

APG DELIVERING FIRST PUBLIC MOVIE SCREENS IN KSA



Majid Al Futtaim, one of the most prominent Leaders of the Middle East for Leisure & Retail projects, has triggered, what can be considered as a “quantum leap” in the world of Entertainment in Saudi Arabia. Starting in Riyadh, with a promising vision of extending across the entire Kingdom, VOX cinemas will be the operating theatre. Indeed, the vision is promising for cinema lovers & Movie-goers but the challenge was intense for the Engineers that will carry out the work for a multiplex cinema equipped with latest picture and sound technology to be delivered in a short span of time.

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Another collaboration with Majid Al-Futtaim was brought to success due to our expertise in the Engineering field for more than 45 years on one hand, and the trust we earned after delivering multiple and similar projects for MAF on the other.

Consequently, APG is growingly becoming open to new challenges & daring projects.

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Amgad Balboul
KSA Office Director

Location

The actual Heart of Riyadh lies in the new promising development, Al Aqiq, rapidly becoming the City's magnet with a “future agenda” that will qualify the District as propitious and vibrant. As one of the many attractions of Al Aqiq District, Riyadh Park, a promising Retail Complex on the rise, was selected to host the movie theatres.

APG rising to the challenge

Architecture & Planning Group has been of consistent presence in the Construction industry of the MENA region for Decades. With numerous past projects, delivered to MAF, showing greatest amount of dedication and rigour, the firm was assigned the Consultancy services for this first public screening. After understanding the client's requirements, experts started orchestrating a business plan that complies with the project's vision, while covering its constraints. However, the time/quality bar was set ultra high in order for MAF to be Saudi's first cinema provider, and Vox, its operator. APG had to act fast, converting shell & core units into a multiplex cinema of four screens, with Immersive Movie experience that are 4D and IMax, and a total capacity of 336 chairs, supported by concession counters and kids party zone... all in 3 months.

Nevertheless, it was overcome First, Engineering Design was carried out in collaboration with APG office in Qatar, studying how these units will host the necessary equipment of pinpoint accuracy to pump both picture and sound into each theatre, with extreme focus on the seating arrangement to give users an optimal experience. Indeed, a project never rises successfully without ultimate site supervision services, which was the role of our experienced Engineers from APG office in Riyadh who worked parallelly and hand in hand with Qatar office to ensure the best quality for materials, fittings, and systems.

Amgad Balboul, KSA Office Director of APG, expressed how welcoming the firm is to new challenges saying that the collaboration between all APG branches is what brings different projects to life regardless of any obstacles. He added that the trust invested by MAF, along with previous challenges tackled strategically are the catalyst of such success, and the reason why APG sets the bar even higher in the Market.

