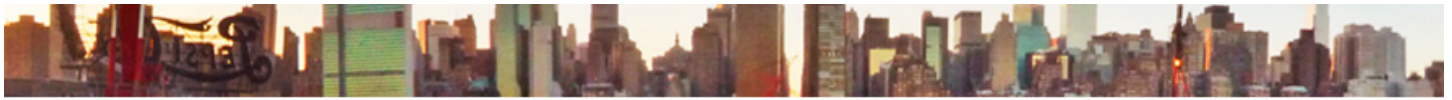


suckerPUNCH competition



international design competition for lic cinema
registration begins 12.20.11

///the COMPETITION

this open international design competition challenges entrants to create a large scale center to celebrate cinema. movie theaters are currently fighting for a dwindling audience that has been seduced by the access to films at home and online, as well as by advances in television screens and home projection. cinemas are once again engaging in technology and spectacle as a way to bring the moviegoer back to the theater. the search for unique cinematic experiences previously surged in the early 1950s with the birth and availability of the home television. filmmakers lured moviegoers back to the theater through the use of a new aspect ratio and formats such as cinemascope and cinerama to create an experience unique to the movie theater. currently, imax and 3d technologies are attempting to replicate these types of unique and spectacular cinematic experiences. the midnight movie has also had a recent resurgence driving film lovers back to the theater week after week to relive their favorite films. movie houses across the united states are reviving older cult classics such as the rocky horror picture show and newer favorites such as the room, to make the cinematic experience a performance based event.

this competition is for the design of a cinema center that will rescue the moviegoing experience from fading into obscurity. the center will engage current trends in technology with 16 large screens and will challenge the current idea of the cinema through diverse program such as a cafe, bar, film and book store, auditorium for lectures and festivals, and an outdoor screening area with amazing manhattan and river views. proposals should investigate how architecture can rethink the cinematic experience in the twentyfirst century through the design and integration of new technologies and their larger screens. the center should rethink the experience of the cinema as one that will foster interaction with other film lovers and will leave solitary film consumption behind. the design of the center should allow for moviegoers to socialize and linger before or after a film. event and spectacle should return to the cinema through the integration of spaces for question and answer sessions and stages for performance into the theaters themselves. the cinema will also house meetings, classes, and other gatherings that require multimedia screens demanding that the configuration of screen, seating, and stage accommodate a number of possibilities. the goal of the cinema center is to reconceive the cinematic experience through flexible and performative spaces driven by new technologies.

///long island city QUEENS

the site is located on the waterfront in long island city [LIC], queens, a neighborhood currently experiencing significant growth. along the waterfront a number of tall housing projects are under construction which will bring tens of thousands of new residents to the neighborhood who will be in close proximity to the film center. the neighborhood is also well connected through the queensboro bridge to manhattan and the pulaski bridge to brooklyn. over the years, long island city housed many factories which are now being converted into other spaces such as galleries, bars, and in the case of silver cup bakery, a film and television studio. the neighborhood also houses the moma ps1, a contemporary art museum and the water taxi beach, a popular space on the water during the summer.

///site CONDITIONS

the site housed a pepsi cola bottling factory until 1999. it is currently an open lot bounded by the water on two sides, 5th street on the east side and a large housing tower on the south side. the pepsi sign on the site has

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always had a strong visibility which should encourage designers to take advantage of the fact that the cinema will be viewed from manhattan, the bridges, roosevelt island, and the ferries. the views back on manhattan afford ideal backdrops for the cinema as well as outdoor screenings. because of the flexible nature of the theater spaces being used potentially for screenings, lectures, classes, and meetings the design should consider ways to capitalize on the views while also being able to become dark enclosed spaces. a visible site for a cinema is unusual and requires that the image of the building from manhattan and the exterior structure, material and aperture be carefully considered.

///LIC cinema center PROGRAM

lobby	10000sf
tickets	5000sf
bar	5000sf
lounge	5000sf each
restaurant	10000sf
film and book store	2500sf
auditorium	7000sf
theaters	100000sf TOTAL

[2] 40'x100' screens with realD 3D each screen housed in a theater with 900 seats

[8] 30'x70' screens with realD 3D each screen housed in a theater with 500 seats

[4] 30'x70' screens for retrospectives and revivals each screen housed in a theater with 200 seats

[1] 8'x20' screen for private viewings housed in a theater with 20 seats

[1] 60'x80' imax screen housed in a theater with 800 seats at a 30 degree angle

*each theater should also have restrooms and projection rooms

outdoor theater	300000sf
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[1] 48'x120' outdoor screen

this is an open international ideas competition hosted by suckerPUNCH to generate progressive contemporary design ideas. there are no plans for the cinema center to be built at this time. the site is not owned by suckerPUNCH.

///jury/AWARDS

abigail COOVER (hume coover studio, suckerPUNCH)

nathan HUME (hume coover studio, suckerPUNCH)

jose GONZALEZ (SOFTlab)

mike SZIVOS (SOFTlab)

this competition is blind peer reviewed.

\$2500 in prizes will be awarded and the winning designs will be published on suckerPUNCH.

///entry REQUIREMENTS

this is an open ideas competition. entrants will be required to digitally submit two [2] boards at 18" high x 24" wide and 150dpi in flattened tiff format with the provided 5 digit code in a 1"x1" square in the lower right hand corner of each board. boards that are more than 18" high x 24" wide and 150dpi and are not in flattened tiff format will not be accepted. image requirements are as follows:

plans

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all necessary site and floor plans to describe the project including at the minimum a ground level plan describing the form, integration of program and relationship to the site.

*scale is at the discretion of the entrant

sections

one [1] north/south section

one [1] east/west section

*scale is at the discretion of the entrant

renderings

one [1] exterior view

one [1] interior view

one [1] detail view

*one rendering best describing the formal and atmospheric intent of the project must be rendered at 10" high x 13" wide and 150dpi in tiff format. this image is to be included on the boards as one of the above views.

///competition SCHEDULE

20 december 2011 competition launch

04 february 2011 deadline for questions

07 february 2011 answers to questions will be posted on suckerPUNCH

14 february 2011 early registration deadline

04 april 2011 registration deadline

11 april 2011 project submission deadline

26 april 2011 winners will be posted on suckerPUNCH

///registration/FEES

entrants may register by submitting payment to suckerPUNCH via paypal and contact info to competitions@suckerPUNCHdaily.com. once payment and contact info is received, an email will be sent containing all project documentation (including dimensioned cad plan, 3d model, aerial photo, and site photos) and a 5 digit identification number to be placed in a 1"x1" square on the bottom right corner of each board. the submission procedure will also be outlined in this email.

early registration fee - \$35

registration fee - \$65

please email any questions to competitions@suckerPUNCHdaily.com

///resources

<http://en.wikipedia.org>