

Dreamscape Cinema

Dreamscape Cinema responds to the Interior Educators Imagining Interiors theme by exploring the interior as both an inhabited environment and a constructed image. Influenced by Ifgenia Liangi's approach to magical realism, the project reimagines cinema as an immersive spatial experience extending beyond the conventional screen. Blender was used to generate speculative visualisations, exploring how imagined images can inform occupiable interior worlds. Through the narrative of the Projectionists' Rebellion, image-making, projection, and storytelling become architectural tools that transform visitors from passive spectators into active participants. The project questions the relationship between reality, representation, and imagination, engaging with contemporary discussions surrounding perception, experience, and the evolving role of images in interior design.

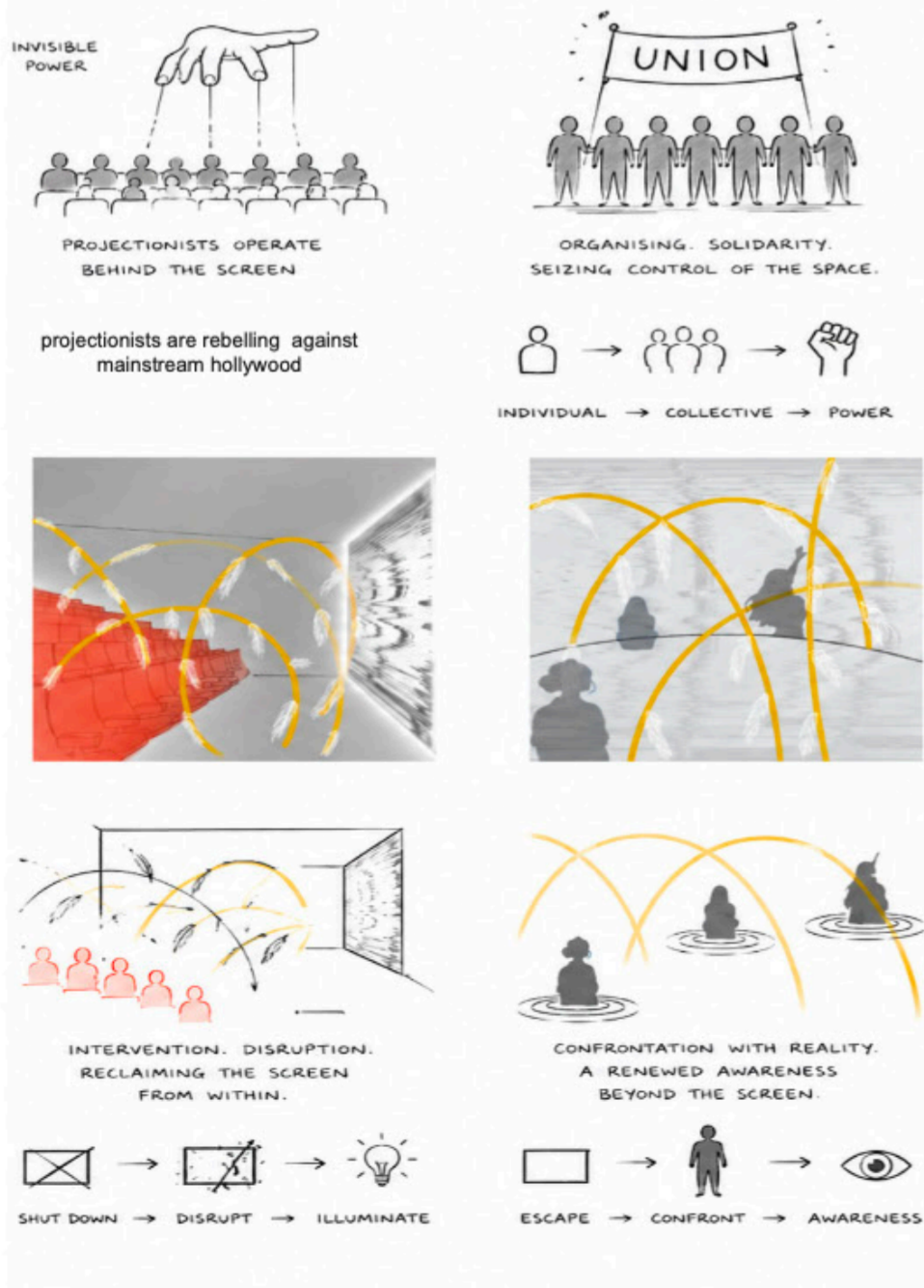
INVITATION



CINEMA TICKET



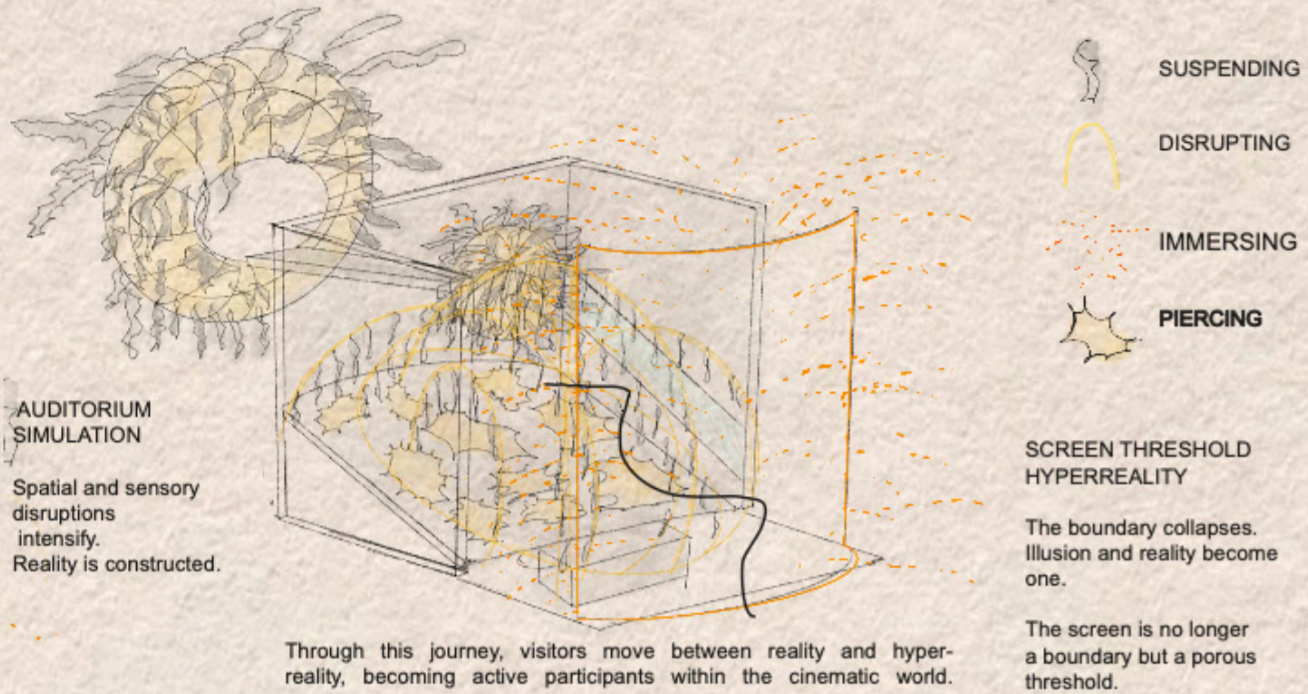
Projectionists Storyboard: The Rebellion



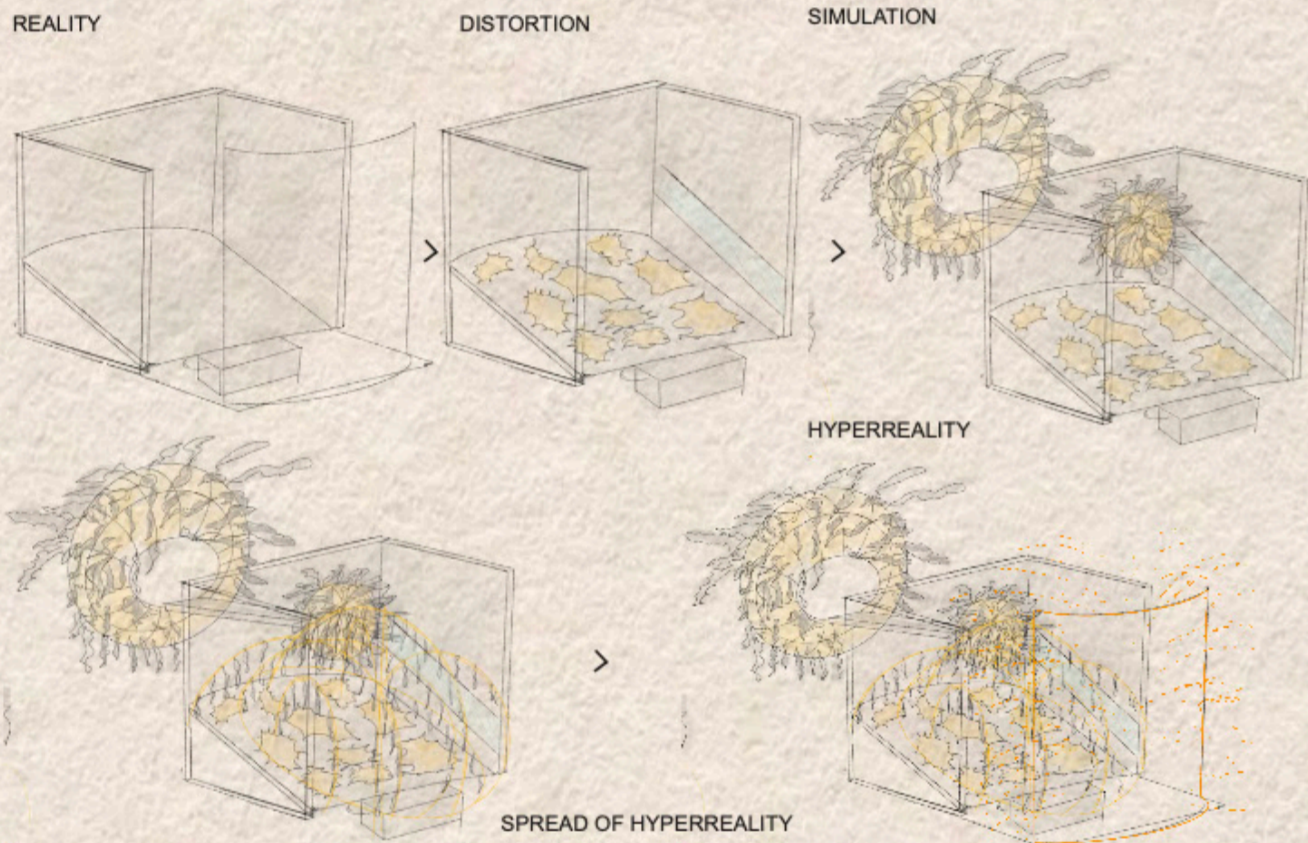
ESSENCE OF THE DESIGN IDEA

A cinematic journey intercepted.

- KEY:
- EXISTING CINEMA/REALITY
 - INTERVENTIONS/DISRUPTIONS
 - AUDIENCE JOURNEY
 - HYPERREALITY SPREAD



TRANSFORMATION DEVELOPMENT



Drawing on Jean Baudrillard's *Simulacra and Simulation*, the project investigates hyperreality as a condition in which representations become indistinguishable from reality. Through the lens of magical realism, *Dreamscape Cinema* explores how architecture can challenge conventional perceptions of space, testing themes of transformation, suspension, threshold, and immersion through a series of conceptual models. These investigations examine how imagined experiences can be translated into inhabitable environments, positioning cinema as a site where reality is continuously reconstructed and reinterpreted. The conceptual models investigate transformation, suspension, threshold, and immersion, testing how spatial interventions can challenge conventional cinematic experiences.

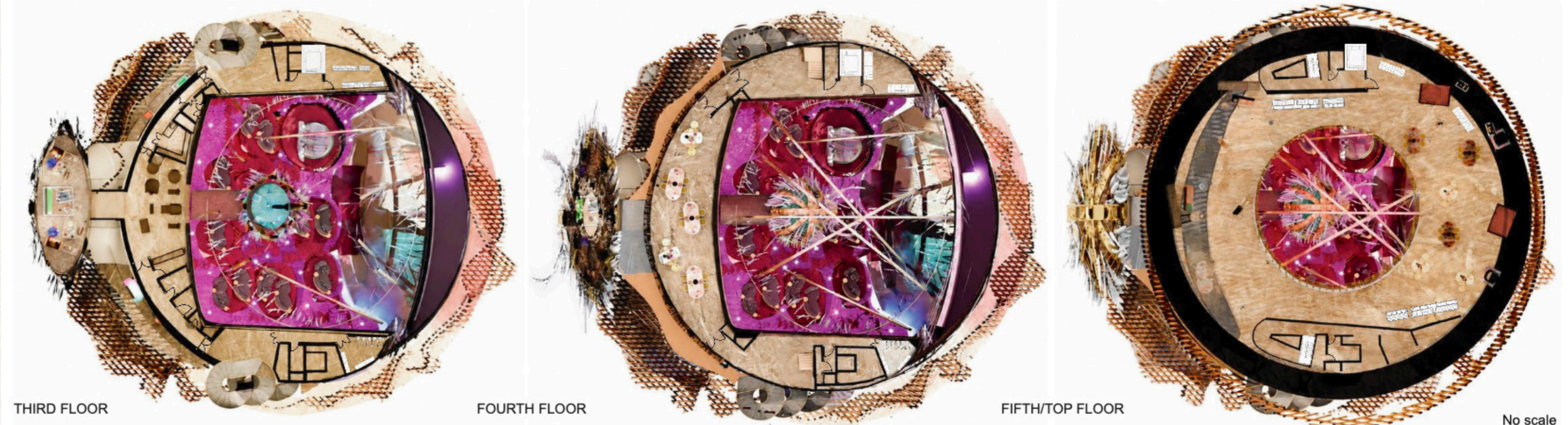


Sphere Installation for the projectionist 1:50



Projectionists Chambers
Top Floor

FLOORPLANS 3/6



No scale

Archive Projection Space
Reused Left Belongings

LEFT BEHIND

PROJECTED

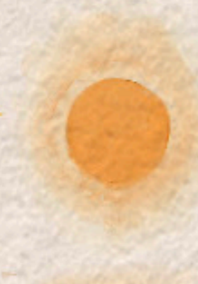
REIMAGINED



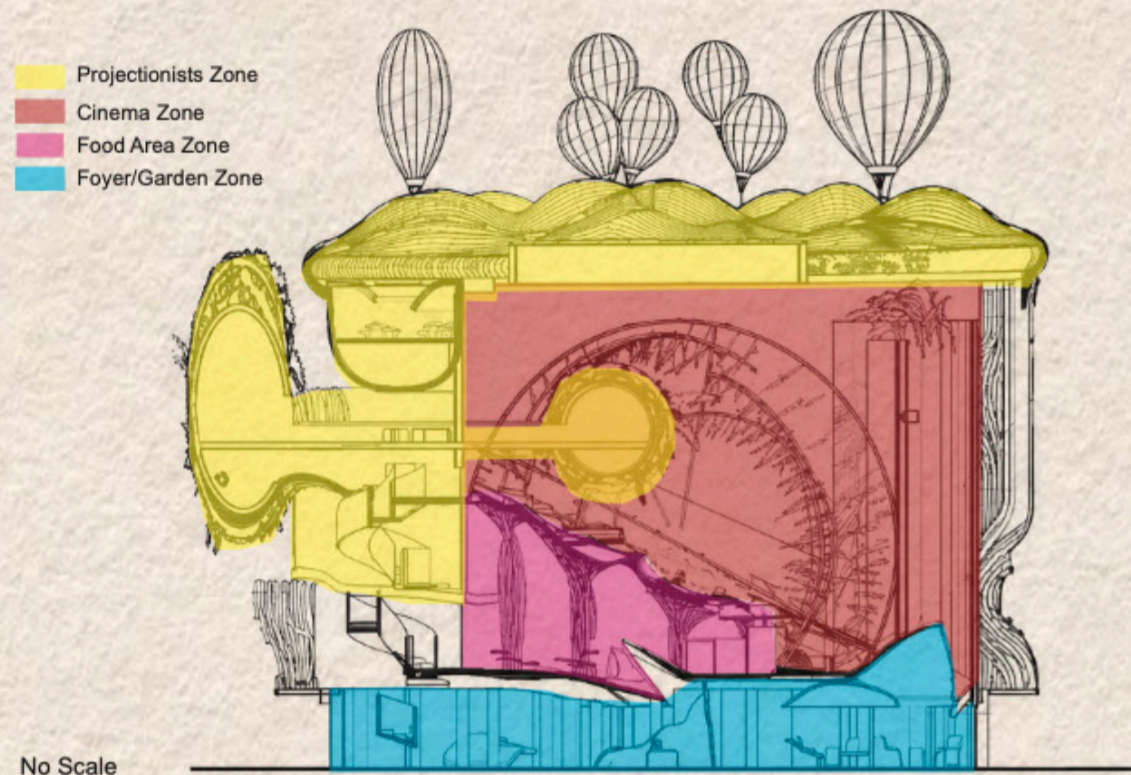
DISCARDED
OVERLOOKED



TRANSFORMED, REUSED AS
INSTALLATION THROUGH
LIGHT SKILL AND NARRATIVE



REMEMBERED, RE-
IMAGINED GIVEN
NEW MEANING



Dreamscape Cinema translates abstract ideas of memory, projection, hyperreality, and sensory immersion into a series of experiential interior environments. The Archive Garden reimagines discarded cinema belongings as projected narratives, transforming overlooked objects into spaces of reflection and new meaning. Through projection, light, shadow, scent, touch, and atmosphere, intangible concepts are translated into inhabitable experiences that engage multiple senses. Blender was used to create speculative visualisations, while MadMapper enabled projections onto physical models, exploring how images shape spatial perception. Alongside this, the immersive cinema environment blurs the boundary between reality and imagination, demonstrating how conceptual ideas can be transformed into meaningful and engaging interior proposals.



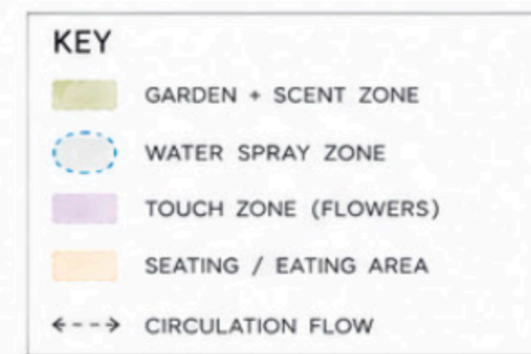
Light and shadow testing through feather structures using Madmapper



Sweet Treats Pavilion Food Area

The Sweet Treats Pavilion transforms food into an immersive experience through flavour, scent, and interaction. Inspired by nostalgic cinema treats, the space encourages visitors to gather, indulge, and create shared memories.

Parti Diagram
Archive Garden



SMELL

The scent of flowers from the garden and water spray fills the air.

GARDEN + SCENT ZONE

TOUCH

Accessible planting areas invite visitors to touch flowers and leaves, feeling their textures.

TOUCH ZONE

WATER SPARY

Sprinklers in certain areas create fine mist, refreshing the space without soaking people completely.

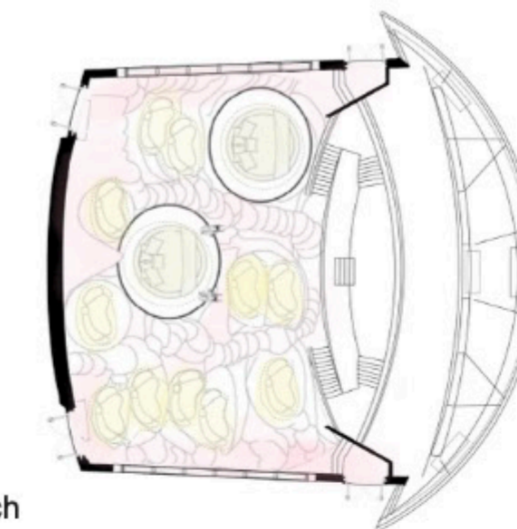
WATER SPRAY ZONE

SEATING / EATING AREA

A space to sit, relax, and enjoy food surrounded by nature.

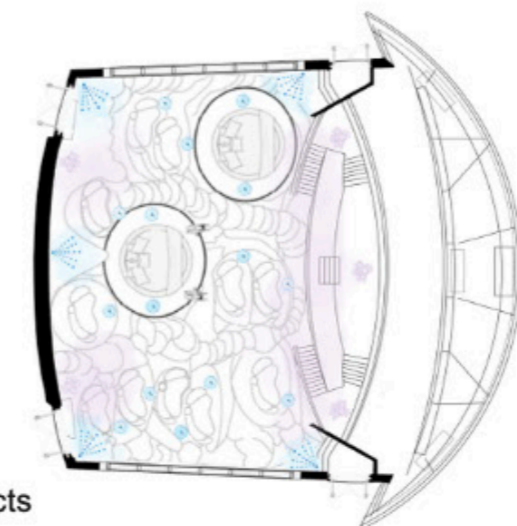
SEATING / EATING AREA

Parti Diagram
Immersive cinema



Touch

Fur and Chair textures zone



Effects

Sprinklers and smoke zone



Ground Floor - Archive Garden
View from users perspective

Explores the structural, material, and spatial development of the Sweet Treats Pavilion through technical sections, process diagrams, and material studies. The branching recycled steel pillars support the flowing ceiling and seating above, while recessed floor openings and curved circulation create an immersive sensory landscape.

Immersive cinema



Texture of furniture -Upholstered in recycled boucle or recycled velvet fabric



Fur Material-Recycled faux fur upholstery



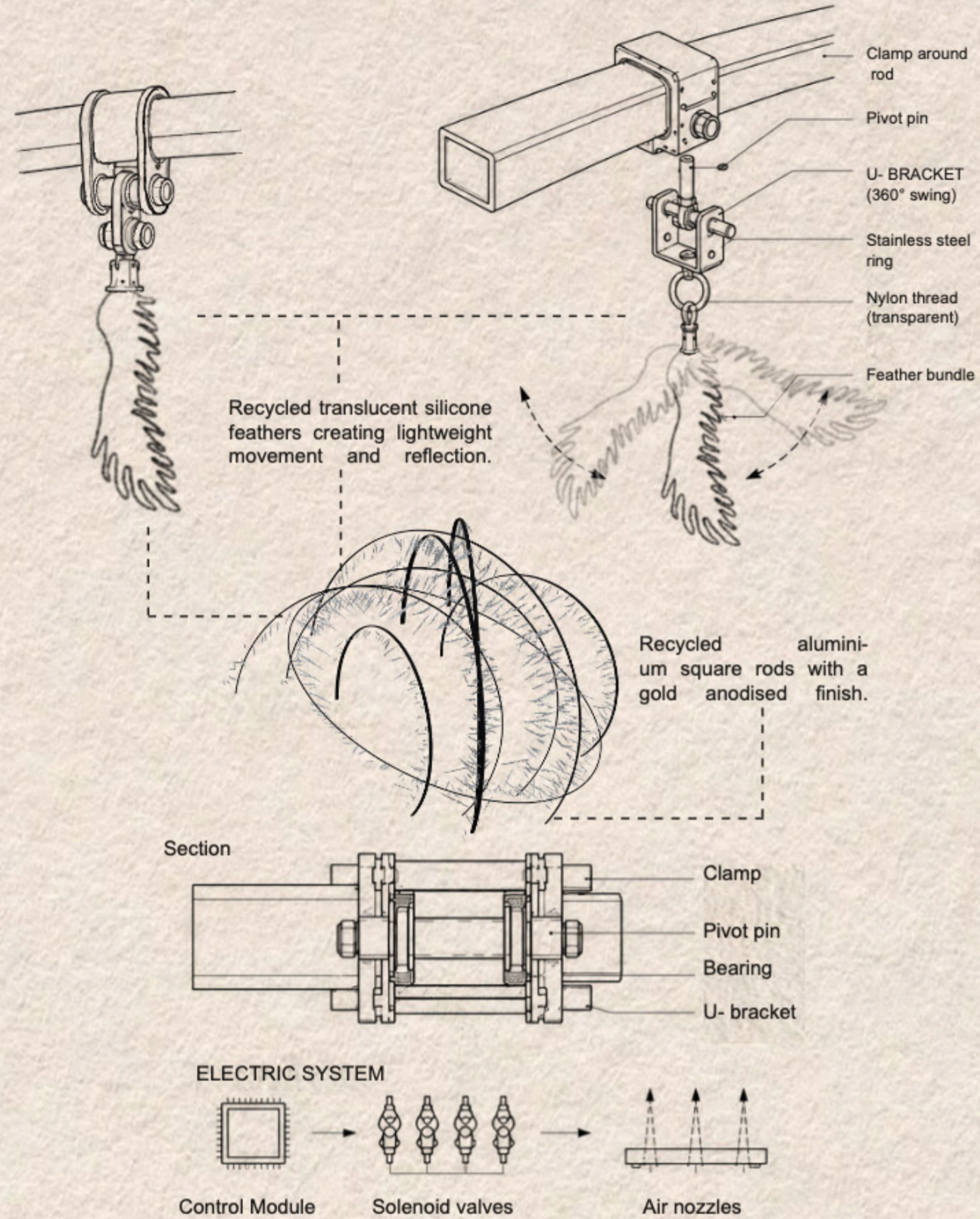
Users being sprayed because of effects

FEATHER ATTACHMENT DETAILS

How feathers are fixed

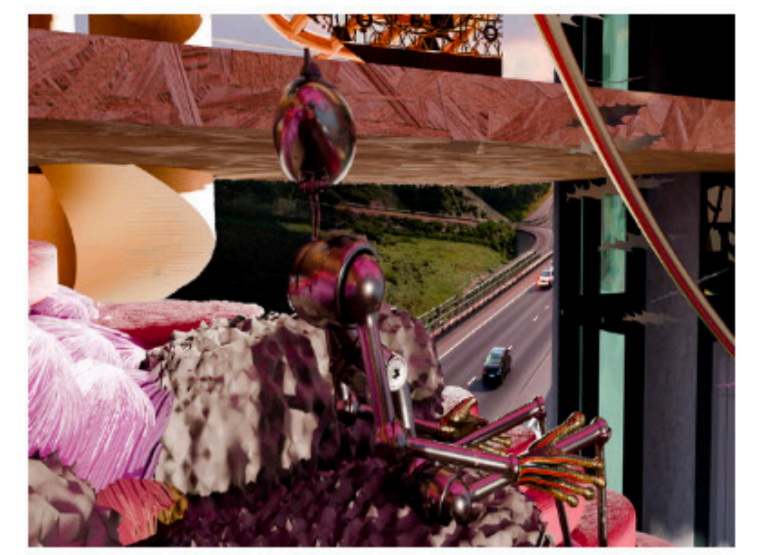
FEATHER MOVEMENT MECHANISM

Electronic movement connection



Projectionists Installation space

The projectionists step out from behind the scenes and into the installation, reclaiming their power and becoming visible participants in the cinematic experience. Entering the hyperreal world alongside the audience, they intervene within the spectacle while remaining grounded in reality, bridging the boundary between creator and observer.



Cut out in cinema space where the audience can see cars



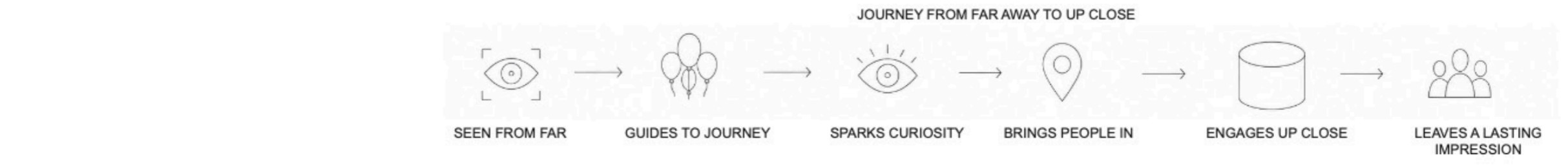
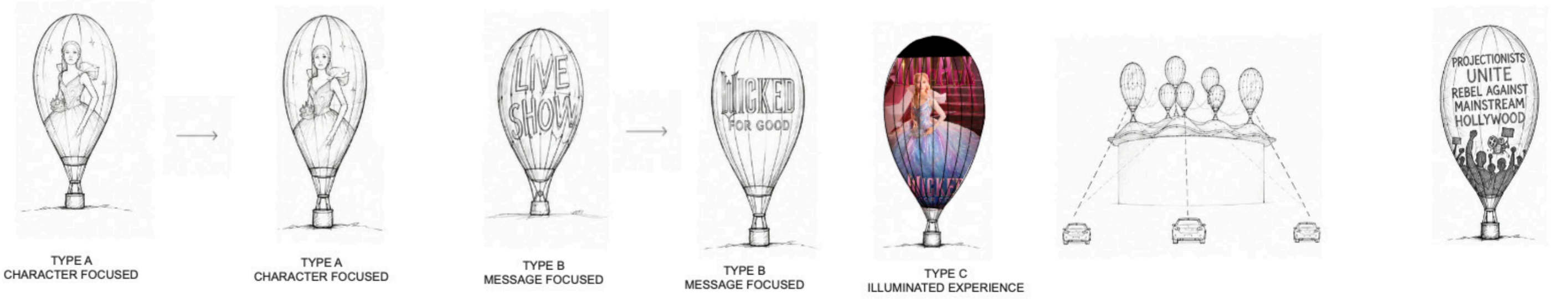
Detailed shot of model created in final production



Kinetic Feather Model
<https://youtu.be/U0Yw-rvOBoQ>

Ballon Design for marketing strategy (Rough Sketch)

- 1. BOLD VISUAL STORYTELLING
Large format graphics tell compelling stories and create instant impact.
- 2. DYNAMIC & ADAPTIVE CONTENT
Different campaigns, events or partners can be showcased through changeable graphics.
- 3. DAY & NIGHT PRESENCE
Striking in daylight, unforgettable at night with illumination.
- 4. HIGH VISIBILITY MARKETING BEACONS
Elevated, distinctive and memorable turning distance into desire
- 5. VOICE & MOVEMENT
A platform for change spotlighting stories that challenge, inspire and redefine the industry.



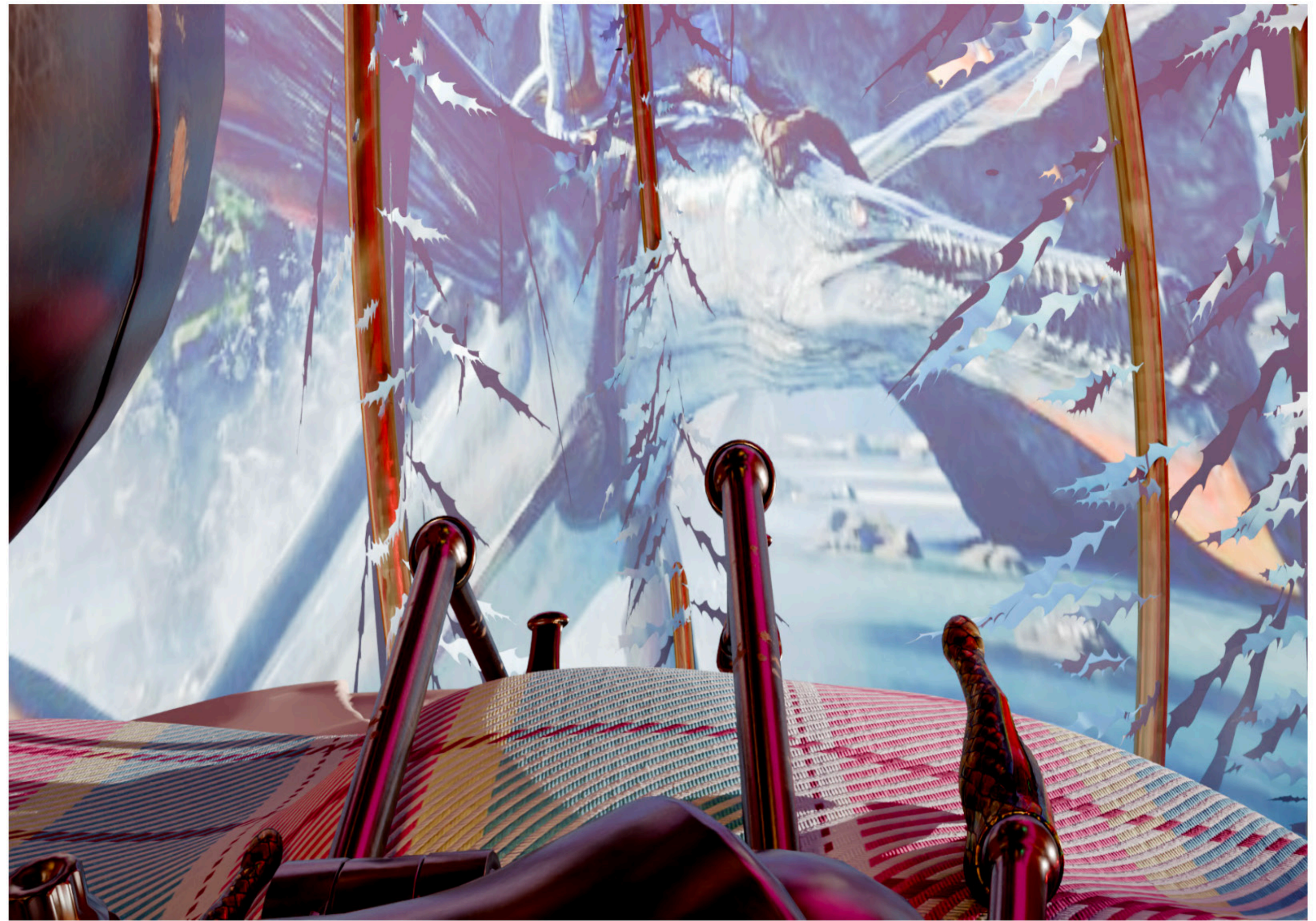
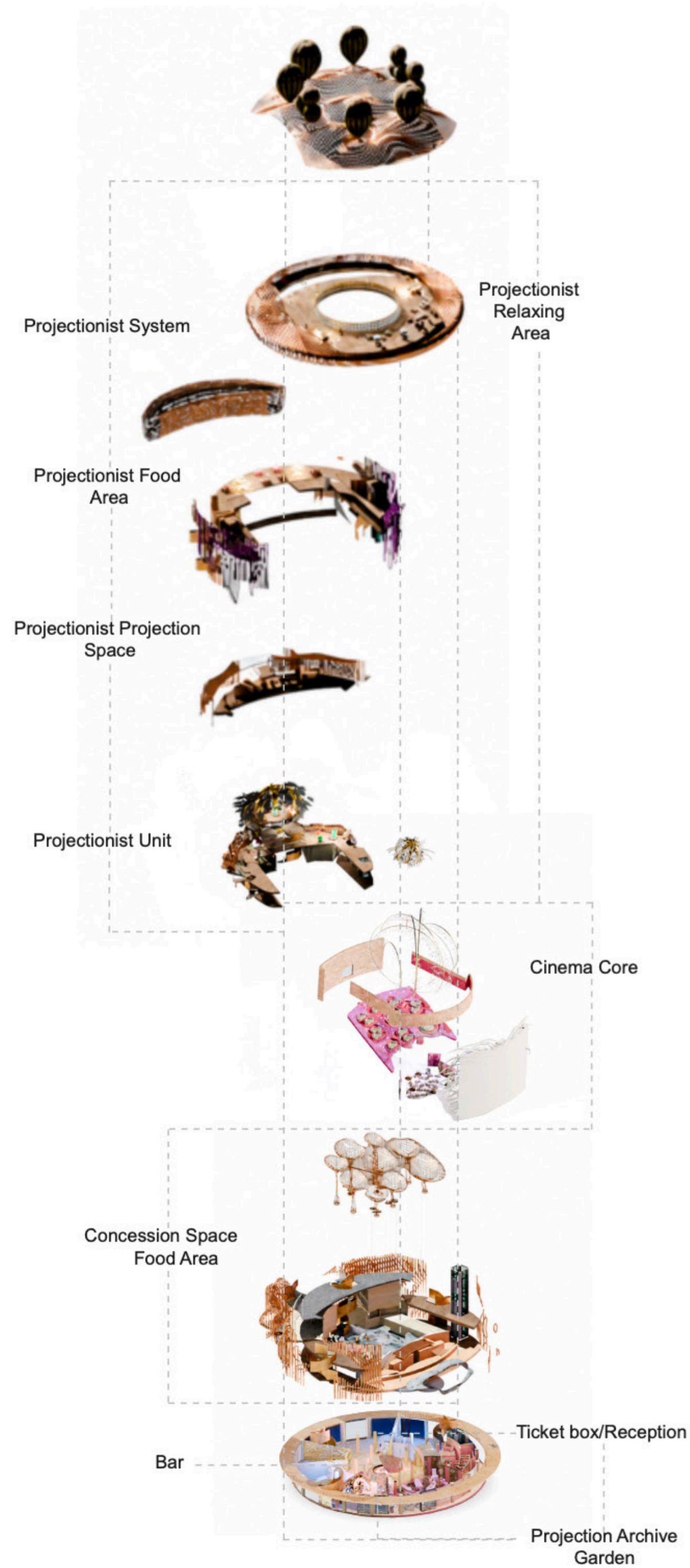
Dreamscape Cinema challenges conventional cinema by transforming spectators into active participants through projection, movement, and interaction. The kinetic feather installations create responsive environments where light, shadow, and motion shape the spatial experience, extending the moving image beyond the screen. Controlled by visitors, the installations allow them to influence movement, atmosphere, and the overall cinematic experience. Projection balloons further position the building as a cinematic beacon, carrying narratives into the city and questioning where the cinema experience begins and ends. By combining immersive technologies, participatory design, and architectural storytelling, the project repositions cinema as an interactive and evolving environment, offering a critical alternative to traditional models of viewing and engagement.



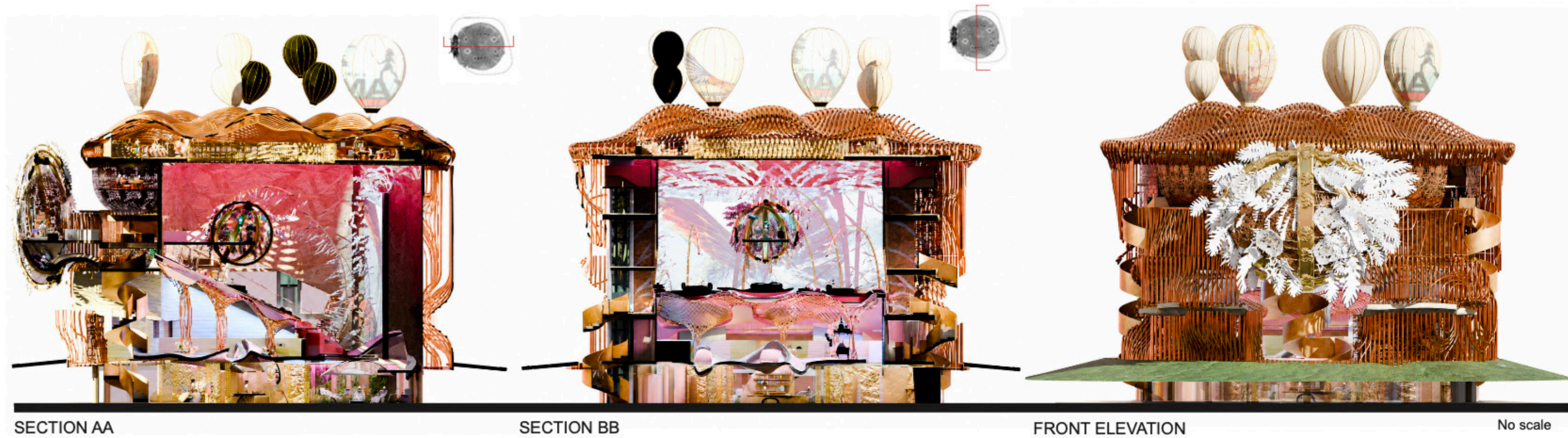
Dreamscape Cinema

ISOMETRIC

Programmatic Diagram Isometric



Audience view of installation while watching the movie as the feathers shadows create depth



SECTION AA

SECTION BB

FRONT ELEVATION

No scale