



ALEXANDER WONG THE ARCHITECT
 Alexander Wong Architects is an award-winning architectural & interior design firm. Cinemas designed by the architects are all over China, including the Sunway Movie Park in Urumqi and the KS Cinema in Huizhou. The innovative design of the Langham Place Cinema City will add an extra dimension to the movie watching experience for filmgoers in Hong Kong.

建築師王士維

王士维建筑师事务所在各个建筑及室内设计的范畴屡获殊荣，事务所设计的电影院遍布中国，远至乌鲁木齐的星辉电影公园及惠州的凯狮影城，都是备受肯定的作品。Cinema City 朗豪坊的革新设计定能为香港电影文化的未来创立一个全新的院线品牌。



TEXT KELVIN IP

極致觀感體驗

4DX Cinema City

Last year, the first 4DX theatre – Cinema City Langham Palace arrived in Hong Kong. Audiences can now be fully enveloped into the movie and enjoy the ultimate cinematic experience.

天馬影視旗下，香港首家 4DX 影院 Cinema City 朗豪坊去年隆重開幕，為你帶來比 IMAX 更震撼的電影「觀」、「感」體驗



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



解放4DX技術
 4DX technology

REVOLUTIONARY CINEMATIC TECH

The Cinema City by Pegasus Entertainment is located at Mongkok, one of the prime locations in Hong Kong. The 4DX theatre is the biggest selling point. 4DX cinema system is developed by the CJ group from Korea. The cinema is equipped with high tech motion seats with built-in special effects such as wind, water spray, lightning, mist and scents. By syncing the effects with the movies, audiences can feel the speed of car chasing scenes, or the shocks from disaster movies. All the movie effects are designed by CJ group and are intended to elevate audiences' movie experience to the ultimate. Cinema City also provides Dolby Atmos theatre, which brings you the most astonishing cinema sound effects.

SCI-FI CINEMA CITY

Cinema City Langham's renovation cost 40 million dollars and was designed by Alexander Wong Architects. The theme of the cinema is "Carman Futura", and the concept was to create Cinema City Langham Place as a landmark that embodies style for the future. The design used the futuristic buildings from sci-fi movies as a blueprint, using gold mesh as a framework of the wall coupled with blue crystal, while blue corridor lights guide audiences to the theatre. ◆

次世代影院

Cinema City 朗豪坊位处于香港人流最稠密的旺角，4DX 影院自然是全戏院最大的卖点。4DX 系统由韩国 CJ 集团开发，其动态座位可以多角度摆动、闪光、吹风、气味、烟雾、洒水、泡泡等各种效果，配合电影中飙车追逐场面的速度感或灾难爆炸现场的震撼，每一个效果细节都由 CJ 集团设计及测试，将观影过程中的官能体验推上极致。除了画面和体感配合之外，Cinema City 亦有杜比全景声影院，带来最澎湃的电影音效。

科幻影城

Cinema City 朗豪坊装修费达四千万港元，由王士维建筑师事务所设计，以「科幻卡门」为主题概念，并以科幻片中的未来建筑作为蓝本，将 Cinema City 塑造成一个新地标。影院内部采用金色网状作为框架，配上蓝色水晶，加上蜿蜒曲折的蓝灯长廊，犹如将观众一步步引进电影世界。◆