

## Chapter IV. DESIGN ISSUE ANALYSIS

Cinema and Live Performing Theater are two very distant yet strikingly similar, the cinema represent a whole new modern aspect while the live performing arts theater serves a show with traditional essence in it, either the material or the activities initiating the show. Amalgamation of both has its own public enthusiasm.

In this venue, cinema theaters visitor may have more activities than just regular movie screening, there will be various film festivals and movie premiere screenings to occupy the venue with their own specific activities from red carpet arrival, press conference, to a gala shows.

Since film festivals aren't daily events, Live Performing Arts take charge in the daily shows while the venue must have other supporting activities to support the operational funding and keep the building efficiency in use. In order to boost the supporting activities, cinema center usually located close to the tourist attraction area and possibly in the already famous or iconic places.

### A. Problem Analysis

#### 1. Problem on building's function based on user aspect

Bali Cinema and Cultural Center's site is located in Kuta, a most visited area in Bali for tourism. The project aims to provide an entertainment facility in cinematic and live performance art forms, targeting tourist as the main audience. The target based on the comparison between Balinese citizen and the amount of tourist visit statistical data, which showed a result that Bali has a bigger number of visitor than the citizen. Tourists in Bali are coming from around the globe with very diverse background and culture, this condition also shapes Bali's society into a cultural hybrid which surprisingly coexists very well among the locals and the tourists.

Tourist seeks leisure facilities on their holiday, naturally they look for something different and memorable. The cinematic industry is a lucrative entertainment option for most people around the world yet the way to enjoy the experience may vary, cinema center offers various type of experience through theater types, movie materials, and the activities that exceed watching a film. The cultural center plays a part to offer the tourist to learn more about Balinese aesthetic and Indonesian culture through the artistic form of live action. These type of activities seemingly fit tourist behavior.

The obstacle of this project when it comes to the user is to keep the visitor interested by the cinema and cultural center concept, fulfilling tourist demand on Balinese tradition and culture experience yet consistently understand their behavior to create decent facilities with up to date technologies to ensure the visitor get the most enjoyable visit in the venue.

## 2. Problem on building's function based on site

Cinema and live theater buildings required approximately 10.000 m<sup>2</sup> of spaces based on the space dimension calculation (analyzed on Chapter 3) while the site's available area is 31.030 m<sup>2</sup> under the regulation by Balinese government with the maximum buildable area (KDB) is 60%. The regulation resulting in a maximum of 18.618 m<sup>2</sup> buildable area, which exceeds the demanded space for the facility that potentially transforms the excessive spaces to develop more green open area and parking facilities. Topography in the site is relatively flat with Latosol soil type, a dense and stable quality of soil.

Building's height in Bali is strictly regulated, stated that there are no buildings allowed to be built if the height of the top wall is more than 15 meters or surpasses palm trees as the locals frequently mentioned. This particular issue becomes inevitable obstacle

to fit theater spaces with certain specifications such as screen height and theater's utilities above the stage, hence special design alternatives may conduct in order to avoid the violence towards the regulation.

### 3. Problem on building's function based on the surrounding environment

The project's location in Kuta, Bali necessarily created huge benefits for the Cinema and Cultural Center due to its popularity among both tourists and locals. The social behavior around the site plays a huge part in the design since the majority of visitor will be tourists from outside Bali who seek for entertainment to fill their leisure time, it is important to have various facilities and utilities in the area. There are a wide variety of accommodation facilities in the area, from budget-friendly hotels to five stars resorts. Most tourist run errands by walking and use public transportation to reach Kuta, either taxi or shuttle bus from their hotels, knowing Kuta is a crowded place with an often high density of vehicle traffic, the concept to assign visitor behavior as the project's circulation is imperative.

The challenge of this project is to fit the cinema and cultural center, noticeably a large scale of entertainment venue based on the capacity itself, into an already crowded area. Both human and vehicular traffic around the site has such a complex intensity while the spatial condition in the surrounding area has a high density of inhabited buildings. This issue forced the project to be at least less worsening the situation, but expectantly solve problems the area already faced.

The site located near the beach, less than 100 meters from the shoreline, technically this building is still part of the beach area. Although theaters are identic to closed space, vibrant beach environment may change the stereotypical space arrangement in this project. Beach aspect may valuable to form the design but also affect

the building shapes in order to respond the natural element brought by the beach such as constant high air pressure/wind and humidity. The least unanticipated event that may prone to buildings on the shoreline is a natural disaster such as Tsunami that less likely to happen in Bali but still a possibility due to the island location that sits on 'The Ring of Fire'.

In order to summarize the comprehensive potential and obstacle regarding the chosen site, overall potential obstacle above are listed below:

1. Located in the most famous tourism area in Bali
2. Cultural diversity is well tolerated in the surrounding society
3. Surrounded by various type of hotels and resorts
4. Has the best sunset view
5. Close to the international airport
6. Relatively flat topography

Overall obstacles:

1. One of the most crowded place in Bali
2. Traffic almost always high in the main access to the site (*Jalan Pantai Kuta*)
3. Site main orientation facing the west side, resulting in relatively higher temperature during the day
4. Has a very strict regulation of building height, 15 meters tall is the maximum height a building can be built in Bali

## B. Emerging Issue

Many potential and obstacle have been determined from the analytical approach based on user, site, and location of the project. Concluding in a series of issues that conceivably solved with architecture solution.

1. This building is targeted for tourist as the main users
2. Tourists have particular behavior and interest in Balinese aesthetic and cultures when it comes to their leisure time in Bali
3. Balinese tradition and culture is essential to keep tourist interested in the venue
4. The regulated maximum height of a building in Bali is limited as low as 15 meters of the tallest wall structure
5. The area is heavily crowded by visitors, dense surrounding buildings, and vehicle traffic
6. Beach environment becomes a dominating element for the project
7. Tsunami possibly becomes a threat to the project in the future

## C. Design Issue

Derived from the potential advantages and obstacle in this project, it is possible to be concluded as a firm basis of the issue regarding the design process as listed below:

- 1. How a modern entertainment building represent and preserve the essence of Balinese culture in a socially diverse area?**

People fly from all over the world to see Bali as a unique tropical island filled with thick cultures and traditions, this become one of the sole purposes of infusing Balinese essential element into the building, either as a visual artistic outcome or the philosophical aspect in arranging the spaces.

- 2. How to fit a large scale entertainment venue in already overcrowded tourism area?**

The area of Kuta is one of the most visited areas by the tourist who came to Bali, the crowds itself create some sort of attraction towards the visitors. Access become one of the most crucial part in designing this project, although the site located in the area where vehicle traffic is most likely to be overcrowded, the project existence may worsen the area if the traffic management in the site is not properly arranged in the least harmful repercussion regarding the traffic issue in the main access of project's site.

**3. How the project maximizing the natural element into the building?**

The surrounding of project's site is dominated by beach and sea, those two natural elements may imply the building's respond, either visually themed with beach tropical concept or technically creating such spaces arrangement that let the outdoor elements engage with the activities inside the building.

