

好戏连场优质体验

CINEMA CITY

TEXT KELVIN IP

CINEMA CITY LANGHAM PLACE



Pegasus Entertainment has introduced a new cinematic experience to Hong Kong with the launch of Cinema City Langham Place.

天马影视的第一家电影院正式开幕，
位于香港的 Cinema City 为观众带来全新电影欣赏体验。



Level 8-11, Langham Place,
8 Argyle Street, Mong Kok, Hong Kong
香港旺角亚皆老街 8 号朗豪坊 8-11 楼



A LANDMARK THEATRE

In early January, Pegasus Entertainment held an opening ceremony for Cinema City Langham Place, where the designer of Cinema City, renowned architect Alexander Wong, introduced his innovative design. Alexander paid special attention to the location of the theatre, which is in Mongkok, a cultural crossroads of international and Hong Kong-style. He intimated that he would like to make Cinema City a new landmark in Hong Kong. The streets of Mongkok are frequently featured in Hong Kong movies, providing a backdrop to car chases or shootouts.

The ceremony continued with the speech from the President of Pegasus Entertainment Raymond Wong. A lion dance officiated by Raymond Wong and Dr. Lo Ka-shui, Chairman of Champion REIT, betokened a prosperous business and a great profit for Cinema City Langham Place.

EXTRAORDINARY SENSE OF ENJOYMENT

Cinema City is the name of the company Raymond Wong set up in the 1980s, and the newly renovated theatre honours this name. Cinema City Langham Place has six houses, each of which has its own specialties both in appearance and functionality, including the Citi Studio 4DX Theatre, Fox House and Dolby Atmos Theatre. The cinema also houses the latest big ball popcorn machine with variety of flavours from South Korea. ◆

划时代影城

一月初 Cinema City 朗豪坊举行了简单而隆重的开幕仪式，仪式上首先请到王士维建筑师解构 Cinema City 的设计，王士维建筑师特别留意影院正处于旺角——一个国际与港式文化交汇的特殊地点，并将影院缔造成一个未来的时尚新地标，令观众感受一股划时代的戏院体验。旺角亦是最能代表香港电影文化的地方，在旺角你不难找到过往精采的电影场景，例如街头追逐、飙车的情节，在繁华闹市枪战的场面等。接着由天马影视主席黄百鸣先生致辞，及邀请冠君产业信托主席罗嘉瑞医生为金银醒狮点睛及进行接青仪式，寓意 Cinema City 票房大卖，好戏连场。

非凡五感享受

影院用上了以前新艺城影业的英文名以作纪念，全新装修的 Cinema City 朗豪坊拥有六个影院，各个影院在外观和功能上各有不特的特色，其中包括香港首次引入的 Citi Studio 4DX 影院、富士影院以及杜比全景声影院，加上首次由韩国引入最新大圆球爆米花机有多种口味，保证观众在观赏电影时的视觉、嗅觉、味觉、听觉、触觉五感都能细味享受。 ◆