

**UNIVERSITI TEKNOLOGI MARA**

**CRITICAL FACTOR FOR  
SPACE PLANNING DESIGN IN  
CINEMA'S MAIN PUBLIC AREAS**

**NORFIZAH BINTI ISMAIL**

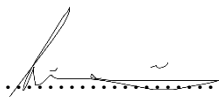
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## AUTHOR'S DECLARATION

I declare that the work in this dissertation was carried out in accordance with the regulations of Universiti Teknologi MARA. It is original and results of my own work, unless otherwise indicated or acknowledged as referenced work. This dissertation has not been submitted to any academic institution or non-academic institution for any degree or qualification.

I, hereby, acknowledge that I have been supplied with Academic Rules and Regulations for Undergraduate, Universiti Teknologi MARA, regulating the conduct of my study and research.

Name of Student	:	Norfizah Binti Ismail
Student I. D. No.	:	2017409696
Programme	:	Bachelor of Interior Architecture (Hons.) AP247
Department	:	Centre of Studies for Interior Architecture
Faculty	:	Architecture, Planning & Surveying
Dissertation Title	:	Critical Factor for Space Planning Design in Cinema's Main Public
Signature of Student	:	 .....
Date	:	August 2021

## **ABSTRACT**

A cinema is a facility where people gather to watch movies in a pleasant atmosphere and in a comfortable setting. It is a location where the cinema delivers good technology for audio and image, as well as for the crowd, who seek only the best services. From the front door to the service delivered to the audience, the service must be excellent. Although, the service environment aids in the audience's acquisition of experiences and impressions. Cinemas receive a large number of visitors regularly, and with the opening of a new film, the number of visitors may be higher than usual. A well-designed facility layout is critical for reducing excessive traffic, particularly in the cinema's specific area. However, this problem most frequently appears in the public section of a movie theatre, when the audience waits in line for their tickets, food, and beverages, or before being allowed to enter the theatre. The purpose of this study is to investigate the efficacy of public areas in cinema, especially in the lobby area. Several objectives need to be archive in this research which are to identify space planning aspects and requirements for the main public area in cinema, to investigate the critical factor requirement of space planning in cinema's public area, and to expand the list of content on the effective space planning design for main public area in cinema. The on-site observation, literature review, document standard technique, and expert interview method are used to answer the questions of this research. This research can help to decrease the congestion in the cinema main public area and at the same time increase the comfortable environment for the audience. This research is beneficial to the owner and staff of the cinema, end-user, and designer and design student to create a better spatial design in the future.

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