

REEL CINEMAS, DUBAI MALL

DUBAI, UNITED ARAB EMIRATES



AIM OF PROJECT

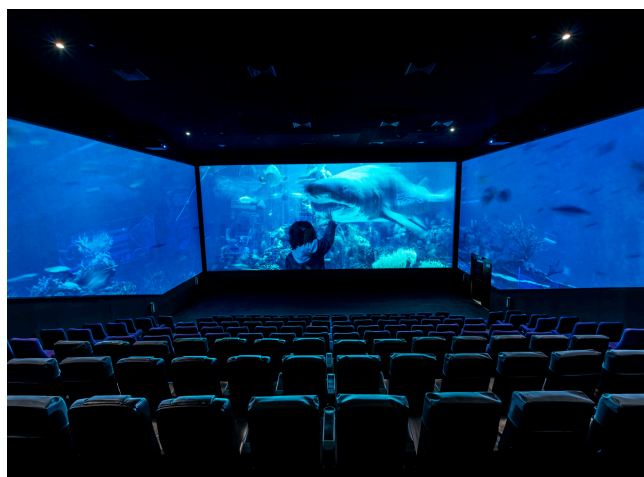
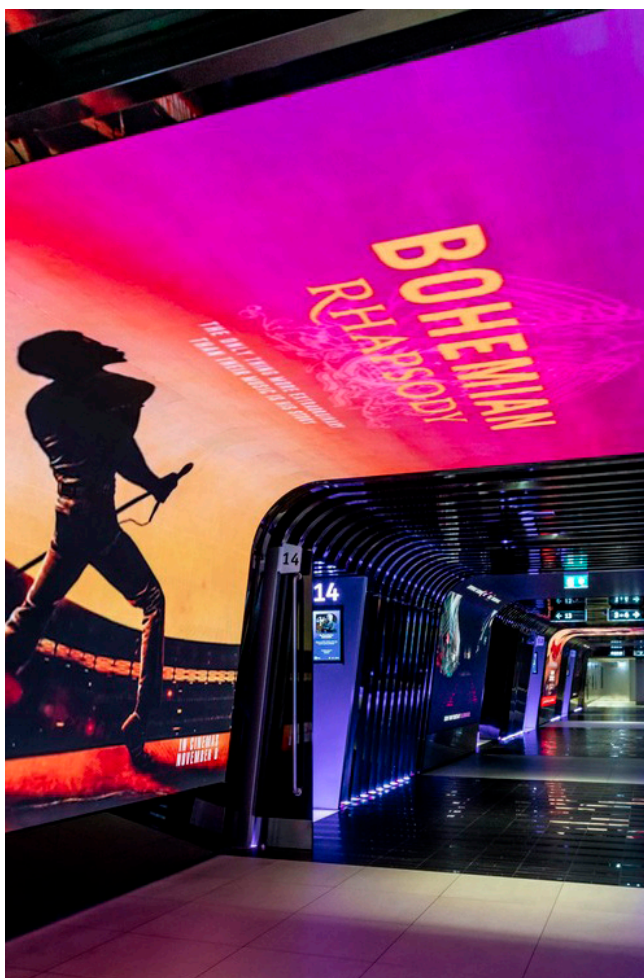
With five theatres added (26 in total), there are multiple choices for the customer, including a Dolby Cinema (the world's foremost premium large-format cinema), a Platinum VIP Cinema, a Barco Escape Cinema (an immersive format where the film is projected onto three screens), an MX4D motion cinema and a dining cinema with well-known celebrity chef

Guy Fieri. There are also a number of specialist F&B outlets located within the cinema, where you can sit, relax and upload your comments to the enormous Twitter wall in the lobby.

The latest LED and OLED display technologies are used throughout the cinema. An enormous LED screen is positioned in the lobby,

with curved LED panels throughout the complex. The most striking LED element is located within the cinema access corridor. The design uses three curved LED-inclined walls and soffits. The effect is quite astonishing, transporting customers into a space that feels otherworldly.

CUTTING-EDGE CINEMA TECHNOLOGY WHICH SETS A NUMBER OF WORLD FIRSTS

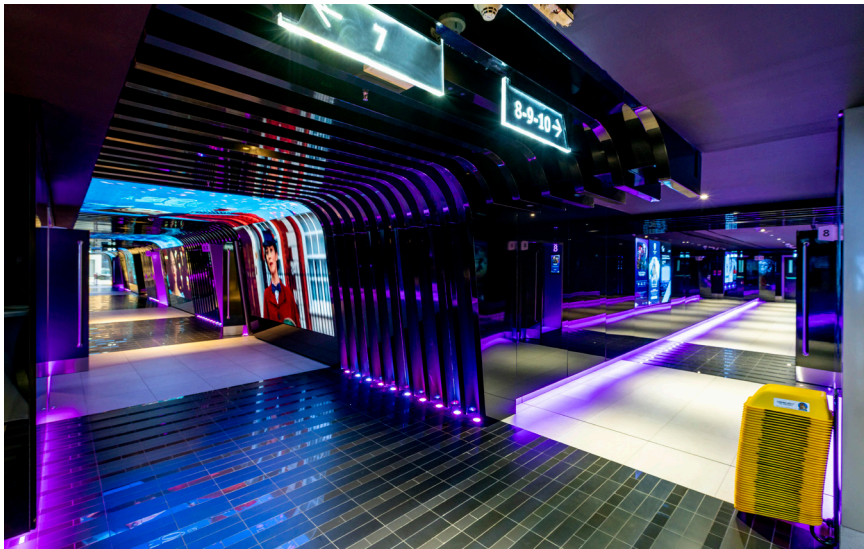


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The cinema is the world's first to be fitted in every theatre with RGB laser projectors and a Dolby Atmos sound system, delivering the best possible picture and sound presentation. It also includes the world's first fully automated online order and pick-up purchasing system within a cinema. Tickets and food can be ordered in the lobby at one of the many swipe screens (or from your smartphone via the app), then retrieved at the pick-up point conveniently located on the way to the theatre.



Sectors

Leisure

Services

Architecture, Interiors

Studios

London

Client

Emaar Entertainment and Reel Cinemas

Includes

Five extra screens, 26 in total, including a Dolby cinema, a Platinum VIP cinema, a Barco Escape cinema, an MX4D motion cinema and a dining cinema, all served by cutting edge sound and vision technology.

Area

Largest cineplex in the region

Status

Completed in 2018

CHAPMAN TAYLOR ACTED AS ARCHITECT, INTERIOR DESIGNER AND LEAD CONSULTANT ON THIS AMBITIOUS CINEMA DEVELOPMENT.

