

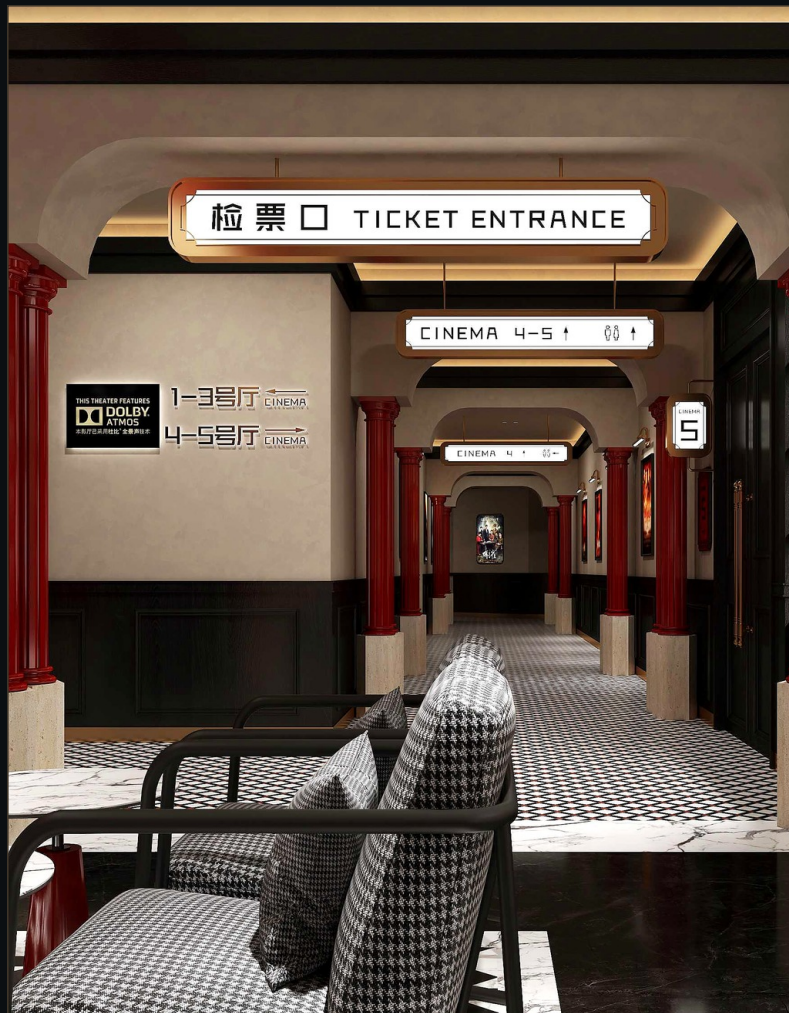
DM DESIGN

CINEMA DESIGN & STRATEGY

Cinema Design That Works as a Business

Strategy-led planning, interior design, fit-out guidance and China-based supply chain support for overseas cinema investors.

BEIJING DAMAI CHUANGYI DESIGN PLANNING CO., LTD.



China-Based Cinema Design & Business-Oriented Planning Team

"We combine cinema strategy, space planning, visual experience design and China-based supply-chain coordination to turn raw square footage into premium, revenue-generating cinema destinations."

DM DESIGN is a specialized cinema architecture and planning team with experience across 400+ cinema projects. We help global cinema investors, shopping mall owners, operators and developers plan, design and source cinema spaces with stronger commercial logic.

400+

cinema project
experience

3-in-1

strategy, design and fit-out
support

China

design team + supplier coordination
base

Architectural Excellence Engineered for Commercial Results

Design is treated as a business decision, not as decoration.

01 Strategy-Led Design

Market positioning, target audience, hall mix, circulation and revenue zones are considered before visual design begins.

02 400+ Project Experience

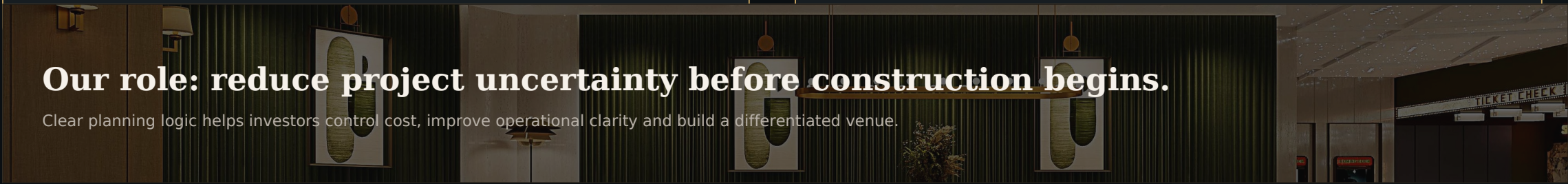
Proven scalability across multiplexes, boutique cinemas, premium formats, VIP rooms and cinema-adjacent retail zones.

03 Designed for Revenue

Lobby dwell time, concession exposure, ticketing flow, audience routing and premium hall experience are integrated into the plan.

04 Concept to Opening Support

From concept direction to fit-out guidance, material sourcing, seating, acoustic products, lighting and supplier coordination.



Our role: reduce project uncertainty before construction begins.

Clear planning logic helps investors control cost, improve operational clarity and build a differentiated venue.

How We Work With Overseas Cinema Investors

Three service options allow clients to start from project review, full design or landing support.

01

Strategic Cinema Project Review

For early-stage investors evaluating a new cinema site.

Location review, floor plan comments, hall mix advice, customer flow review, budget logic and risk comments.

Outcome: clear project direction and key design strategy.

02

Cinema Concept & Interior Design

For projects with confirmed site, budget and opening plan.

Cinema concept, space planning, lobby design, auditorium experience, VIP areas, materials and customer flow.

Outcome: complete commercial interior direction for local execution.

03

Opening-Ready Delivery Support

For overseas owners preparing for fit-out, sourcing and delivery.

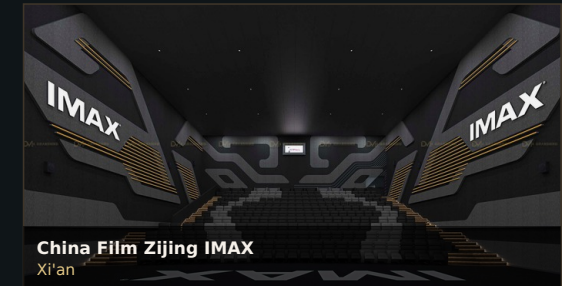
Design intent alignment, seating, acoustic materials, lighting, concession products, supplier coordination and fit-out guidance.

Outcome: practical design-to-build support from concept to opening.

Recommended first step: send your site location, floor plan, target market and business goal for a strategic project review.

Selected Case Portfolio

A broader case base reorganized for international clients.



Portfolio coverage

The refreshed deck uses the international business positioning from the overseas version while expanding the case base from the domestic portfolio. Case pages are rebuilt with clear English titles, sharper image placement, consistent captions and investor-oriented commercial logic.

CASE 01

The Thematic Boutique

Rome Holiday Cinema | Hangzhou

A transporive, high-end boutique concept that uses bold architectural motifs, warm materials and themed circulation to differentiate the venue in a crowded commercial market.

Immersive Luxury

Architectural Differentiation

High-End Audience



CASE 02

The Premium Lifestyle Hub

Starlight Selection Cinema | Chongqing Guanyinqiao

Designed for upscale retail environments. A central art-deco inspired lobby, concession visibility and lounge-like seating encourage extended dwell time and secondary spending.

Retail Integration

Extended Dwell Time

Concession Revenue



CASE 03

The Immersive Giant Screen Flagship

China Film Guanghui Giant Screen Cinema | Huanggang

A high-tech aesthetic communicates advanced projection and sound. Sleek corridors lead audiences into large-format auditoriums with a clear premium ticketing proposition.

Giant Screen

High-Tech Aesthetic

Premium Ticketing



CASE 04

IMAX-Ready Flagship Identity

China Film Zijing Cinema | Xi'an Longhu Tianjie

A technology-forward visual system for an urban mall cinema. Large-format auditorium design, metallic tones and planetary ceiling elements reinforce a premium, future-facing identity.

IMAX Hall

Mall Anchor

Technology Signal



CASE 05

The Warm Urban Boutique

Zhongying Xingyao Cinema | Bazhong

A compact commercial cinema built around a warm color palette, clear ticketing/check flow and approachable lounge atmosphere for neighborhood audiences.

Compact Flow

Warm Palette

Neighborhood Cinema



CASE 06

Retro Boutique Auditorium Experience

Guangyuli Cinema | Baoding

A carefully staged retro design language creates an intimate boutique identity. Hall lighting, color, soft finishes and entry moments support a more memorable guest experience.

Boutique Hall

Retro Identity

Comfort Focus



CASE 07

The Contemporary Multiplex

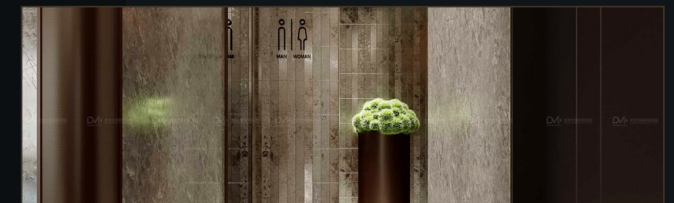
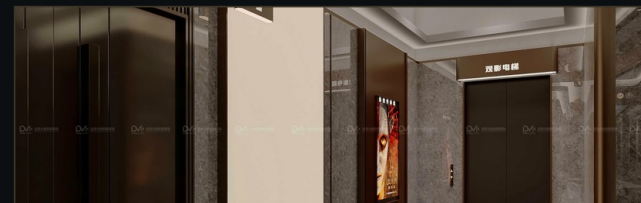
New Vision Cinema | Cangzhou

A clean commercial multiplex with streamlined concession, reflective finishes and strong ceiling geometry. The plan emphasizes clarity of customer journey and efficient circulation.

Operational Clarity

Concession Focus

Efficient Circulation



CASE 08

Commercial Throughput Multiplex

China Film Zijing International Cinema | Chongqing Guanyingq

A mall-oriented cinema model emphasizing high visibility, fast ticket check, branded signage and clear circulation for mass-audience traffic.

High Throughput

Brand Visibility

Cost-Effective Flow



CASE 09

Premium Hall & Acoustic Experience

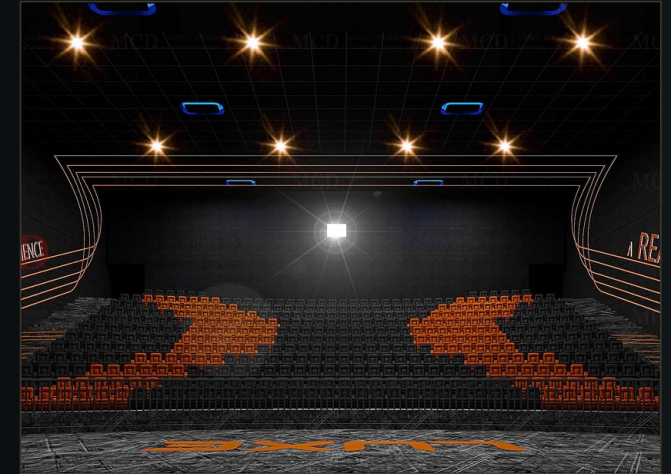
Pacific LUXE Cinema | Chengdu Fuli Center

A premium-format cinema expression with dramatic hall identity, strong acoustic enclosure language and luxury seating moments for upgraded ticket tiers.

LUXE Identity

Premium Seating

Acoustic Optimization



CASE 10

Private Screening & VIP Rooms

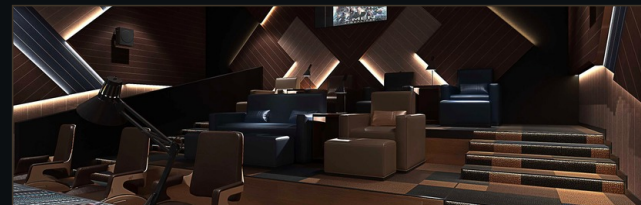
Beijing Film Studio Screening Room | Beijing

Specialized screening rooms require controlled acoustics, line-of-sight comfort, interior restraint and premium material logic. The design supports both professional review and VIP viewing scenarios.

VIP Review

Controlled Acoustics

Professional Screening

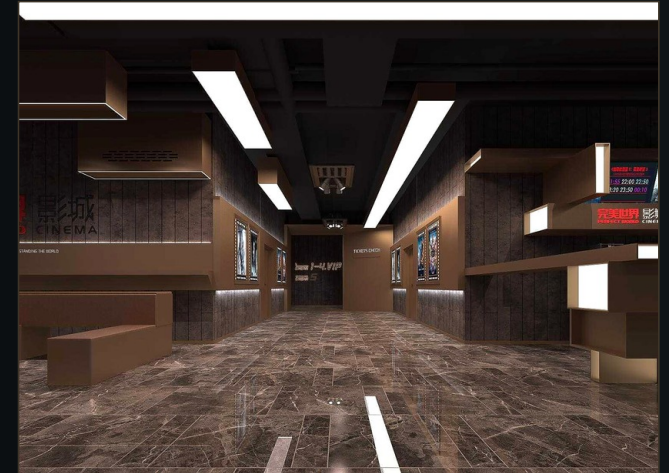


CASE 11

Mall Cinema Upgrade

Perfect World Cinema | Beijing Xizhimen Capital Mall

Dark premium finishes, focused lighting, compact lobby planning and clear cinema routefinding help transform a mall cinema into a more refined urban entertainment destination.



Mall Upgrade

Premium Materiality

Urban Audience

CASE 12

The Social Film Complex

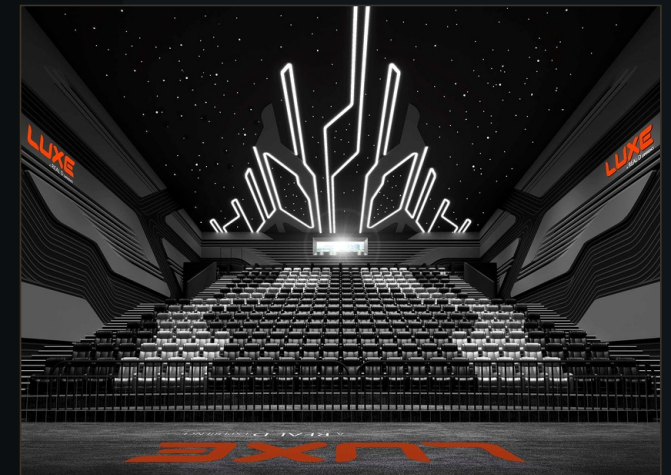
Xixi 511 Film Complex | Hangzhou

White organic forms, soft lighting and spacious social zones create a contemporary film destination that goes beyond ticketing and becomes a lifestyle gathering place.

Film Complex

Social Lobby

Lifestyle Destination

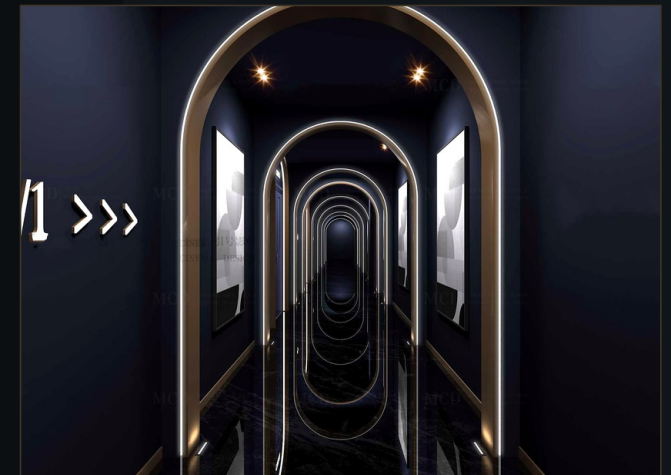


CASE 13

Urban Nightlife Cinema

China Film Lecheng Cinema | Beijing Lecheng Center

A moody blue-gold visual system with tunnel-like circulation and premium ticket check moments creates a distinctive evening-entertainment atmosphere.



Nightlife Mood

Premium Entry

Routefinding

CASE 14

Youth Market & Brand Cinema

Tianjin Star Classic Cinema | Tianjin Star Mall

A bright, energetic visual identity supports family and youth audiences. The lobby, stair zone and entry facade become recognizable retail-facing brand assets.



Retail Brand Asset

Family Market

Bright Identity

Extended Project Gallery

Additional cinema and theater works showing format range, material direction and auditorium capability.



Langfang China Film International



Xinyang Giant Screen



Shenzhen Shibang Mall Cinema



Guangzhou Hengqin Lighthouse



Xiamen Jinyi Cinema



Chengdu Bona Cinema



Guigang Hengdian Cinema



Heze Wanda Cinema



Zhongshan Bona Cinema



Wuhan Weijia Cinema



Haikou Giant Screen



Tongliao Theater

Design Scope & Deliverables

A business-oriented design system from investor decision-making to opening preparation.



01 | Project Strategy

Market positioning, target customer, competitor review, hall mix logic, investment control and risk comments.

02 | Space Planning

Overall layout, lobby-circulation system, ticketing, concession, waiting areas, VIP routes and customer flow.

03 | Interior Concept

Visual concept, material palette, lighting atmosphere, brand identity integration and commercial scene design.

04 | Auditorium Experience

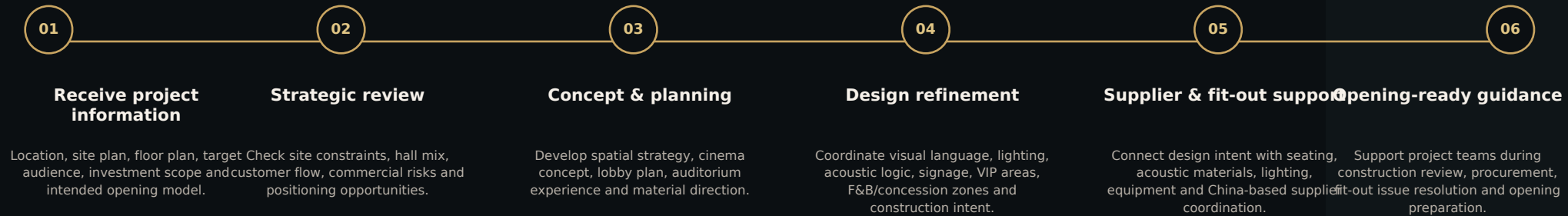
Giant screen, IMAX/large format hall concept, VIP leather experience, acoustic surface logic and comfort planning.

05 | Fit-Out & Supply Chain Support

Seating, acoustic materials, lighting, concession equipment, signage and China-based supplier coordination.

Project Workflow

A clear overseas collaboration rhythm keeps design intent, budget logic and delivery feasibility aligned.



Goal: make the cinema opening-ready before construction risk becomes expensive.

The earlier the team joins, the more value can be created in site evaluation, hall mix, circulation, budget logic and customer experience design.

What We Need From You

For an accurate first review, please provide the following project information.

Site & location

City/country, mall or standalone context, floor level, commercial surroundings and competitor cinemas.

Architectural drawings

Floor plan, area, clear height, columns, entrances, fire exits, MEP constraints and any existing conditions.

Business intention

Target customer, expected positioning, budget range, number of halls, premium hall requirements and opening timeline.

Operational priorities

Concession model, VIP service, family market, premium ticketing, local construction constraints and procurement needs.

Start with a strategic project review before full design begins.

This helps verify whether the site, hall mix, flow logic and investment direction are commercially viable.

DM DESIGN

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Blueprint Your Next Highly Profitable Cinema Destination.

Great cinema venues begin with a strategic conversation. Initiate your project review today.

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