

ABOUT THE PRODUCT PLATEK NEW COLLECTION | PROJECT IN DEPTH EMPIRE CINEMAS KSA | MEET THE DESIGNER ICHIRO IWASAKI



Eterea



Font



The exterior side of things Platek goes outdoors

Platek's newest creations tackle the world of outdoor lighting, with two designs that reimagine a classic luminaire in a bold and modern way.

The first is Font, a family of outdoor bollards and poles designed by the architect Marco Acerbis. Essential volumes, vintage lines and timeless elegance are the main features of a versatile product that is extremely adaptable to its context of use, both as a single and repeated element. The optical systems have been fully engineered by Platek and are available in street light, asymmetrical and diffused emission. "Font is a lamp designed to give depth and identity to the outdoor composition, both in shape and for the light produced" says the designer. "In this it is very similar to the 'font', the typeface chosen to write a text: a font not only adapts to the language and medium, but also influences its reading, style and content". Available in two

versions, a bollard in 0.3 m and 1 m height and urban lighting pole in 2.5 and 3.5 m.

The second is the Eterea collection, which takes inspiration from the classic lantern, proposed in its essential forms. Ancient memories are constituted by pure and geometric lines, able to create an incorporeal volume, made up only of light. By its diffused light, it perfectly fits on terraces, gardens and arcades. Eterea just like the classic lanterns, can be placed directly on the ground or fixed to a wall by its bracket. Eterea is now also available in small, medium and large battery-powered version.

Platek's brand-new duo sheds a fresh, wholly original light on the most unexpected aspect of decoration: the exterior side of things.

Expanding the empire

Empire Cinemas conquers KSA

2019 and 2020 saw Empire Cinemas venture by expanding into the Kingdom of Saudi Arabia with the construction and opening of three new theaters in partnership with the Abdulrahman Saad Al-Rashid & Sons company; two in Al-Rashid malls in Jazan and Abha, and one in Jeddah's Al-Andalus mall. Despite the ongoing COVID-19 outbreak, the Middle-East's first household cinema brand continued its pioneering of the latest entertainment technologies to offer a preview of a brighter future, one that would be reclaimed by moviegoers.

The three mammoth projects were handled by DNA architects & planners, a trailblazing architecture firm helmed by Dany Daoud which brings together various experts in the field of design, urban planning, construction and project management. With a wide range of international landmark projects in their portfolio, these architects, urban planners, landscape architects, interior designers, model makers and image producers were selected for their credentials and their extensive experience with shopping malls and movie theaters. Bringing

their unique artistic flair as a "boutique" architecture firm to the table, DNA built state-of-the-art multiplexes for Empire Cinemas, with Lumiere Studio as lighting consultants and Lumiere KSA as lighting suppliers. All three locations transform going to the movies into a grandiose excursion. The sleek, reflective halls welcome visitors under the soft glare of high-end lighting; a kaleidoscope of captivating neon and immersive light that color the elegant red and dark grey materials in a uniquely modern style. The lights trace the contours of the walls, ceilings and even the floor, framing the wide-open spaces and animating each corner with its own unique ambiance according to its visual function. To step within is to already cross into a virtual space at every turn, before the movie even begins.

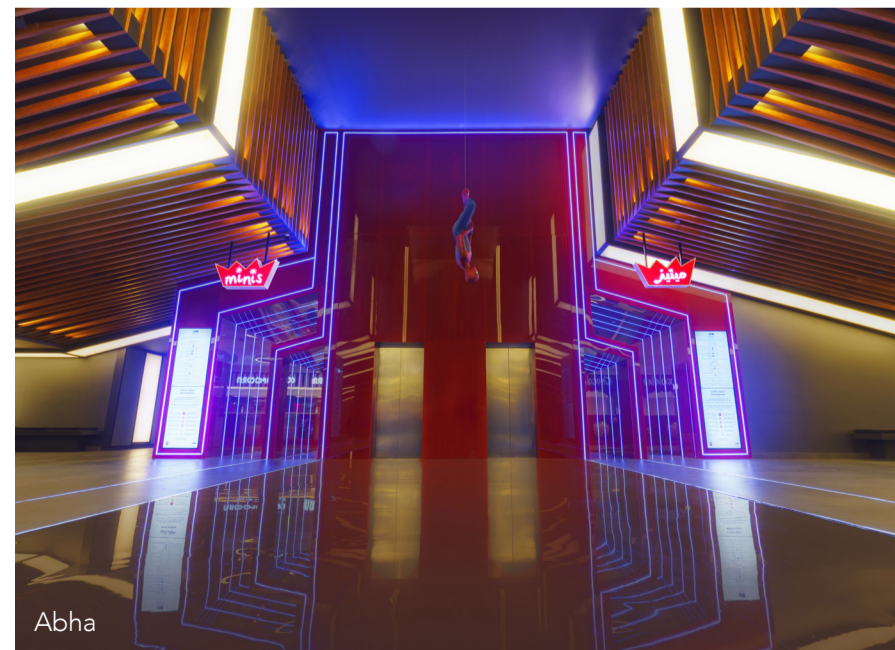
The Abha multiplex consists of 17 screens with a total of 1,700 seats, while the Jeddah multiplex boasts 18 screens, each with unique specifications that enhance the experience in myriad and multi-sensory ways. Indeed, the theaters feature cutting-edge technologies such as



Abha



Abha



Abha



Jazan



Jazan



Jeddah

FLEXOUND Augmented Audio™, Dolby Atmos™, ScreenX, and 4DX, as well as the largest IMAX® screen in the entire country in the Abha multiplex. As for the Jeddah location, it hosts the kingdom's very first Sphera theater: 142 seats in a multi-sensory environment that radically changes what it means to watch a movie. In addition, each multiplex presents Empire's trademark MINIS kids' area and Premiere luxury moviegoing experience, inviting customers to step into a dazzling world that brings fantasy to life. MINIS offer a private play area with adapted concession and entertainment for all young movie lovers; as for Empire Premiere, it offers discerning aficionados of the 7th art a more luxurious alternative, providing a private lounge ahead of the movie screening where customers can enjoy serviced dining inside the auditorium, popcorn and soft drinks before watching the movie along with a dedicated auditorium with lavish reclining seats. These exclusive Empire amenities are reinventing cinema for both young and old.

The Jazan, Abha and Jeddah openings took place in December 2019,

November 2020 and December 2020 respectively. Each was a celebration of the magic of the silver screen, treating visitors to special screenings of the biggest blockbusters at the time. The events were attended by none other than Empire Cinema's proud CEO Gino Haddad, who confided that this was only the beginning of the brand's expansion plans in KSA, with 11 additional locations in the works within the next 24 months, starting with the cities of Khobar, Hail and Arar. The company's vision is to open 300 screens throughout the kingdom in the coming five years, playing a big part in the entertainment aspect of the Saudi Vision 2030 program instituted by the crown, which seeks to build a more culturally dynamic future for the kingdom.

The three projects mark a milestone in Empire Cinema's history and in moviegoing culture across the region. As the Kingdom of Saudi Arabia moves forward towards a new future, the brand looks forward to being part of a new vision of entertainment, one that wholly embraces new trends and technologies for an ever more thrilling viewing experience.



Making the most of minimalism

Ichiro Iwasaki teams up with Vibia

Born in Tokyo in 1965, Ichiro Iwasaki made his debut with the Sony Design Center, before moving to Milan in 1991. Mixing Japanese and European sensibilities in a brand-new way, he returned to Tokyo a few years later to found his own company, Iwasaki Design Studio, which became a celebrated name in the business. The studio was involved in a number of high-profile projects in and outside of Japan ranging from household goods and furniture to electronic devices. Over the years, Ichiro has been awarded several national and international awards, including the design award of the Federal Republic of Germany, the iF design award, the Red Dot design award and Japan's G-mark special award.

This unique designer joined forces with Vibia to create three outstanding pieces that perfectly blend classicism and minimalism in a distinctly modern style. The first of these is Flat, which features floor, pendant, ceiling and table lamps all delineated in an interplay of flat disks upon which is diffused a soft light that fills the space in warm hues. The contrast of the large disks with the smaller luminaires and the thin tubes creates a strangely organic pattern with basic shapes, as though it were a cluster of glowing geometric plant life.

The second collection is Tube, a series of ceiling and pendant lamps that trace straight lines with their tubes, lines that diverge perpendicularly

in order to freely distribute lighting across the space while providing a visually striking frame. The resulting network offers a unique landscape of shades and light conduits, a thematically urban grid reminiscent of roadway and subway system maps. The versatility and customizability offered by the installation allows users to not only control their lighting in a functional and intuitive way, but to arrange the composition of their interiors like artists on a blank canvas.

As for the Pin collection, it represents an exercise in discreet comfort and unobtrusiveness, with small and slender ambient and task lighting lamps that perfectly blend into any interior, whether traditional or contemporary. The small rounded metallic base and LED light are contrasted by the long and thin body, forming a deliberately neutral shape that highlights its functionality and allows it to easily integrate into any part of the home. Whether on the floor, on a table or on the wall, Pin lamps extend a subtle invitation into a gently radiant, welcoming space.

Throughout his collaboration with Vibia, Ichiro Iwasaki displays his keen understanding of spatial harmony and of the intersection between style and function. Flat, Tube and Pin reflect the innovative yet unpretentious vision of the designer, in tune with Vibia's own trademark cutting-edge elegance.



Flat floor lamps



Flat hanging lamps



Flat detail



Tube



Pin wall lamps



Pin wall lamps