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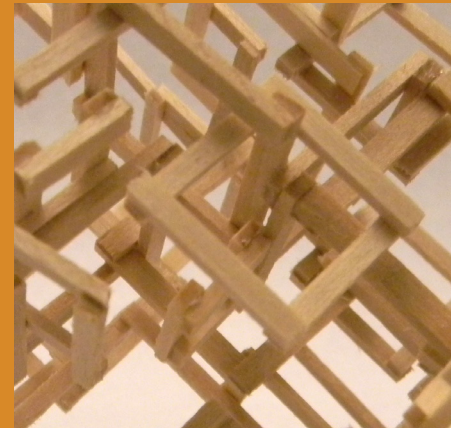
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# Connecting One and Many

Reinventing the Procession of the Cinema Experience



Kelly Halligan Sekely  
Master of Fine Arts Thesis Project



# Connecting One and Many

Reinventing the Procession of the Cinema Experience

A thesis submitted in partial fulfillment of the requirements for the degree of  
Master of Fine Arts in Interior Environments at Virginia Commonwealth University

Kelly Halligan Sekely

Virginia Commonwealth University  
Richmond, Virginia  
May 2011

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**To my husband, Jack**

Your support, understanding and encouragement knows no bounds. For not a second did your confidence in me waiver, not a minute did you ever hesitate to help. You have given as much of yourself to this program as I, and if there was an honorary MFA, it would certainly be yours. You are extraordinary, my hero and my heart.

**To my pups, Brady & Bitsy**

Thanks for the endless supply of enthusiastic love, laughs and puppy kisses when I really needed them.

**To my mom & dad**

You have always believed in me. Thank you for giving me the tools and the courage to make a distant dream become reality.

**To my friends**

Thank you for sticking by “the invisible woman” for the past two years, forgiving all the birthdays and special occasions I had to miss and phone calls I never made. Please know that just because I wasn’t around doesn’t mean I wasn’t thinking about you. It is finally time to catch up!

**To my classmates**

The bond we have formed is remarkable. Each of you hold a special place in my heart and my mind, and I am thankful every day that I was blessed with you in my life. Thank you for your support, the unending laughter and for truly understanding who I am.

**To Camden Whitehead**

Thank you for bringing something out in me that I didn’t realize was there.

**To Christiana Lafazani**

Thank you for giving me this opportunity, inspiring me through support and being a friend.

**To Roberto Ventura**

Your knowledge and talent are astounding. Thanks for inspiring me to work hard and harder.

**Randomly important shout outs go to...**

Jordan (gone but never forgotten,) Tait Saunders Mulvaney, Pottery Barn, Williams & Sherrill, Commonwealth Architects, hair bands, Acong wine, Impanema, Age of Excess, Keith Fabry  
Reproduction, Plaza Art, Main Art, LaCasita, Samis Grotto and Zorbas Pizza

Design is memory, reaching that little part of the back of your mind that makes you feel good without exactly knowing why.

Design is recalling the vinyl seats in your grandma’s kitchen that your bare legs always stuck to on warm days. Design is the light through the paned windows that reminds you of hand puppet charades. Design is the smell of oak that transports you back to the countless hours spent in your childhood fort. Design is the shade of green that invokes a picture of your dad in his favorite sweatshirt. Design is the color on the walls of the room where your husband proposed.

Memories exist for inspiration, so pay attention to and celebrate what is already there. That which has come before teaches, revealing decisive success, uncovering mistakes and providing a path for experimentation. Memory excites our unconscious emotion, connecting us to our history, the events which help us get to where we are going and realize how far we have come, making design much more than the walls you build or the flooring you select. Design is what those things help you remember because today is what becomes tomorrow’s past.

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## In the past, going to the movies was an event.

The grand lit marquee made a statement, ushering you inside. The elaborately decorated lobby transported you to a place in your dreams where riches and opulence abound. The curtained screen marked the start of a true storied spectacle as you sat close to your friends and neighbors dressed in their Sunday best. There was no denying that the cinema was the place to see, be seen and to socialize.

In contrast, today's movie-going can be classified as more of a singular experience. You wait in long, solemn cattle lines to enter a cluttered lobby with loud video games, tacky candy machines and tunnel-like hallways. You sit in plush recliners in a sea of strangers and rush out of the theater before even the lights come up.

In response to this cultural shift, my proposed design solution will challenge the isolation of today's cinema by recreating the procession associated with neighborhood movie-going of the early 1900s. I will reinvent a cinema built in 1937, the Bellevue Theater, and develop a design that is contemporary, incorporating both modern technology and interests of today. The design will explore the spatial connections between one and many, fostering both the individual and group experience associated with the big screen – the cinema procession of the past.



Photo courtesy of [www.16sparrows.typepad.com](http://www.16sparrows.typepad.com).



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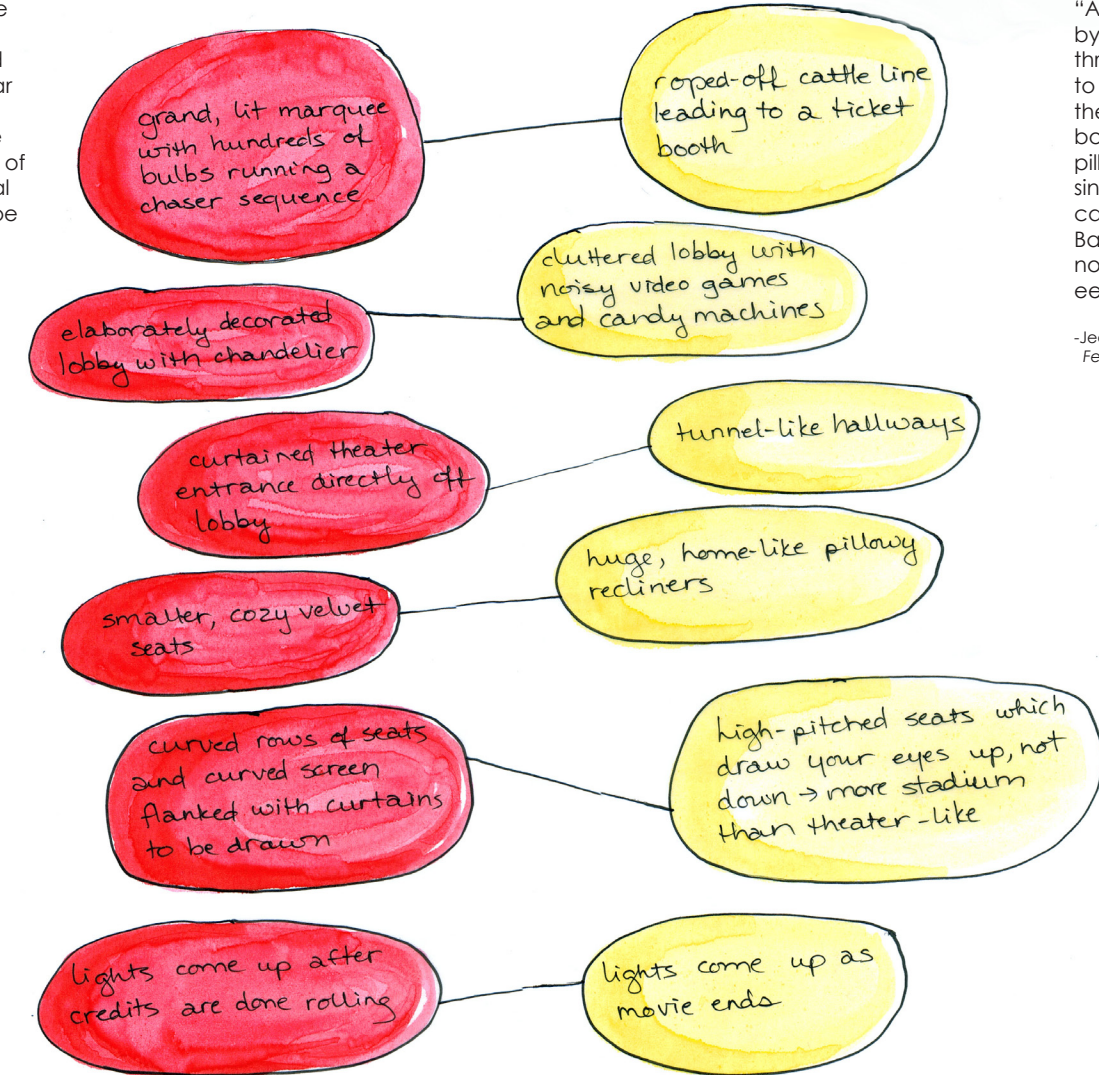


Photo courtesy of <http://zollberg.co.cc/1930s-movie.html>.

## THEN

"It's an event to see a movie there - you enter under that great, curved marquee and into a high-ceilinged, circular lobby of pastel murals and gold gilt and, finally, into the velvet and damask cocoon of the viewing area...on special occasions, the curtains will be drawn over the screen, and their slow unfurling to reveal the screen is, well, great theater."

-Jean Marbella, Baltimore Sun  
February 13, 2007

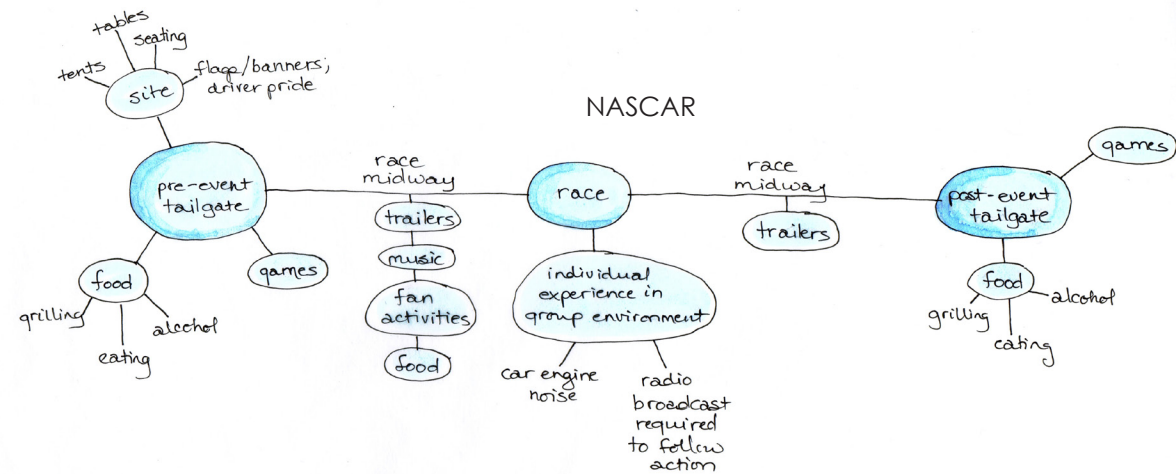


## NOW

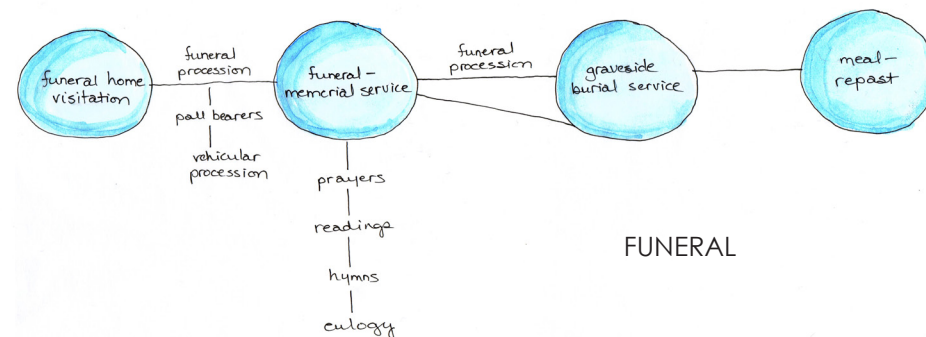
"At the typical mall multiplex, by contrast, you churn through...tunnel-like hallways to your theater, or rather, theater-ette, a rectangular box where the seats are huge, pillowy thrones in which, if you sink down low enough, you can imagine you're in your Barcalounger at home and not part of an audience of - eek - strangers."

-Jean Marbella, Baltimore Sun  
February 13, 2007



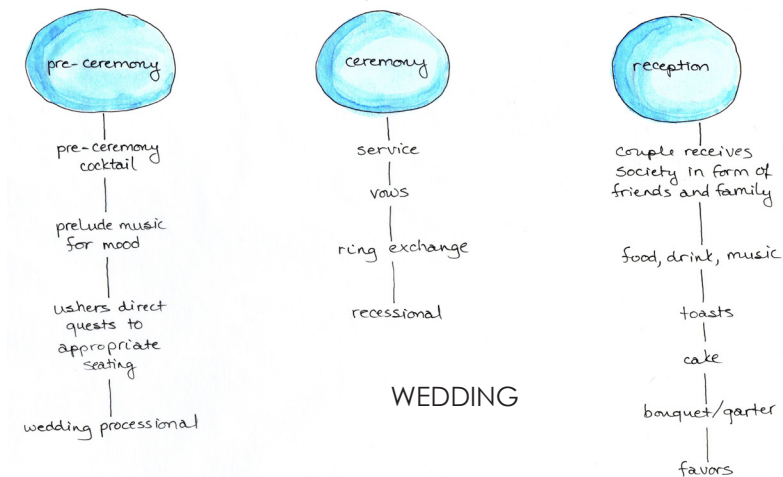


The act of moving along or proceeding in orderly succession or in a formal and ceremonious manner



## FUNERAL

In order to more fully understand the **rhythm** associated with a procession, I investigated three modern processions...a wedding, a funeral and a NASCAR race. I discovered that the more solitary portion of the procession fell within the middle of the event, with the group/social event beginning and ending the procession.



## WEDDING

The Bellevue Theater is located in the North Richmond neighborhood of Bellevue, a pleasant neighborhood with sidewalks, tree-lined streets and neighbors who care about neighbors.



Photo courtesy of www.facebook.com

It is situated on a commercial strip, MacArthur Avenue, and is surrounded by eclectic restaurants, a neighborhood market, even a coffee shop and a well-known wine store. The single-screen cinema was built in 1937 and consists of a main level auditorium and lobby, a mezzanine lobby and balcony as well as a large projection room with film storage.

In my research, to determine how site informs cinema audience and program, I looked at three cinemas: the Rooftop Cinema in Melbourne, Australia, along with Cinebistro and the Westhampton Theater in Richmond, Virginia. The Rooftop Cinema with its unique program of city views, full-service bar and mix of classic new and art house films attracts tourists, keeps city commuters in the city for their entertainment choices and is an overall convenience for city residents. Cinebistro, located in an upscale mall with unique-to-market retailers, offers an in-theater dining and alcohol experience that is unique to the area which will draw upscale movie-goers from all parts of metro Richmond. The Westhampton, a 1938 cinema located in a prestigious Richmond neighborhood, has survived by translating its program to its elite surroundings, maintaining character through its architectural features but adding an additional screen and showing intellectual films seen nowhere else in Richmond.

In analyzing cinema programs, I continued to examine the Rooftop Cinema and Cinebistro, but added a large multiplex located within Richmond's city limits, Movieland at Boulevard Square. For Cinebistro,

I found that circulation was not well-planned as service staff delivering food and drinks use the same entrances and exits as guests which can cause dangerous and confusing situations. Where Cinebistro excels is in offering a luxury movie and dining experience while encouraging pre- and post-movie visits to their lounge. Rooftop Cinema's program of a movie and dining truly appears secondary to the experience offered by its location. There is no lobby and only a small box office, encouraging all interaction to take place on the roof while watching the movie or visiting the bar. Movieland succeeds in bringing luxury back to the movie-going experience in their seventeen auditoriums with custom wood and black velvet seats. But their lounge is underwhelming, its close proximity to the entrance, lack of separation from the lobby and utilitarian furnishings failing to create a destination experience.

Lastly, for inspiration, I looked to the process and work of Charles Rennie Mackintosh. Mackintosh, a Scottish designer and architect associated with the Arts & Crafts and Art Nouveau movements, used sketchbooks as reference books. In them he captured details, working quickly, unafraid of making mistakes. Many of his captured details made their way into his architectural and interior designs.

ROOFTOP CINEMA  
Melbourne, Australia  
Location: Six-story  
commercial building

CINEBISTRO  
Richmond, Virginia  
Location: Stony Point Fashion  
Park Mall

WESTHAMPTON THEATER  
Richmond, Virginia  
Location: Residential  
neighborhood



Photo courtesy of www.walkingmelbourne.com

CINEMA & SITE: How does site inform audience? Program?



Photo courtesy of www.ctsmarchitects.com

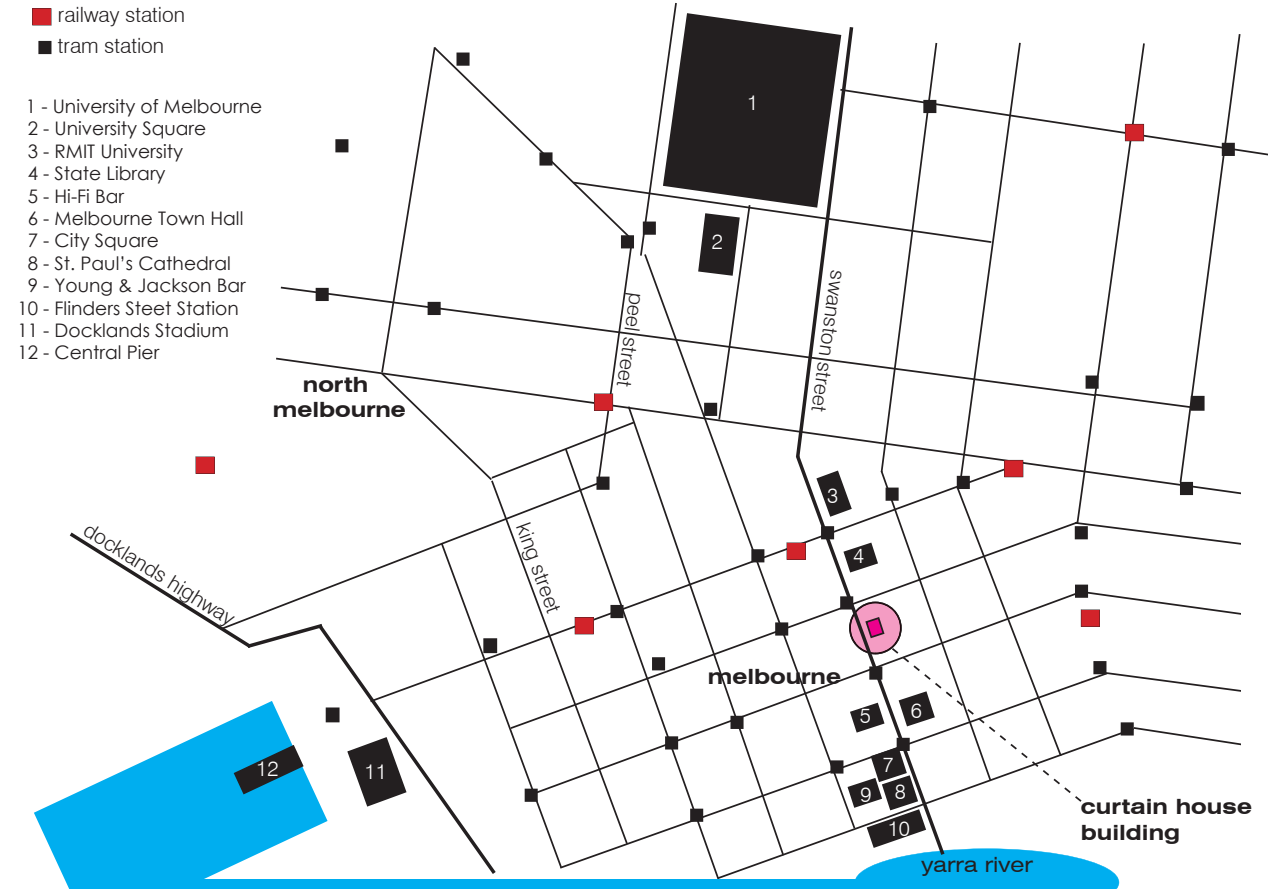


Photo courtesy of Jared Campbell Photography

## ROOFTOP CINEMA Melbourne, Australia

Showcasing art house, classic and recent movie releases in an urban environment, Rooftop Cinema is set on the top of the iconic Curtin House on Swanston Street, in the heart of Melbourne's bustling Central Business District. Six stories high and half a city block deep, the open-air venue features comfortable seating on canvas deck chairs for 200 people. There is also a bar which serves fresh food to order.

Swanston Street is historically one of the main streets of Central Melbourne, making up the Central Business District. It passes a number of iconic Melbourne landmarks, including St. Paul's Cathedral, Flinders Street Station, the Melbourne Town Hall, the State Library of Victoria, the City Square and Curtin House, and is home to both the university of Melbourne and RMIT University. The street has historically experienced problems with heavy traffic, homelessness and loitering, but was redeveloped in 1992 with help from a number of public sculptures established through an art program, the most famous of these statues being a small bronze dog called Larry Latrobe. Nine tram routes currently run along the street and two of the busiest railway stations in the city are located at either end.





Built in 1922, the Curtin House, originally the Tattersalls Building, housed a gentleman's club on the first floor for the first eight years of its life. Later it became the headquarters of the Communist party until it was raided by police in 1940. In the 1980s, after decades of neglect, Curtin House became home to an artistic movement of opera performers and dancers. The following decade, however, saw it slide into virtual dereliction. Recently an entertainment-themed revitalization has occurred, making the Curtin House the place to go to socialize.

**ROOFTOP**  
ROOFTOP CINEMA . Rooftop Bar . Beatbox Kitchen

**LEVEL 6**  
ROOFTOP CINEMA BOX OFFICE  
RIGHT ANGLE STUDIO: A creative studio producing thoughts, words and deeds. Focuses on the inner-urban audience  
THREE THOUSAND: A subcultural guide to Melbourne which is published daily.  
TUNDRA: Web technology company

**LEVEL 5**  
PRIVATE RESIDENCE

**LEVEL 4**  
WING CHUN BING FA KUNG FU ACADEMY: Provides a safe environment for teaching the principle-based system of Wing Chun.  
FITTE DE FELICE: An architecture, interiors and design practice focused on residential, commercial and hospitality projects,

**LEVEL 3**  
METROPOLIS: Voted the best bookstore in Melbourne, it carries a specialist range of books focusing on all areas of art.  
SOMEDAY STORE: Clothing & accessory boutique of designers Perks & Mini.  
BÚL: Expresses the grace and natural beauty of the seaside through a range of timeless fashion ideals.

**LEVEL 2**  
THE TOFF IN TOWN: Classy late night boutique music venue and bar with a private club feel.

**LEVEL 1**  
COOKIE BAR & RESTAURANT: An icon of Melbourne, this bar is classy and friendly, offering over 85 types of beer and modern food.

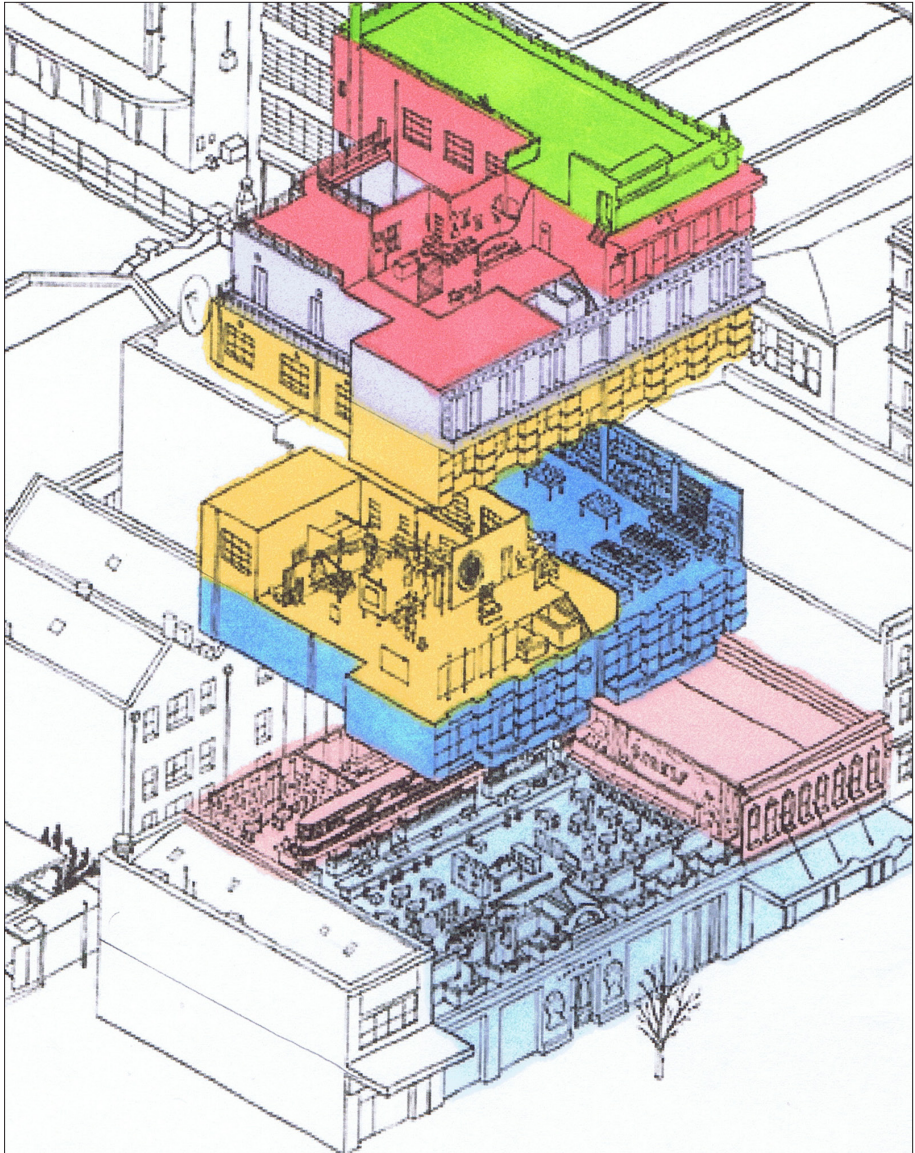


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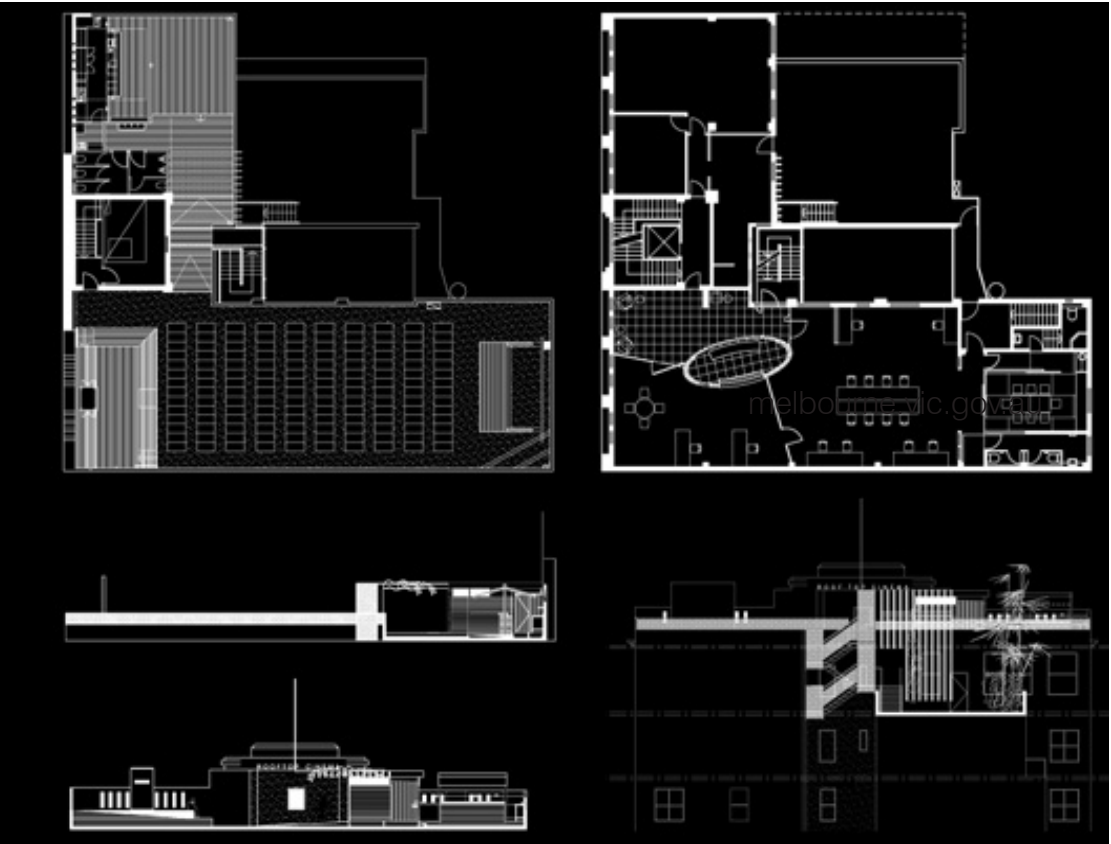


Image courtesy of [www.grantamon.com](http://www.grantamon.com)



Photo courtesy of [www.melbourne.vic.gov.au](http://www.melbourne.vic.gov.au)



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## SITE ANALYSIS

Rooftop Cinema is a destination location...

shares building space with both edgy entertainment venues and popular local businesses

is located among iconic landmarks on Melbourne's main street

is in close proximity to public transportation

offers a unique program - rooftop movies and bar

is close to two major universities

is situated on a street that is auto-free which allows for a pedestrian-friendly environment - room for cafe tables, art installations, etc.

highly residential street with rental apartments, studios and privately owned condominiums

Audience...  
city residents  
college students  
tourists: 1.5 million per year  
city commuters: 765,000 daily

The cinema's unique program offers...  
city views  
an outdoor experience  
full-service bar  
food service  
mix of classic, new and art house films

This program attracts tourists, keeps city commuters in the city for their entertainment choices and is an overall convenience for city residents.

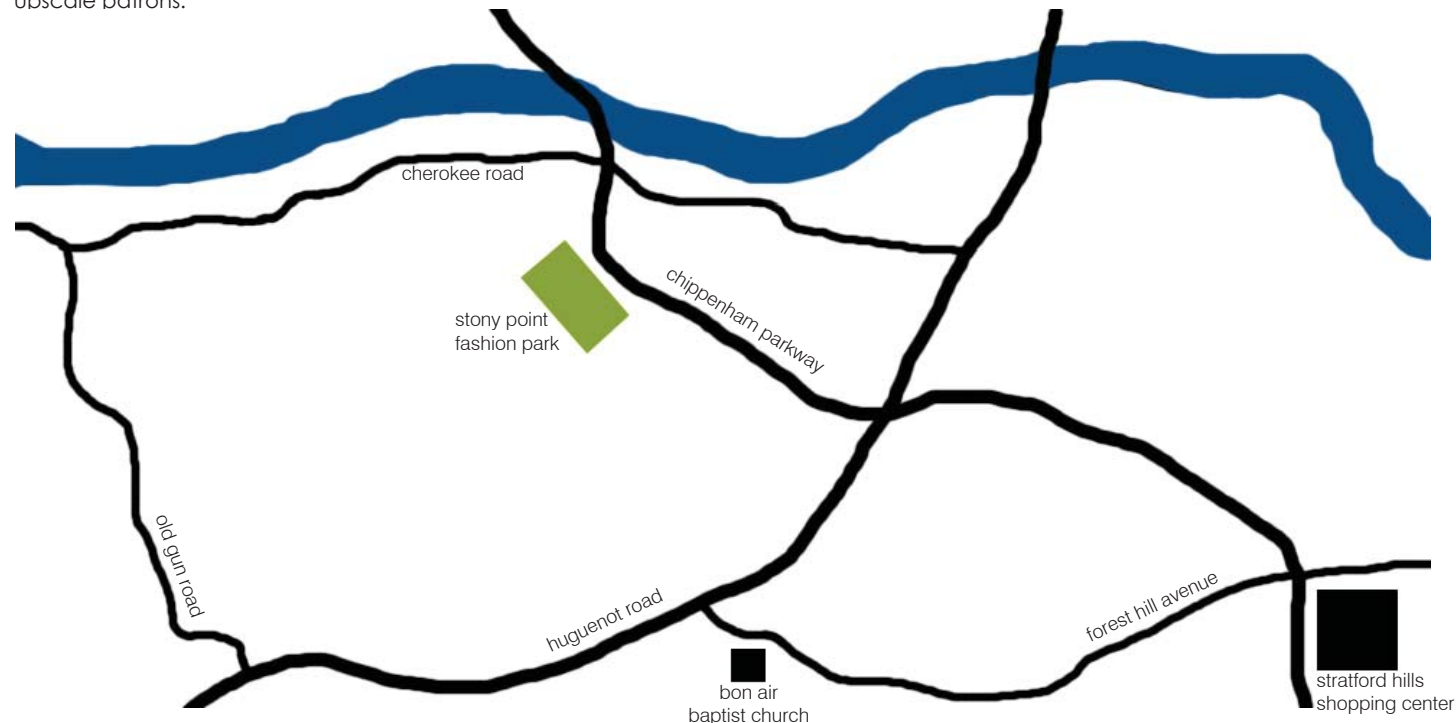


Stony Point Fashion Park is an upscale open-air shopping mall in Richmond, Virginia. It is dog-friendly and features a large number of unique-to-market retailers and restaurants.

However, the open-air concept limits shopping in inclement weather. It is not convenient to major interstates like I95 and I64, and it appeals almost exclusively to upscale patrons.



Photo courtesy of [www.ctsmarchitects.com](http://www.ctsmarchitects.com)



## SITE ANALYSIS

Within it's "neighborhood," Stony Point Fashion Park, Cinebistro:

is in close proximity to female-focused shops like a Pea in the Pod, White House/Black Market, bebe and Ann Taylor.

has exposure to ATM traffic.

is in direct line of sight for those entering from Dillard's rear parking lot.

However...

it is located in an area of the mall with the highest concentration of vacant storefronts.

its closest anchor, Dillard's, is not a unique destination.

it has poor parking lot signage and no direct entrance from the parking lot.



Image courtesy of [www.shopstonypoint.com](http://www.shopstonypoint.com)



## PROGRAM

The cinema's unique program offers:  
 a gourmet menu  
 dining in theater seats or in lounge  
 alcohol served in-seat  
 an outdoor terrace  
 reserved seating  
 classic movies shown in the lounge  
 six theaters

## AUDIENCE

Stony Point Fashion Park shoppers  
 upscale movie-goers  
 movie-goers looking for unique experience  
 adults over age 21 only  
 place of residence not an issue due to niche audience

This in-theater dining program is unique to the Richmond area. Since Cinebistro's target audience is upscale movie-goers, this demographic will travel from all parts of metro Richmond for the experience, in essence, making the site and location inconsequential.

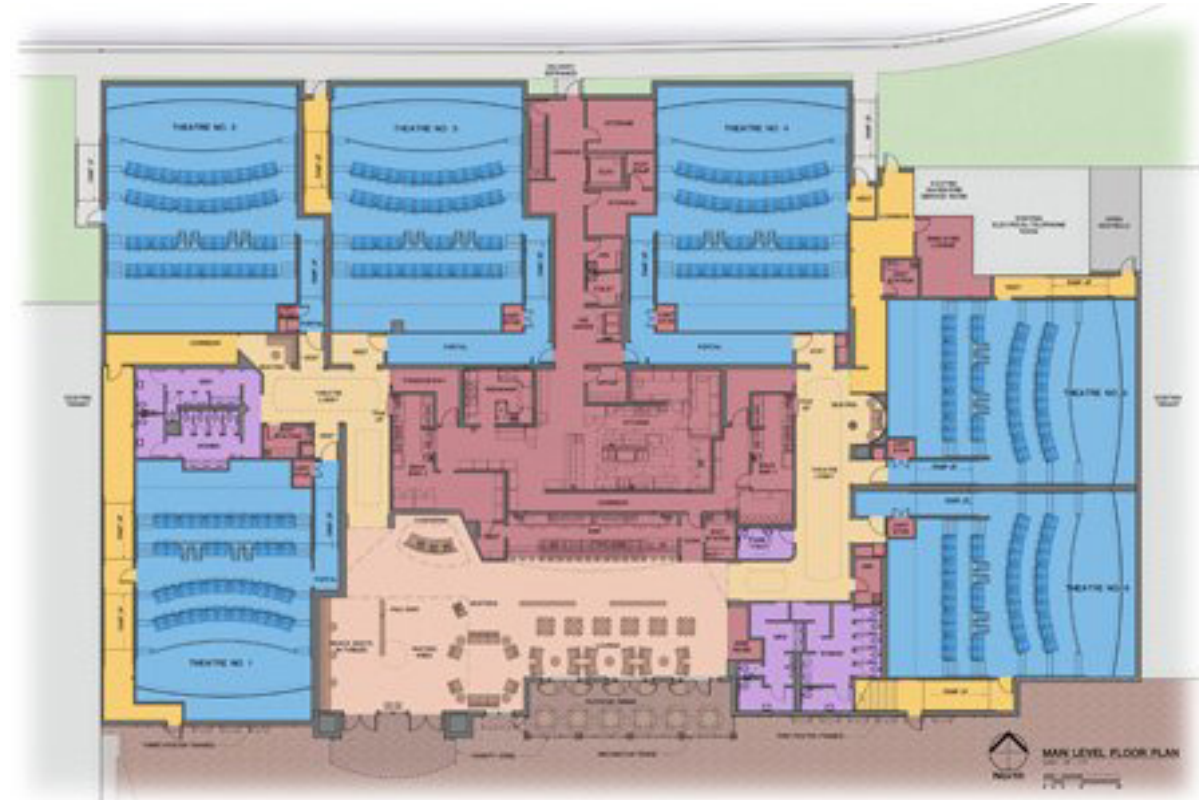


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## WESTHAMPTON THEATER Richmond, Virginia

The Westhampton Theater opened in 1938 as a single screen theater with a balcony. In the 1980s, it was separated into two theaters. It is currently owned by Regal Cinemas and specializes in showing alternative, independent and foreign films. Located in one of Richmond's higher end neighborhoods and surrounded by the University of Richmond and two private schools, it is one of only two remaining movie houses still open inside the city limits of Richmond. All the other area theaters are multiplexes.

- 1 - University of Richmond
- 2 - Virginia Research Institute
- 3 - Country Club of Virginia
- 4 - St. Christopher's School
- 5 - St. Bridget's School
- 6 - St. Catherine's School
- 7 - Westhampton Theater
- 8 - Willow Lawn Shopping Center

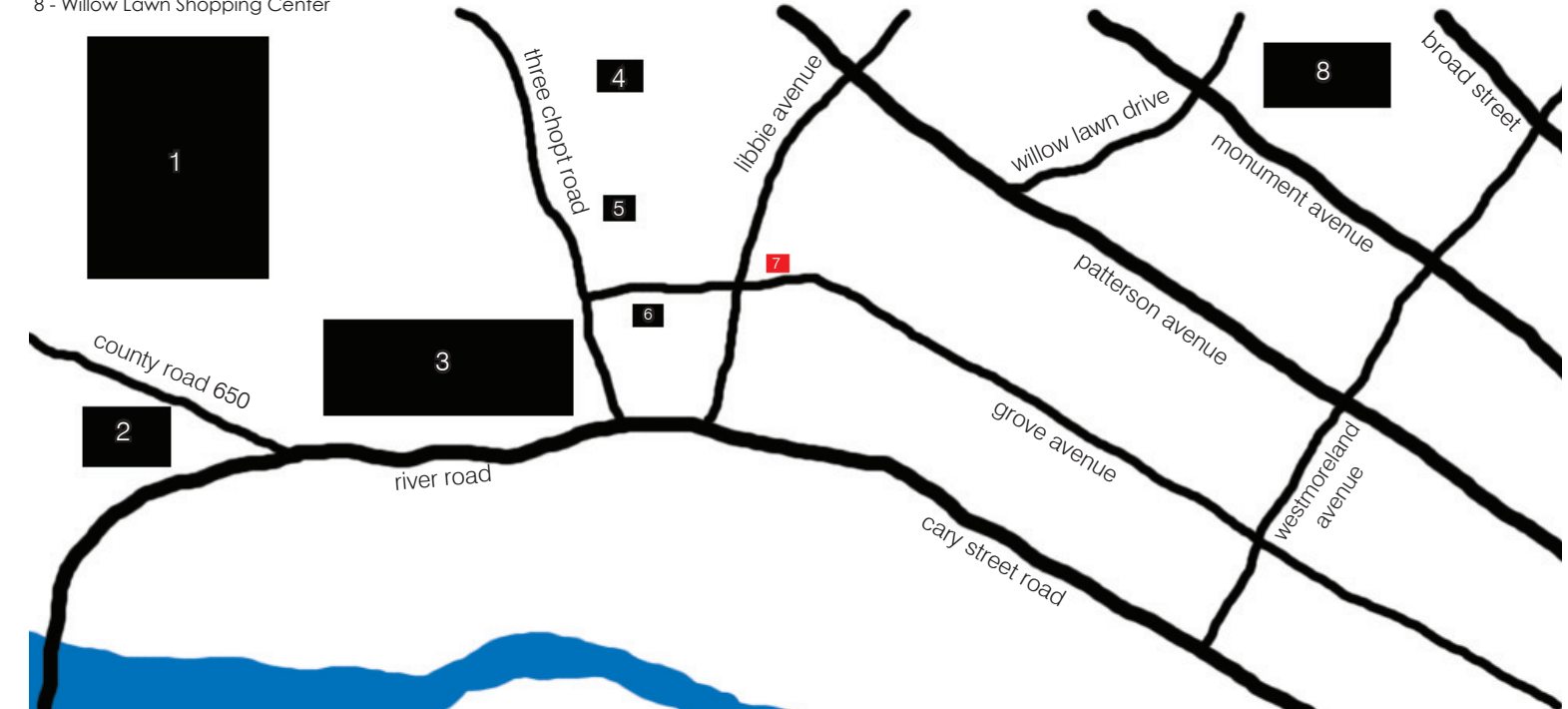


Photo courtesy of Jack Coursey



1 - St. Catherine's School  
 2 - Ru La La - Home.Living.Color  
 3 - Cafe Cattura  
 4 - Levy's Women's Clothing  
 5 - Chadwick's Antiques  
 6 - Wachovia Bank  
 7 - Carreras Fine Jewelers  
 8 - Mangos Salon  
 9 - BP Gas & Service Station  
 10 - Muhlean Building  
 11 - Key Signatures Music /  
 V for the Home  
 12 - Jermie's Needlework & Fine Linens

13 - Park Place Properties  
 14 - Healing Arts Center of Virginia  
 15 - Long & Foster Realtors  
 16 - Philip's Continental Lounge  
 17 - Westhampton Theater  
 18 - Vacant  
 19 - La Grande Dame Clothier  
 20 - Living: Artisans for your Home  
 21 - J. Emerson Inc. Fine Wine & Cheese  
 22 - Peter Blair Fine Men's Clothing  
 23 - Hampton House Gifts  
 24 - Gearhardt's Fine Chocolates

25 - Lavendar & Lace Lingerie  
 26 - Suitable for Framing  
 27 - Starbuck's Coffee  
 28 - Paper Plus Invitations & Stationary  
 29 - Coast Seafood Restaurant  
 30 - Elephant's Antiques  
 31 - Vacant  
 32 - Pearl's Cupcake Shoppe  
 33 - Bliss Ladies Clothing Boutique  
 34 - Suntrust bank  
 35 - Firestation

-  Residential
-  Commercial
-  City bus stop



## SITE ANALYSIS

### AUDIENCE

University of Richmond students  
 Residents of this prestigious West End neighborhood  
 Independent film aficionados  
 Upscale destination shoppers from all parts of metro Richmond  
 Movie-goers craving an elegant, authentic movie environment

*The cinema's unique program offers:*  
 two theaters  
 art house and independent films  
 gourmet concession stand  
 paintings displayed by local art league  
 elegant Williamsburg architecture  
 including fireplace, original signage and brass fixtures

Located within Libbie & Grove's "On the Avenue," an area which markets itself as having "retained its character with personalized service and attention that only local merchants and professionals can offer," this neighborhood theater has survived by translating its program to its elite surroundings, becoming much like an art gallery. It has kept its character through maintenance of original architectural features, added a second theater to maximize choice, and made the decision to feature intellectual films which cannot be seen anywhere else in Richmond.

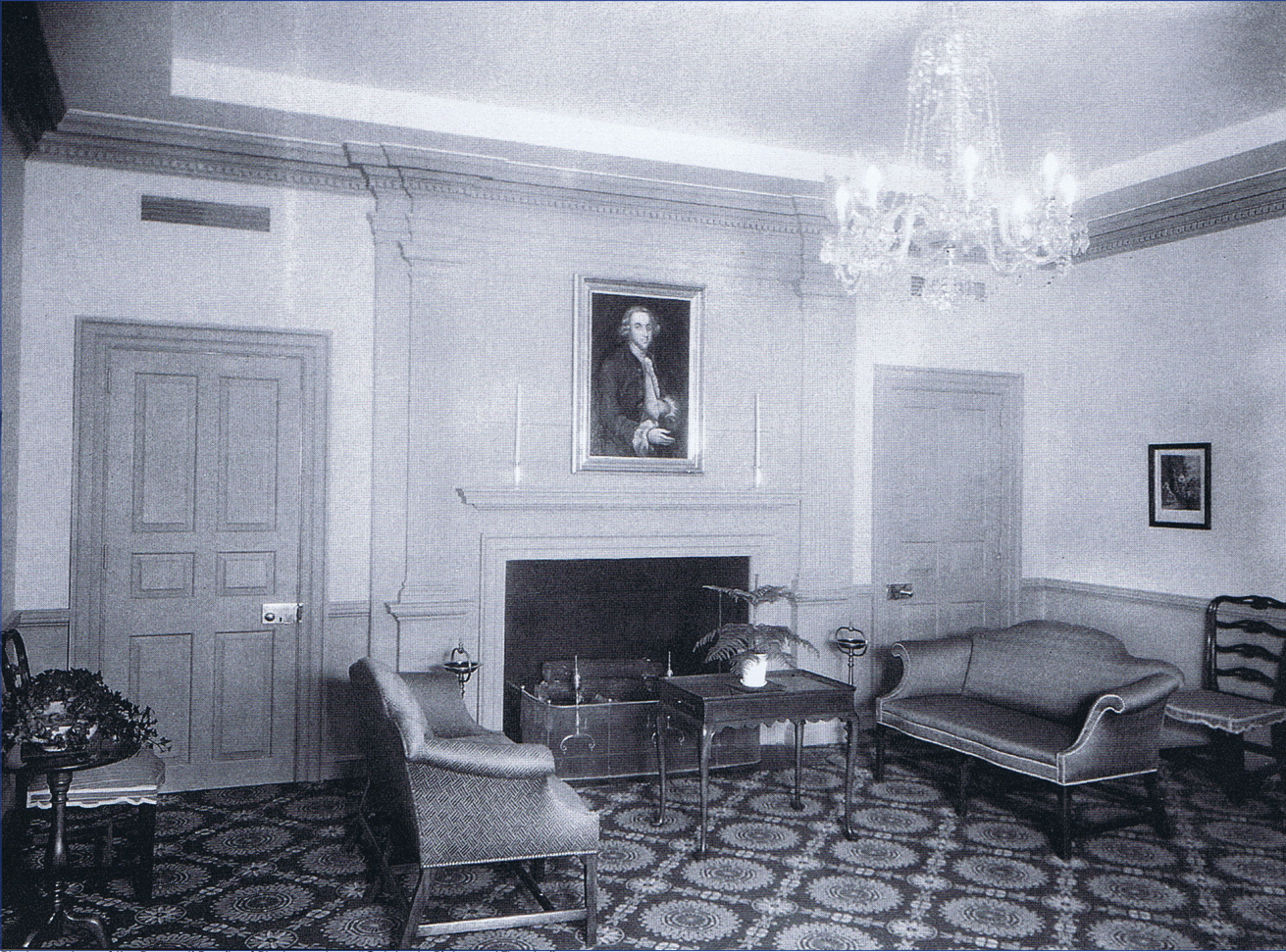


Photo courtesy of the Dementi Family of Photographers, "Celebrate Richmond Theater"



CINEBISTRO  
Richmond, Virginia

ROOFTOP CINEMA  
Melbourne, Australia

MOVIELAND  
Richmond, Virginia



Photo courtesy of www.hamptontalks.com



Photo courtesy of www.grantamon.com

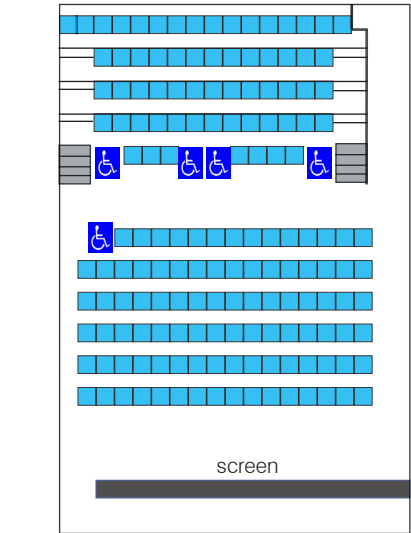
COMPARING SPACE AND USE



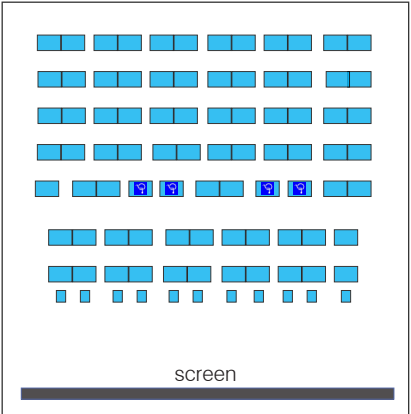
Photo courtesy of www.rvamag.com

CINEMA COMPARISON

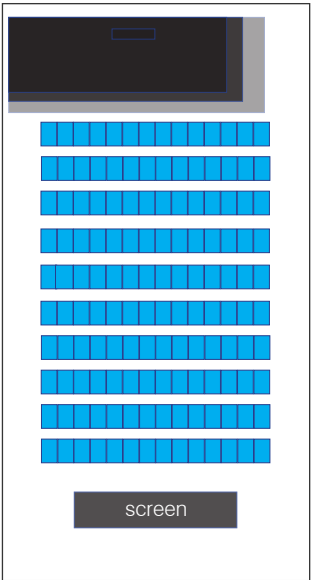
	Movieland	Cinebistro	Rooftop Cinema
Number of theaters	17	6	1
Number of seats per theater of seats	74 - 300	81	160
Number of aisles	1 or 2	2	n/a
Number of rows	9 - 16	7	10
Seat dimensions (w x h x d)	27" x 31" x 42"	33.5" x 33" x 44"	25.5" x 52" x 32"
Aisle width	42"	42"	n/a
Row depth	4'2"	8'0"	n/a
Box office	Standard box office within entrance vestibule prior to entering lobby	Reception-like desk within lobby interior	Small black pod trimmed in lilac velvet with standard desk-height table
Lobby size	Large, double-height open space; includes small bar and concessions	Mid-size space with box office and seating separated from lounge	No lobby
Concessions	Standard - candy, popcorn, sodas, pizza	In-theater dining as well as standard movie concessions	Bar with meals served
Bar	Yes, awkward corral near front entrance	Yes, with signature movie-themed drinks and large comfortable lounge	Large rooftop bar with seating and views of movie screen
Patio	No	Yes	Rooftop bar
Party rooms	2	0	0
In-theater dining	Concessions only	Yes	Yes
In- theater alcohol	No	Yes	Yes



Movieland Theater Plan



Cinebistro Theater Plan



Rooftop Cinema Plan



CINESBISTRO Richmond, Virginia



Personal photo

**ENTRANCE**  
There is only one entrance to the cinema and that entrance is inside of the mall. Although Stony Point is an open air facility, it makes locating Cinebistro a challenge, especially for infrequent mall or cinema visitors. There are two sets of doors at the entrance which aid in traffic flow.

**LOBBY/LOUNGE**  
The lobby provides a long bench for seating, a self-service ticket kiosk and a reception/ticketing desk. There is no traditional box office. The lounge lies to the right and is shielded from the lobby by a wall screen. The lounge provides an ample bar with classic movies projected behind, comfortable seating groups as well as a standing bar. There is also a dining patio which projects into the mall's public area. The lounge allows an opportunity to wait for your movie, have a cocktail or enjoy a meal.

**CINEMA**  
There are six cinemas, all of approximately the same size. The majority of seats are loveseat format with a retractable armrest for separation. Each seat reclines and enjoys its own swivel tablet for dining.



Photo courtesy of www.ctsmarchitects.com



Photo courtesy of www.bigscreens.com

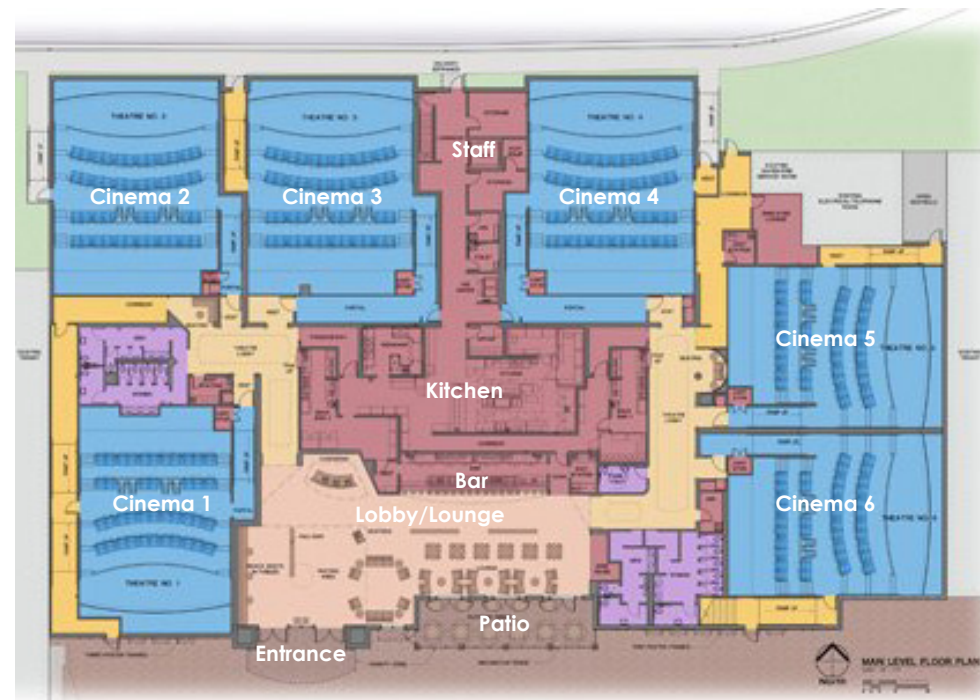
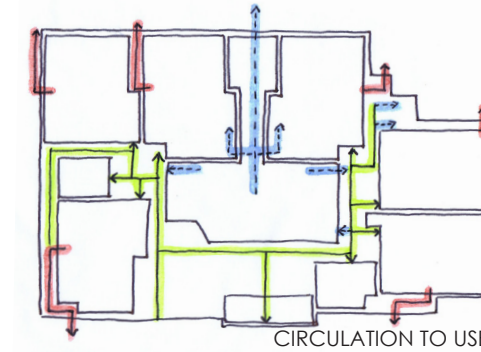
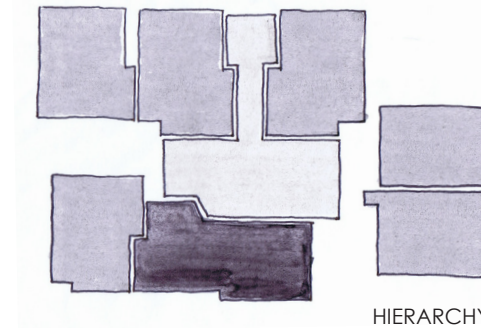


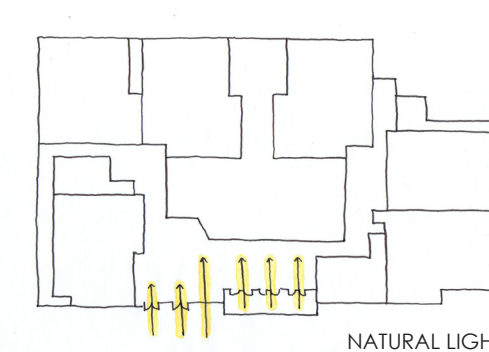
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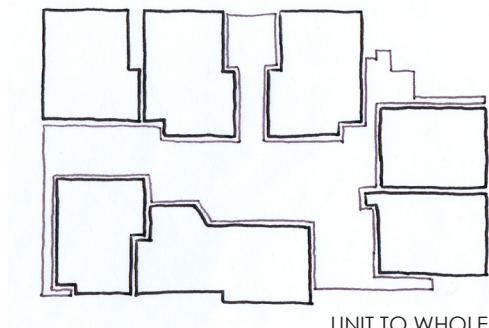
Circulation of service staff and cinema patrons into and out of individual cinemas does not appear to have been considered. As this is a dinner theater, service staff traffic into and out of the cinema is high, more critical and more dangerous as food and beverage is being served.



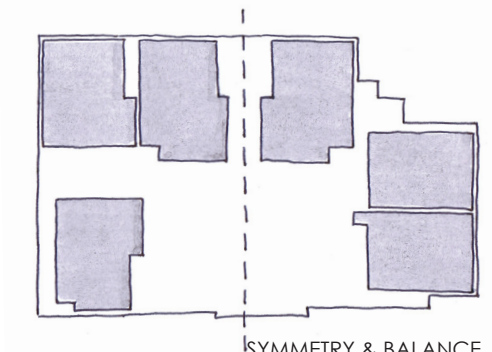
The spaces which are given hierarchical importance are located around the perimeter of the structure, radiating from the back of house area at the center of the space.



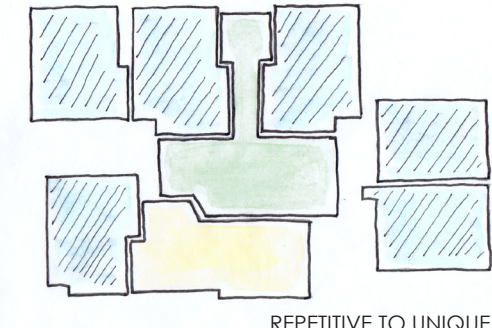
Although this is a cinema environment, natural light does play an important role. Daylight fills the space through large glass patio doors and large clerestory windows in the lobby and lounge.



The amount of cinema space outnumbers both back of house and social space by 3:1.



Central vertical symmetry appears to be the intended direction for the space. However, the existing structural footprint of the mall limited that placement. There are three theaters on each side of the imagined axis, however two of the cinemas on the right side of the structure had to be rotated to fit. The mass of spaces on each side of the axis remains equal.



Cinema space is repetitive, each theater housing the same number of seats.

## ENTRANCE



Photo courtesy of [www.rooftopcinema.com.au](http://www.rooftopcinema.com.au)

One takes either the elevator or ascends the newly built exterior access stair to the 6th floor box office. The exterior access stairs from the 6th floor are the only means to the rooftop.

## LOBBY/LOUNGE



Photo courtesy of [www.architecturezi.com](http://www.architecturezi.com)

There is no lobby at the Rooftop Cinema. The small box office is on the 6th floor while the bar is on the rooftop. The bar is of ample size and is covered by recycled timber pergolas with retractable awnings. Full meals are served and plenty of seating is offered.

## CINEMA



Photo courtesy of [www.travel.nytimes.com](http://www.travel.nytimes.com)

160 brightly striped lounge chairs perched on green synthetic "smartgrass" are offered as seating, along with terraced seating in the rear on surrounding deck with underneath storage.

## ROOFTOP CINEMA Melbourne, Australia

- Bar/restaurant
- Restrooms
- Stairs
- Projection room
- Terraced seating
- Lawn chair seating
- Screen
- Cinema foyer & box office
- Meeting area & offices

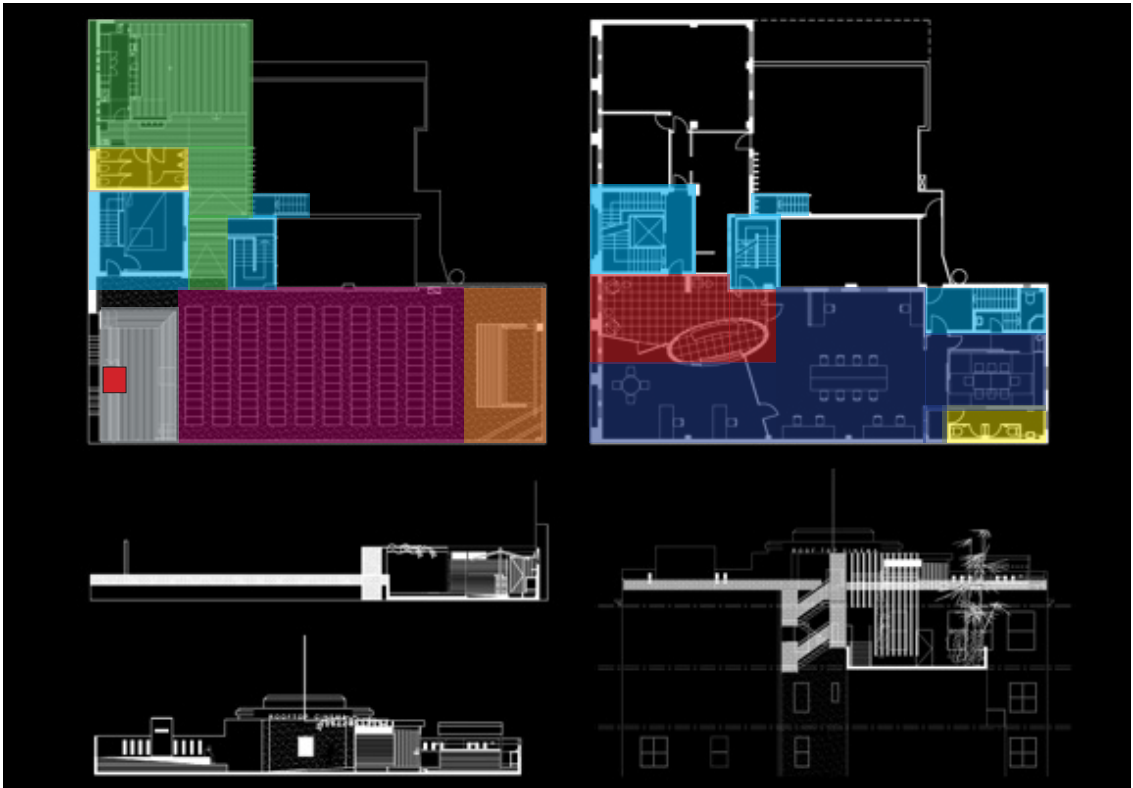
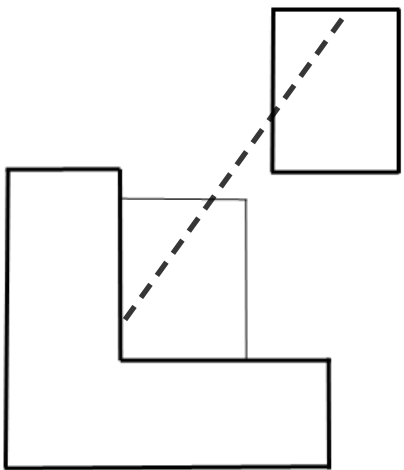
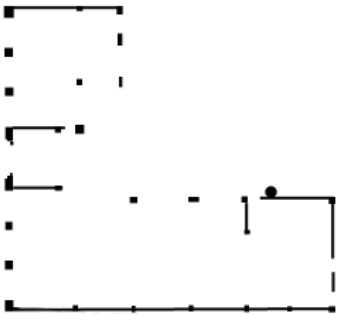


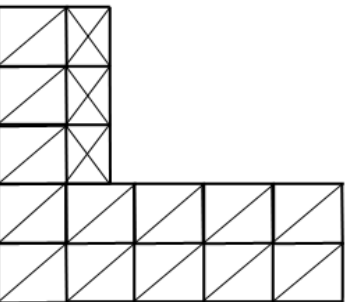
Image courtesy of [www.grantamon.com](http://www.grantamon.com)



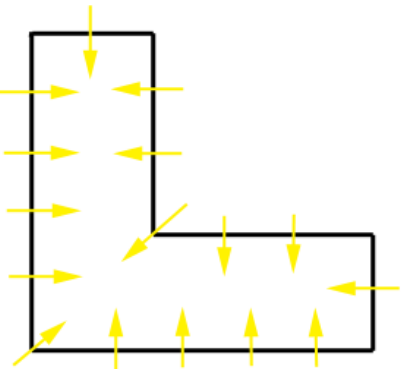
PARTI



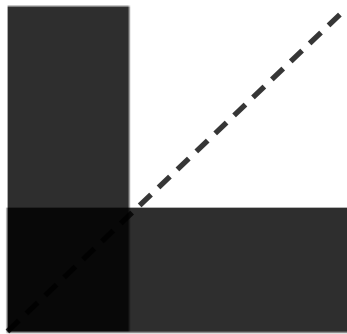
STRUCTURE



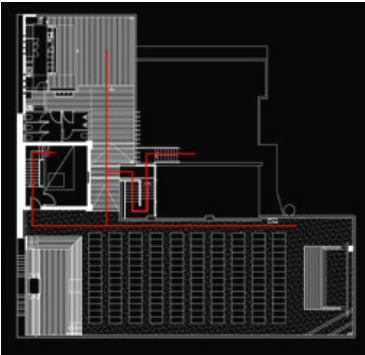
GEOMETRY



NATURAL LIGHT



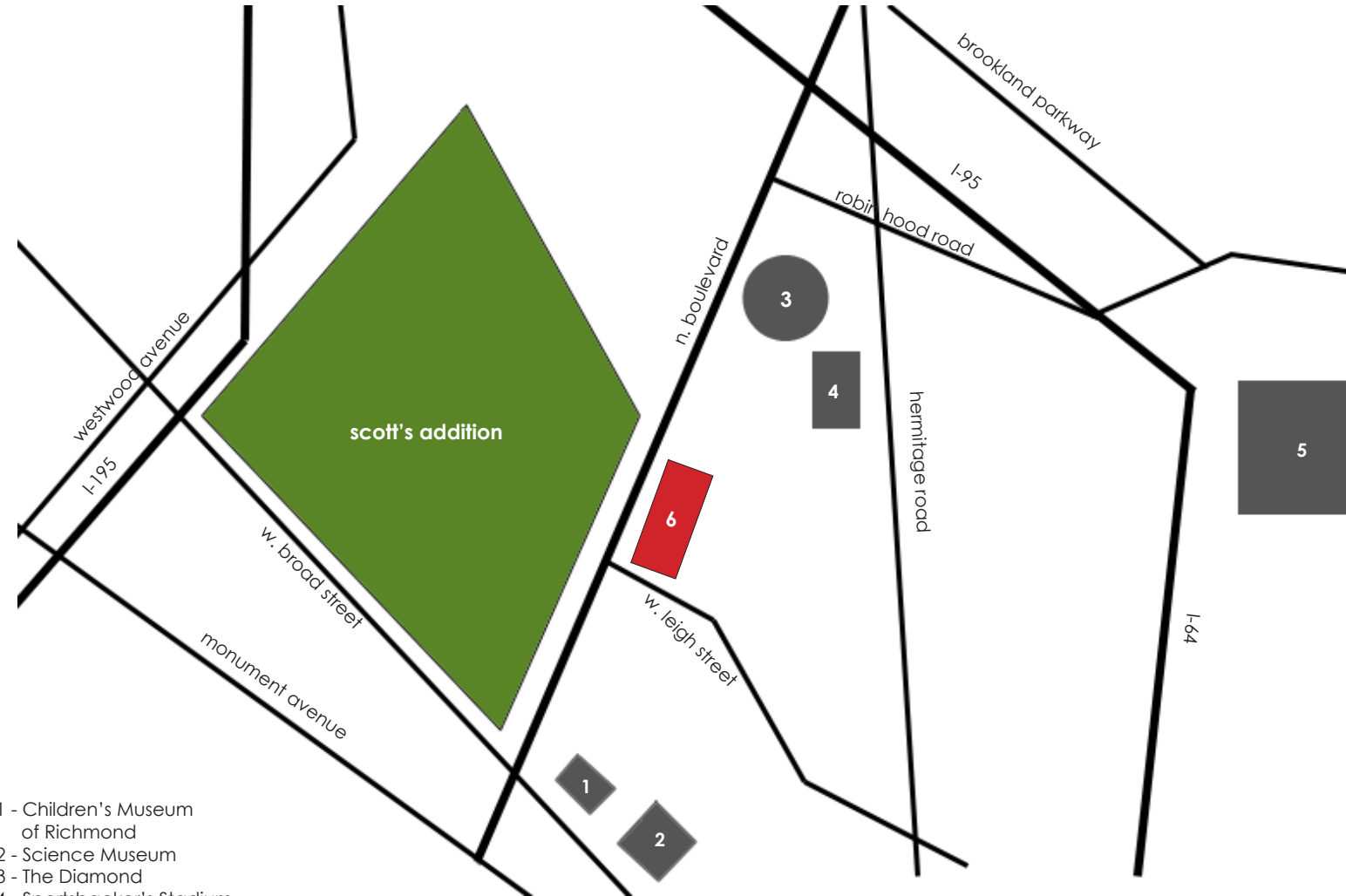
SYMMETRY & BALANCE



CIRCULATION TO USE



## MOVIELAND AT BOULEVARD SQUARE Richmond, Virginia



- 1 - Children's Museum of Richmond
- 2 - Science Museum
- 3 - The Diamond
- 4 - Sportsbacker's Stadium
- 5 - Virginia Union University
- 6 - Movieland at Boulevard Square

### ENTRANCE



Photo courtesy of [www.timesdispatch.com](http://www.timesdispatch.com)

The entrance is a rectangular vestibule with four sets of double doors - one on each side and two on either end of the main facing wall - allowing access from all parts of the expansive parking lot. The small box office is inside, centered on the facing wall. This vestibule creates a defining entry experience, separating the parking lot from the lobby.

### LOBBY/LOUNGE



Image courtesy of [www.norrichmondnews.com](http://www.norrichmondnews.com)

The lobby celebrates the industrial history of the building with concrete floors, metal beams and a catwalk. Clerestory windows provide the opportunity for the large lobby to get ample daylight. There is a beer and wine counter with several dining tables directly to the left of the entrance. While this area was created to encourage patrons to relax with a beverage prior to and after their movie, its close proximity to the entrance and lack of separation from the main lobby fail to create a destination experience.

### CINEMA



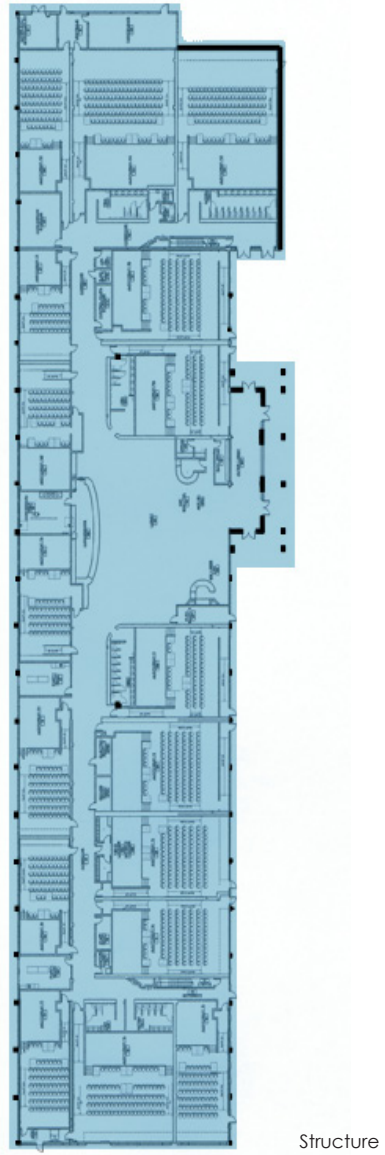
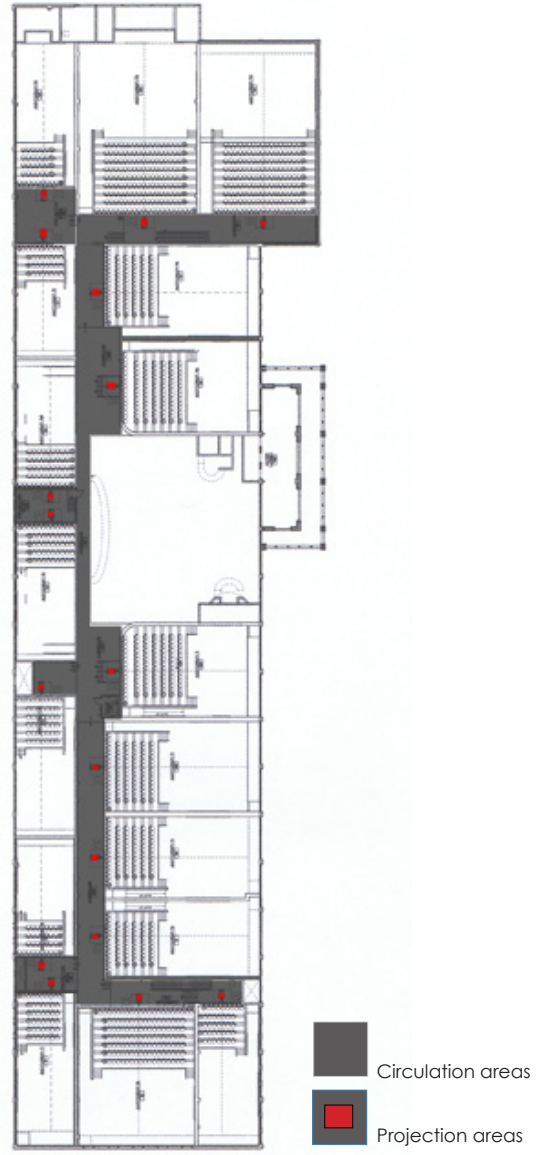
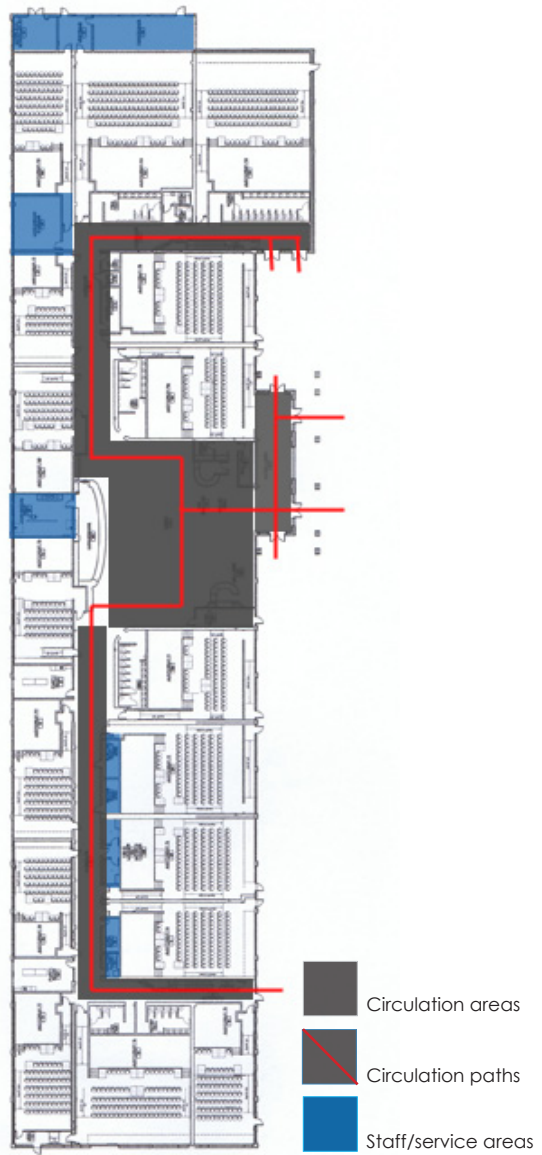
Photo courtesy of [www.thriftyrichmond.blogspot.com](http://www.thriftyrichmond.blogspot.com)

There are 17 auditoriums, each with between 100 and 300 seats. In contrast to the industrial feel of the lobby, the auditoriums are more luxurious with seats backed in customer wood with black velvet upholstery. Two auditoriums are equipped to show 3D movies.

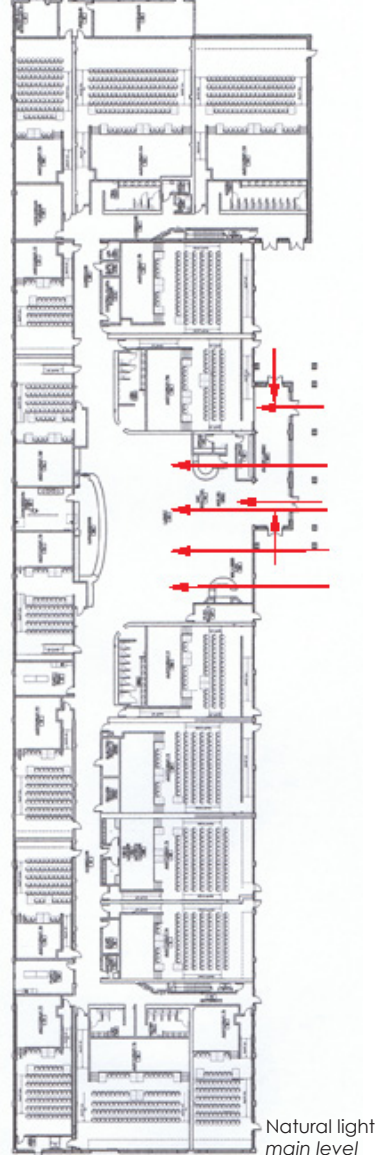
- Theater
- Party rooms
- Box office
- Office/customer service
- Beer & wine counter
- Concessions/storage
- Staff/maintenance
- Restrooms
- Lobby
- Corridors



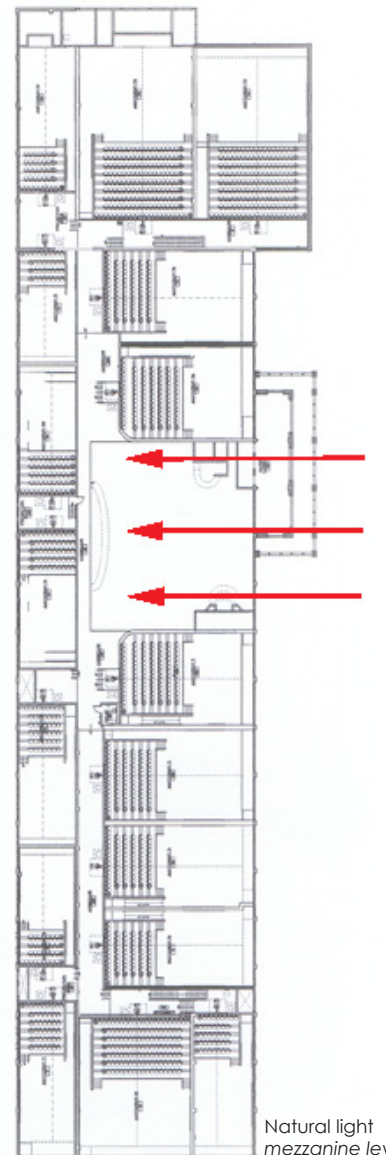




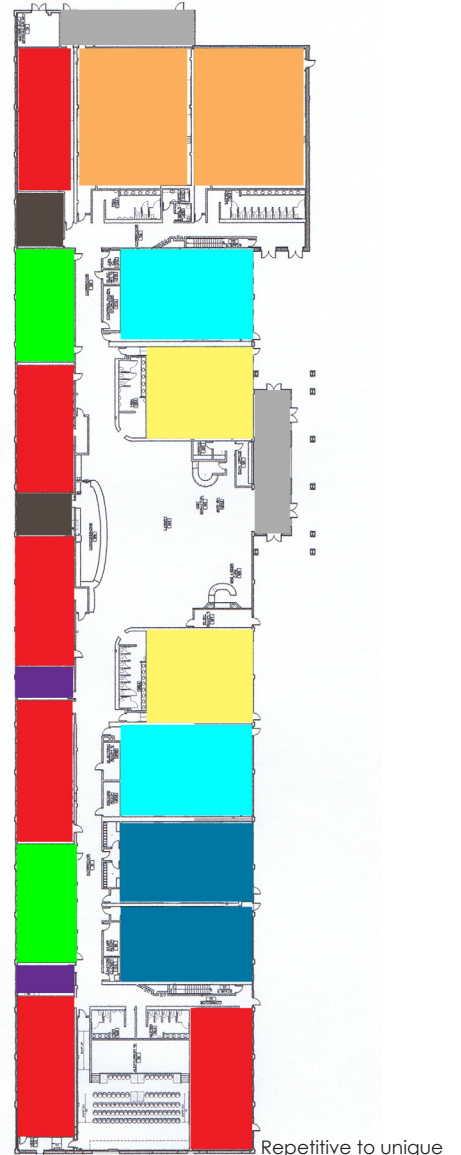
Structure



Natural light  
main level



Natural light  
mezzanine level



Repetitive to unique



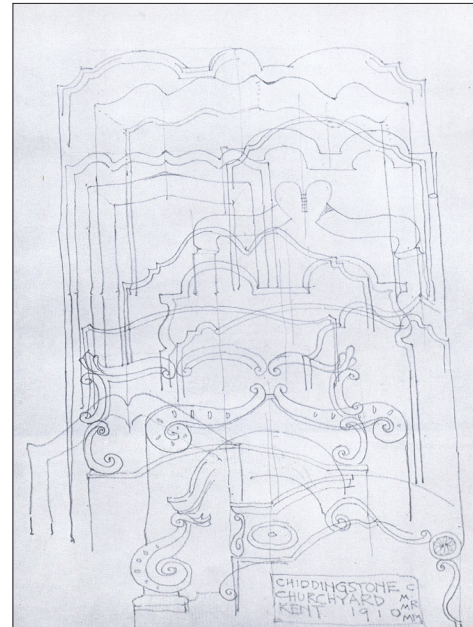
## CHARLES RENNIE MACKINTOSH Sketchbooks

Sketchbooks are an integral part of the process of most artists, designers and creators. As discussed by Roger Billcliffe, "The sketchbook enables one to experiment, to play around with composition, plan, elevation or sections, to concentrate on specific features or ornament, even to doodle; it will remain a record of, hopefully, private thoughts, and need have none of the deliberation or precision of measured drawings."

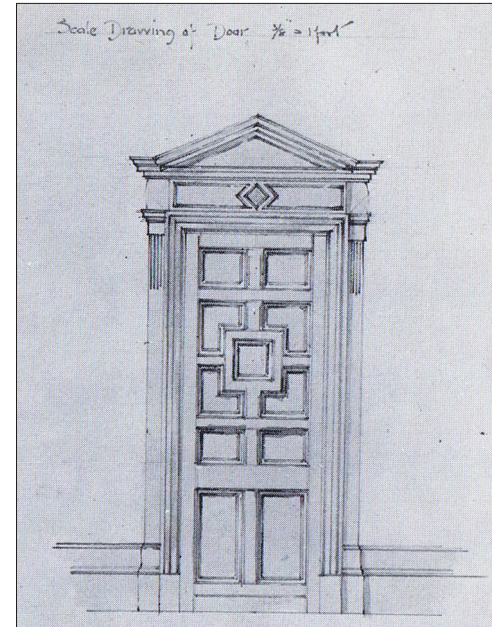
Sketchbooks were of particular importance to architect Charles Rennie Mackintosh. Mackintosh sketched from childhood through to his fifties, even after he ceased to practice architecture. He sketched what was of interest to him, from buildings to flowers, train timetables to gravestones. To Mackintosh, "...his sketchbooks were reference books, to be thumbed through for a particular detail...an endless source of inspiration. But they were also scrap books, family albums, lasting memories of family holidays, where all of the group had their initials recorded on the drawing."

Mackintosh did not hide the fact that he chose his subjects with purpose. He only sketched things which he knew could be used in his later designs. Mackintosh believed that architecture should be influenced by the past, but not dependent on it. This is indicative of the sketches he chose to create - nothing modern, usually traditional vernacular styled houses, cottages and cathedrals.

"Mackintosh was a natural and prolific draughtsman"(Billcliffe, 12.) He sketched quickly with "...no hesitation, no rubbing out of mistakes - if there are any they are cleverly incorporated into the design." As in his own designs, his sketches concentrated on details, which were given as much space and attention as his architectural sketches. Of particular importance to Mackintosh were structural details of flowers, of which he studied all his life. Also of note, Mackintosh would often use pattern and structure in his sketches, putting two sketches or a plan, section and elevation on one page with deliberate overlapping to form a pattern that relayed a personal design concept.



Headstones - Chiddingstone Churchyard, Kent 1910  
Image courtesy of Architectural Sketches & Flower Drawings



Scale Drawing of a Door, 1886-7  
Image courtesy of Architectural Sketches & Flower Drawings

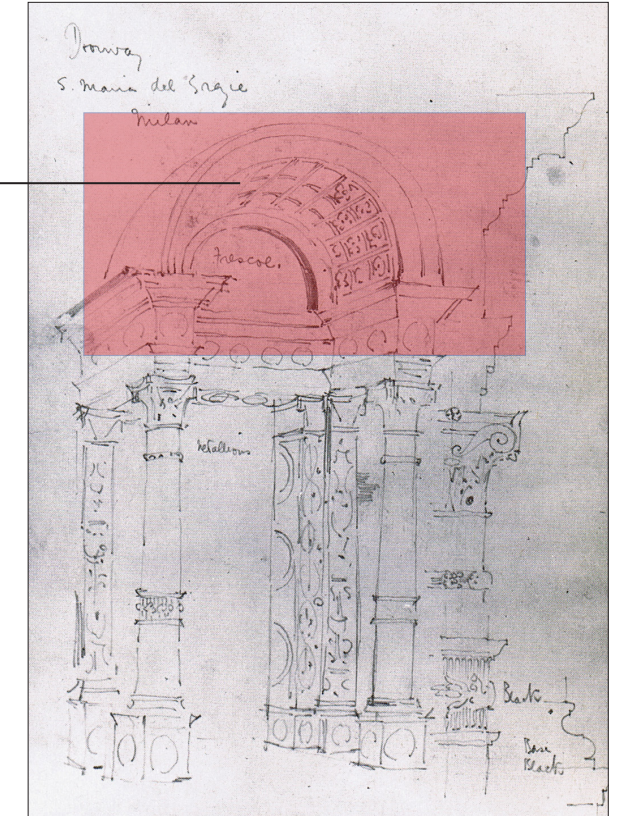


Glasgow Art Club vestibule  
Photo courtesy of [www.charlesandersonart.co.uk](http://www.charlesandersonart.co.uk)

Notice the vestibule detail at the Glasgow Art Club designed by Mackintosh in 1893, three years after the sketch of S. Maria Delle Grazie was completed.



Glasgow Art Club vestibule  
Photo courtesy of [www.charlesandersonart.co.uk](http://www.charlesandersonart.co.uk)



Porch, S. Maria Delle Grazie, Milan, 1891  
Image courtesy of Architectural Sketches & Flower Drawings



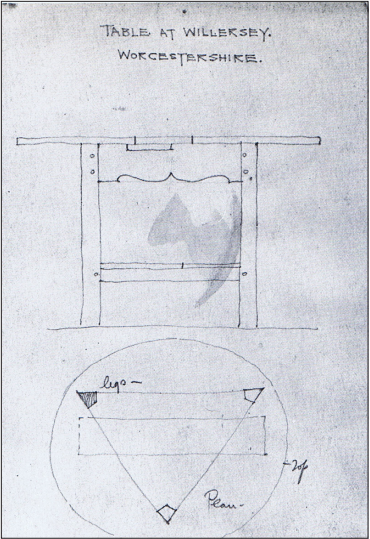
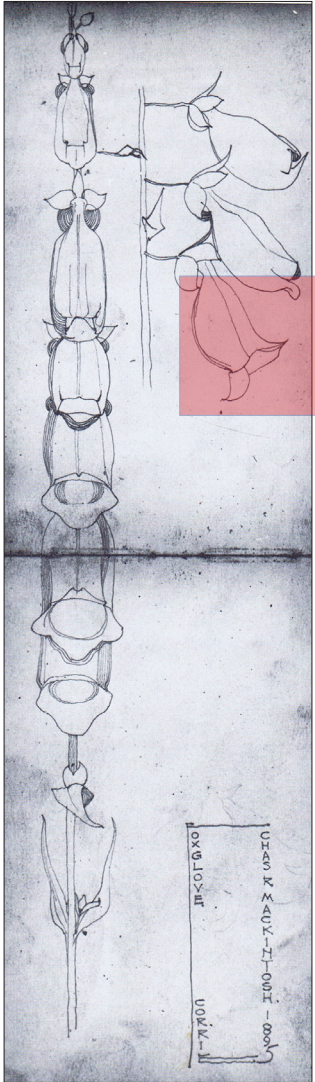


Plate and Elevation of Table, Willersly, 1894  
Image courtesy of Architectural Sketches & Flower Drawings

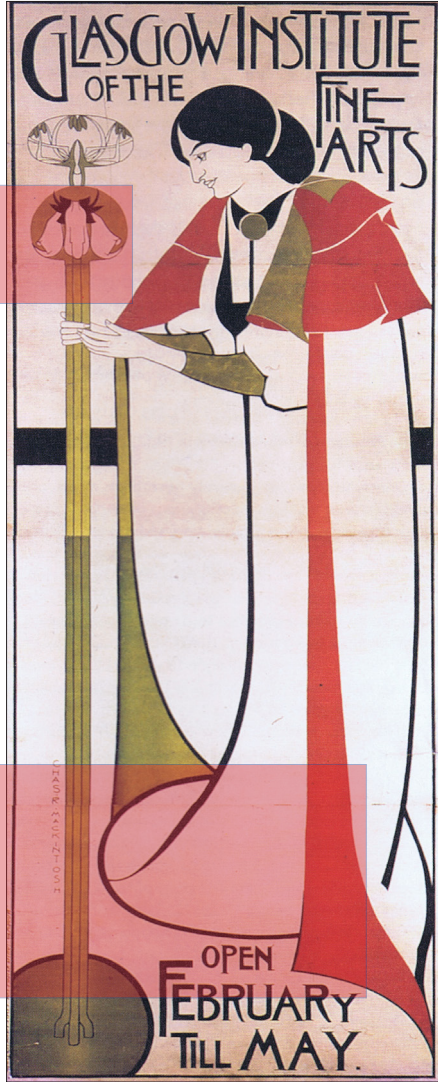


Argyle Street Tearoom Table and Chairs, 1897  
Photo courtesy of www.victorianweb.org

Notice how the flower elevation details influence the poster design.



Foxglove, Corrie, Arran, 1895  
Image courtesy of Architectural Sketches & Flower Drawings

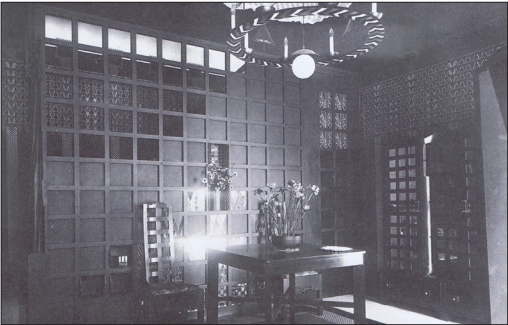


Poster for the Glasgow Institute of Fine Arts,  
Image courtesy of Charles Rennie Mackintosh

The square motif was a favorite of Mackintosh and was often used in the design of his interiors.



Fritillaria, Walberswick, 1915 Watercolor  
Image courtesy of Architectural Sketches & Flower Drawings



The Hall of 78 Derngate, 1916  
Image courtesy of Charles Rennie Mackintosh



The Willow Tea Room, 1904  
Image courtesy of Charles Rennie Mackintosh



The Hill House, 1904  
Image courtesy of Charles Rennie Mackintosh



## History and Use

The Bellevue Theater was built in 1937 by architect H. Carl Messerschmidt in the North Richmond neighborhood of Bellevue. The theater drew movie-goers from all parts of the city, showing second-run movies and ten cent Saturday morning double-features while also hosting neighborhood talent competitions and women's meetings. The Bellevue also served as the location for WRVA's radio's "New Dominion Barn Dance", a live Saturday evening country music showcase, from 1957-1964.

Occasionally, Hollywood actors and actresses would visit the Bellevue to promote their body of work while Warren Beatty and Shirley Maclaine, who grew up in the Bellevue neighborhood, attended Saturday morning features. Johnny Cash and Willie Nelson graced the Bellevue stage with the New Dominion Barn Dance.

The theater was purchased 1966 by Samis Grotto to serve as the Shriner's main headquarters. The Shriner's leveled out the theater floor, covered the original marquee with white metal panels, converted the lobby into a kitchen and added furnishings. However, much of the building including light fixtures, carpeting and the original move screen and backdrop still remain intact.

### Bellevue Theater

4028 Bellevue Avenue  
Richmond, Virginia



Photo courtesy of Dementi Studios

Project Scope  
Approximately 10,000 sf

Main theater level  
Mezzanine  
Projection level



Photo courtesy of www.retrichmond.com



Personal photo



1  
Personal photo



2  
Personal photo



3  
Personal photo



4  
Personal photo



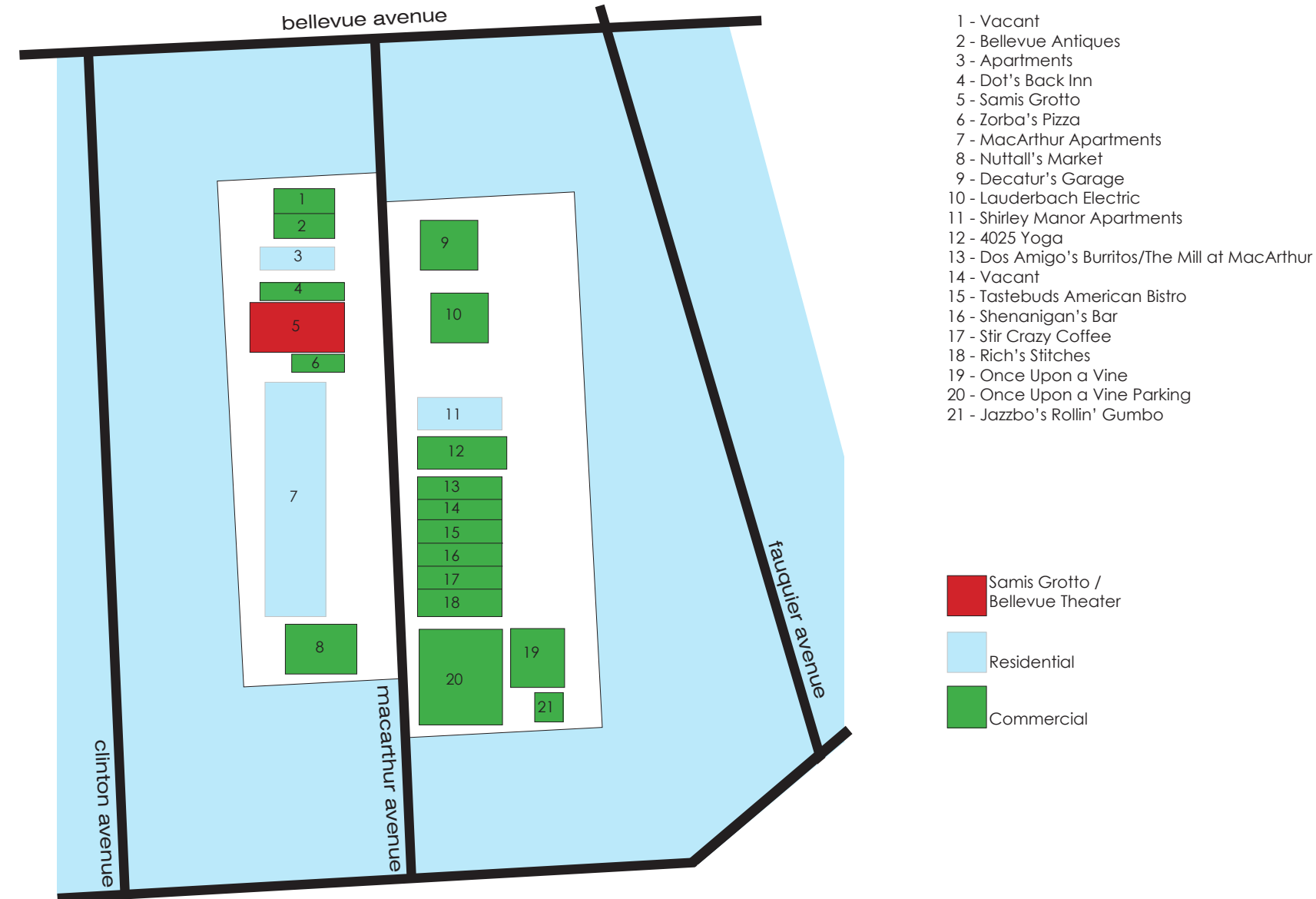
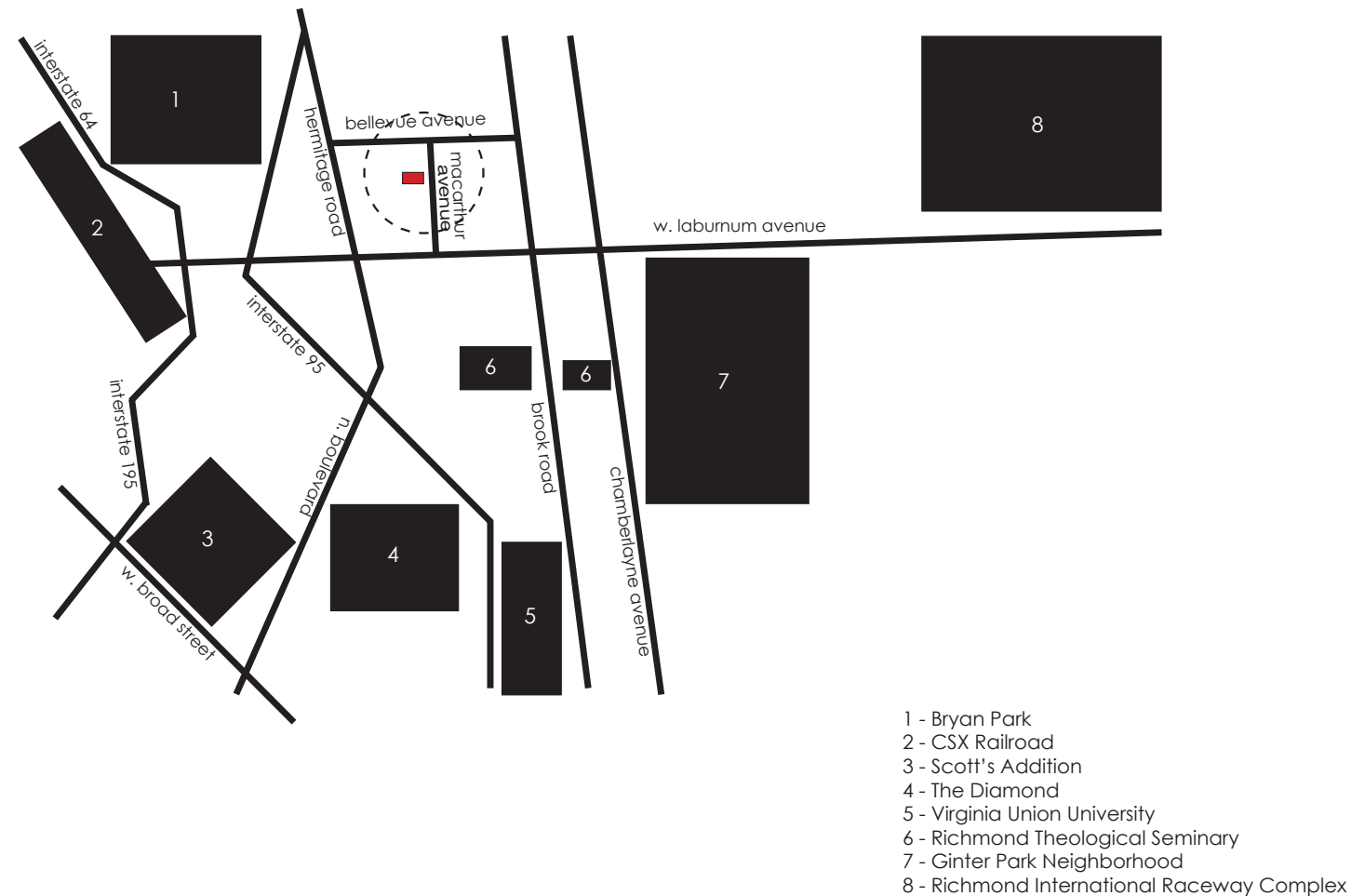
5  
Personal photo



6  
Personal photo

- 1 Original exit sign
- 2 Original carpet in lounge and balcony
- 3 Original entrance doors removed and covered with kitchen counter and cabinets. Original molding still exists but has been painted.
- 4 Original wall sconce in cinema area
- 5 View from the stage of the Bellevue
- 6 Stairs to the lounge

# LOCATION







Nuttall's Market Photo courtesy of deadrichmond at www.flickr.com



4025 Yoga Photo courtesy of www.macarthuravenue.com



Once Upon a Vine Photo courtesy of www.beeradvocate.com



Tastebud's American Bistro Personal photo

Residential

	MacArthur Apartments	Shirley Manor Apartments	Condominiums
Number of units	TBD	8	6
Rent or Own?	Rent	Rent	Either
Unit size	TBD	2 bed/1 bath	2 bed/1 bath
Cost	\$525/mo	\$525/mo	\$142,500
Clientele	Low to lower-middle class; elderly	Low to lower-middle class; elderly	Twenty-somethings
Time in location	TBD	43 years	TBD
Parking	Yes - private	no	Yes - private
Comments	--	--	Underwent full luxury renovation in 2008

Retail Businesses

	Bellevue Antiques	Nuttall's Market	4025 Yoga	Rich's Stitches	Once upon a Vine
Hours of operation	Th-Sa 11a-5p	M-Sa 9a-8p	M-Su varies	M-Th 9a-5p F9a-12n	Su-Th 11a-9p F-Sa 11a-11p
Type	Antiques	Grocery	Fitness	Embroidery	Wine/beer
Dining on premise?	No	No	No	No	No
Alcohol served?	--	Sold	--	--	Yes
Clientele	Niche - antique collectors	Bellevue residents	Majority female	Females, businesses	Various adults
Time in location	TBD	TBD	TBD	22 years	TBD
Destination for those outside neighborhood?	Yes	No	Yes	Yes	Yes
Parking	No	No	No	Shares 10 spots	Yes - private
Comments	Large selection of vintage toys	--	--	--	Ranked #44 in ratebeer.com 's best beer retailer in the world



Dot's Back Inn Photo courtesy of www.dotsbackrichmond.com



Zorba's Pizza & Subs Photo courtesy of www.ratz.wordpress.com



Dos Amigos Burrito Photo courtesy of www.yelp.com



Stir Crazy Cafe Personal photo

Commercial Businesses

	Decatur's Garage	Lauderbach Electric	Vacant
Hours of Operation	M-F 7a-6p	M-F 8a-5p	--
Type	Automotive	Electrical	--
Clientele	Various	Various	--
Time in Location	TBD	TBD	--
Destination for those outside neighborhood?	Yes	--	--
Parking	Yes - private	Yes - private	Shares 10 spots
Comments	--	--	Carytown Books out of business mid-October 2010. Sold used books and coordinated children's reading programs.

Restaurants

	Dot's Back Inn	Zorba's Pizza	Dos Amigos	Tastebuds American Bistro	Shenanigan's	Stir Crazy Coffee Shop	Jazzbo's Rollin' Gumbo
Hours of Operation	M-Sa 9a-mid Su 10a-3p	M-Su 4p-10p	Tu-Sa 11a-9p	Tu-Sa 5p-until	M-Th 11a-mid F 11a-12:30a Sa 4p-12:30a Su 10a-mid	M-F 6:30a-5p Sa/Su 7:30p-5p	Th-Su 11a-7p
Dining on premise?	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Alcohol served?	Yes	Yes	Yes	Yes	Yes	Yes	--
Live music?	No	No	No	No	Yes	Yes	no
Pricing	\$-\$\$	\$	\$	\$\$\$	\$-\$\$	\$	\$\$
Clientele	Various adults	Various, families	Various, Families	Middle-income and above	Various adults	Varioous	Various
Time in location	TBD	TBD	4 months	TBD	TBD	TBD	TBD
Destination for those outside neighborhood?	Yes	No	No	Yes	Yes	No	Yes
Parking	No	No		Shares 10 spots	shares 10 spots	shares 10 spots	no
Comments	Featured on Food Network's "Diners, Drive-ins & Dives"	--	--	Recently expanded from catering and take-out only	Live music Tuesday-saturday; open mic on Wednesday	Free will. artist of the month	Mobile

MacArthur Avenue is largely destination driven. Customers come with something specific in mind - to pick up something forgotten at the grocery store, for a pizza to take home, to drop off their car to be serviced. There is little to keep them on MacArthur beyond their intended purpose.

Quality of product or experience must outweigh convenience. Dos Amigos offers fresh, build-your own burritos, but the new business was struggling. They recently shut their doors after only a few months. They were replaced by a delivery restaurant, The Mill at MacArthur. Carytown Books went out of business while Barnes & Noble and public libraries flourish. Stir Crazy introduced later hours and added wine and beer to their menu but did not experience the increased traffic they needed to support the additional costs.



Shenanigan's Eatery & Pub Personal photo



Jazzbo's Rollin' Gumbo Personal photo

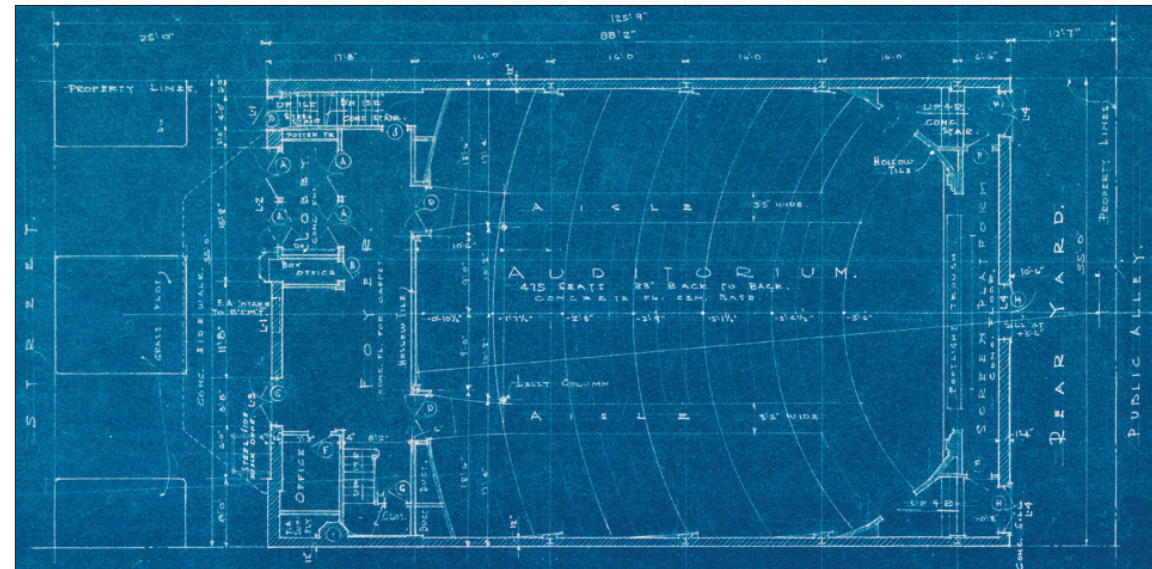


Shirley Manor Apartments Personal photo

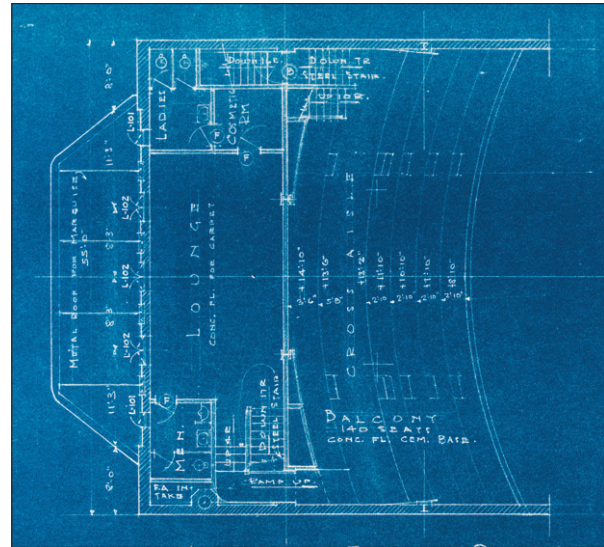


Decatur's Garage Personal photo





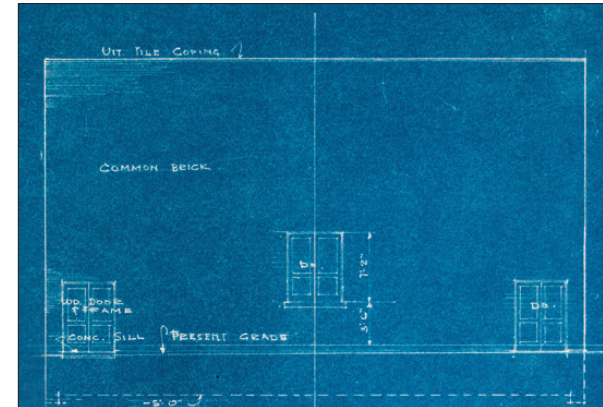
Mezzanine floor plan



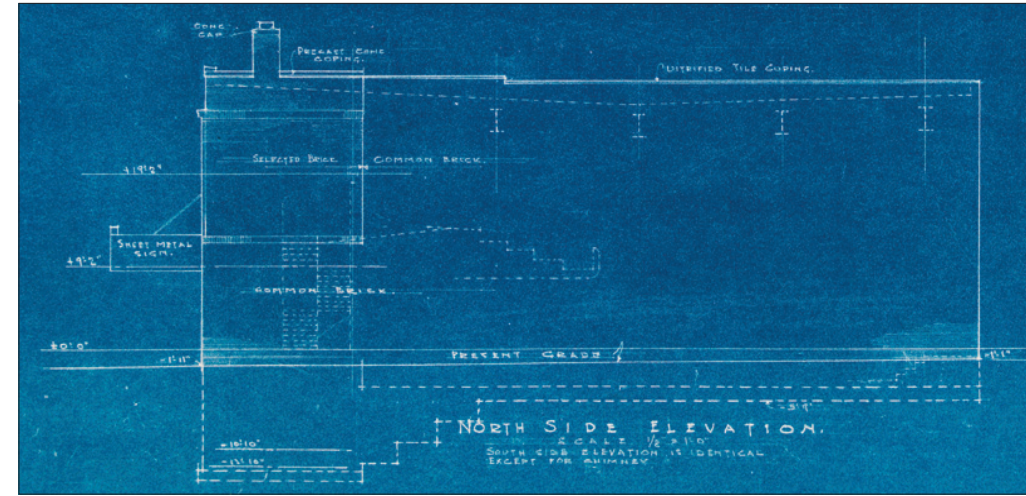
Main floor plan



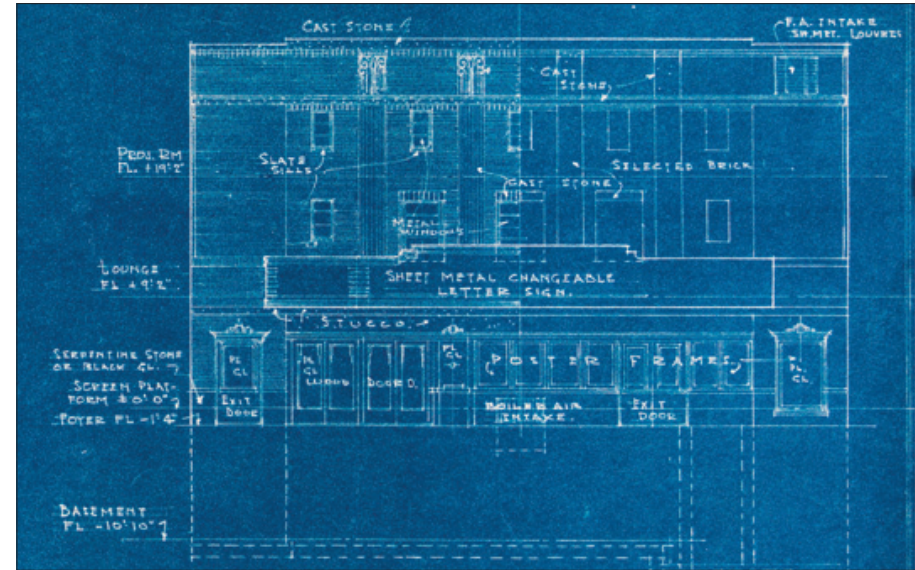
Projection room floor plan



Rear exterior elevation

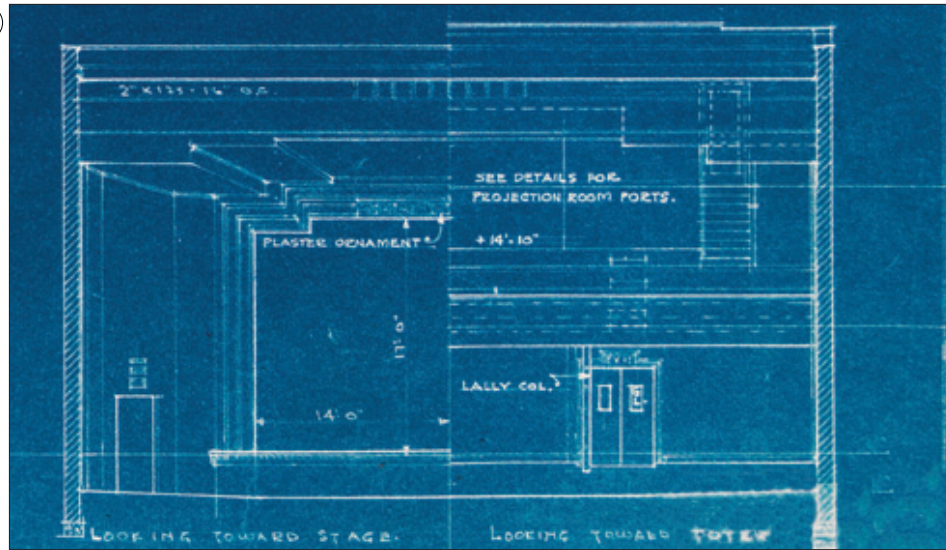


North side exterior elevation

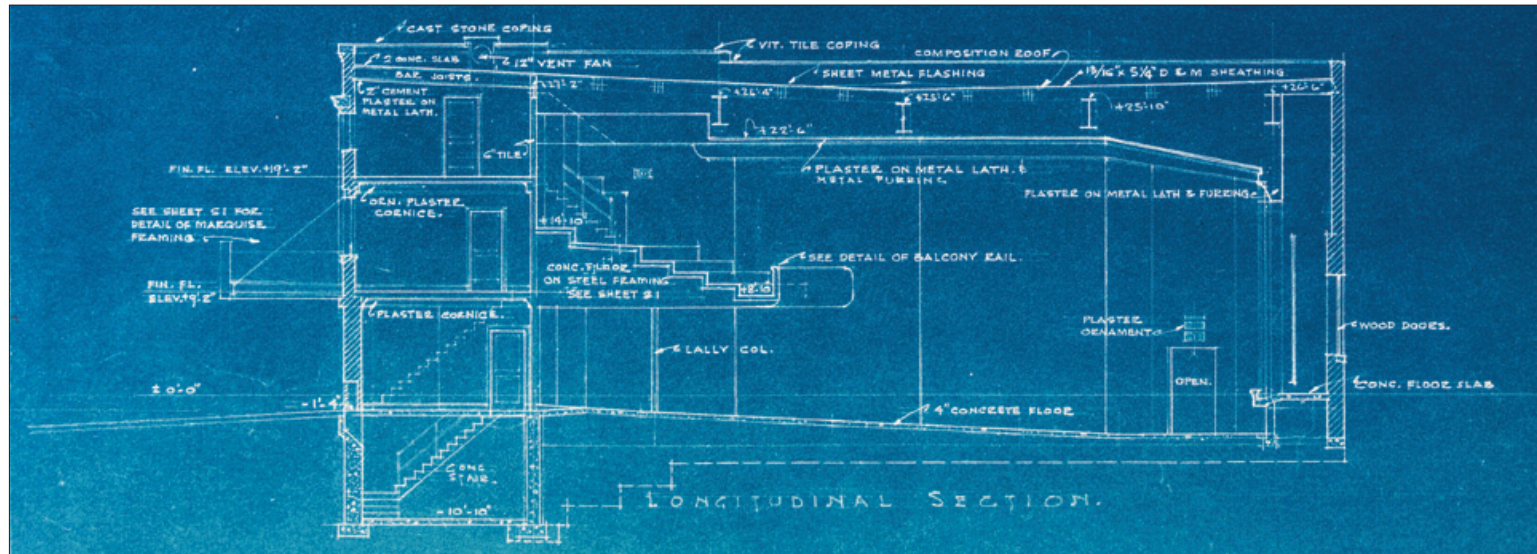


Front exterior elevation





Front/rear section



Longitudinal section

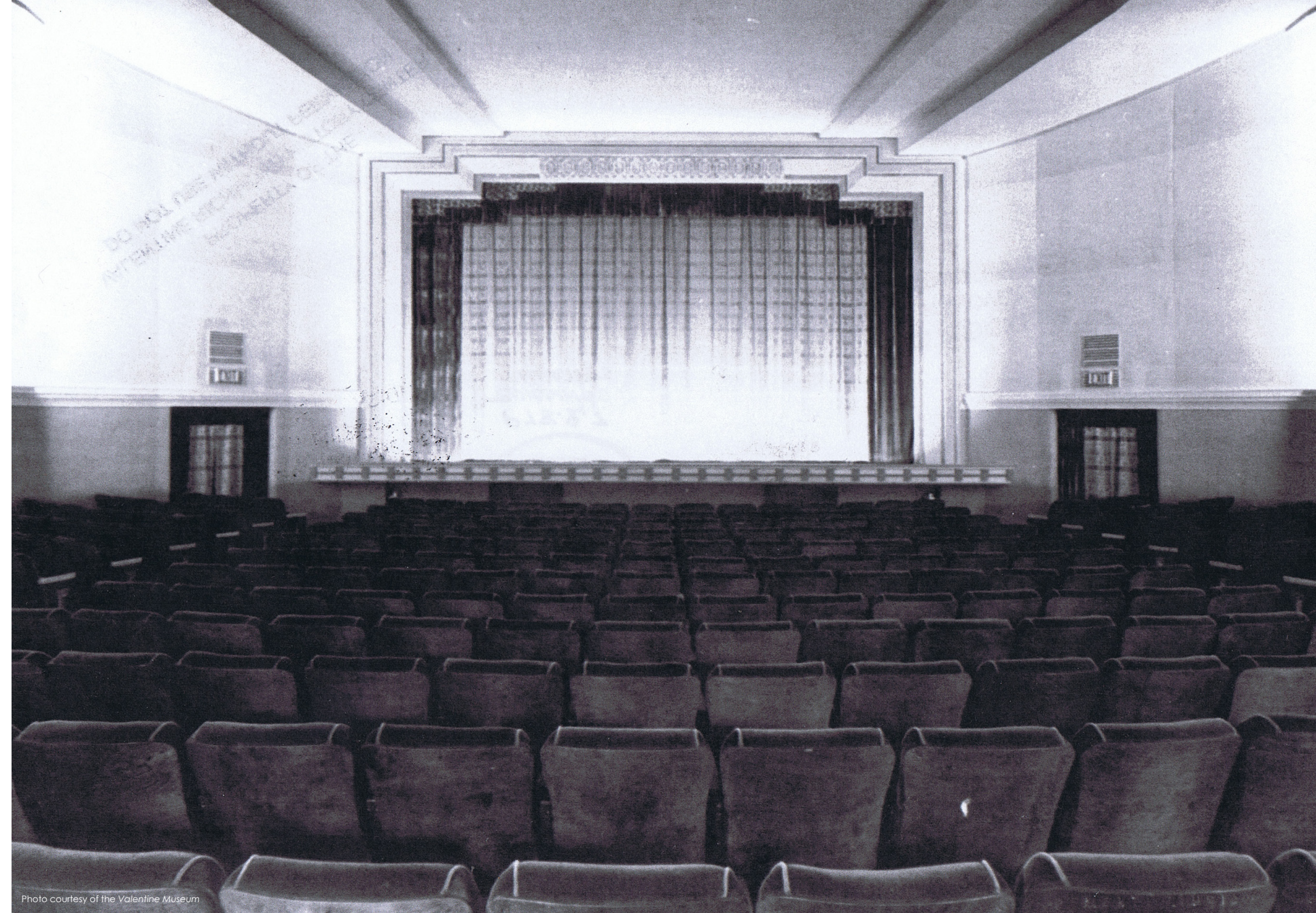
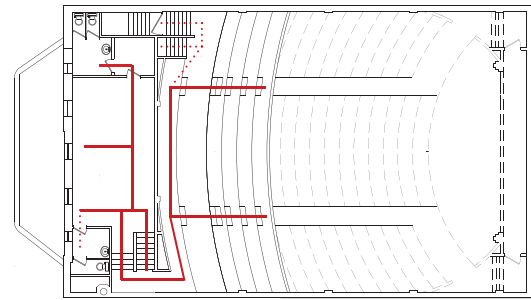
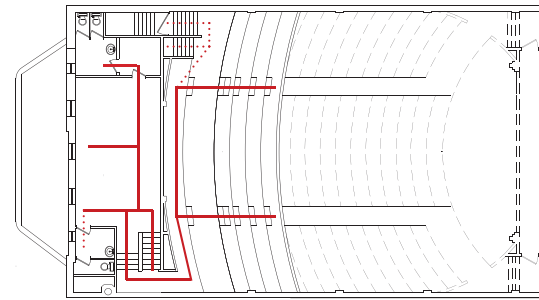


Photo courtesy of the Valentine Museum

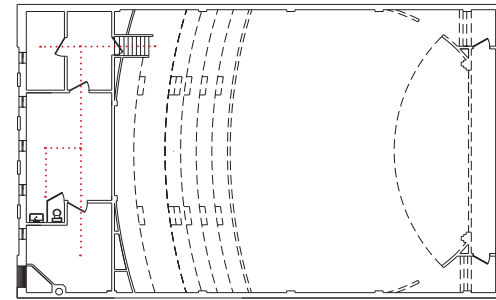




Circulation to Use - Main Level



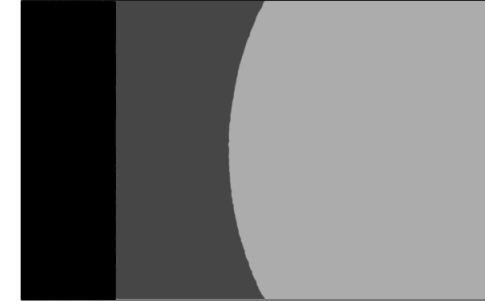
Circulation to Use - Mezzanine



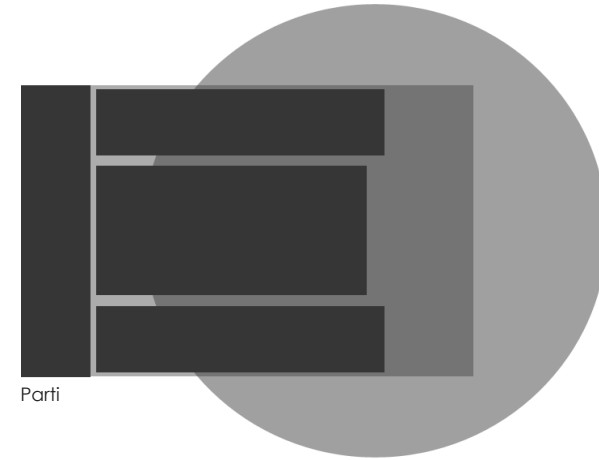
Circulation to Use - Projection Room



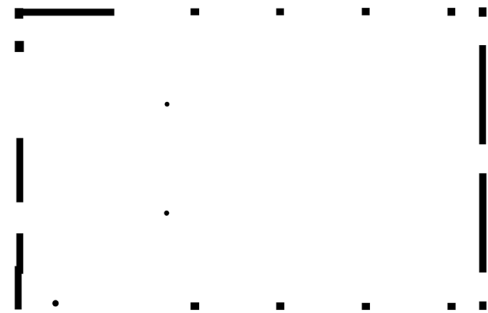
Additive/Subtractive - Section



Additive/Subtractive - Plan



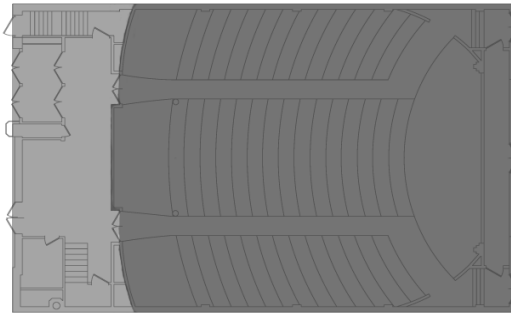
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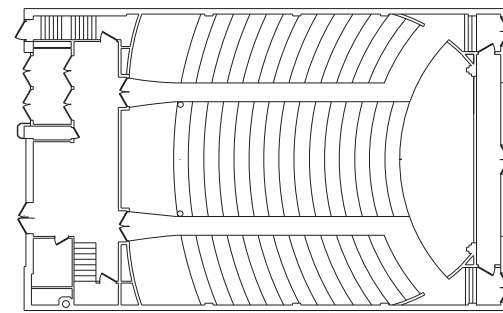
Structure



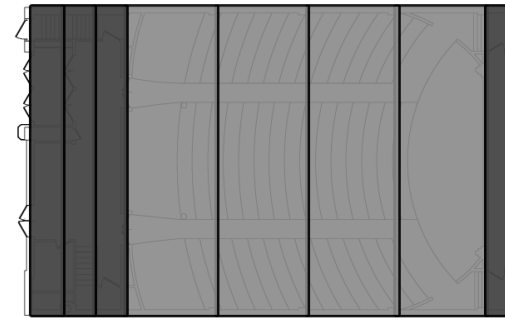
Massing



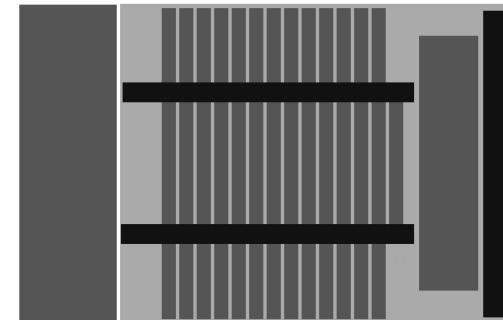
Small to Large Spaces



Symmetry



Proportion



Geometry

Through the acknowledgement that movies, once a group event, have become much of a solitary and personal experience, it seemed clear that through design I would investigate how individual and group could be melded into a single experience, a modern processional recreating the event of movies past.

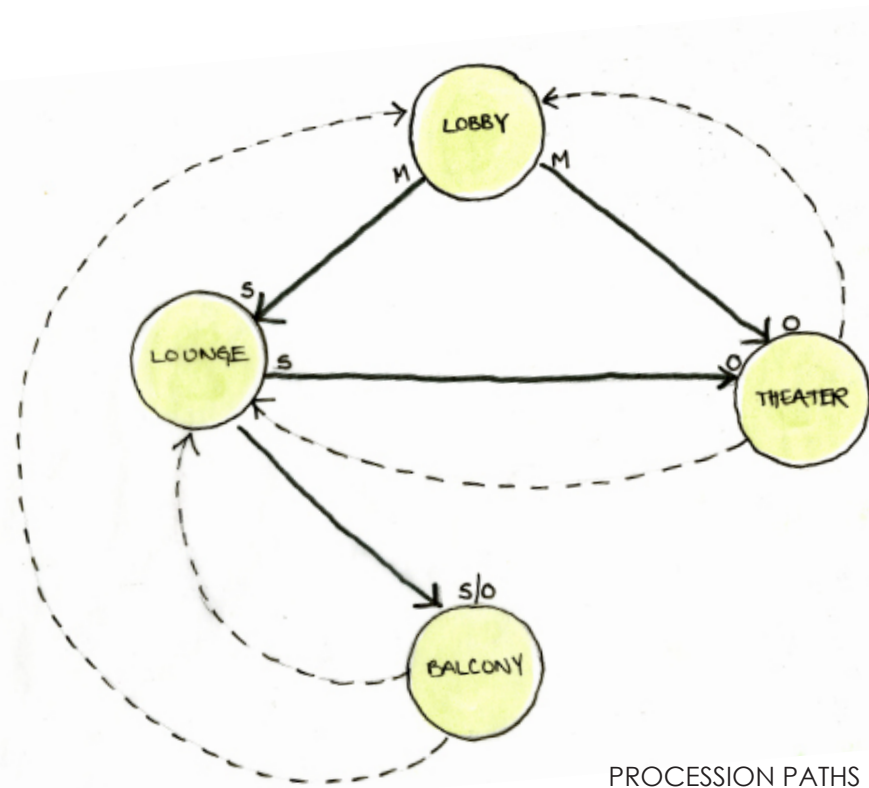
What would define that individual and group experience were the main programmatic spaces in the cinema and how those spaces connected and transitioned.

Those main spaces are:

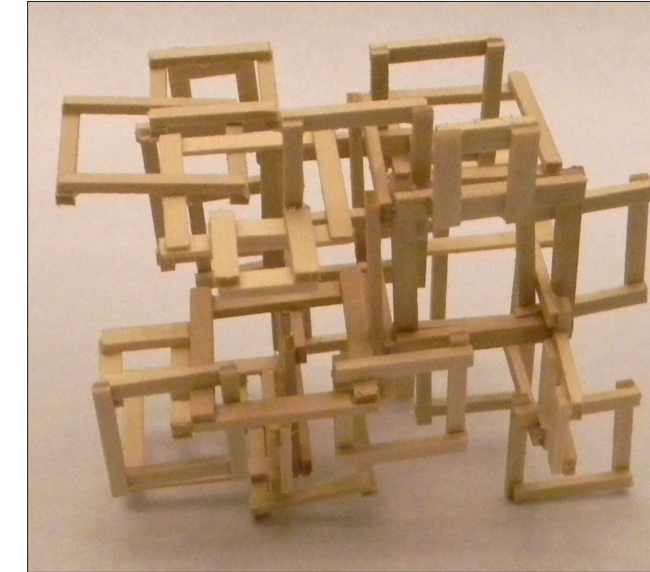
entrance/lobby  
lounge  
cinema/auditorium  
balcony

entry →  
exit — →

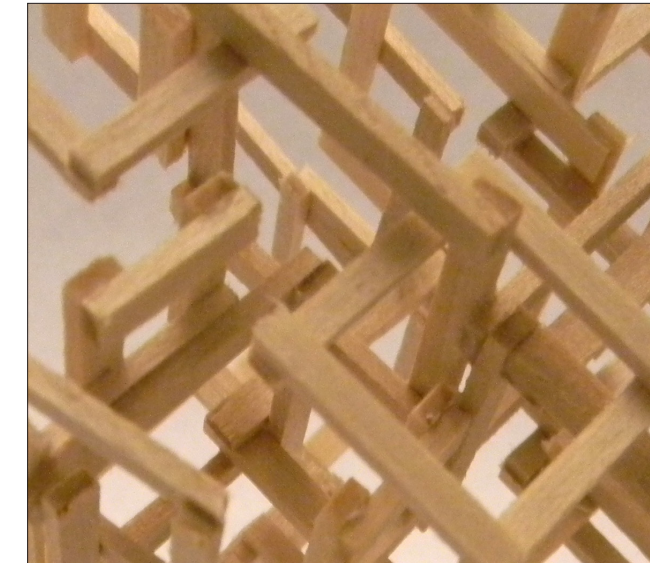
M= many  
S= some  
O= one



## CONCEPTUAL MODEL



Personal photo



Personal photo

### PURPOSE

To explore connections between a group of objects

### METHODOLOGY

Determine a set of rules for construction

*small square*: one side connects

*medium square*: corner connects

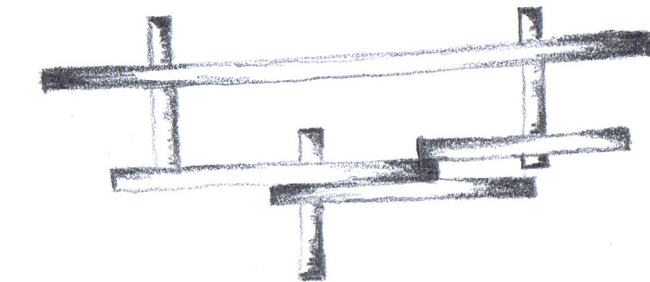
*large square*: connects through

### QUESTIONS RAISED

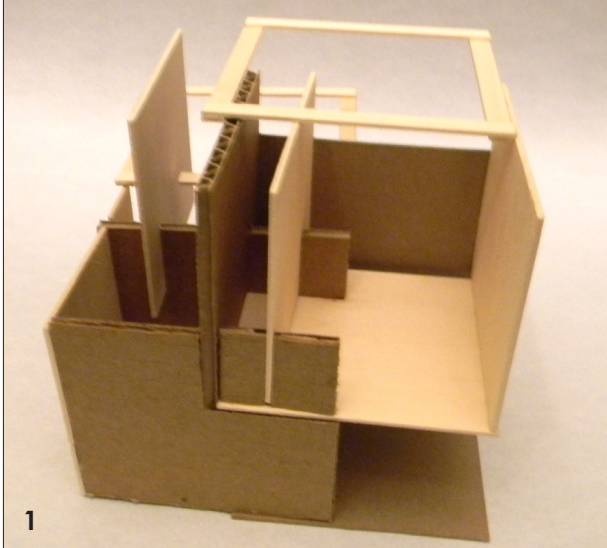
What makes a group?

Is it simply a collection of things that touch?

Or is something considered a group due to proximity of physical connections?



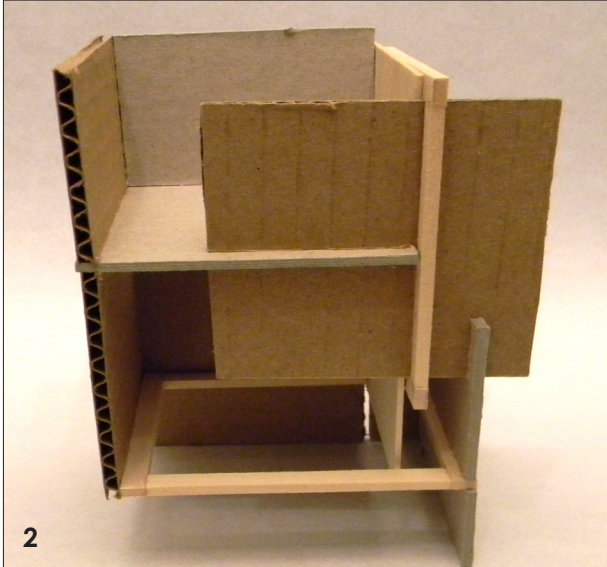
CONCEPTUAL MODELS



Personal photo



Personal photo



Personal photo



Personal photo

- 1. Planar concept model 1
- 1a. Detail of model 1
- 2. Planar concept model 2
- 2a. Detail of model 2

PURPOSE  
To examine connections between planes arranged to create a box

METHODOLOGY  
Combine, in different directions using differing connection methods, multiple planes of the same size which are constructed of different materials to create a solid box.

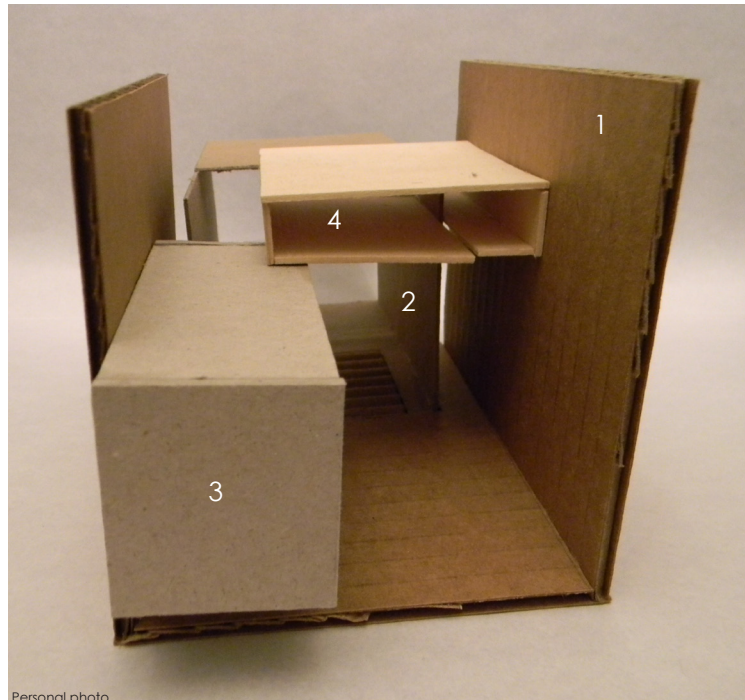
QUESTIONS RAISED  
How is a plane defined?  
Is it individual pieces which touch? In the same proximity?  
What happens when one thing ceases to exist and another begins?  
How are spatial connections defined?

*adjacencies*  
*separation*  
*intersection*  
*penetration*  
*overlap*  
*narrow*  
*widen*



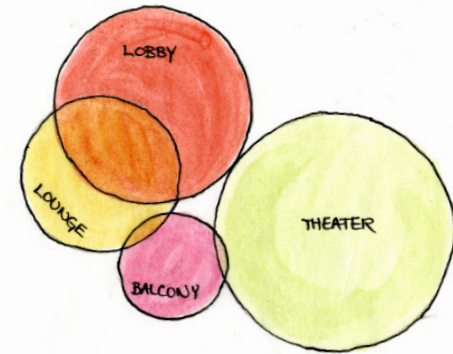


## SPATIAL CONCEPT MODEL



Personal photo

1. Lobby
2. Lounge
3. Theater
4. Balcony



### LEVELS OF CONNECTION

#### Lobby

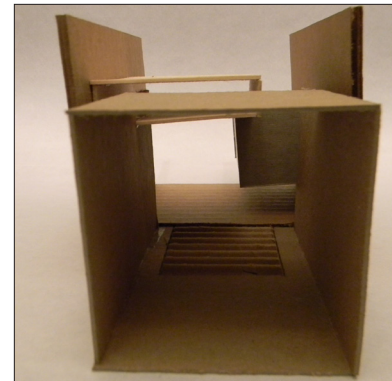
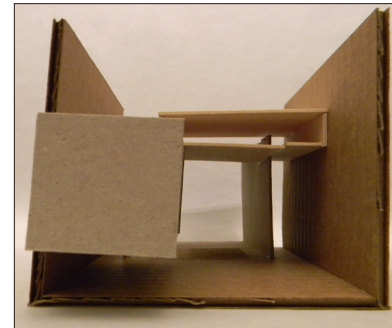
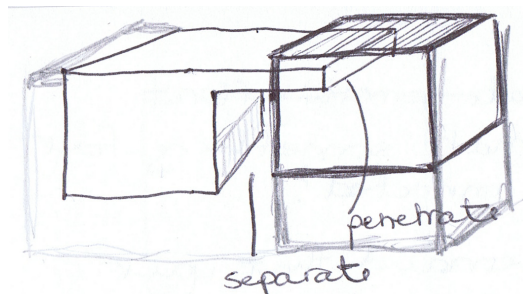
Transitional space, moving from reality of street to the event of the movie

#### Lounge

Most connected to all other spaces  
Center of social activity

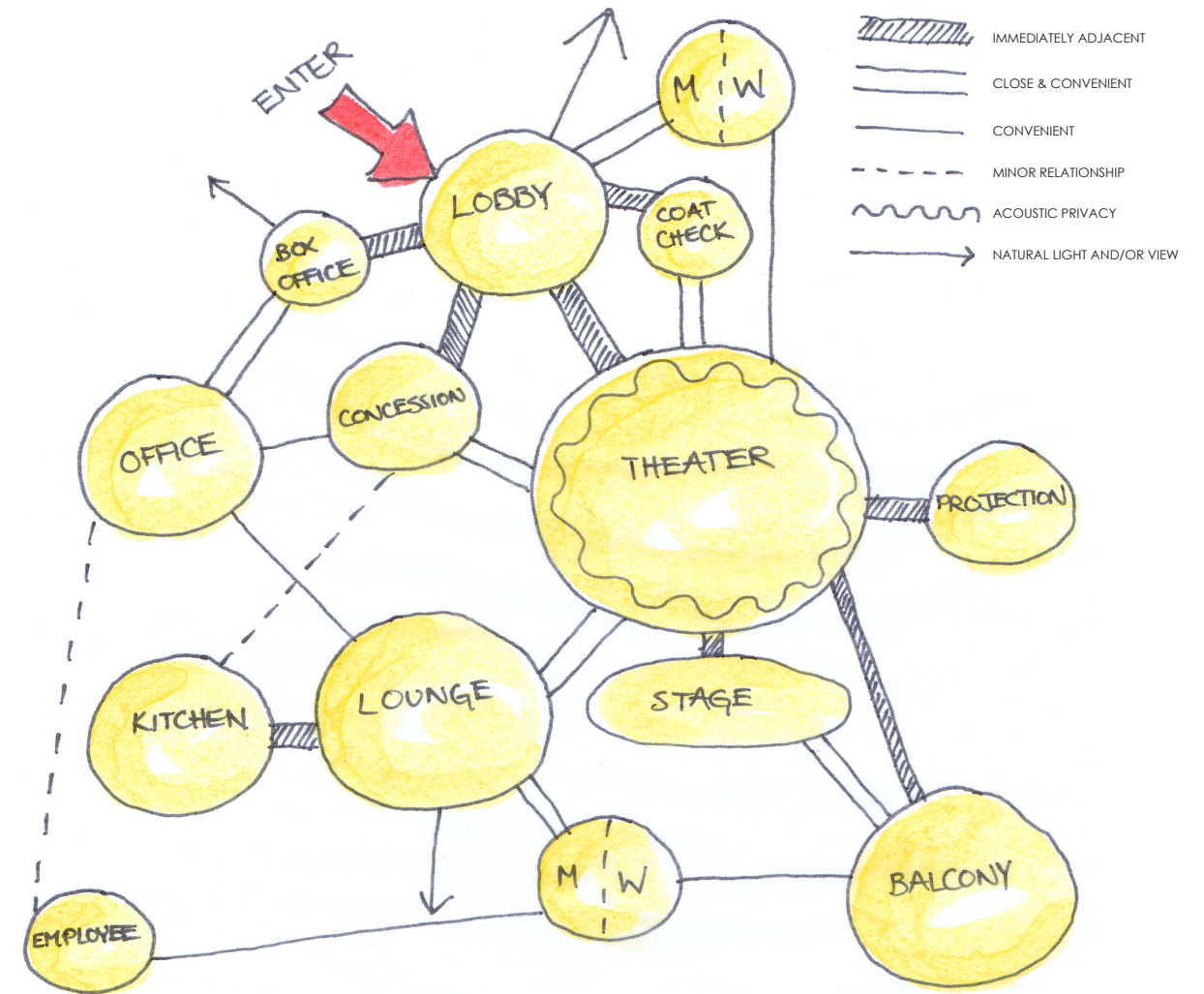
#### Cinema

Requires most solitary experience in the most physically dense space



Series of personal photos

## RELATIONSHIP DIAGRAM



CRITERIA MATRIX

	Square Footage	Adjacencies	Level of Connection	Furnishings	Special Considerations
LEVEL 1					
Lobby	1,400	cinema, restrooms, coat check, lounge	high	bench seating, modular sofa/chairs, standing-height tables	main entrance
Cinema	2,800	lobby, lounge	low	fixed seating	
Women's Restroom	150	lobby			
Men's Restroom	130	lobby			
Box Office	40	lobby			public access from building exterior
Coat Check	30	lobby			hanging storage space
Stairwell to Basement	80	lobby			
LEVEL 2					
Lounge	900	lobby, restrooms, kitchen, VIP lounge	medium	bar with seating, sofas, ottomans	
VIP Lounge	350	lounge, lobby	medium	sofa, chairs, side tables	
Kitchen	70	lounge			more kitchenette-like; no full meals
Women's Restroom	100	lounge			
Men's Restroom	100	lounge			
LEVEL 3					
Projection Room	100	cinema		desk	projection equipment; see IBC code
Manager's Office	180	storage	medium	desk, office storage	includes safe & cash supplies
Employee Lounge	170		low	table, chairs, comfortable seating	kitchenette
Restroom	40				
Storage	60	manager's office, projecion room			film storage
Janitor's Closet	50	centrally located			
Employee Hall/Balcony	300		medium		open to lobby

BUILDING CODE REQUIREMENTS

TOTAL SQUARE FOOTAGE  
7,050

ZONING  
A-1: Motion picture theaters, symphony & concert halls, TV & Radio studios with audience, theaters

SPECIAL REQUIREMENTS  
Section 409 Motion Picture Projection Rooms  
409.1: room must be enclosed  
409.2: permanent construction, floor area of 80 s.f. for one machine, each projector shall have clear working space of 30" x 30" on each side and rear, ceiling shall be 7'6" or more, opening shall be no more than 25% of the wall area and must be closed  
409.3.3: each machine will be provided with an exhaust duct to the outside of the building  
409.4: lights that control the auditorium must be in the projection room and one other location  
409.5: must have rewind and film storage

SECTION 411 Special Amusement Buildings  
Must have:  
auto fire detection  
auto sprinkler  
alarm  
emergency voice/alarm communication system  
exit markings

TYPE OF CONSTRUCTION  
IBC Type IIA: Masonry Noncombustible

GENERAL BUILDING HEIGHTS AND AREAS  
A-1/Type II: Building complies

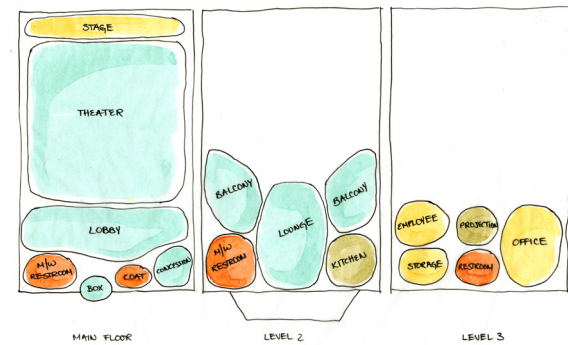
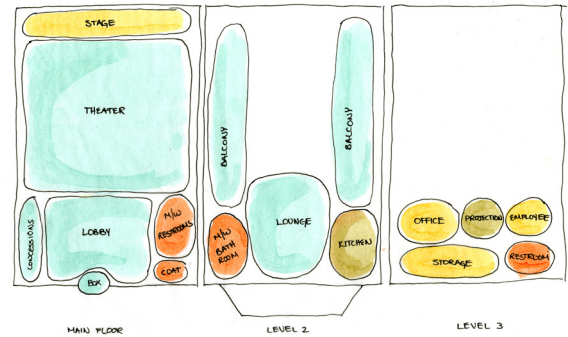
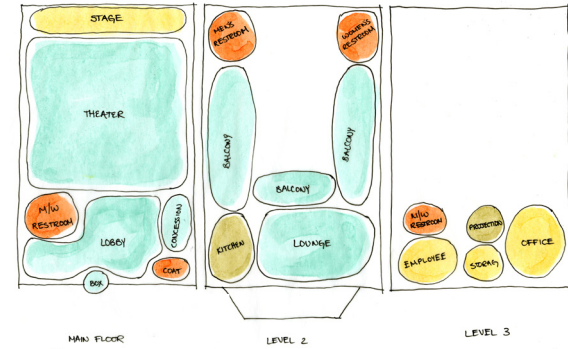
OCCUPANT LOAD  
Cinema: Assembly with fixed seat  
164 (determined by number of seats; 5 wheelchair spaces needed)  
Lobby: Assembly without fixed seats  
187 (determined by 50/50 combination of standing space and tables/chairs)  
Lounge: Assembly without fixed seats  
124 (determined by 50/50 combination of standing space and tables/chairs)  
Total Occupancy: 475

MEANS OF EGRESS  
IBC 1004.7: Assembly with Fixed Seating  
Occupant load determined by number of fixed seats  
IBC 1007.4: Elevators  
Comply with Section 2.27 of ASME A17.1  
IBC 1009.1: Stairway  
Not less than 44" wide  
IBC 1010: Ramps  
Must be 36" wide, landings are 60", no more than 12.5% slope  
IBC 1025: Complies will all codes listed

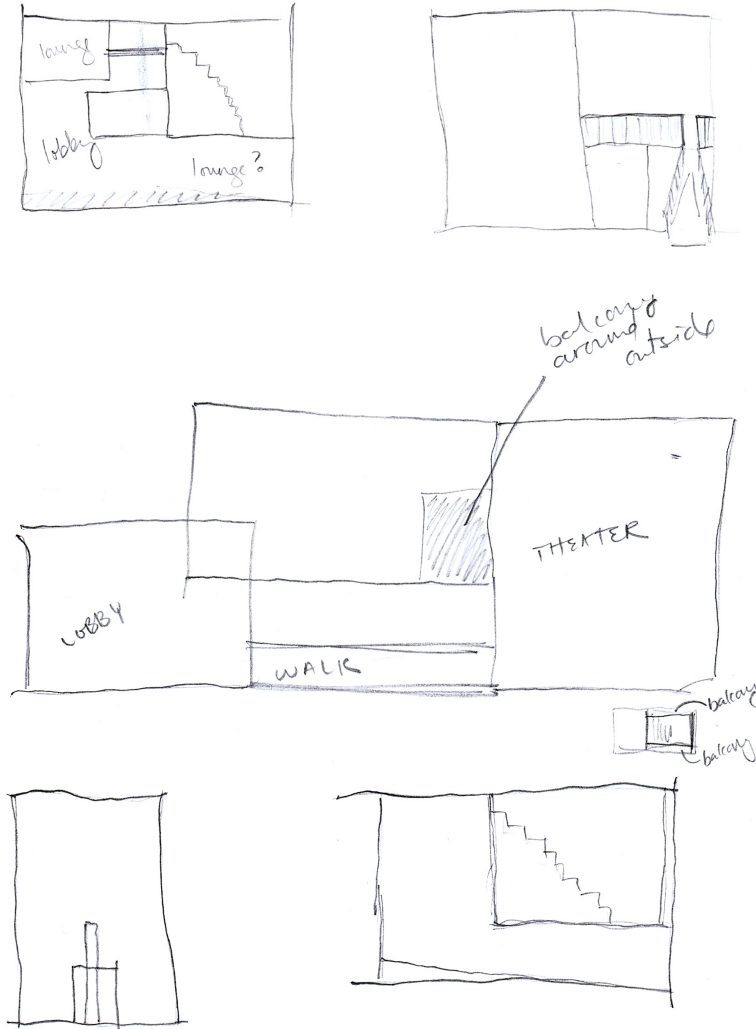
PLUMBING  
IBC 2902.1:  
1 toilet per 125 men (2 total min)  
1 toilet per 65 women (4 total min)  
1 lavatory per 200 (3 total min)  
1 drinking fountain per 500 (1 min)



## PRELIMINARY BUBBLE DIAGRAMS



## SPACE PLAN SKETCHES



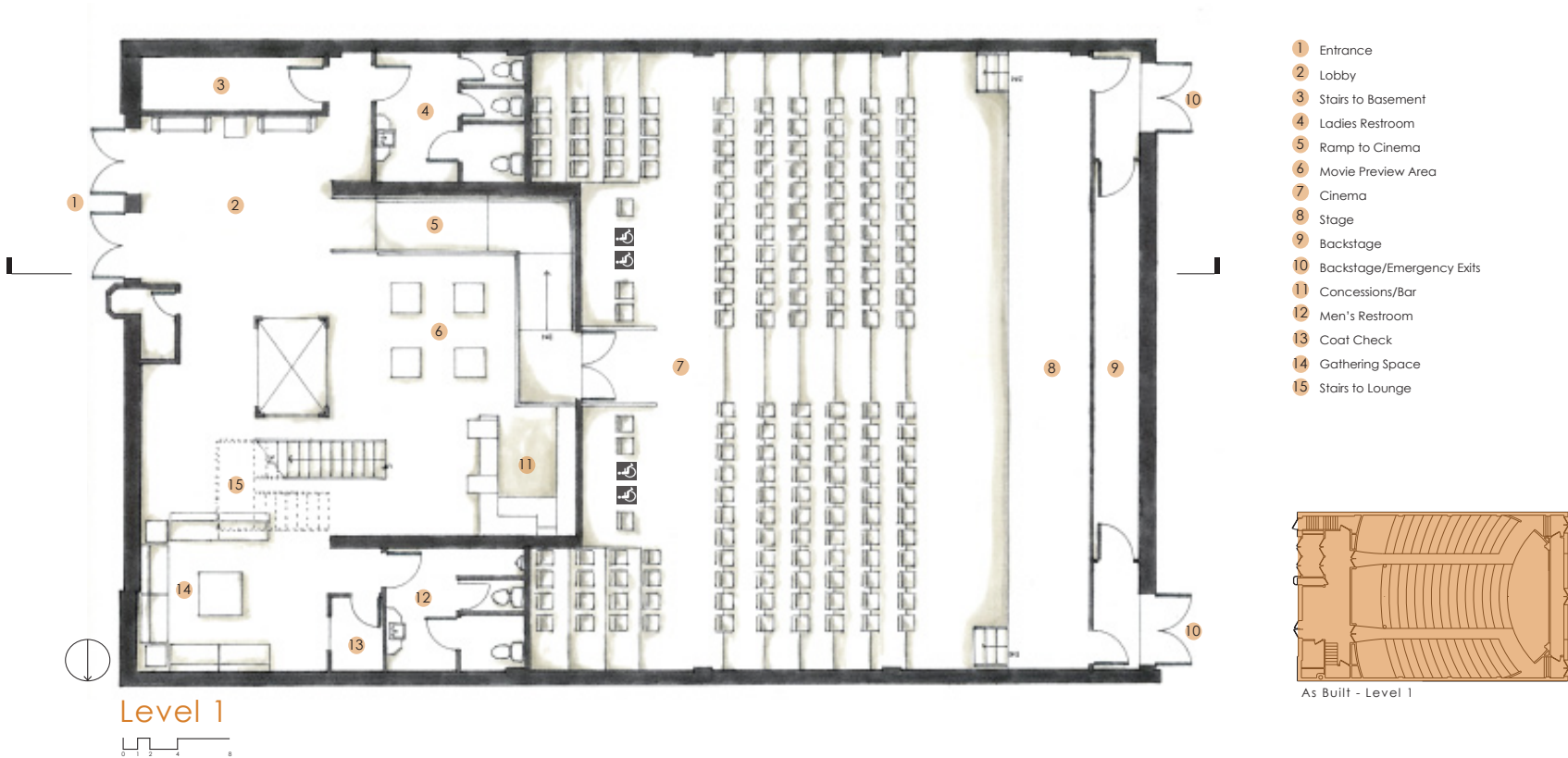
## PRELIMINARY FLOOR PLANS



## FINAL DESIGN DRIVER

Treat the cinema shell, which holds the structural components of the building, as a box which houses two halves:  
cinema  
lobby

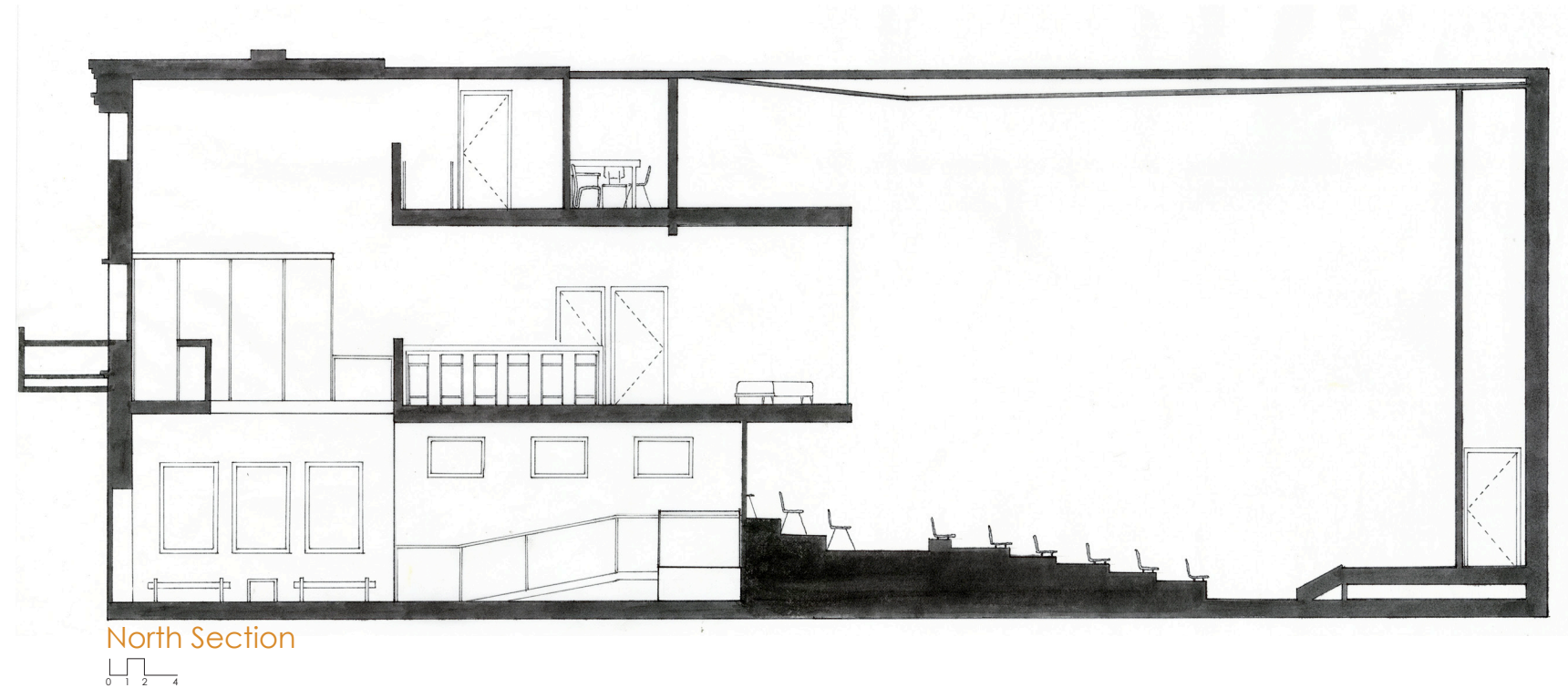
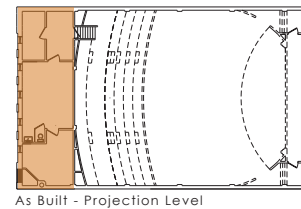
Remaining true to the materiality of the original structure, create a concrete core that penetrates both the cinema and lobby which holds the most connected space...the lounge.







- 1 Stairs from Level 2
- 2 Employee Lounge
- 3 Restroom
- 4 Balcony
- 5 Projection Room
- 6 Janitor's Closet
- 7 Storage
- 8 Manager's Office

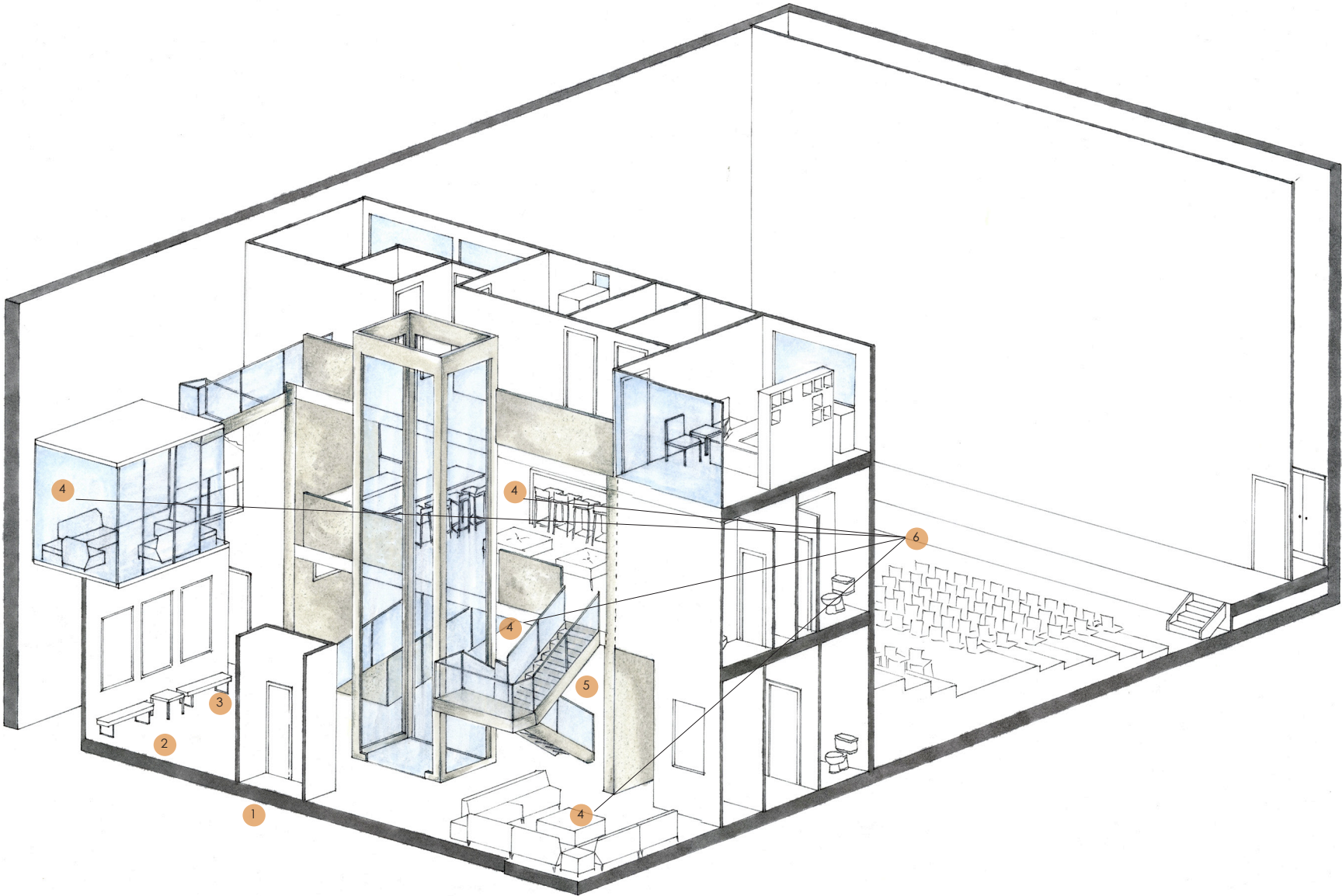




## THE PROCESSION

- 1 Shoppers meandering the sidewalks of the MacArthur Avenue commercial strip are greeted by The Bellevue's original marquee and box office
- 2 Tickets are purchased, and movie-goers are welcomed at the gilded double doors by an usher who tears their ticket
- 3 Guests then proceed through the expansive, efficacious lobby and embark on one of two routes:
- 4 **Group**  
Gathering space, preview area, lounge or VIP lounge  
This experience may or may not culminate in movie viewing
- 5 **Individual**  
Concession, cinema
- 6 Movie viewing

— Post-movie social gathering in group spaces

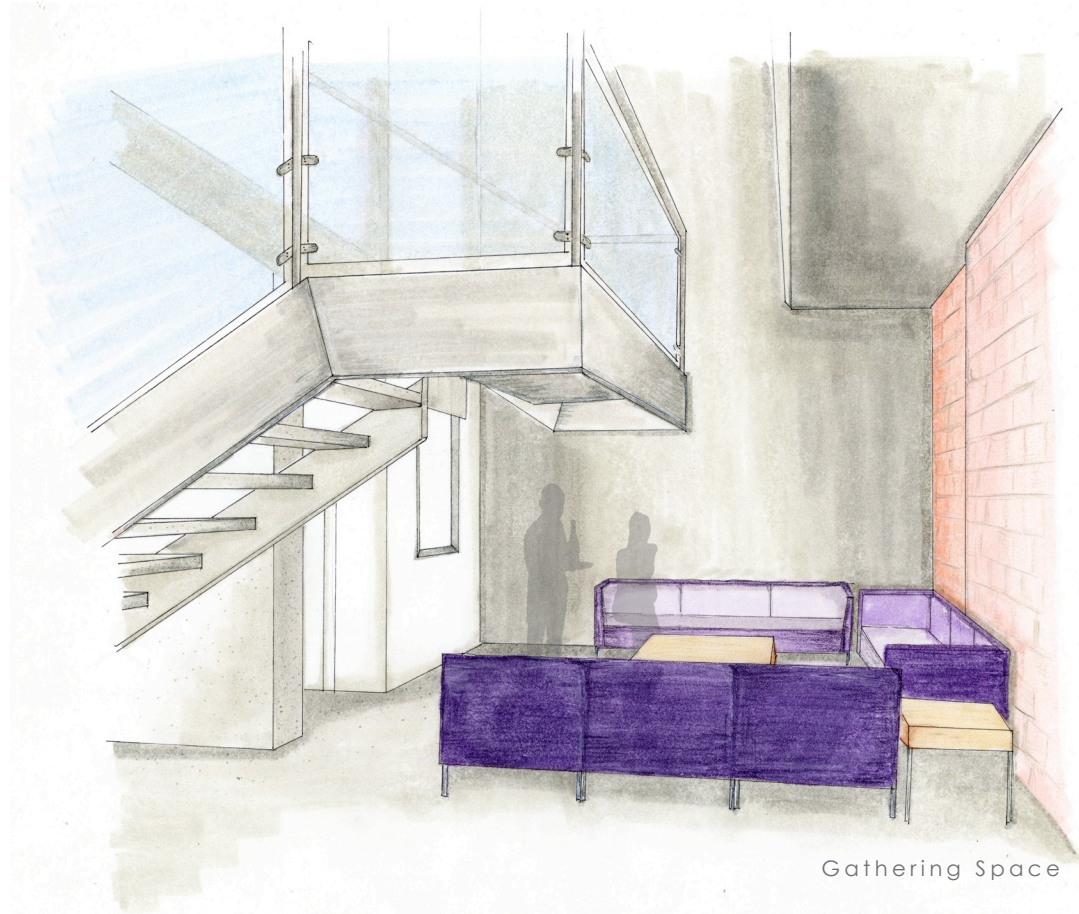
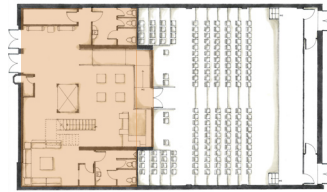




As the Bellevue Theater fronts the bustling commercial strip of MacArthur Avenue, the entrance is a main point of transition from that point of reality to the escape offered by the cinema experience.

Movie-goers enter into a voluminous, three-story lobby which allows for audible and visual connection to the lounge above. A concession stand and movie preview area are accessed under a single-story ceiling, which provides a more intimate setting for viewing and refreshment ordering.

A multi-landing ramp moves patrons into the cinema, the level change signaling the start of the individual event ahead.



Gathering Space



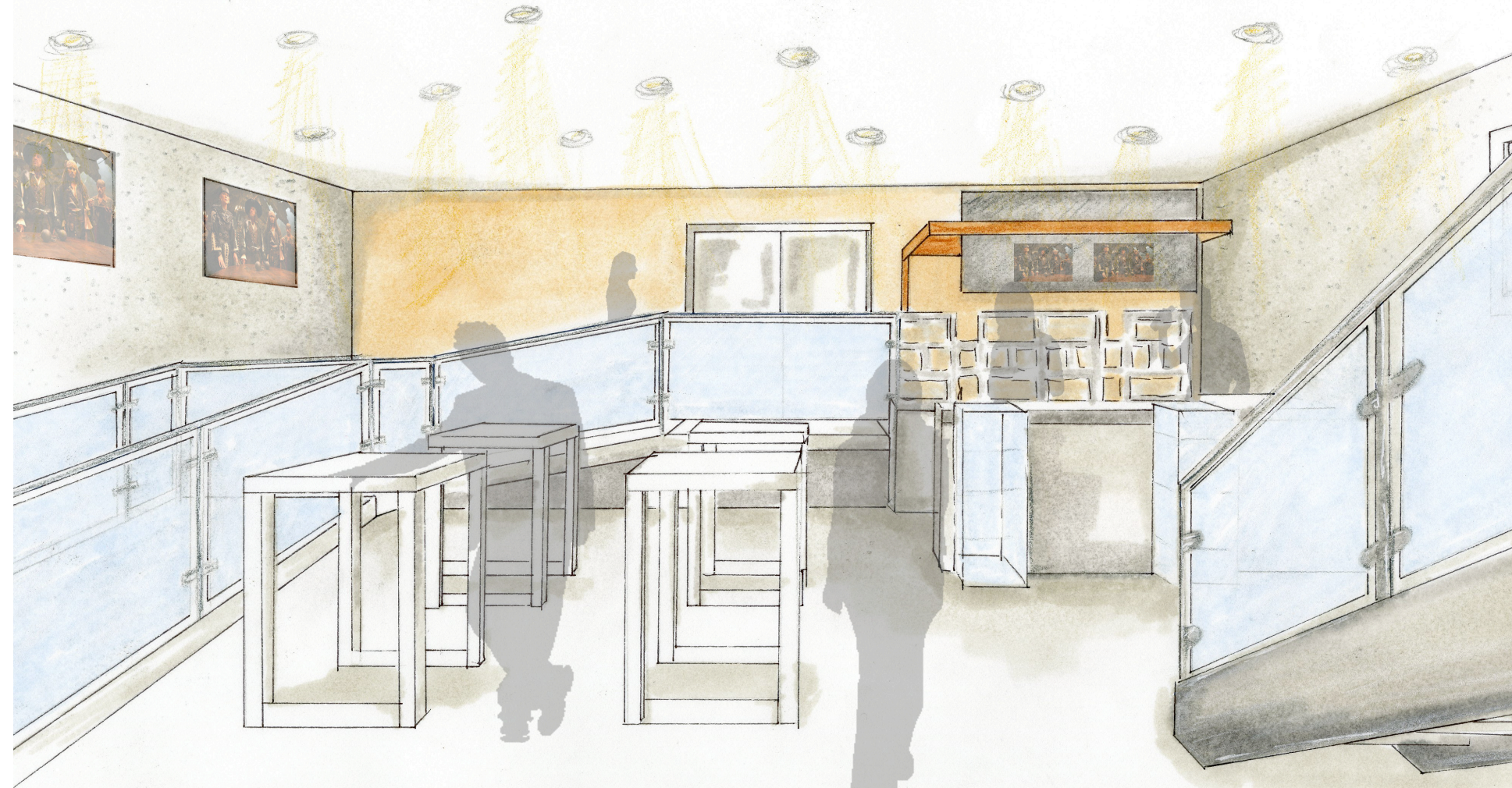
Cube by Mikko Halonen



Glass Panel Clips



Chill Oi High Table

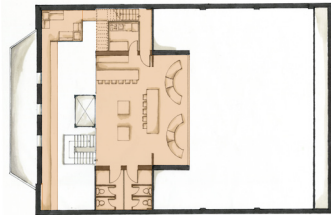


Concession & Preview Area



The lounge is the most connected of all spaces, interacting with both the lobby and the cinema. It features a closed extension into the theater which encourages a group experience in cinema atmosphere, although the movie remains secondary to the social experience of the lounge.

The open balcony allows the social activity of the lounge to invigorate the lobby. It will also encourage the group experience to penetrate the isolation of the cinema space.



Chic Stool  
by Phillipe Starck



Tura Bar Table



Cube by Mikko Halonen



VIP Lounge and Balcony

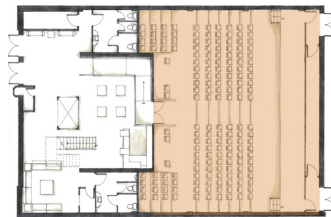
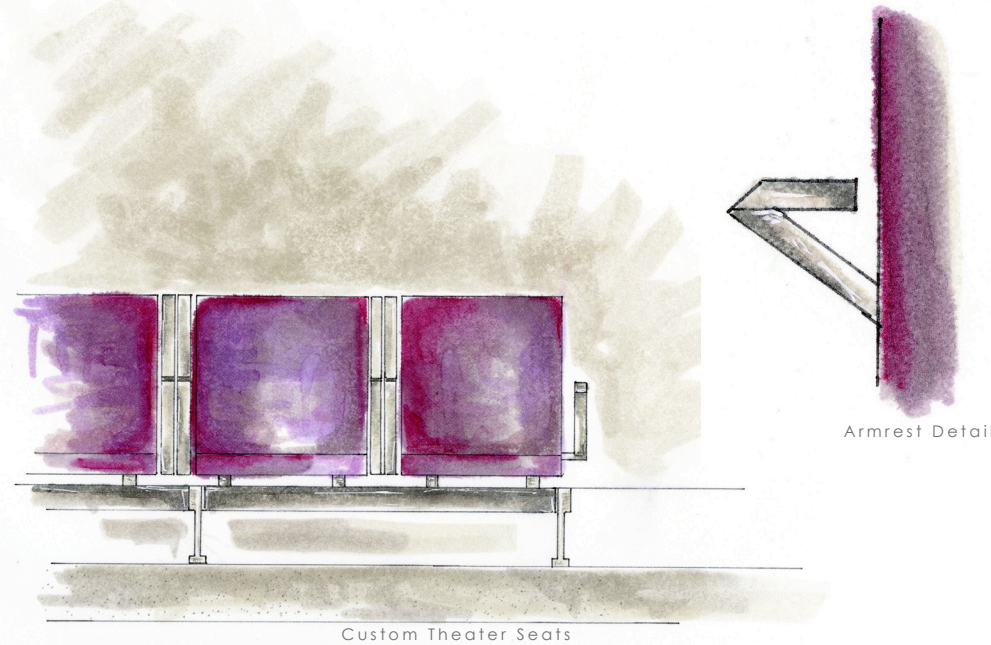


View to Cinema



In a physical sense, the cinema is the most intimate of all spaces. However, its purpose begs for the most isolation.

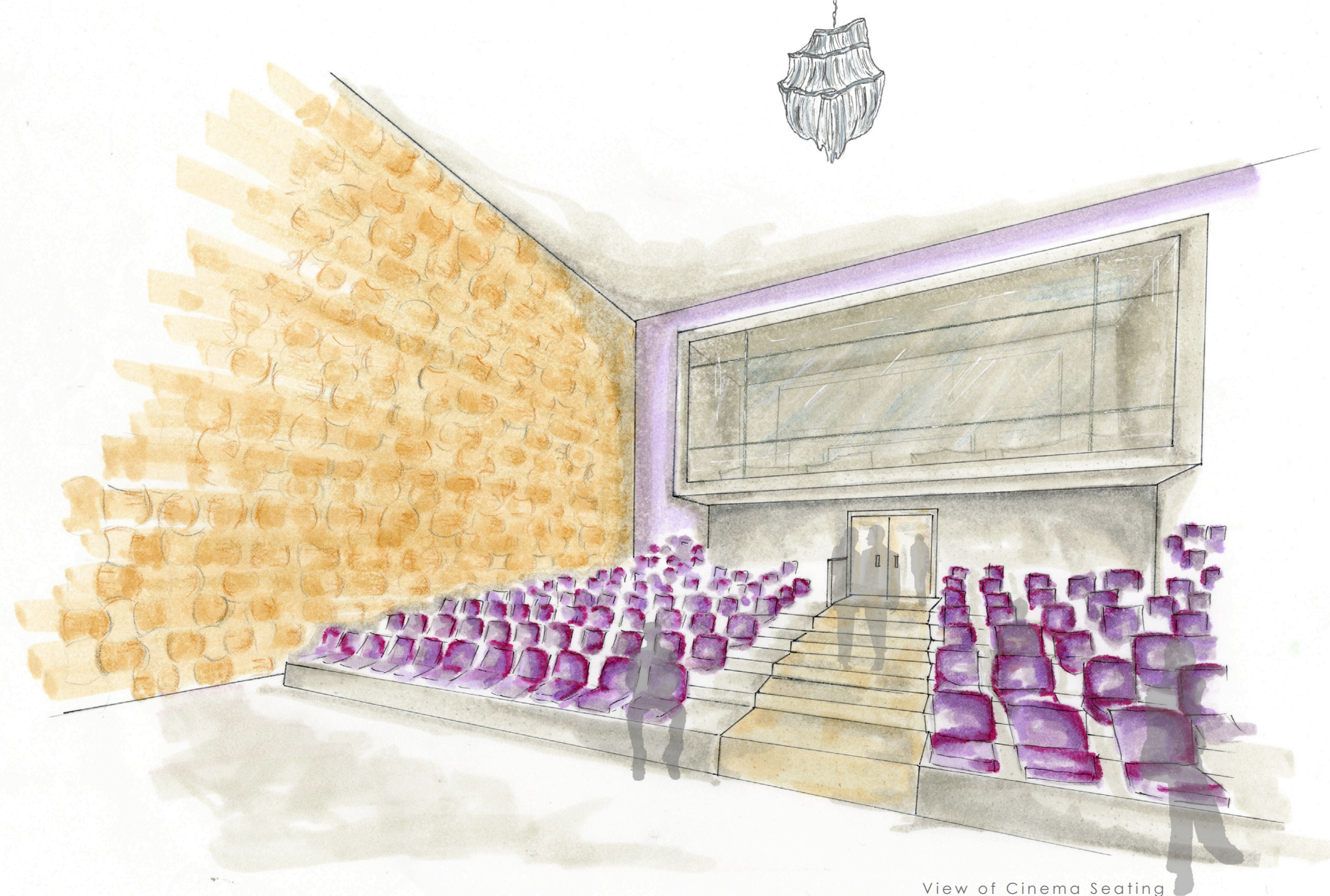
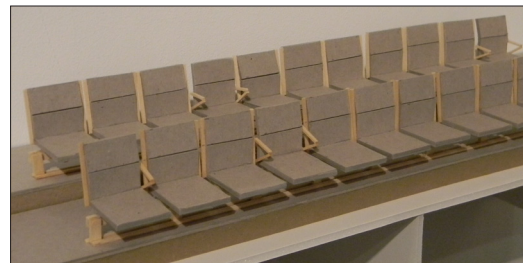
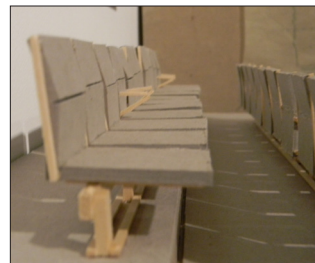
Minimal bench-like seating with sleek, retractable armrests promote a sense of group and discourages the isolation magnified by over-stuffed, oversized recliner seats.



Acoustic Wall Detail  
Wavin Wall in Varia Sable &  
Glow by 3 Form



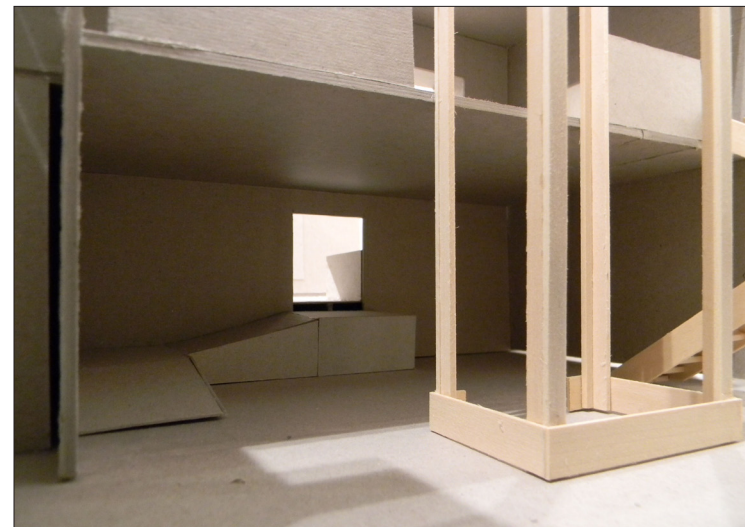
Atlantis Chandelier by Terzani







View of lobby coat check and cinema entrance ramp in background



View of concession/preview area and cinema entrance ramp

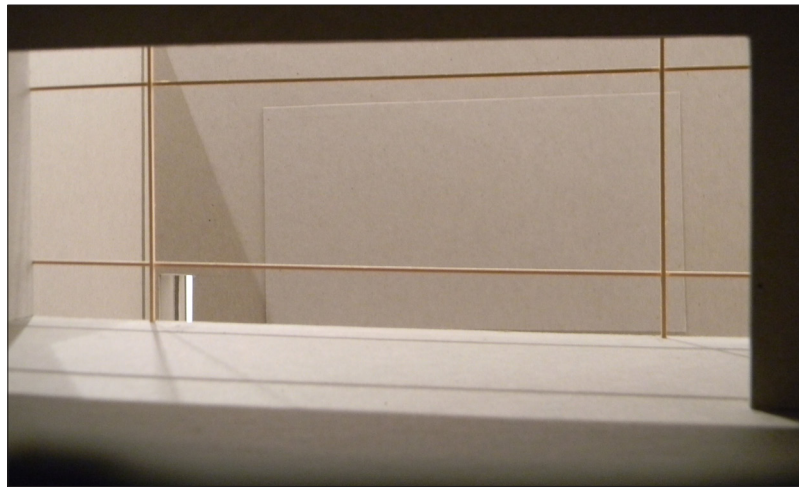


Bird's eye view of lobby

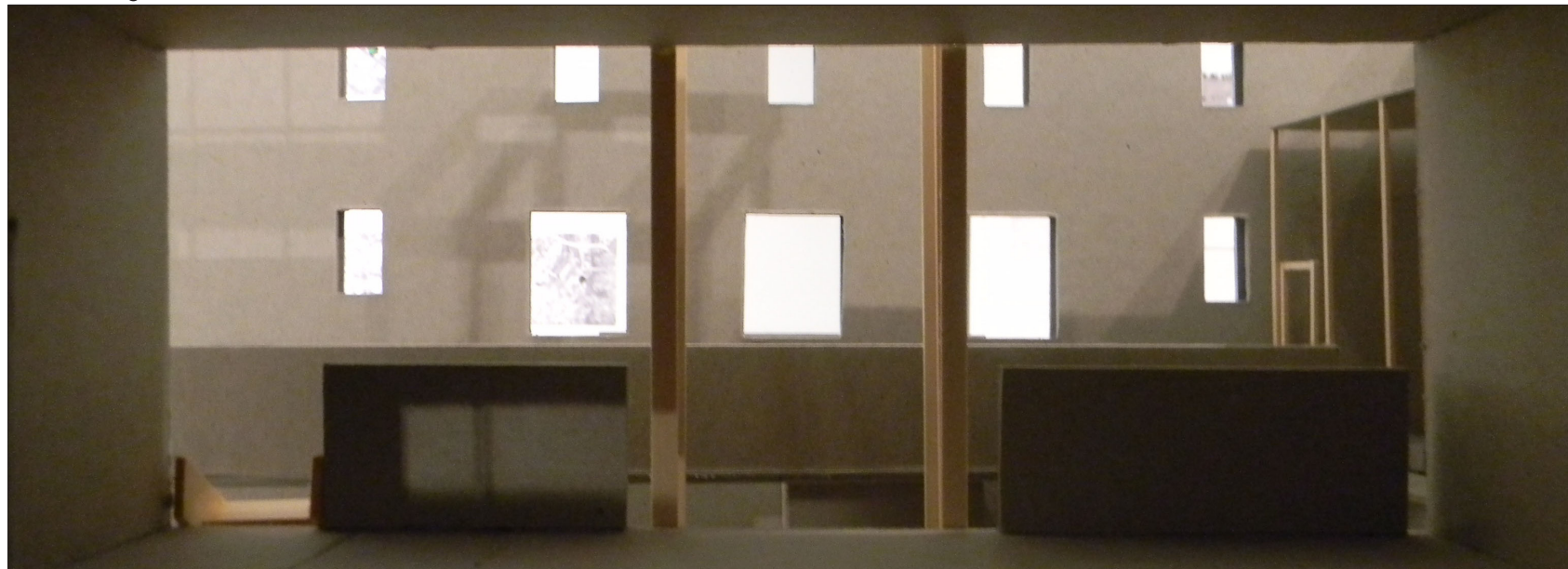




View of lounge from inside the cinema



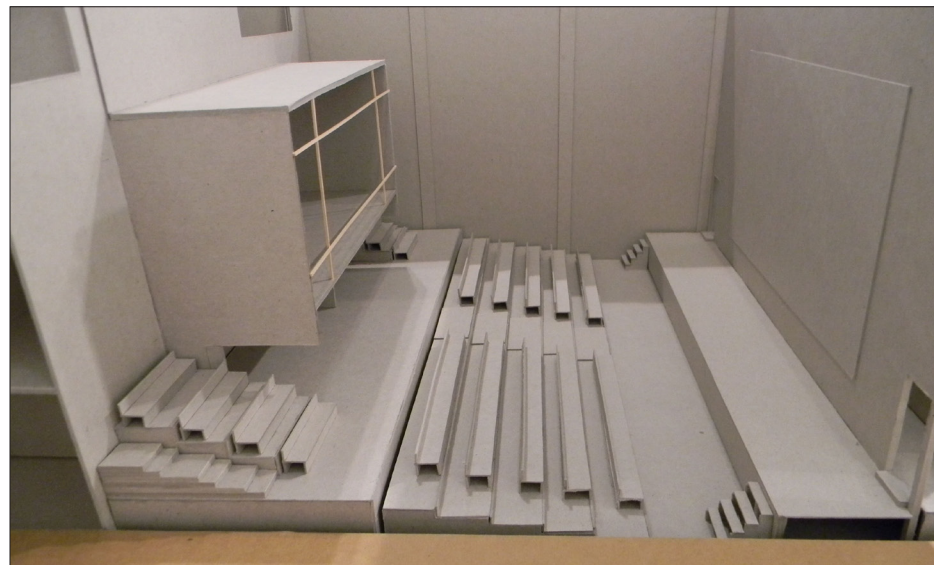
View of movie screen from inside of lounge



View to front of cinema building from lounge balcony which overlooks lobby



Bird's eye view of staff area



View of cinema

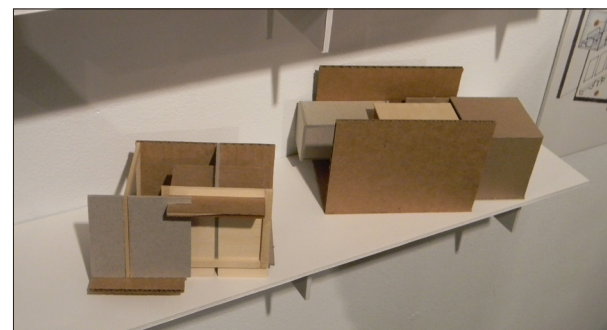
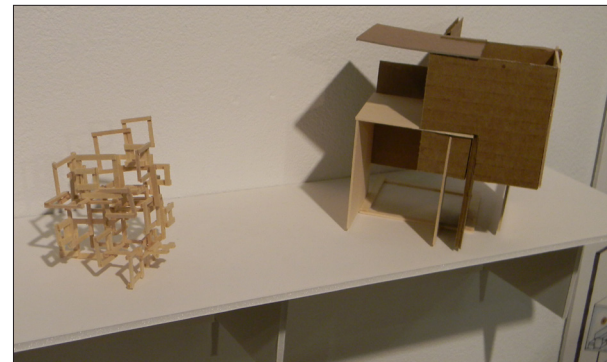
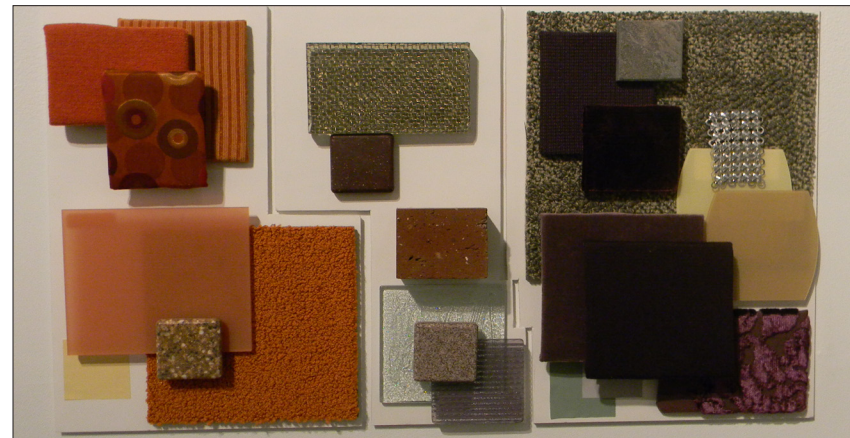
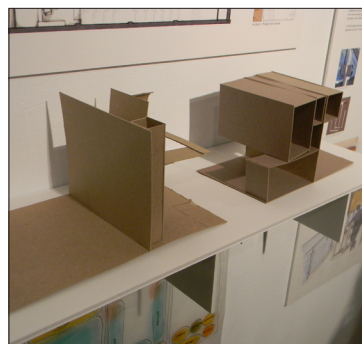
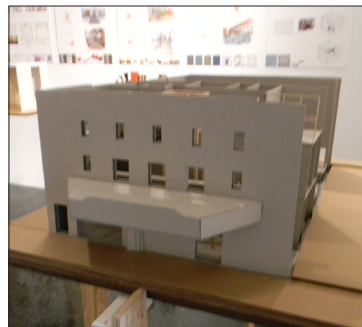


View from manager's office



View of stairs to 3rd level staff area









### Connecting One & Many

Reinventing the Procession of the Cinema Experience

In the past, going to the movies was an event. The illuminated grand marquee made a statement, ushering you inside. The elaborately decorated lobby transported you to a dream where riches and opulence abound. The curtained screen marked the start of a true staid spectacle as you sat close to your friends and neighbors dressed in their Sunday best. There was no denying that the cinema was the place to see, be seen and to socialize.

In contrast, today's movie-going can be classified as a singular experience. You wait in long, solemn cattle lines only to enter a cluttered lobby with loud video games, tacky candy machines and tunnel-like hallways. You sit in plush recliners in a sea of strangers and rush out of the theater before even the lights come up.

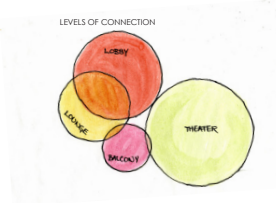
In response to this cultural shift, my proposed design solution will challenge the isolation of today's cinema by recreating the procession associated with neighborhood movie-going of the early 20th century. I will re-invent a cinema built in 1937, the Bellevue Theater, and develop a design that is contemporary, incorporating both modern technology and interests of today. The design will explore the spatial connections between one and many, fostering both the individual and group experience associated with the big screen – the cinema procession of the past.



### Concept

To create a modern procession by exploring the spatial connections of one and many. Optimization of interaction and isolation will be achieved through:

- transition
- adjacency
- separation
- penetration




Do individual pieces make up a plane? If not, how is a plane defined?

What happens when one thing ceases to exist and something else begins?

Does a plane require physical separation to signal a transition?

How are spatial connections defined?

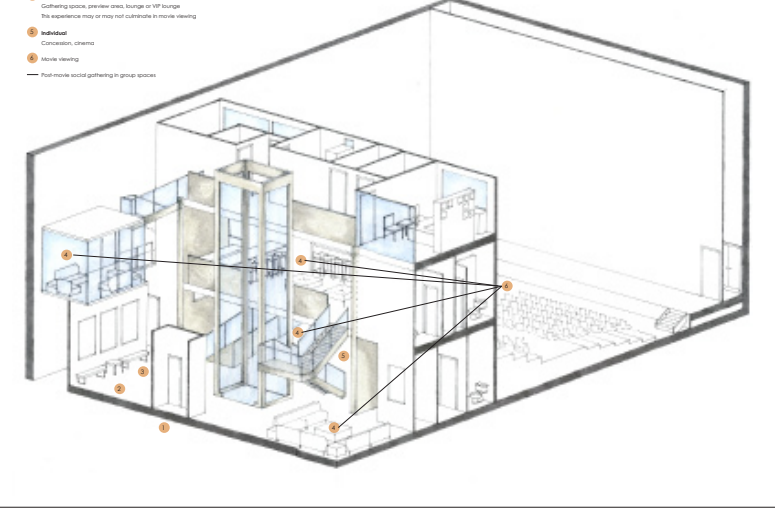


### The Procession


The act of moving along or proceeding in orderly succession or in a formal and ceremonious manner

1. Drop-off/pick-up at the MacArthur Avenue commercial strip one greeted by the Bellevue's original marquee and box office
2. Tickets are purchased, and movie-goers are welcomed at the gleamed double doors by an usher who tears their ticket
3. Guests then proceed through the separate, effervescent lobby and embark on one of two routes
4. Group: Gathering space, preview area, lounge or VIP lounge. This experience may or may not culminate in movie viewing
5. Individual: Concession, cinema
6. Movie viewing

Post-movie social gathering in group spaces




### Cinema Plans




Level 1

- Entrance
- Lobby
- Stair to Staircase
- Lounge
- Ramp to Cinema
- Movie Preview Area
- Cinema
- Stage
- Backstage/Emergency Exit
- Concessions/Bar
- Men's Restroom
- Club Chair
- Gathering Space
- Stair to Lounge



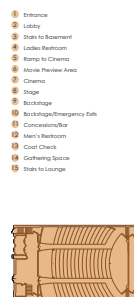
Level 2

- Marquee
- VIP Restroom
- VIP Lounge
- Stair to Level 3
- Kitchen
- Rest to VIP Level 3 Stair
- Lounge
- Concessions/Bar
- Lounge Restroom
- Men's Restroom




Level 3

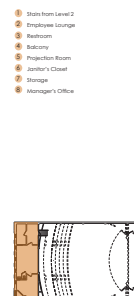
- Stair from Level 2
- Employee Lounge
- Restroom
- Projection Room
- Janitor's Closet
- Storage
- Manager's Office



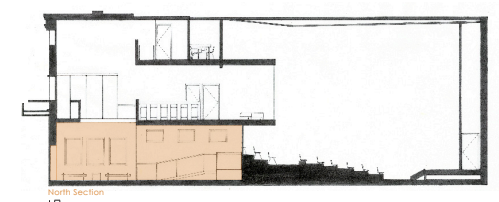
As Built - Level 1



As Built - Level 2



As Built - Projection Level

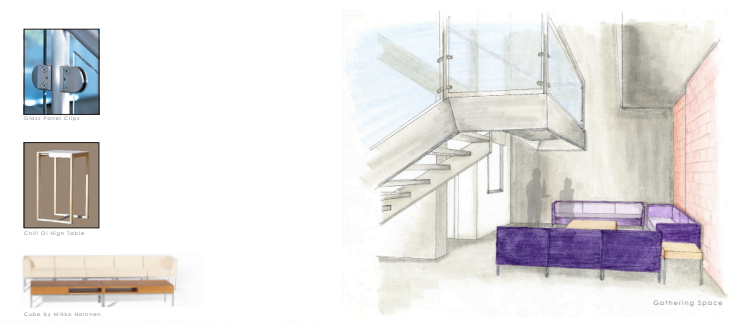


### Cinema Lobby

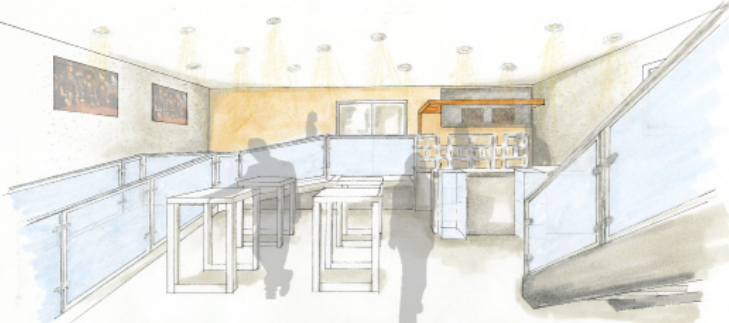
As the Bellevue Theater fronts the bustling commercial strip of MacArthur Avenue, the entrance is a main point of transition from that point of reality to the escape offered by the cinema experience.

Movie-goers enter into a columnar, three-story lobby which allows for outdoor and visual connection to the lounge below. A concession stand and movie preview area are accessed under a single-story ceiling, which provides a new intimate setting for viewing and rehearsal seating.

A multi-level ramp moves patrons into the cinema, the level change signaling the start of the individual event ahead.



Gathering Space



Concession & Preview Area



Not being a cinema aficionado or even one who attends the cinema often, I approached this design project knowing only that the cinema I designed would look nothing like the modern Movie Megaplexes that we are used to. Through much research, trial, error, implementation and critique I have learned that:

Designing a cinema is technically difficult. There are acoustic considerations, sightline considerations, slope decisions, seat placement choices...all things which can be designed through the use of complex algebraic formulas. People go to the movies to enjoy the movie, so technically things must be perfect. These technicalities affect design decisions.

Designing inside of a blank box - a simple shell of a building - can appear liberating, but actually poses quite a challenge. With just a small 55' x 88' footprint, fitting an enthusiastic program inside while maintaining necessary connections and implementing building code can compromise the square footage allotted to programmatic elements. Editing a program is imperative but can be difficult to acknowledge when so entrenched in a design project.

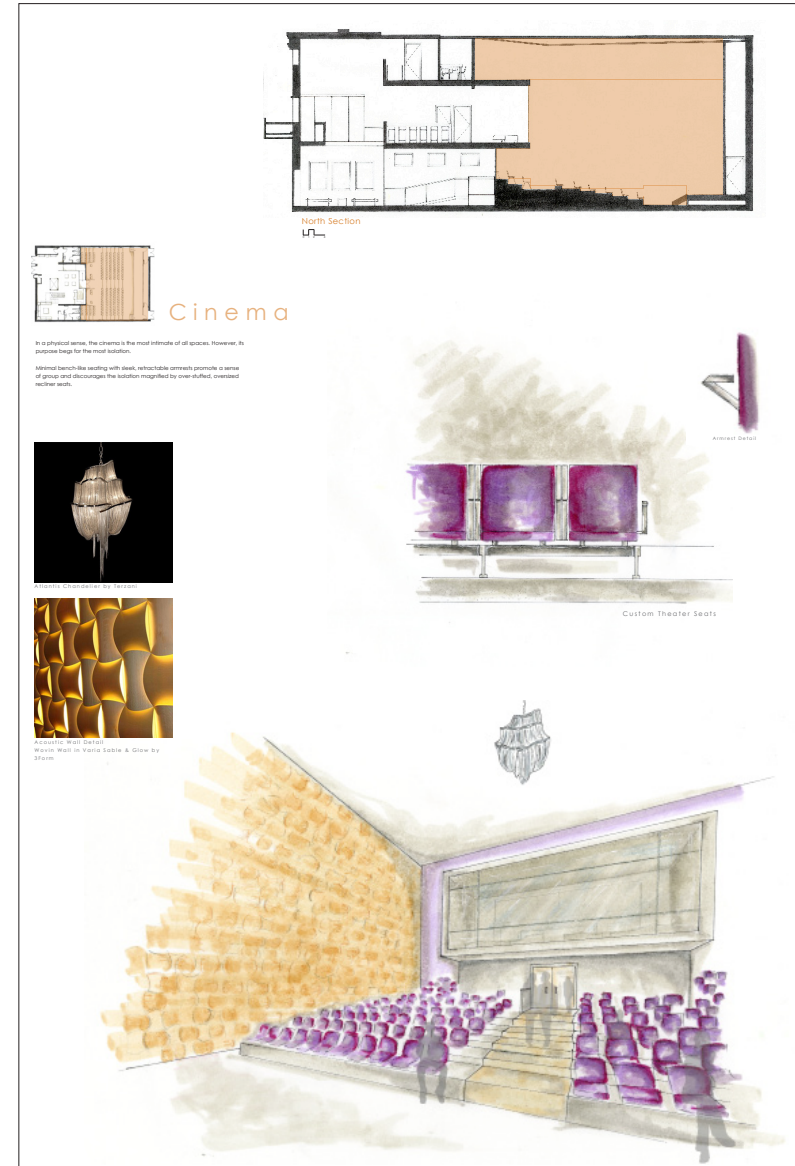
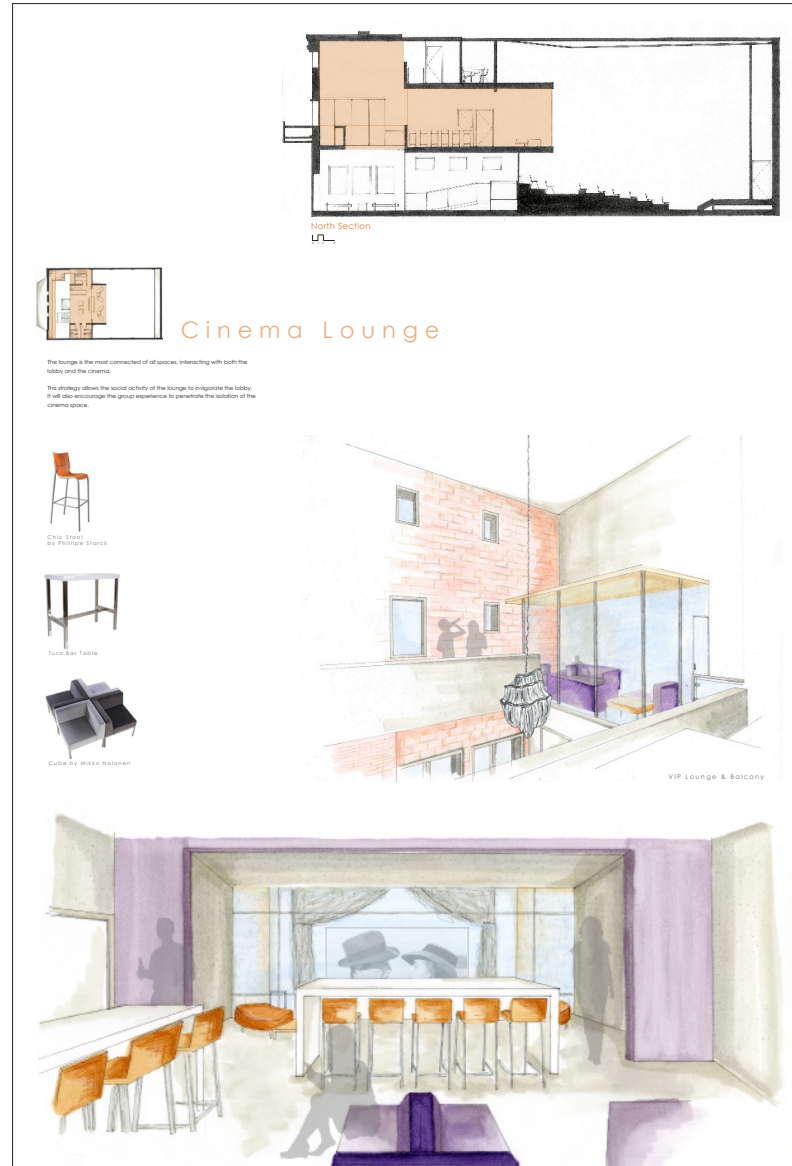
Connections are about so much more than physicality and proximity. Connections are the experience of moving between spaces and what you take with you or leave when moving from one place to another. It is light, it sound, it is materiality and how those stimuli act upon one's senses.

Processions and rituals remain important to our society, both socially and traditionally. The loss of the procession as associated with movie-going has removed the social, community dimension that movies once offered. Without that procession through connected spaces, movies promise to remain an experience in isolation.

In retrospect, it was never my intention to design a movie cinema. I chose the Bellevue Theater because I was drawn to it, because I felt like it had something to say to me and my dog as we walked by each day. I knew because of its location that this building, whatever I made it, could be a social hub for the Bellevue neighborhood. I initially envisioned The Bellevue as a community center, a place for civic meetings and art displays, craft lessons and yard sales. But, in the end I found out that a cinema could certainly create that same sense of community just as well, if not better.

I absolutely believe that architecture is a social activity that has to do with some sort of communication or places of interaction, and that to change the environment is to change behaviour.

- Thom Mayne





**BOOKS/PERIODICALS**

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**WEBSITES**

Architektur ZT, [www.architekturzt.com](http://www.architekturzt.com)

Beer Advocate, [www.beeradvocate.com](http://www.beeradvocate.com)

The Big Screen Cinema Guide, [www.bigscreen.com](http://www.bigscreen.com)

Charles Anderson DA RSW, [www.charlesandersonart.co.uk](http://www.charlesandersonart.co.uk)

City of Melbourne, [www.melbourne.vic.gov.au](http://www.melbourne.vic.gov.au)

CTSM Architects, [www.ctsmarchitects.com](http://www.ctsmarchitects.com)

Dementi Studios, [www.dementi.com](http://www.dementi.com)

Dots Back Inn, [www.dotsbackrichmond.com](http://www.dotsbackrichmond.com)

Facebook, [www.facebook.com](http://www.facebook.com)

Flickr, [www.flickr.com](http://www.flickr.com)

Grant Amon Architects, [www.grantamon.com](http://www.grantamon.com)

Hampton Talks, [www.hamptontalks.com](http://www.hamptontalks.com)

The Jacky Winter Group, [www.jackywinter.com](http://www.jackywinter.com)

MacArthur Avenue, [www.macarthuravenue.com](http://www.macarthuravenue.com)

New York Times Travel, [www.travel.nytimes.com](http://www.travel.nytimes.com)

North Richmond News, [www.northrichmondnews.com](http://www.northrichmondnews.com)

Richmond on the James, [www.rotj.wordpress.com](http://www.rotj.wordpress.com)

Richmond Times Dispatch, [www.timesdispatch.com](http://www.timesdispatch.com)

Rooftop Cinema, [www.rooftopcinema.com.au](http://www.rooftopcinema.com.au)

RVA Magazine, [www.rvamag.com](http://www.rvamag.com)

Stony Point Fashion Park, [www.shopstonypoint.com](http://www.shopstonypoint.com)

Thrifty Richmond, [www.thriftyrichmond.blogspot.com](http://www.thriftyrichmond.blogspot.com)

The Victorian Web, [www.victorianweb.org](http://www.victorianweb.org)

Virginia Images Photography, [www.virginiainages.com](http://www.virginiainages.com)

Walking Melbourne, [www.walkingmelbourne.com](http://www.walkingmelbourne.com)

Yelp, [www.yelp.com](http://www.yelp.com)

Zolberg, <http://zolberg.co.cc/1930s-movie.html>

16 Sparrows, [www.16sparrows.typepod.com](http://www.16sparrows.typepod.com)

**ORGANIZATIONS & FIRMS**

Commonwealth Architects, [www.commarchs.com](http://www.commarchs.com)

Tait Saunders Mulvaney, [www.tsm-archid.com](http://www.tsm-archid.com)

Theater Historical Society of America, [www.historictheatres.org](http://www.historictheatres.org)

The Valentine Museum, [www.richmondhistorycenter.com](http://www.richmondhistorycenter.com)

Jared Campbell Photography