

CANNES TEMPORARY CINEMA



1 December

2019

TO

31 March

2020

BACKGROUND

With the exception of Hollywood, there isn't another place in the world that has become so inextricably linked to the film industry as the city of Cannes. For more than 70 years, everyone who's anyone in the film world — and lots of other cinema enthusiasts— have migrated to the French Riviera in May for the biggest event of the year: the Cannes Film Festival, which combines glitzy red-carpet premieres with long and intense days of screenings, discussions and networking. Even though there are many obvious differences between a 12-day film festival and an awards show, Cannes is as big a deal as the Oscars. The local city economy not only thrives on it; it depends on it. Be it the murals on streets or the photographs adorning the walls of cafes and bars, cinema is deeply rooted in the fabric of the city.

Cannes is a picturesque, historic town along the French coast. The old quarter (Le Suquet) of the city is full of winding roads, cobbled streets and quiet little residences. Le Suquet, an old Roman army camp sits at the top of the hill overlooking what is now the new Cannes. Cannes really only comprised the sleepy fishing village of Le Suquet. It was the visiting European millionaires who really built the city up and carved out its reputation for idyllic holidaying and wealthy lifestyles. The area overlooks one of the most famous walkways in the world – La Croisette, where movie stars run the gauntlet every year at the Cannes Film Festival – as well as the Le Palais des Festivals, the convention center that hosts the film fest.

Cannes is widely considered the most prestigious film festival in the world, mainly because of its exclusivity and long history of premiering some of the greatest films of all time. The festival has launched the careers of many prominent filmmakers, like Quentin Tarantino and Steven Soderbergh. It carefully cultivates its image by programming a limited number of films; by giving awards selected by an intellectually motivated jury; and by maintaining the largest film market in the world. But Cannes's importance extends beyond awards recognition; it also affects which films make it in front of audiences at all. One of the most important events for most Cannes attendees is the Marché du Film, which is the world's busiest movie market. Filmmakers who hope to find funding and distribution for their films spend their days at Cannes networking with financiers, distributors, and publicists from all over the world.



MISSION STATEMENT

The aim of the competition is to design a temporary pop-up cinema that would be the interaction and gathering zone for audiences during the Cannes Film festival. The cinema should be a multi-purpose pavilion that would recreate a virtual experience and aura of being in a film festival for all the spectators and crowds who miss out on the real deal for different reasons. The cinema should be able to communicate a profound architectural statement and be able to attract audiences for an intense 24x7 cinematic experience, turning itself into a mini convention center during and afterwards the film fest.

Propose a holistic and innovative structure by appropriation of different interactive functions into one unique facility.

The competition encourages the participants to create a compact and bespoke cinema pavilion that will be a center for social and artistic exchange. The freestanding structure should conceive utilitarian and complementary functions that will enhance the viability and user experience. The cinema should accommodate intimate on-board film screenings, outdoor film events as well as provide a base for film related talks and activities like hall of fame, merchandise corner etc. The temporary cinema should be a tribute to cinema where the visitors would transcend their olfactory, tactile and visual experiences. The cinema should have an ephemeral and immersive architectural quality that would let people reflect on contribution of cinema and films on our evolution.

Creation of a contemporary physical icon for the cinematic commune of Cannes.

The proposal should strive to create an iconic landmark representing cinema and its significant contribution to the cultural landscape of the world for over a hundred years. It should be styled according to the suitability of this enormous industry and transform the cityscape. The impact of the temporary cinema should be prolific, intense and dramatic that could be achieved by its unique style of architecture. The cinema should emphasize on strong silhouettes, structure, shape and form. It should be able to create a sense of drama architecturally with exaggerated angles, proportions and material juxtaposition.

Enliven and transform the social fabric within and around the city.

The proposal should fulfil the mission of generating a new social and cultural hub for the residents and visitors, giving them an opportunity to experience the film fest in a special way. The cinema should become a strong reference point that would generate awareness towards new and upcoming cinematic trends and also enrich the lives of all people who transcend into the space.





SITE

The site for intervention is at Plage Long Beach, Cannes

Google Earth: Latitude: 43.5495° N Longitude: 7.0253° E

Maximum Built Area: 1000sq. meters
(i.e. Maximum Cumulative floor area for all the floors)

The temporary cinema is envisaged to be a multi usage interactive area for the spectators, flexible enough to handle a wide variety of activities on a moderate scale. The participants are expected to create a stand-alone structure that would house various individual components/functions, required to generate an exhilarating experience for the visitors.

Competitors are encouraged to impart and propose intuitive and innovative programming to the cinema under the following broad categories:

- Screening area
- Performance and Entertainment area
- Information and Merchandise area
- Catering and Food area

**Note-*

All these are exemplary areas for participants' clarity. The programming should be done under these broad categories, but they are free to adhere, ignore, add or subtract to any one of the specific functions with a valid argument based on their theme and design.

There are no height restrictions above and below the ground.

Trees can be retained/ removed as per participant's design concept.

Please refer to the AUTOCAD file for the exact sizes

REGISTRATION & TIMELINE

The competition is open to everyone in the world (architects, students, engineers etc.). You can participate individually or in a team. A team can have a maximum of three members only.

Early registration: - 1st December 2019- 31st December 2019

- For foreign nationals: 40 EUR PER TEAM
- For Indian nationals: 1200 INR PER TEAM

Standard registration: - 1st January 2020- 29th February 2020

- For foreign nationals: 60 EUR PER TEAM
- For Indian nationals: 1500 INR PER TEAM

Late registration: - 1st March 2020 – 30th March 2020

- For foreign nationals: 80 EUR PER TEAM
- For Indian nationals: 1800 INR PER TEAM

Submission deadline: 31st March 2020

Result: 25th April 2020

**All deadlines are 11:59 PM- 00:00 IST (India)*

Participants may register by filling the registration form and submitting it with appropriate payment through our secure payment gateways at www.archasm.in

The participants will receive their teamcode within 24 hours of completing the payment successfully.

Teamcode will be sent primarily to the email address provided to PAYUMONEY/ PAYPAL.

DISCOUNT

Group discounts apply for a minimum of 5 teams from one particular architecture school/university as our initiative to promote more participation from students.

Send us the following details at queries@archasm.in to avail the offer.

- Names of all the participating teams members and their respective team leaders.
- Name of the university.
- School ID proofs of the team leader.

AWARDS

Winning participants will receive prizes totaling INR 2,00,000 with the distribution as follows:

First prize- INR 1,00,000/- + Certificate

Second prize- INR 60,000/- + Certificate

Third prize- INR 40,000/- + Certificate

10 Honorable mentions

Winners and honorable mentions will be published on archasm's website and several international architecture magazines and websites partnered by us.

REGULATIONS

- It will not be possible to amend or update any information relating to your registration including the names of team members once validated.
- Participant teams will be disqualified if any of the competition rules or submission requirements are not considered. Participation assumes acceptance of the regulations.
- Team code is the only means of identification of a team as it is an anonymous competition.
- The official language of the competition is English.
- The registration fee is non-refundable.
- Contacting the Jury is prohibited.
- Archasm as the competition organizer, reserves the right to modify the competition schedule if deemed necessary.

TERMS AND CONDITIONS

Please see the terms and conditions section on www.archasm.in.

COMPETITION PROJECT DISCLAIMER

This is an open international competition hosted by archasm to generate progressive design ideas. There are no plans for the project to be built. The competition is organized for education purpose only.

SUBMISSION REQUIREMENTS

- Proposal to be presented on **ONE LANDSCAPE ORIENTED A1 SHEET**.
- **TEAMCODE** to be mentioned on the **TOP RIGHT-HAND CORNER** of the sheet.
- Proposal **MUST NOT** include ANY INFORMATION (Name, Organisation, School etc.) that may give away your identity.
- All text must be in ENGLISH, with a MAXIMUM of 250 WORDS for project explanation. Proposal may be presented using any technique of your choice (sketches, diagrams, 3D visualizations, model photos, CAD drawings, etc.).

SUBMISSION FORMAT

- JPEG of your project must be submitted via email to: **submission@archasm.in**
- TEAMCODE must be the subject of the email.
- MAXIMUM FILE SIZE : 8MB
- NAME OF THE FILE : TeamCode.jpeg

QUERIES AND QUESTIONS

All the questions related to the competition can be mailed to us at **queries@archasm.in** with 'FAQ' as the subject.