

جامعة البترا – الأردن

الطالبة فضاة قطارنة بإشراف د. فاطمة النمري

مركز تفسير التراث السينمائي

يعمل المشروع كمركز لتفسير تطور السينما العربية مع التركيز على تطور السينما الاردنية، ويقترح مكانا يحتفل بالفن السابع من خلال ربطه بالمدينة (عمان) . ينطلق المشروع كمكان يعزز تقدير الزائر للسينما وعلاقتها بالانسان و المدينة، ويربط المبنى لذلك فيزيائيا مع حركة المدينة و الناس للتعبير عن ديناميكية هذا الفن . حيث يمر الزائر بسلسلة من الاطارات السينمائية للمكان والتي تنطلق نحو افق جديد مطلق على المدينة. ويعمل التصميم على ربط السينما و الثقافة حيث يقدم للزائر تجربة خاصة من خلال حركته عبر فضاءات متتالية تتنوع في الحجم و الضوء و الاطلالة الحضرية و المحتوى. ويمر الزائر بعدة طوابق تشرح تاريخ السينما وتطورها، ويقدم فضاءات تفاعلية مفتوحة تجعل المكان ديمقراطيا شعبويا . يعبر المشروع عن علاقته بالمدينة من خلال شاشات عرض خارجية و ساحات للعروض الدرامية او الفنية المفتوحة و القريبة من الناس.

## Fedda Qatarneh

### DESCRIPTION

An Interpretation center to introduce people to the history of cinema equipment and the history of local films in Jordan to give people from different ages and mind sets a cultural background about the art of film making in Jordan, to help support and promote Jordanian films.

### DESIGNED

2016

### COMPLETED

2017

### TECHNICAL DATA

The project aims to create a landmark (symbol) overlooking Amman .The goal of the museum is for visitors to connect Amman with cinema, also a cinema hall with a cafe and a shop is added for visitors who are interested in watching those films with an outdoor performance and amphitheater to connect the building with urban fabric area .

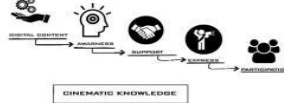
# PROJECT BACKGROUND

## PROJECT DESCRIPTION

An immersion center to introduce people to Jordan's cinema history and give people from different ages & mind sets a cultural background about the art of filmmaking in Jordan & open their eyes to the cinematic history that Jordan has accomplished so far and the evolution of cinema and tools that has been used to give people from all ages an experience through history to inspire, support creativity of expression and help Jordan to become more open to supporting youth that wants to join film making art.

### AIMS AND OBJECTIVE

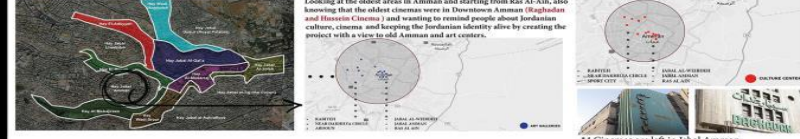
- A space to support cinema in Jordan and increase people's knowledge about local cinematic history.
- Raise awareness about the need to support local cinema.
- To build the cinematic identity of Jordan and make better quality films.
- Engage people to join the film society and open their eyes to different points of view and different ways of expression.



## LOCATION



### SITE LOCATION



Looking at the oldest areas in Amman and starting from Ras Al-Ain, also knowing that the oldest cinemas were in Downtown Amman (Raghadan and Hussein Cinema) and wanting to remind people about Jordanian culture, cinema and keeping the Jordanian identity alive by creating the project with a view to old Amman and art centers.

\*4 Cinemas are left in Jabal Amman.

### JORDAN CINEMA TIMELINE



### WHY IS CINEMA IMPORTANT?

The feelings people have while watching movies are driven largely by emotional engagement with the characters portrayed. Such empathetic involve imaging oneself as someone else and, as a result, experiencing another's feelings (Barney-Thorpe, 2010).

### CINEMA TIMELINE



### CONCLUSION

Due to research, building a cinema will not be the goal for this project, it will be the ending destination. Several renovations that were aiming to revive cinemas in old Amman but failed, people need to be reminded of our history.

## JABAL AL WEIBDEH



Amman has a dynamic contemporary arts scene & some of the best galleries are within walking distance of each other in the neighborhood of Jabal Al Weibdeh with a view to old and new Amman.

### REASON BEHIND LOCATION

- Walkability around the site
- Services around the site
- Art centers in Jabal Al Weibdeh
- A view to old Amman from the site
- Site Area = 6600M2

The location shows the evolution of cinema by an exposed view to Downtown Amman (the old area of Amman) where cinema started and where international cinema is now being shown in modern Amman.

### SITE ANALYSIS

#### VISUAL LINES



The site is exposed from Downtown Amman due to contour lines, with views from weibdeh to the site, although there is a view from the residential buildings near the site which will affect the project meaning.

#### SUN AND WIND

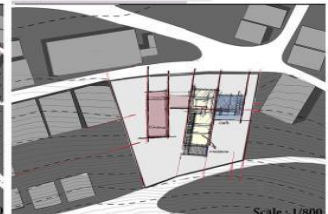


Site fully exposed to sun light which will help in deciding the location of the museum.

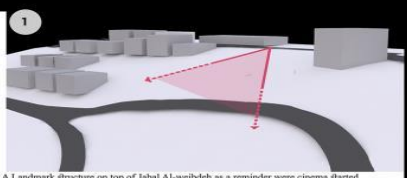
#### CIRCULATION



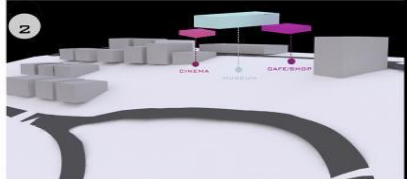
#### ZONING



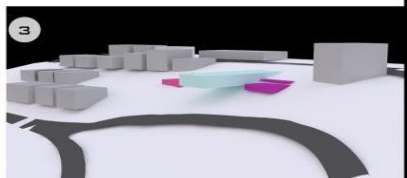
# MORPHOLOGY



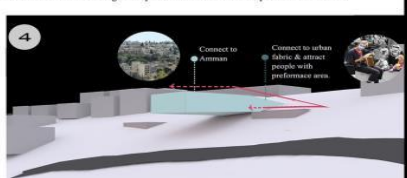
A Landmark structure on top of Jabal Al-weibdeh as a reminder were cinema started



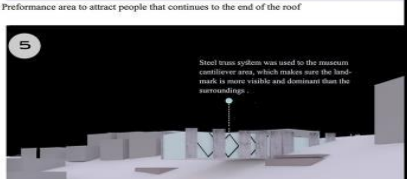
The dominant mass is the museum, with cafe and cinema at different levels.



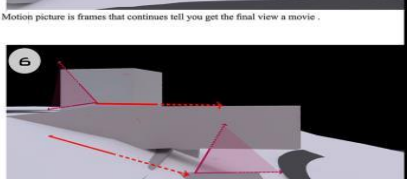
Roof access to the building to keep Jabal Al weibdeh view exposed to site visitors.



Performance area to attract people that continues to the end of the roof



Steel truss system was used to the museum cantilever area, which makes sure the landmark is more visible and dominant from the surroundings.



Motion picture is frames that continues tell you get the final view a movie.



Building is part of site as cinema is part of our history that need to be supported, an taking advantage of the roof for an outdoor amphitheater.



FUNCTIONS AREA:  
Lobby 300M2  
Museum 750M2  
21st Century 500M2  
Admin 200M2  
Cinema Lobby 600 M2  
Cinema Hall 280M2  
Cafe 150M2  
Shop 150m2  
Parking 1600M2

CONCEPT

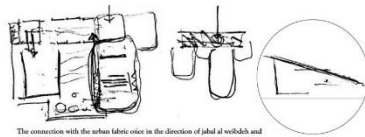
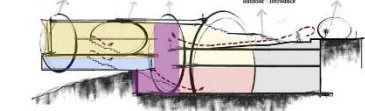
CONCEPT STATEMENT

Cinematography wrote our history with motion picture, the project will aim to educate people about the history of cinema taking the same approach of how people get attracted to movies, introduction, excitement, explore and ending with a full understanding of the story of the museum.

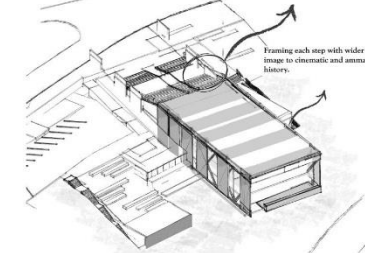


SKETCHES

Connect human view & cinematic history explore excite disengage from the outdoor introduce curiosity

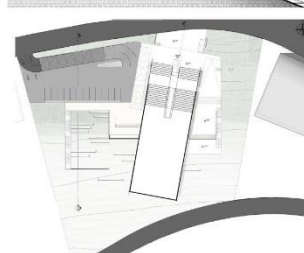
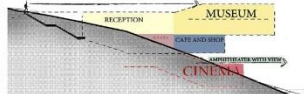
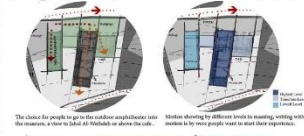
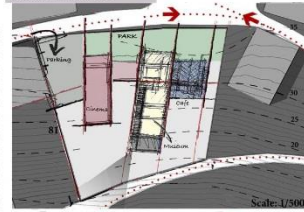


The connection with the urban fabric once in the direction of jalal al-wakeleh and once with jalal amman can also be experienced from the exterior of the building



Framing each step with wider image to cinematic and amman history.

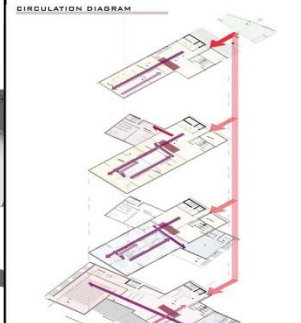
CONCEPT DESIGN



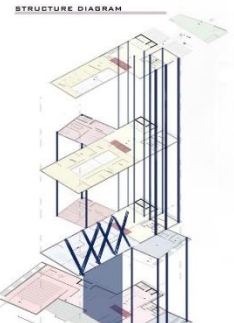
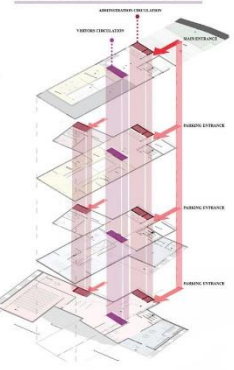
SITE PLAN SCALE : 1/400

PLAN DIAGRAMS

FUNCTIONS DIAGRAM DESIGN



CIRCULATION & ENTRANCE DIAGRAMS



CONCEPT

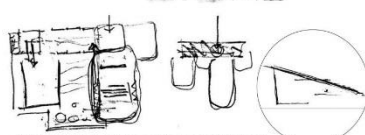
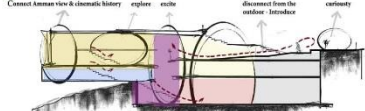
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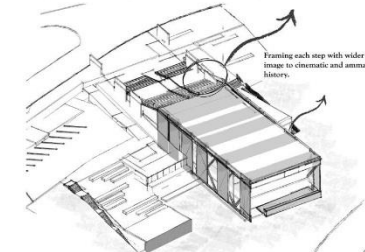


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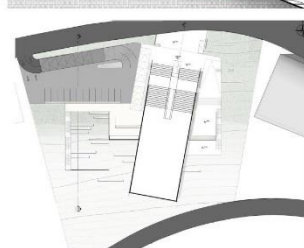
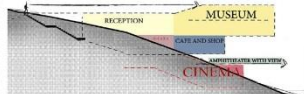
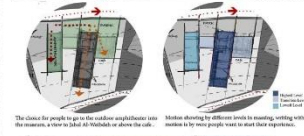
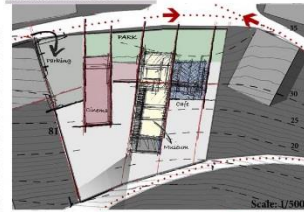


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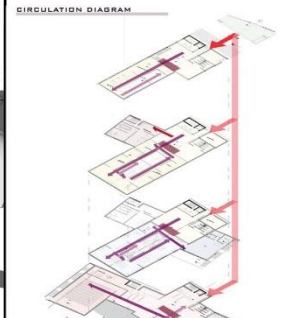
CONCEPT DESIGN



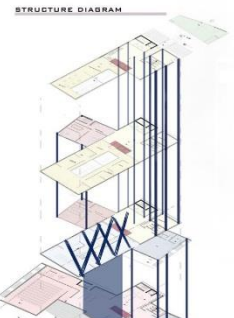
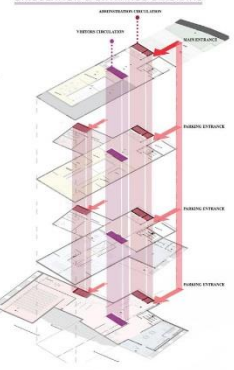
SITE PLAN SCALE : 1/400

PLAN DIAGRAMS

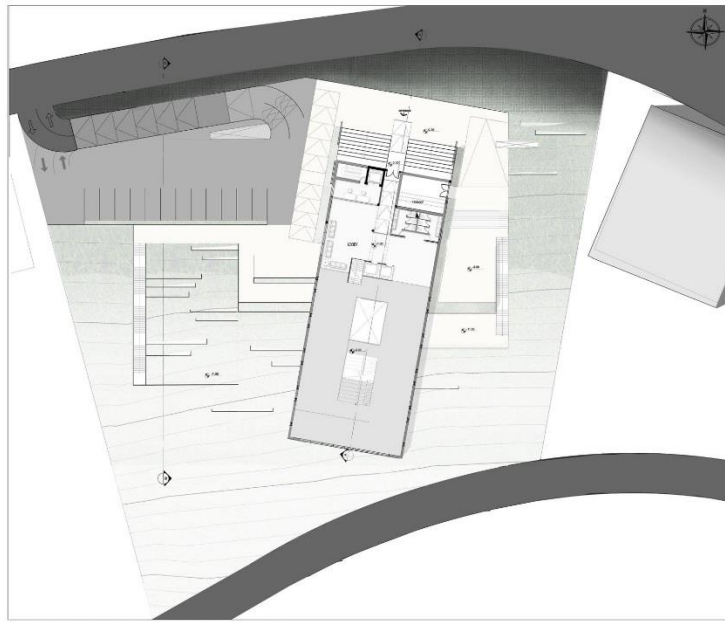
FUNCTIONS DIAGRAM DESIGN



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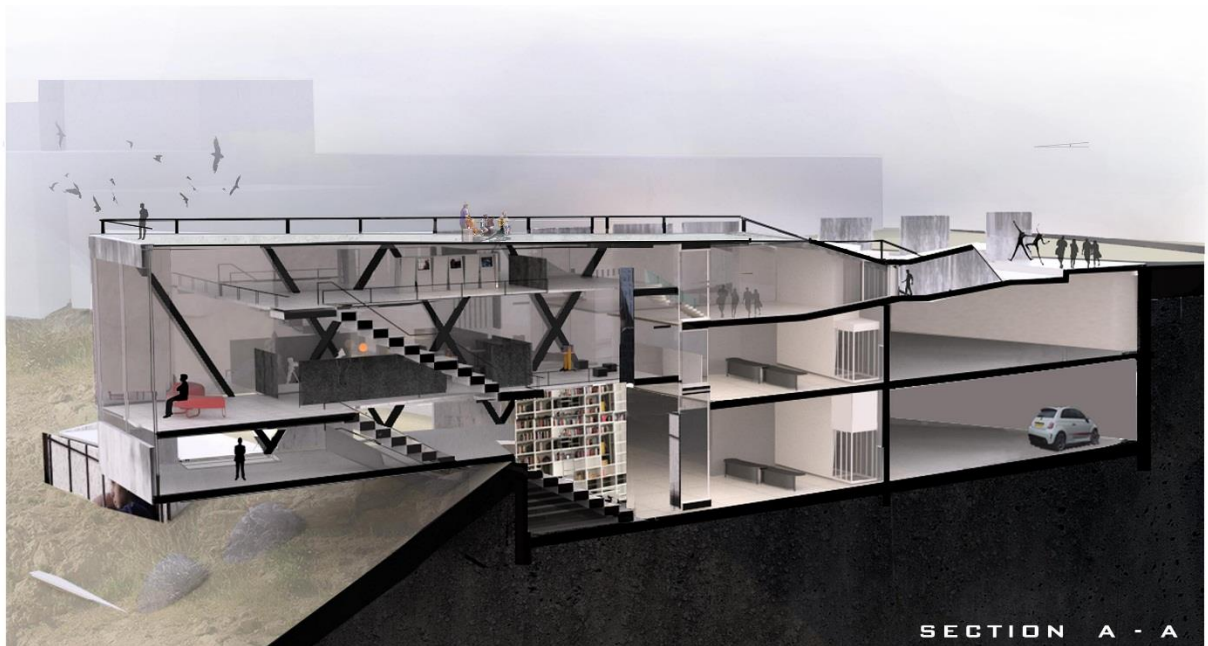
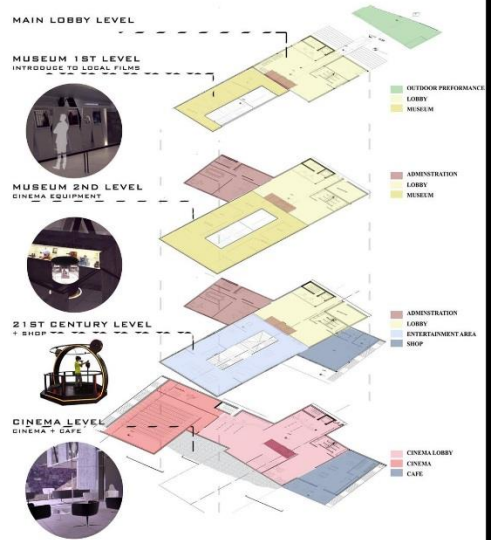
PLANS



MAIN LOBBY FLOOR

SCALE: 1/200

PLANS LEVELS



SECTION A - A



