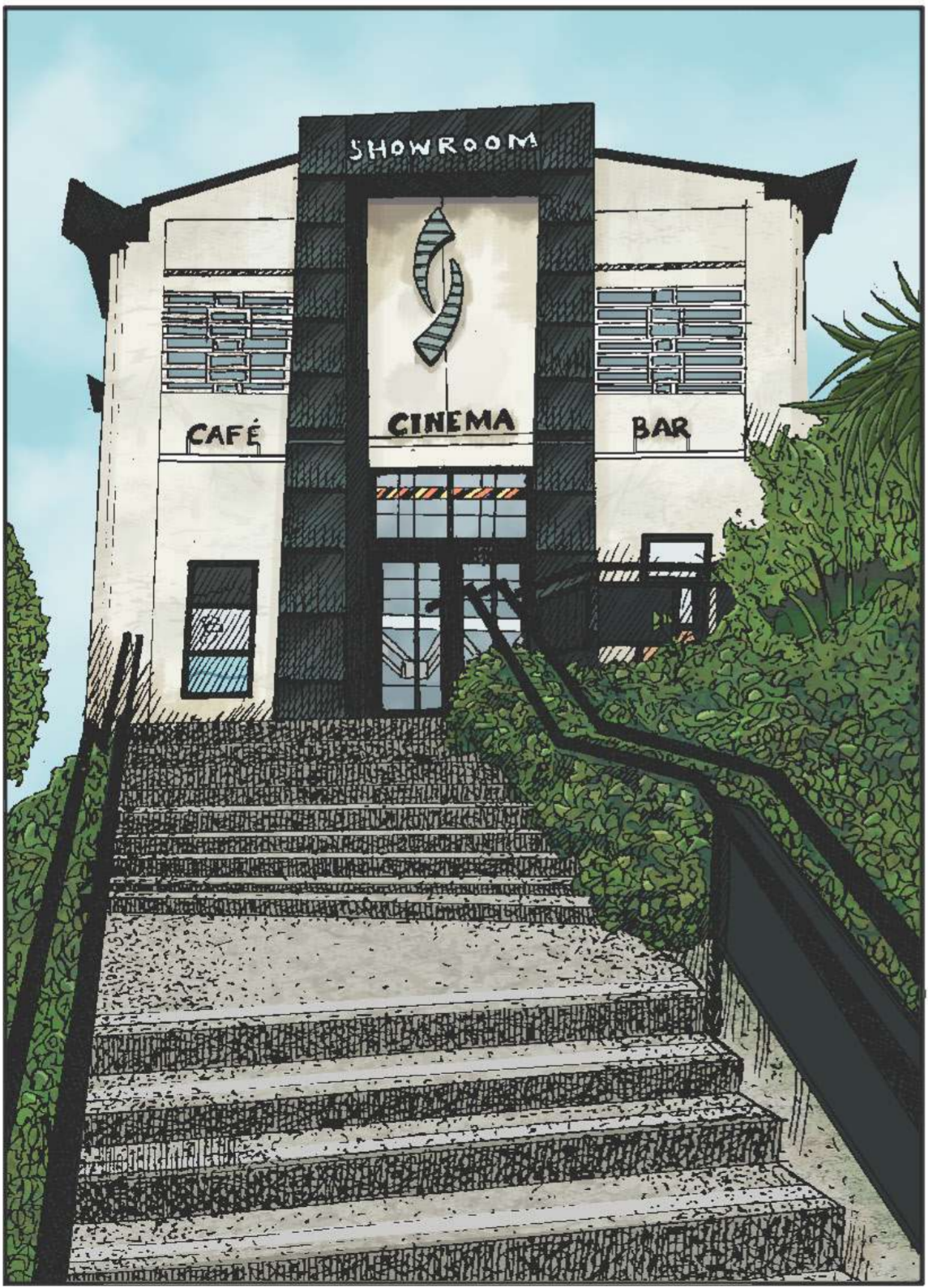
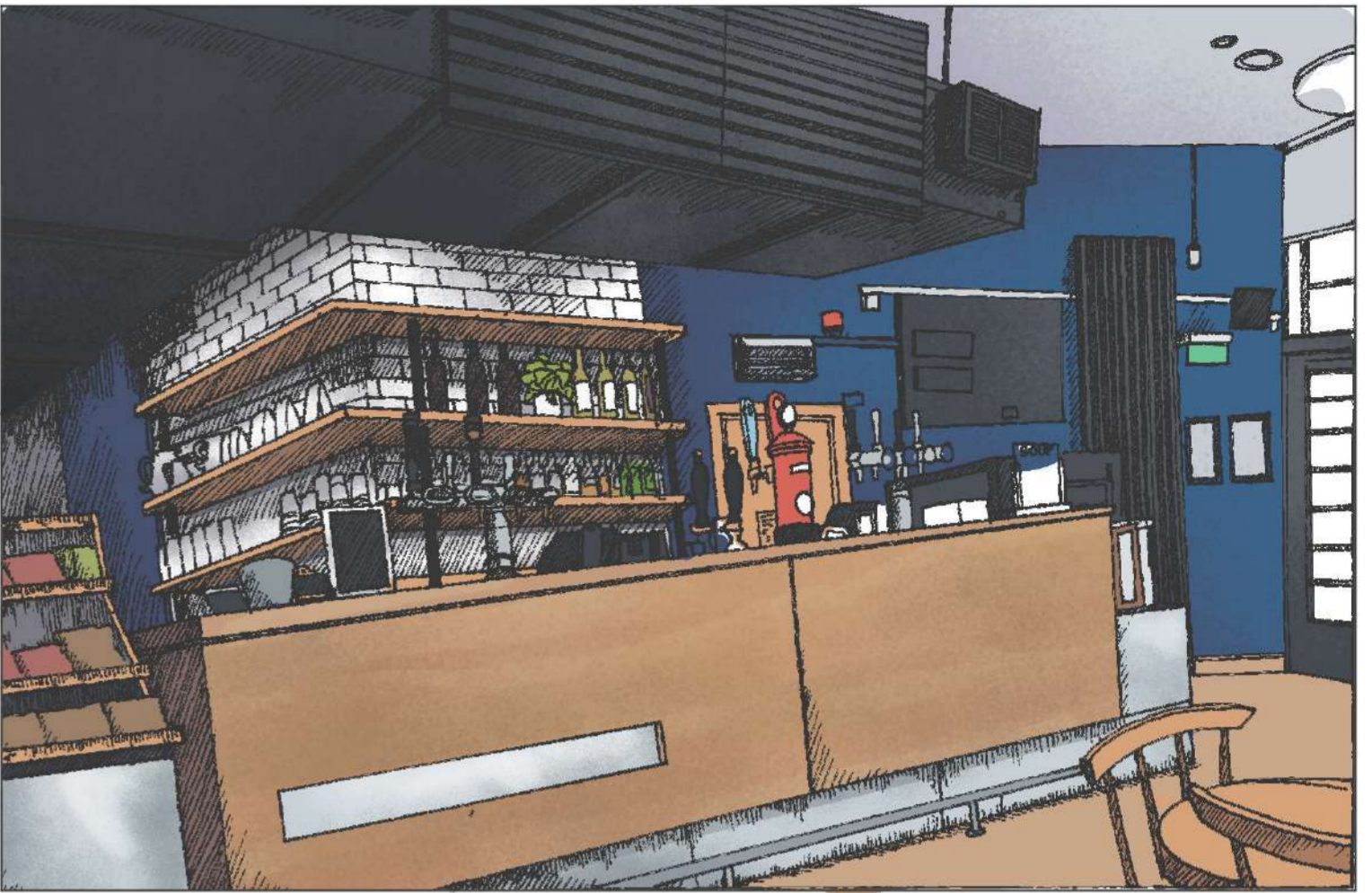


The Showroom Bar

A Bar for Everyone aims to reflect the Showrooms identity incorporating art deco elements to reflect the architectural style of the building and utilise film nostalgia as a concept while considering the needs of customers of all backgrounds and ages.



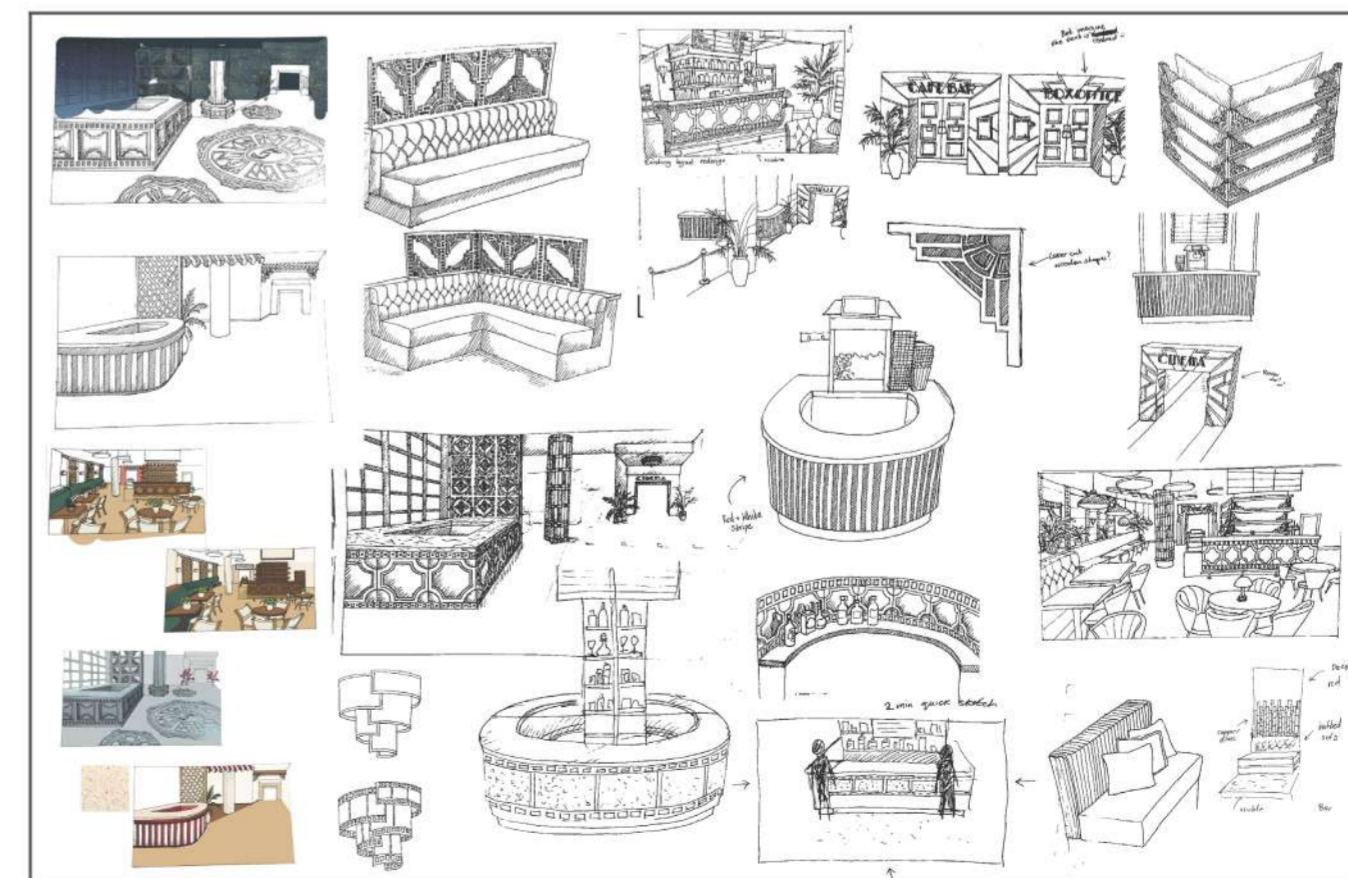
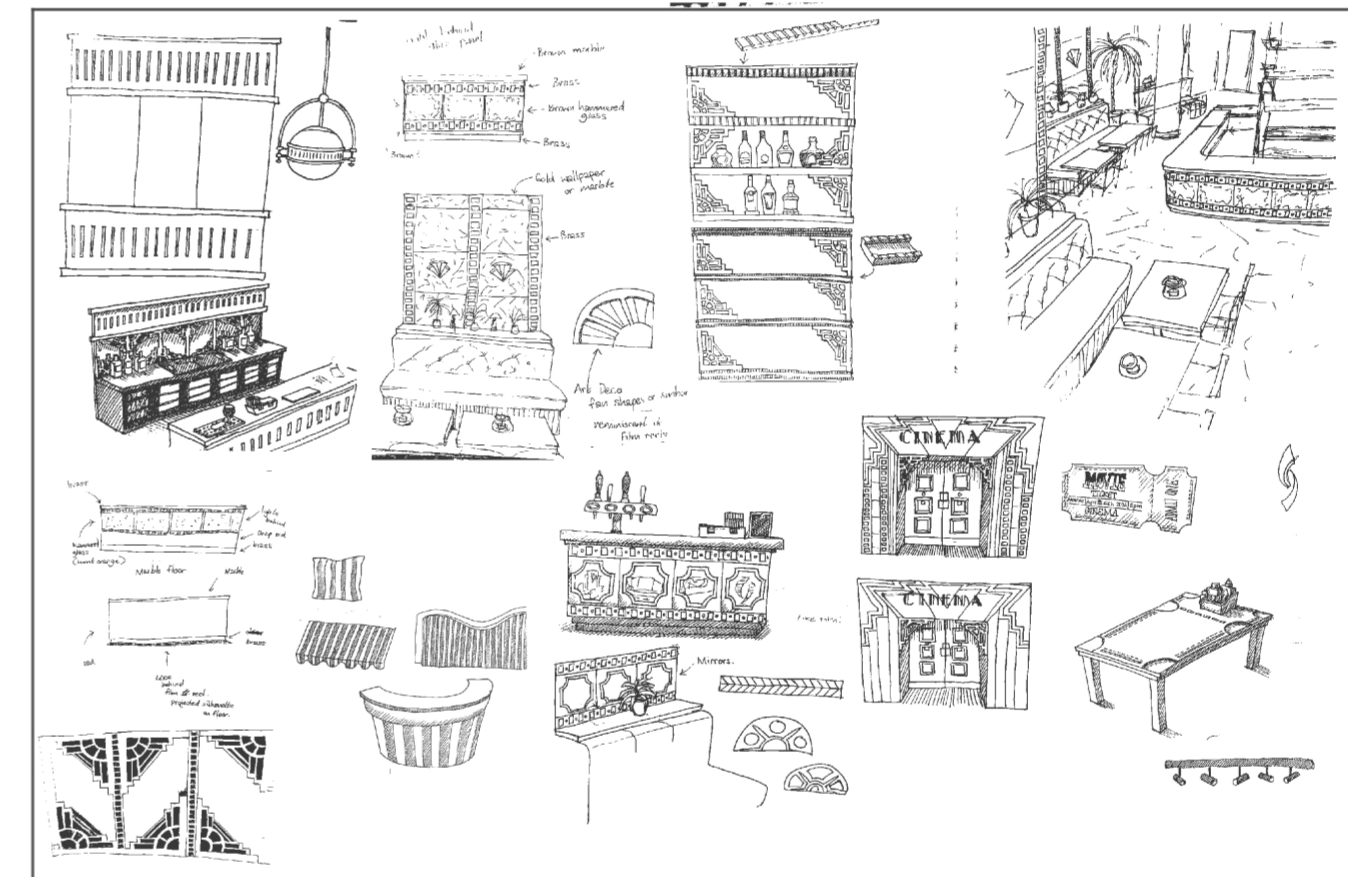
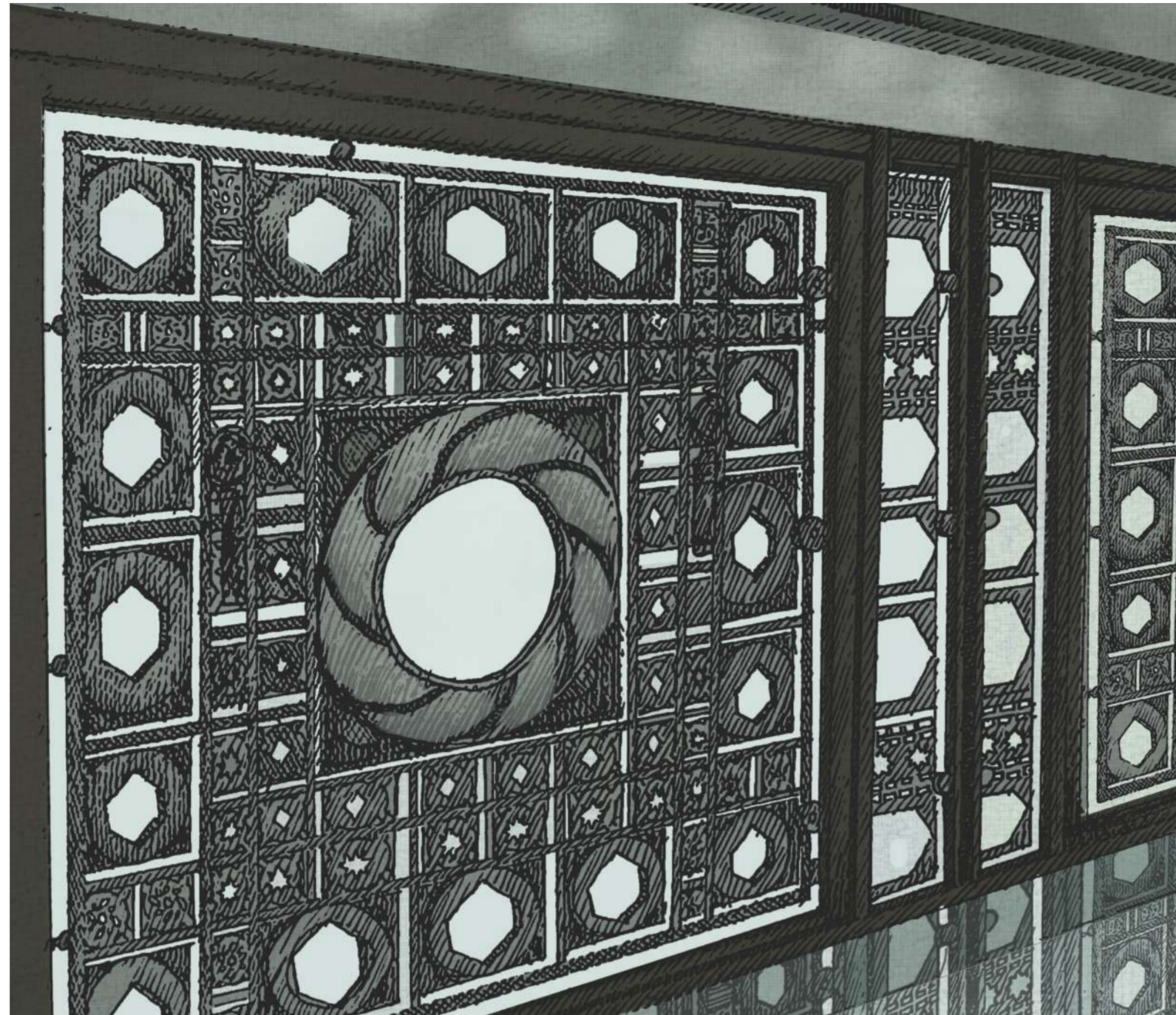
Inspiration

Institut du Monde Arabe (Arab World Institute)

The Institute du Monde Arabe - Jean Nouvel und Architecture Studio completed in 1987.

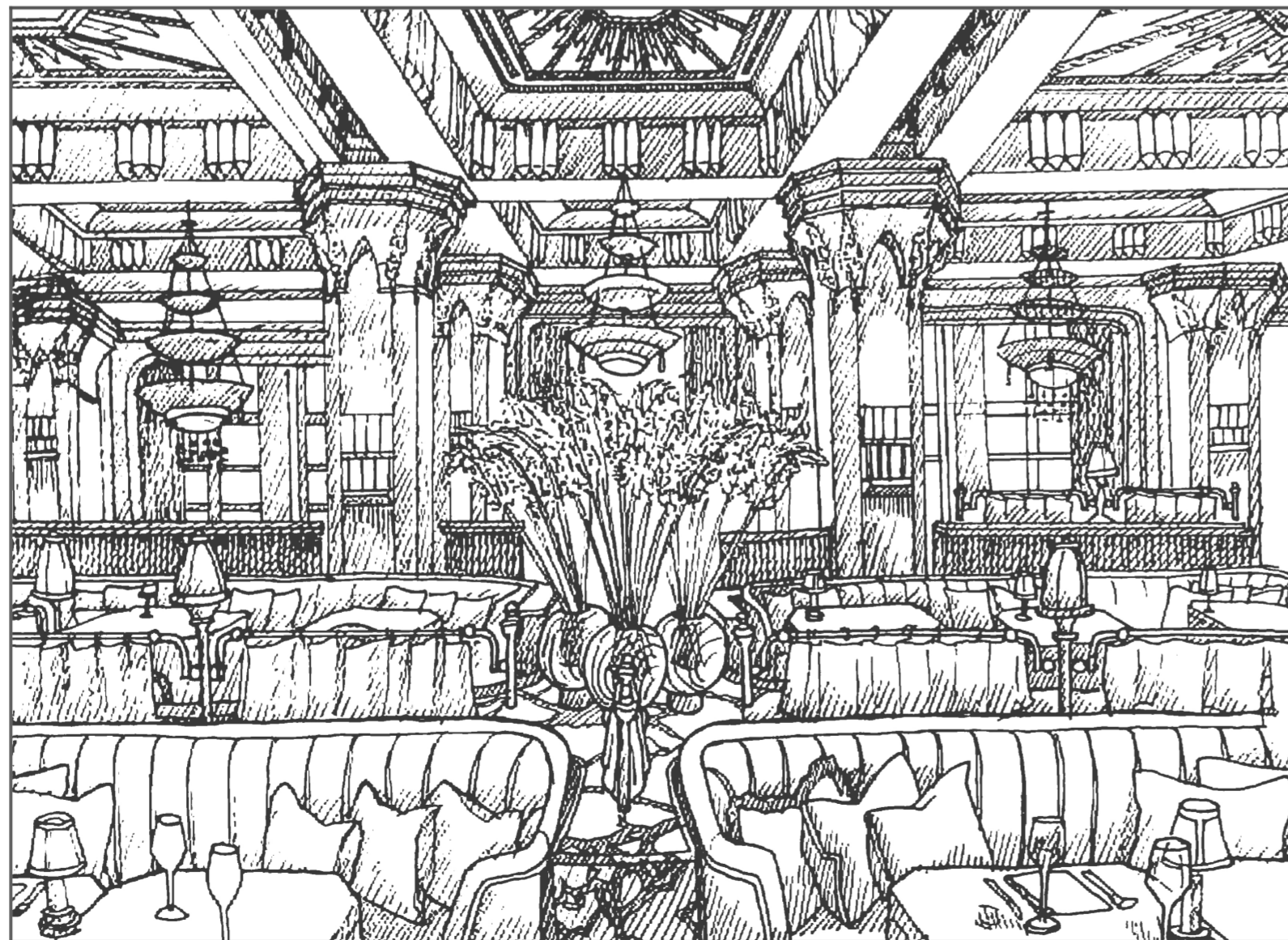
250 motorized mashrabiya panels inspired by traditional Arabic latticework and camera shutters respond to sunlight - opening and closing throughout the day providing shade for function rooms and the library reading room behind the facade.

For this project, the showroom cinema regularly screens niche films making it a popular destination for lovers and students of filmmaking. Filmmaking equipment and elements such as cameras, camera shutters and film reels could be considered for the materials and aesthetic design.

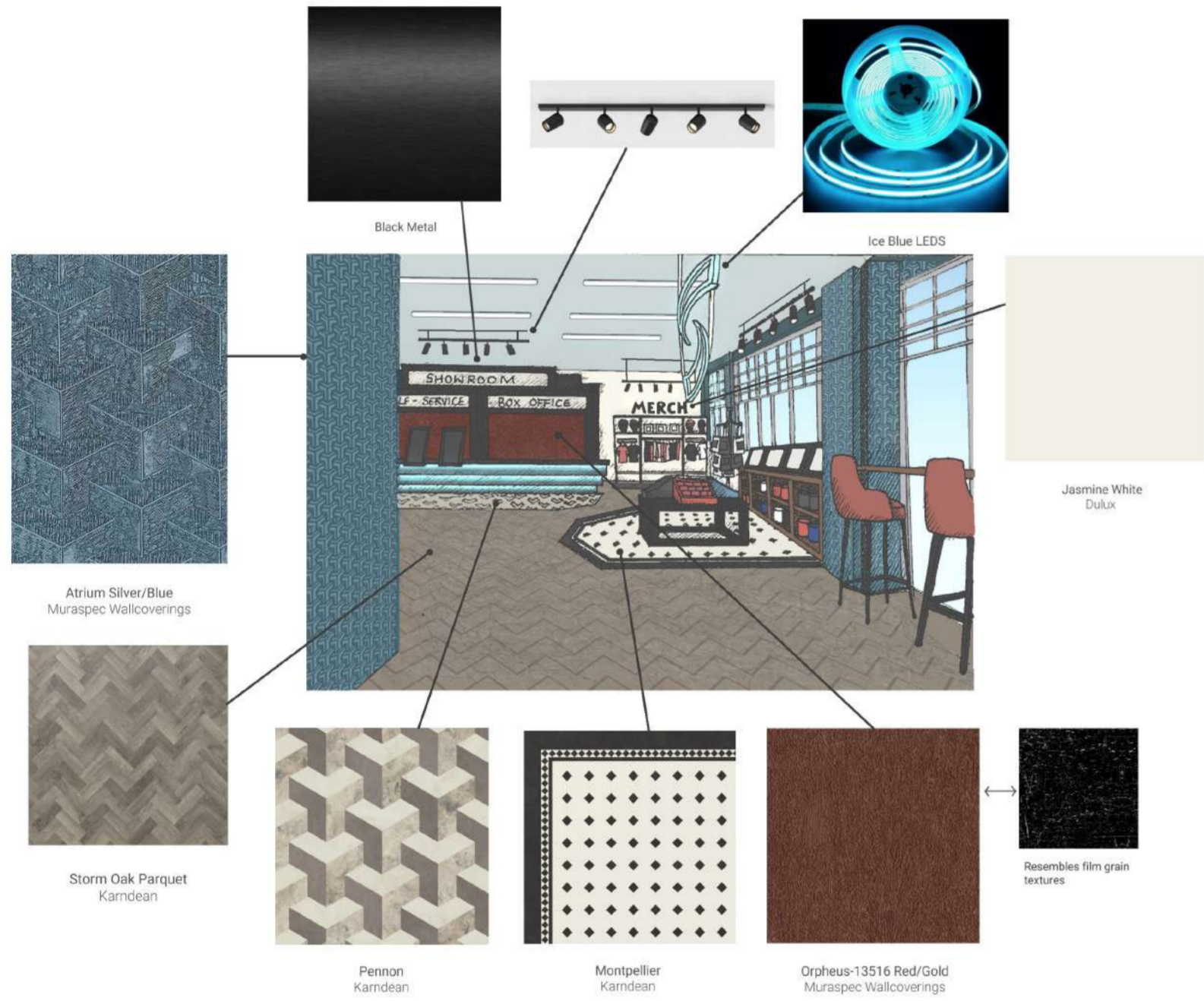
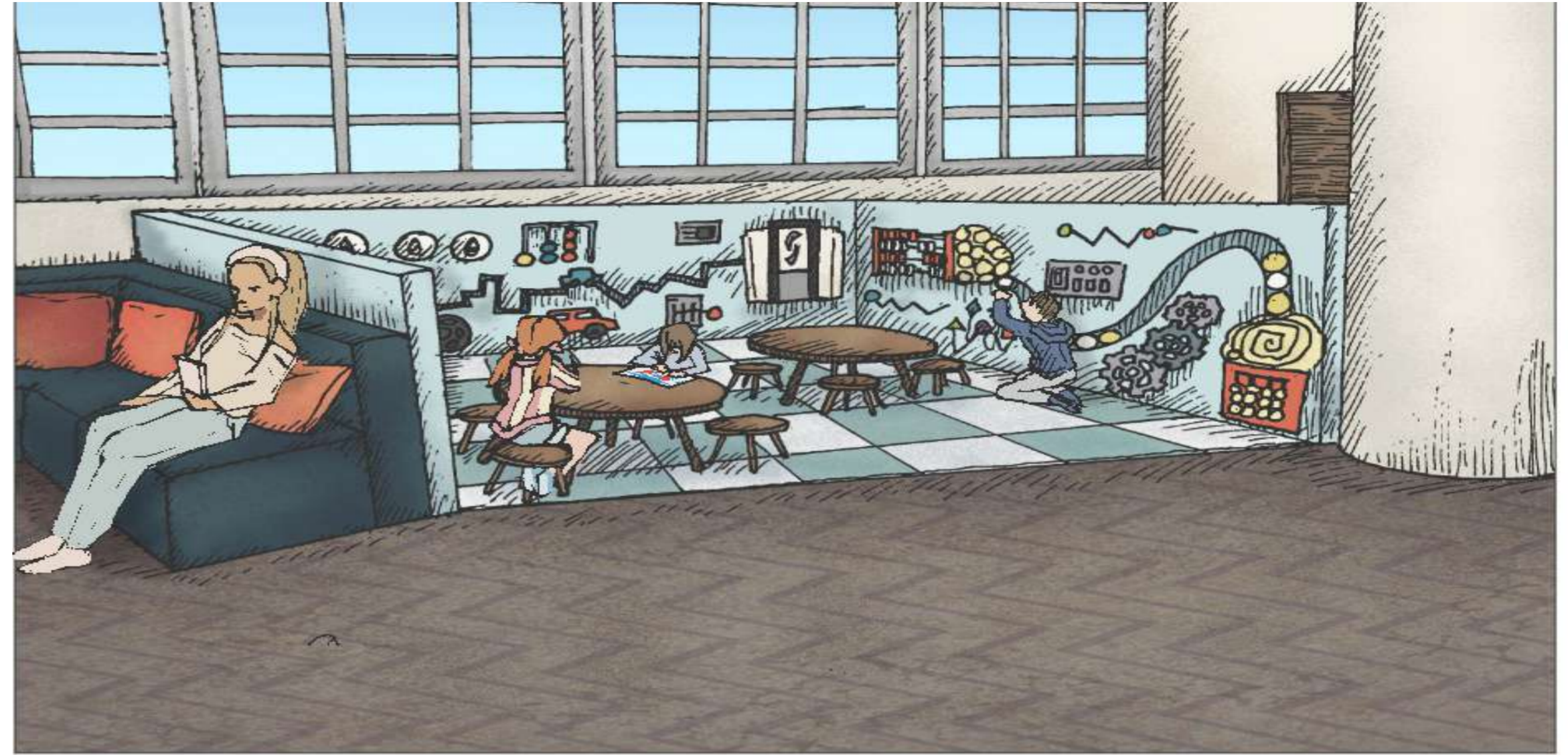


Claridge's Hotel

Art Deco restaurant in Claridge's Hotel London



A play area with activity walls - ideal for kids ages 1-5.



A concession stand serving food and drinks for users of all ages!

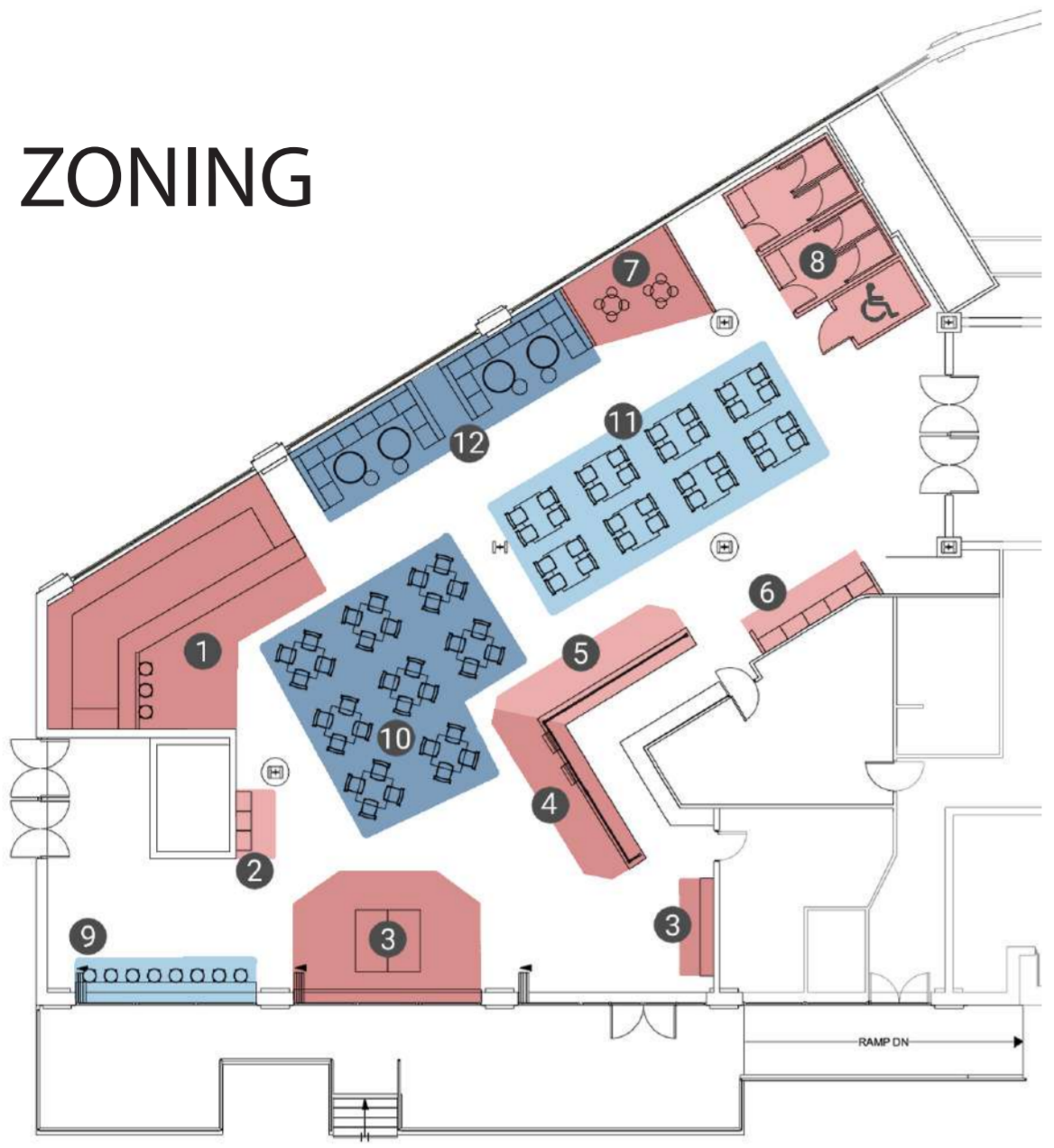


- Shop/Service areas -

Seating area

- 1. Bar
- 2. ArcadeMachines
- 3. MerchShop
- 4. Box Office
- 5. ConcessionStand
- 6. Pick n Mix
- 7. Kids Play Area
- 8. Toilets
- 9. Window facing seats
- 10. Seating area
- 11. Seating area
- 12. Soft seating

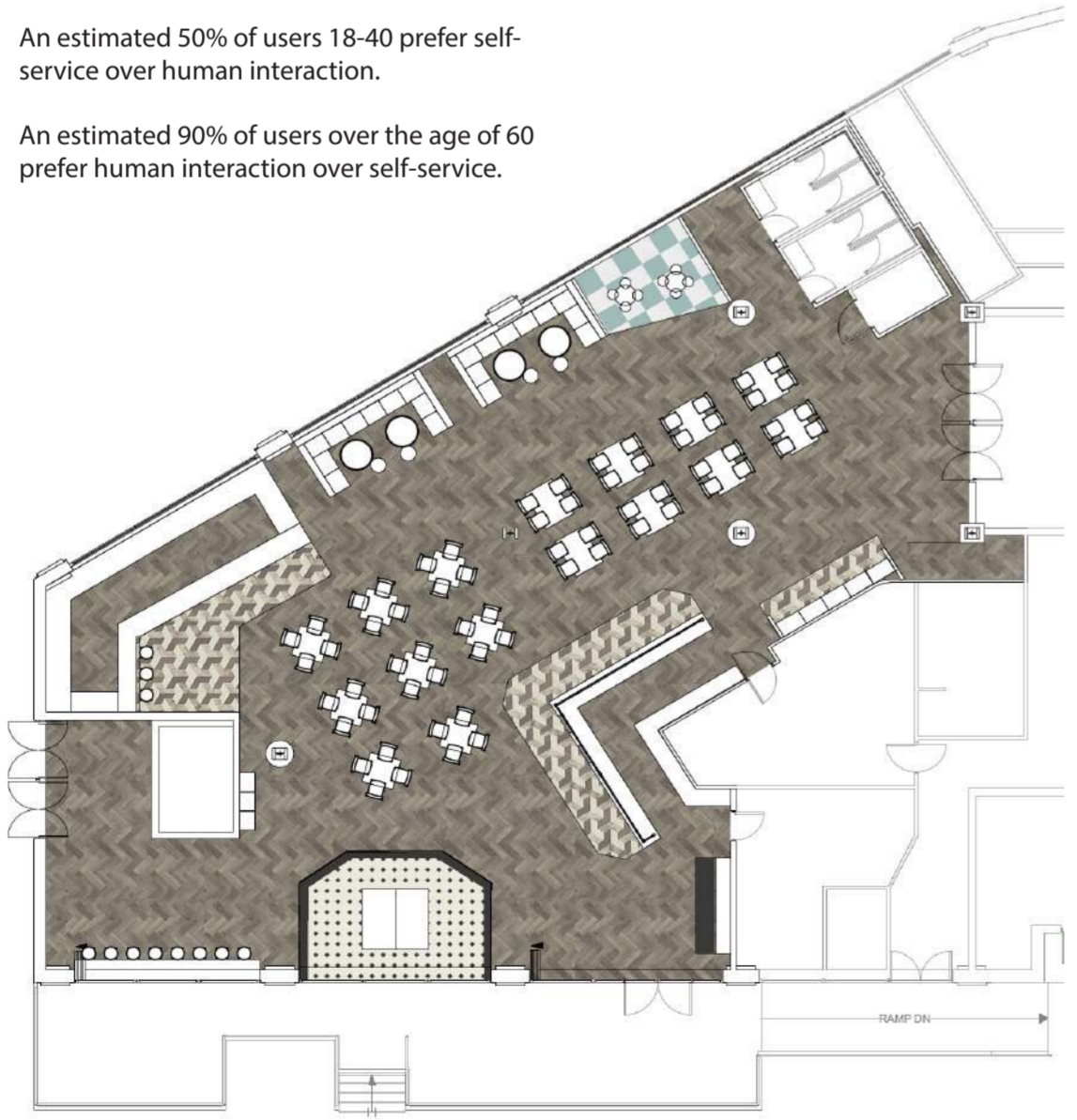
ZONING



The box office has been split into two sections:
A staff attended box office and self-service kiosks for booking tickets and ordering food from the concession stand.

An estimated 50% of users 18-40 prefer self-service over human interaction.

An estimated 90% of users over the age of 60 prefer human interaction over self-service.



Box Office

A store at the entrance selling film merchandise for film fans of all ages!



The Shop

