

Chapter I. INTRODUCTION

A. Background

Indonesian acting and cinematic industry starting to show major improvement, either in quantity and quality¹. The industry experienced a downtime of the industry in the 80s and 90s due to the impact of international film that dominate Indonesian silver screen². The government also had tight regulation regarding cinematic industry in the late 90s³, in the early 2000s numbers of Indonesian filmmakers started to resurfacing the industry and came up with quality and relevant films. Indonesian audience as its main consumer starting to enjoy and support original Indonesian movies. Now we have plenty of Indonesian made, high-quality films that easily comparable to International released movies including Hollywood films, proven by the number of Indonesian films screened in various film festivals around the globe.

Film festivals are organized and extended presentation of films in one or more cinemas or screening venue, usually in a single city or region⁴. The films usually newly released, but there is also appreciation category which screen the older date released films, depending on the festival's theme and focus, which include international and domestic released films. Film festivals showcase the various type of films including short films, independent films, to documentary films. Film festivals are typically annual events with a selected location that has a good tourist attraction to boost the society's acknowledgment about the events.

¹ Amanda, Gita. (2018). *Bangkitnya Perfilman Nasional*. Accessed from <https://www.republika.co.id/berita/senggang/film/18/02/14/p448zr423-bangkitnya-perfilman-nasional>, on December 13th 2018

² Setuningsih, Novianti. (2018). *Secuplik Kisah Perjalanan Hari Film Nasional*. Accessed from <https://www.jawapos.com/entertainment/music-movie/30/03/2018/secuplik-kisah-perjalanan-hari-film-nasional>, on December 27th 2018

³ Aulia Adam, "20 Tahun Kuldesak: Refleksi Kebangkitan Industri Film Indonesia" accessed from <https://tirto.id/20-tahun-kuldesak-refleksi-kebangkitan-industri-film-indonesia-dcsD>, on January 12th 2019

⁴ Film Festivals. Accessed <https://www.airscreen.com/ft/>, on December 14th 2018

The art of acting is not only be seen from films, but it was also originally coming from live performing arts or theater. Indonesia has countless cultures that related to live performing arts that passed by their ancestors in centuries, but along with the modernism and globalization cultural effects, these performing arts are starting to be left behind, especially by the youth community. On the other hand, live performance theater has shown a decreasing number of audience interest over the last few decades⁵. Several factors such as outdated art form and limited options of the show⁶ play part against the storm of international culture that constantly hit Indonesian entertainment industry. Broadway Show for example, it originally came from the United States which operating theater show since 18th century but never lose its persona until this day, as one of the most popular and prestigious theater show in the world that constantly brings people to come and see the show. Singapore as our closest neighbor country managed to bring Broadway to their country showcasing world famous show and surprisingly most of the audience came from Indonesia⁷. It shows that Indonesia still has the interest of watching a live show, with a new way of effort to re-introduce it to the newer generation is the key.

Bali as the project site located has the ability to attract tourists from around the globe to come visiting the island, thanks to Bali's rich culture and tradition that become their number one tourist interest in decades. Bali itself has its own slogan that said "**Ajeg Bali**" which means

⁵ Andriansyah, Yani. (2018). Ini 5 alasan kenapa milenial gak suka nonton teater. .Accessed from <https://www.brilio.net/komunitas/ini-5-alasan-kenapa-milenial-gak-suka-nonton-teater-kamu-termasuk--180408o.html#>, on January 22nd 2019

⁶ Christoforus, "Pia Nasution: Seni Teater di Indonesia Masih Tertinggal" accessed from <https://ultimagz.com/event/pia-nasution-seni-teater-di-indonesia-masih-tertinggal/> , on January 8th 2019.

⁷ Ardita Mustafa, "Untung Rugi Indonesia Menggelar Pertunjukan Seni Dunia", accessed from <https://www.cnnindonesia.com/hiburan/20151011165134-241-84267/untung-rugi-indonesia-menggelar-pertunjukan-seni-dunia>, on January 7th 2019.

Remain Bali. The word stated by the Bali government because the number of tourists that visit Bali came with their own cultures definitely affect Balinese cultures, in the other hand, Bali is nothing and meaningless if they lost their culture and traditions.

Currently, Indonesia still does not have any iconic place where the various acting art form being presented, including film and live performances. Domestic movies are queueing to be released every month and Indonesia already established numbers of film festivals in the last few decades. There are International scale film festival such as Balinale Film Festival and Jakarta International Film Festival, but also domestic scale such as Festival Film Indonesia and Festival Film Bandung. Those festivals does not have a specific venue to organize the events. Renting local commercial cinemas is the only option and they constantly changing venue each year. The theater will also become the place where performing arts get the attention they deserve including traditional and modern performing arts. Combination of both will make such a complete entertainment venue for everyone from many backgrounds.

Cinema and Cultural Center considered as the right venue to accommodate the need of Indonesian film industry in term of screening and presenting the films, domestically and internationally along with Live Performing Arts that hopefully conserve locals cultures but also giving the opportunity to the artists to show their talents through live acting show.

Film festivals are hold annually, yet there is a possibility that more than one film festival will be held in the venue. Domestic movie releases happen at least two new films in a month, while performing arts may open for daily based on two biggest theater shows that is currently played in Bali. With these facts, entertainment space like Cinema and Cultural Center is quite a busy place throughout the year. Also, the additional activities may much more various than the main function itself.

B. Design Issues

1. How a modern entertainment building represent and preserve the essence of Balinese culture in a socially diverse area?
2. How to fit a large scale entertainment venue in already overcrowded tourism area?
3. How the project maximizing the natural element into the building?

C. Objectives

The aim of this project is to offer different option of entertainment in the area and expected to increase public's interest in arts, both film and live performance forms while most likely possible to increase the number of Bali international and local visitor in the upcoming future.

D. Benefits

1. Deliver a wider insight regarding a Cinema and Cultural Center building design theoretically and architecturally in term of its spatial design
2. Adding more reference to any future study with the related subject
3. For government and public instances, this study may give feasibility and consideration of this particular building is needed for future development in tourism and entertainment industries.

E. Study's Systematics

In order to simplify the reader understanding upon the project entitled "Bali Cinema and Cultural Center", the study will have systematics as listed below.

1. Chapter I. Introduction

Consist project background, design issue, objectives, and benefits of the project, ended with study's systematics.

2. Chapter II. Project Overview

Consist of overview regarding the project's function, location, and selected site.

3. Chapter III. Architectural Programming

Consist of analytical data on the project's building function along with space demand, requirements, site analysis, man-made and natural environment analysis.

4. Chapter IV. Issue's Alignments.

Consist of problem analysis in the project, finding emerging issues, and concluded with design issue.

5. Chapter V. Theoretical Review

Consist of various theories that being used in order to solving the design issue.

6. Chapter VI. Design Approach

Consist of various design approaches that being used in the project as the design issue solutions.

7. Chapter VII, Design Concept

Consist of selected concepts as the project's design reference.

8. Bibliography

Consisting designing grounds of building's spatial organization, morph, structure, material, façade, utility, and space organization.

