

# Majestic Theatre, Penang

*Branding | Hospitality*

Role: Designer



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3,220 sqm, Penang, Malaysia, 2017

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Studio: Ministry of Design

Left in a derelict state, "The Majestic", Penang's oldest cinema, was transformed into a boutique event space. The initial project also included 25 suites in the annexe shoplots with a new pool in the back courtyard. However, due to later hotel planning restrictions in the state, the hotel annexe renovations could not be carried out.

The vast cinema hall has been transformed into an event space for an array of lifestyle events ranging from movie screenings to product launches and wedding celebrations. A special guestroom suite located in the former projectionist room overlooks the upper circle and provides a playful voyeuristic opportunities to see but not be seen.

Understanding the appetite for newness in the local population in the historic UNESCO World Heritage Site of Georgetown, the team sought to create a fresh and graphical approach to give the client a competitive edge over the slew of nostalgic and faithful adaptive reuse projects in the region.

Inspired by the existing heritage building as well as the region's rich Asian cinematic culture, the main approach was to highlight some of the beautiful existing features of the building, and to cover the new additions like the flooring with an unmistakeably contrasting graphic. A new mural was created by a graphic designer as an homage to the Shaw brother films that were shown in the cinema in its heyday.

For this project, I was the lead designer for the main hall, taking on the established concept to rationalise the black and white graphic into an easily constructed yet striking and imageable pattern. The floor pattern was developed from tile modules and was then also used in the company's branding and collateral.

