

DESIGN

# detail

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**TO KOLKATA...  
WITH LOVE**

**MASTERS:  
ARCHITECT DULAL MUKHERJEE**

CERA DESIGNER  
*Parikrama*

A Journey Through Design Details  
BENGALURU, KARNATAKA

**A LESSON IN  
ARCHITECTURE**

**ARCHITECT MANOJ LADHAD**

# View film in cosmopolitan comforts

Text : **Anja Wodsak**  
 Photos : **Owen Raggett**

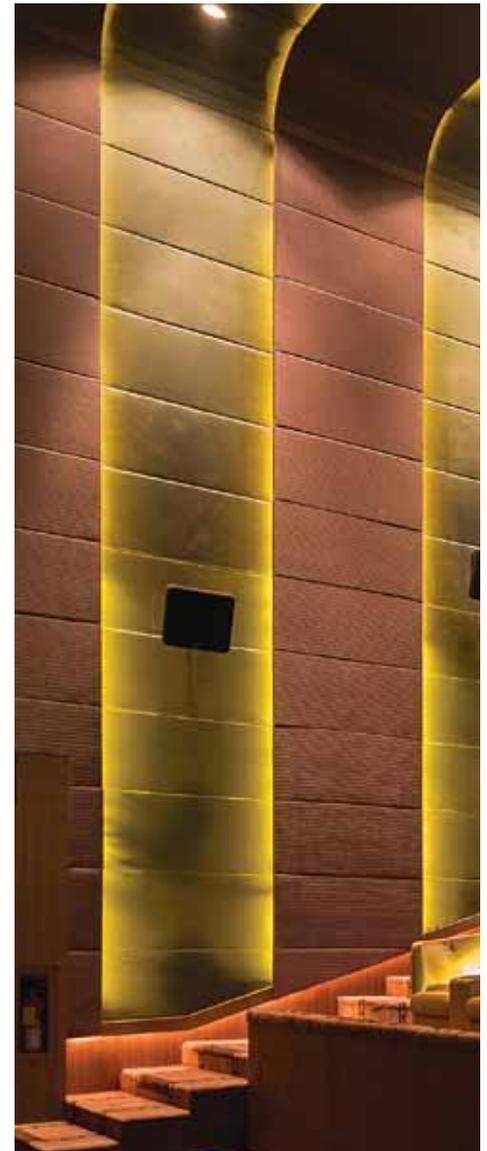
**R**ockwell Group Europe has completed the interior of Embassy Diplomat Screens, a luxury cinema and lounge in downtown Bangkok that blends high-end hospitality, design and film to offer an unconventional, customized entertainment experience. Opened to the public on June 7, 2014, Embassy Diplomat Screens is a club-like destination for socializing and viewing films in a chic and intimate setting, featuring two elegant lounges, a celebrity green room, and five sophisticated screening rooms ranging in size from 32 to 56 seats.

“We were asked to draw on our background in design for high-end hospitality to redefine



Bar and lounge

**4** Embassy Diplomat Screens, a luxury cinema and lounge in downtown Bangkok that blends high-end hospitality, design and film to offer an unconventional, customized entertainment experience.



the experience of going to the movies and create a very exclusive venue,” says Diego Gronda, Managing and Creative Director of Rockwell Group Europe. “We imagined a mix of lounge areas and screening rooms that are elegant and cozy, transporting guests into the home of a film star. For the screening rooms, we moved away from the traditional model where everyone sits in rows of conventional theater seats. There’s a special VIP cinema that offers a lot of flexibility. Guests can relax in a massage chair, on daybeds, or ‘home theater’ style with their family, with a private mini bar at their fingertips.”

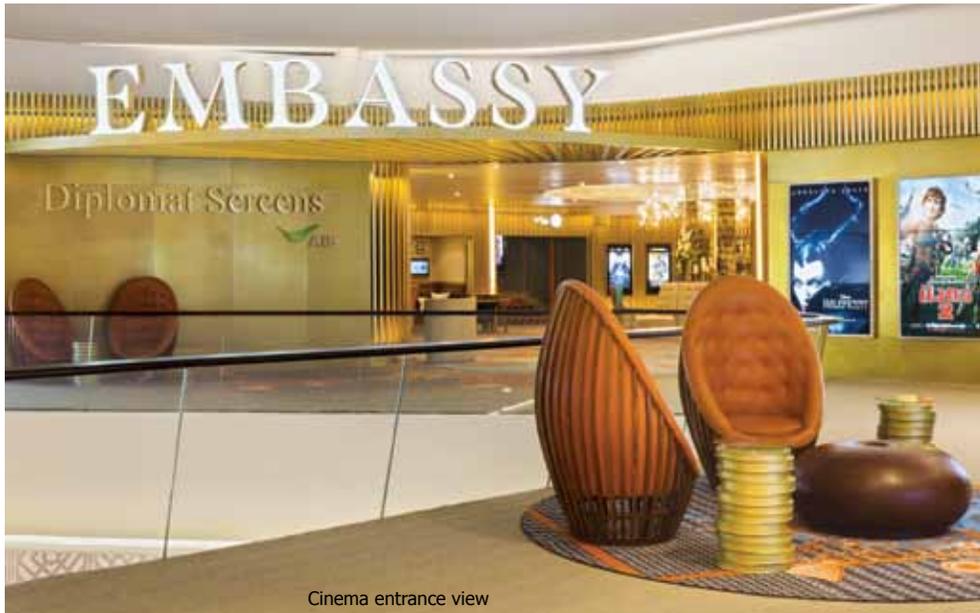
Embassy Diplomat Screens is located on the 6th floor of Central Embassy, the new mixed-use complex developed by Thailand’s Central Retail Corporation on the site of the former British



Outside view



Cinema interior view



Cinema entrance view

Embassy. Situated in the heart of Bangkok, the iconic 37-story building designed by the London firm Amanda Levet Architects, will be a vibrant center for high-end shopping, dining and entertainment.

#### EXCLUSIVE MOVIE CLUB

Rockwell Group Europe's design of Embassy Diplomat Screens is a modern interpretation of a prestigious British gentlemen's club, with accents of Hollywood glamour. Slender, lustrous

metal fins in warm shades of champagne envelop the club's double-height, curvilinear entry hall, in a nod to the fluid waves of 35mm film, the celluloid traditionally used in film production. From the entry hall and ticketing area, where refreshments can be purchased from a high-end concession stand, visitors proceed to the lounge, VIP lounge, and five individually designed screening rooms.

The main Lounge is an oval space reminiscent of an elegant and cozy living room. The main focal points are a center island beige leather ottoman with orange colour stitching and buttons, a modern interpretation of the classic Chesterfield style; and an elliptical bar with a bar die of dark green leather and an imperial grey marble counter top. Other features include a large fireplace; private padded booths in beige leather with orange detailing; framed black and white pictures of international film stars; wood and white marble coffee tables; and sleek Art Deco-influenced sideboards with accessories such as small boxes, vases, and picture frames. Custom carpeting in grey and orange is inspired by classic men's suit patterns, the Prince of Wales check and houndstooth, mixed with cinema elements.



Lounge with fireplace

## VIP SECTION

The VIP Section at Embassy Diplomat Screens includes a VIP Lounge and a special VIP Cinema, the most unusual and exclusive of the venue's five screening rooms, which also provides access to an adjoining, soundproof VIP Wine Club. In addition, there is a Celebrity Green Room.

With a capacity of 33 people, the VIP Cinema integrates eight viewing spaces with a choice of different seating arrangements for individuals, couples, families and small groups. Each of the seating areas offers a different set of elegant and comfortable furniture, including modern daybeds, large sofas with throw pillows and fur blankets and padded leather armchairs with large headrests. Four individually adjustable, automatic massage chairs are placed at the front of the VIP Cinema. Special accessories include reading lamps and USB ports to charge electronic devices at each seat, side tables, and private mini bars with refreshments for each seating area. The VIP Cinema provides access to a soundproof Wine Club where customers may continue to follow any movie via headphones while they enjoy a drink from the marble countertop bar. This space can also be used for private celebrations and offers a dance floor.

Cinemas II to V are dressed in ribbon-padded walls and ceilings in lustrous metal colors such as gold, silver, and bronze. The carpets are custom designed in grey with a pinstripe pattern, combined with cinema elements. Seating is provided in the form of spacious padded cocoon chairs in beige leather with orange detailing. Tablets placed at each seat allow guests to order from a selection of gourmet food and beverages during the screening. All seats are equipped with push buttons to call the staff.

## ROCKWELL GROUP EUROPE

Rockwell Group Europe is an award-winning design firm that creates distinctive environments for innovative, established and emerging brands in hospitality, retail, culture and entertainment worldwide. Diego Gronda and his team are currently working on projects across Europe, Asia, the Middle East, and North America, such as the interior of the world's first Virgin



Lounge booth seating

Hotel in Chicago for Sir Richard Branson; the new Nobu Hotel Riyadh, including its Nobu Restaurant; a redesign of guestrooms and public spaces at the legendary Taj Mahal Palace & Tower, Mumbai; and the new W Suzhou, China. Recent projects include Yellow Tail Sushi Bar at VIE Hotel, Bangkok; W Hotel Paris-Opéra; two Gordon Ramsay restaurants at St. Regis Doha; and Le Méridien Hotel Oran. Rockwell Group Europe also designed Wasabi Restaurant for Chef Morimoto and the historic Harbour Bar at Mumbai's Taj Mahal Palace & Tower in 2009.

From initial research to a project's completion, the group works closely with each client while drawing on the know-how of local partners around the world, in places such as Bangkok,

## DIEGO GRONDA

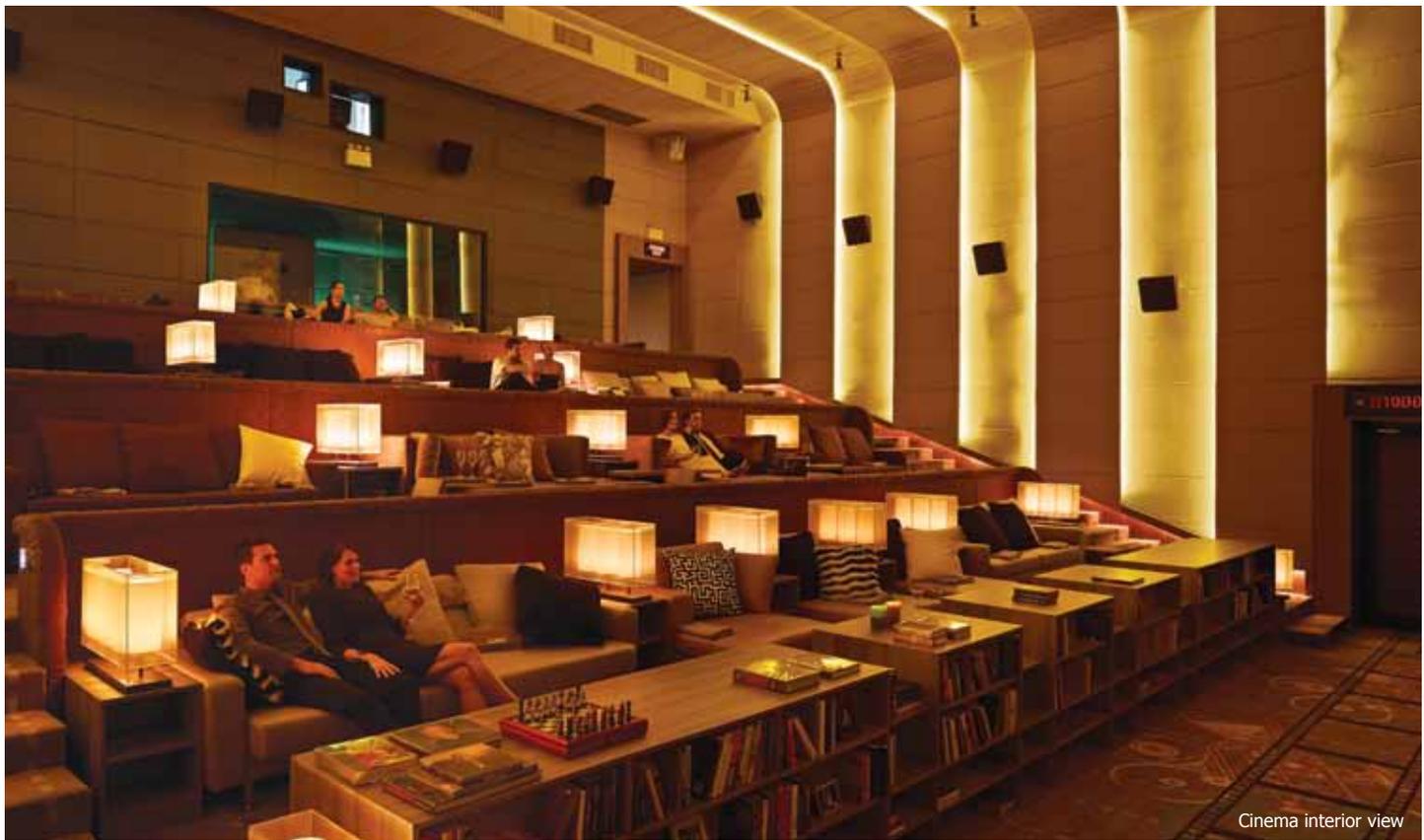
Diego Gronda, Managing and Creative Director of Rockwell Group Europe, has more than 20 years of experience in high-end hospitality. Working with some of the industry's most influential forces, Gronda has created distinctive environments for hotels, resorts, spas, and restaurants, and developed identities for new hotel brands around the world. He has also designed offices and residential buildings, cultural and retail spaces, and master plans for new communities. Diego received his Master of Architecture degree from Parsons The New School for Design, where he was honored with the AIA Gold Medal for Excellence in the Study of Architecture.



Pic: Rockwell Group Europe



Bar detail



Cinema interior view

Beirut, Beijing, Buenos Aires, Doha, Dubai, Miami, Mumbai, Paris, and Shanghai. Its extensive network and flexible approach enable the firm to develop innovative, appropriate, and effective solutions with an extraordinary team of artists, architects, landscape architects, interior, graphic and industrial designers, and experts in technology.

Rockwell Group Europe draws inspiration from the ongoing exchange of ideas with people from different countries and backgrounds. The firm offers clients a cosmopolitan perspective without adopting a uniform design language. Each project is rooted in a specific geographic and cultural context and represents a unique response to attributes of landscape, climate, and local ways of life.



Corridor view

Driven by a comprehensive notion of design and committed to providing truly immersive experiences, Gronda and his team apply their creativity at many different scales. The environments they create tell a story and provide a sense of discovery. Anything that will shape the experience is part of the firm's scope, from subtle details in furnishing a room; to nuances in lighting, sound, temperature and scent; to rituals of arrival and departure; to landscape design.

Sensitive to the complexities of development in different international contexts, Rockwell Group Europe is highly responsive to its clients. The design team works rapidly and efficiently to adapt to changing needs and accommodate highly compressed project schedules.

