

DESIGN AND MEDIA LLP · MUMBAI · EST. 2017

Bricolage Bombay.

Cinema Beyond The Screen

Thoughtfully crafted spaces that transform movie-going into a memorable experience.

■
Before the screen
lights up,
Architecture sets
the stage.

The experience is shaped by more than the auditorium. It is found in the arrival, the circulation, the atmosphere, and the spaces between. We design the complete sequence.



■ *Three* early projects that shaped our approach to cinema.

Across Vashi, Raghuleela Kandivali, and Aerocity, we explored how architecture could elevate the cinema experience - transforming lobbies into destinations, public spaces into gathering points, and auditoriums into immersive environments.



■
From one screen
moment to the
complete journey.

Our built work spans single-screen venues, large multiplexes, premium auditoriums, refurbishments, and nationwide rollouts. Each project is a response to its context, audience, and operational demands, united by a commitment to the cinema experience.



Project Index.

01
PVR INOX | Prism Mall | Hyderabad

02
INOX | Bhilwara | Rajasthan

03
INOX | JTM Mall | Jaipur

04
INOX Aerocity | lobby, Insignia and Kiddles

05
Raghuleela Vashi | Early cinema grammar

06
Raghuleela Kandivali | Early cinema grammar





01. PVR INOX | Prism Mall | Hyderabad

■ A Contemporary Take on Art Deco Glamour

Prism Mall, Hyderabad | Multiplex Cinema for PVR INOX | Interior Design & Execution

INTERIOR ARCHITECTURE • CINEMA EXPERIENCE & LOBBY DESIGN • WAYFINDING & BRAND INTEGRATION • LIGHTING, MATERIAL & FINISH DEVELOPMENT • CUSTOM DETAILING & FITOUT DESIGN • PROJECT EXECUTION

The *Prism* cinema lobby is organised around the characteristic geometry and symmetry of Art Deco: bilateral symmetry, strong axial sightlines, the layering of decorative planes at ceiling level, and a bold colour palette anchored in teal and metallic gold. The flooring is executed in cut vitrified tiles laid in a dynamic geometric pattern that mirrors, with deliberate exactness, the ceiling's own geometric composition. This pairing of floor and ceiling is one of the design's most distinctive achievements: the visitor is caught between two patterned planes, surrounded by design in a way that is simultaneously theatrical and disciplined.

Designed Through Pattern And Proportion.



A Space For Arrival And Anticipation.

The lobby choreographs movement, waiting, and discovery, transforming circulation into experience.

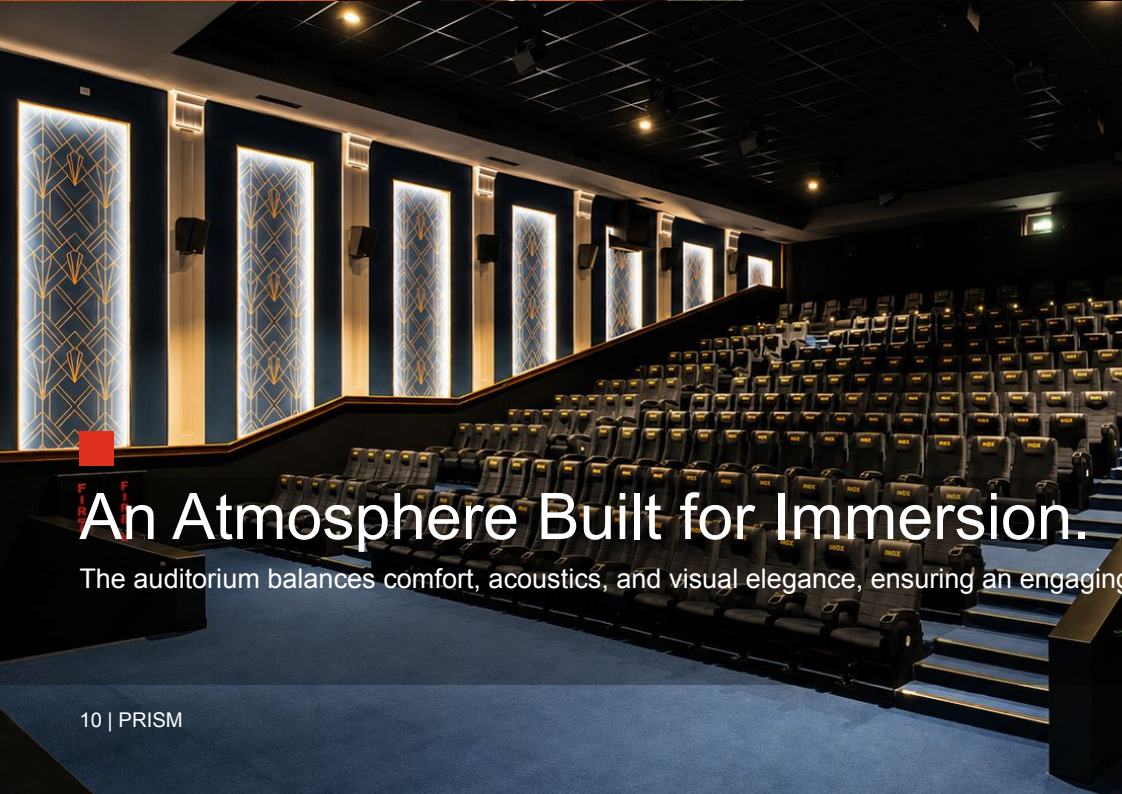


GIFT YOUR
Montezuma White
TRAVEL KIT WITH PICKUP
WITH SPECIAL HANDLING BY
PVR INOX
PVR INOX
PVR INOX



A Palette Of Modern Glamour.

Teal, brass, and stone-inspired finishes reinterpret a classic design language for a contemporary audience.

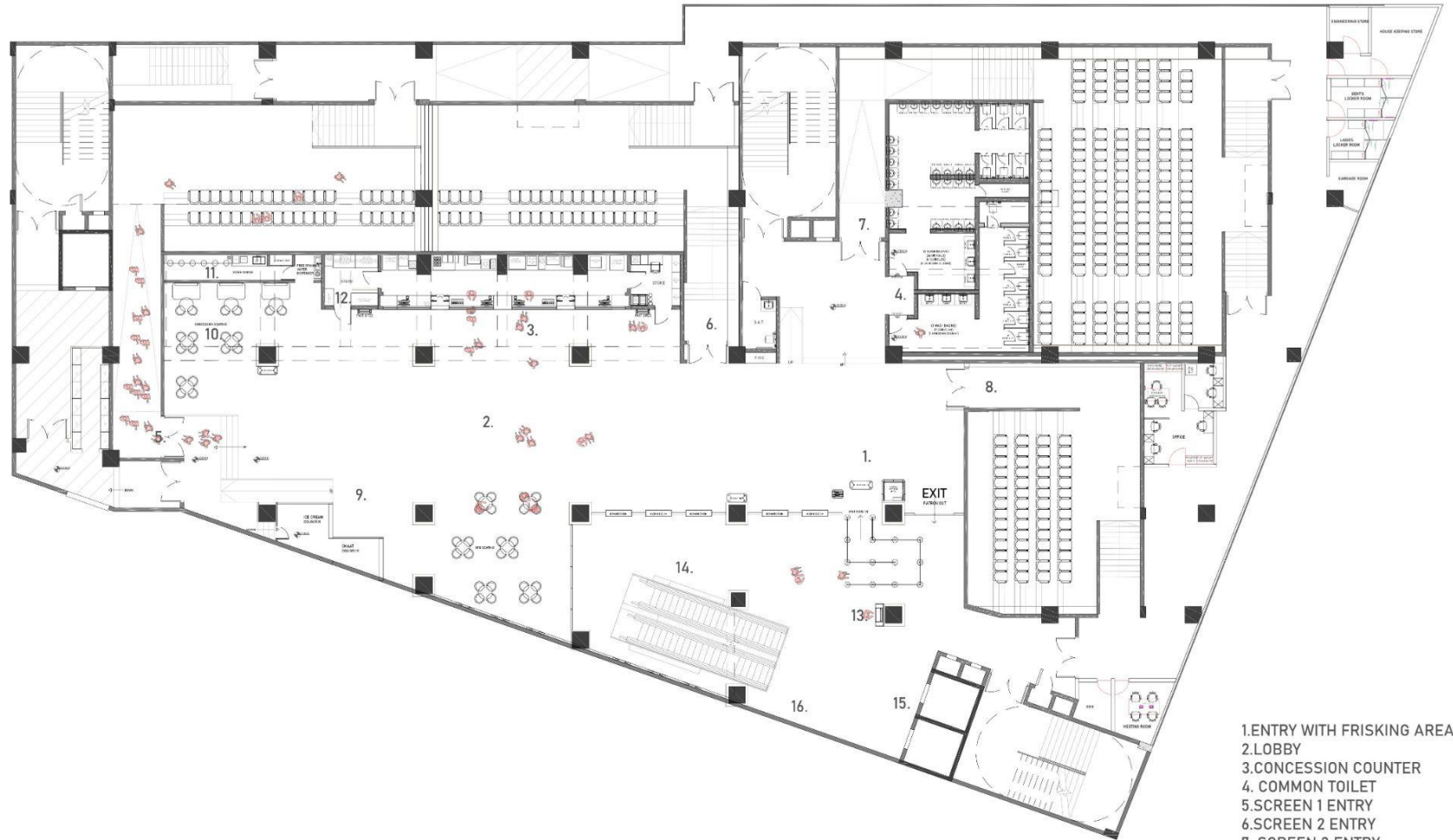


An Atmosphere Built for Immersion.

The auditorium balances comfort, acoustics, and visual elegance, ensuring an engaging experience from the opening scene to the closing credits.



Program & Planning



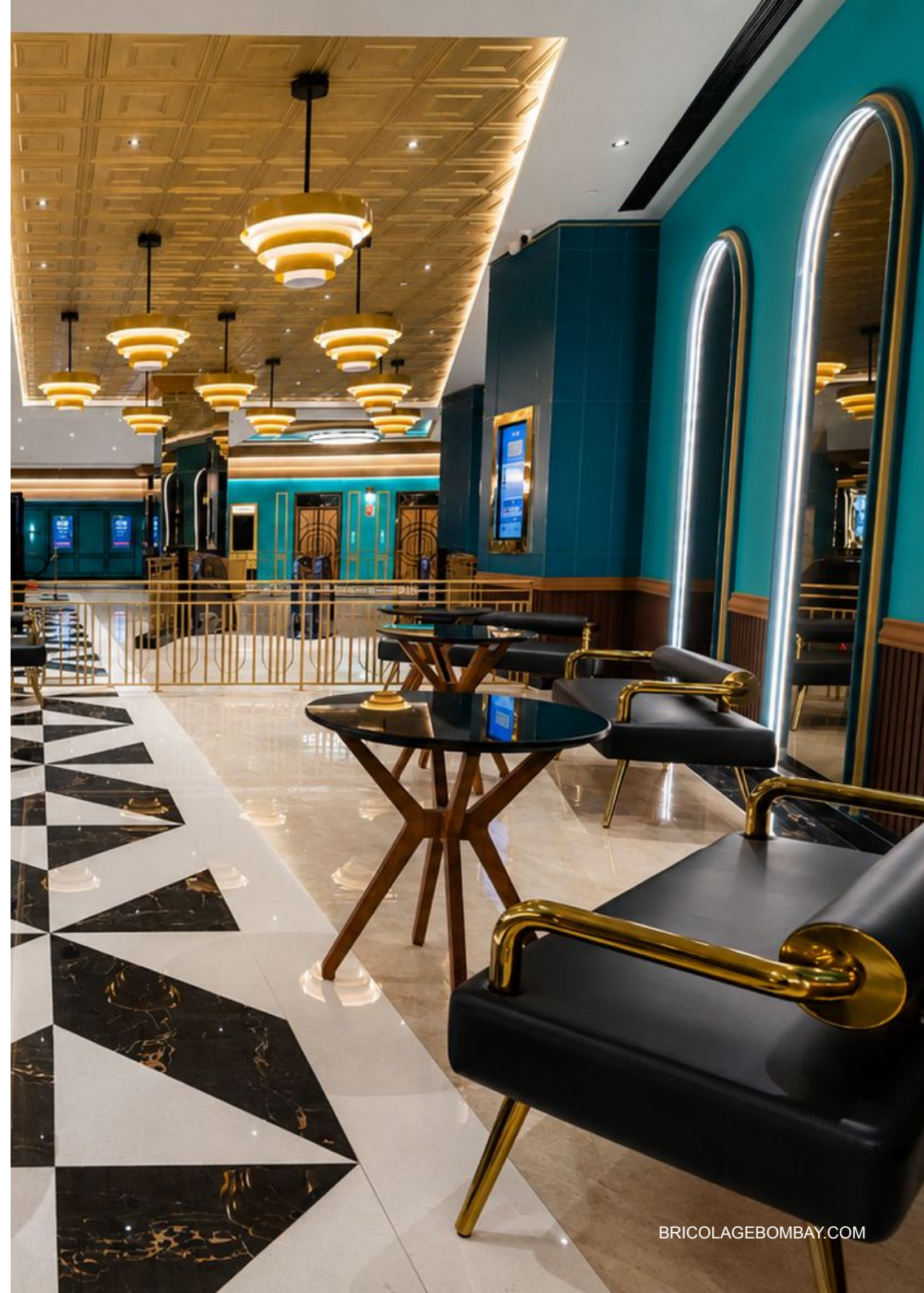
- 1. ENTRY WITH FRISKING AREA
- 2. LOBBY
- 3. CONCESSION COUNTER
- 4. COMMON TOILET
- 5. SCREEN 1 ENTRY
- 6. SCREEN 2 ENTRY
- 7. SCREEN 3 ENTRY
- 8. SCREEN 4 ENTRY
- 9. OFB COUNTER
- 10. CONCESSION SEATING
- 11. STAFF DINING
- 12. STORAGE
- 13. FAST TICKET KIOSK
- 14. PRE LOBBY
- 15. LIFT LOBBY
- 16. VIDEO WALL



■
Prism works in *public
memory*.

1. *"view and interiors were simply magnificent"*
2. *"Sound - great"*
3. *"screens are so pleasant and dark"*

Source: Google-sourced public review excerpts surfaced on Wanderlog for PVR INOX Prism Mall.





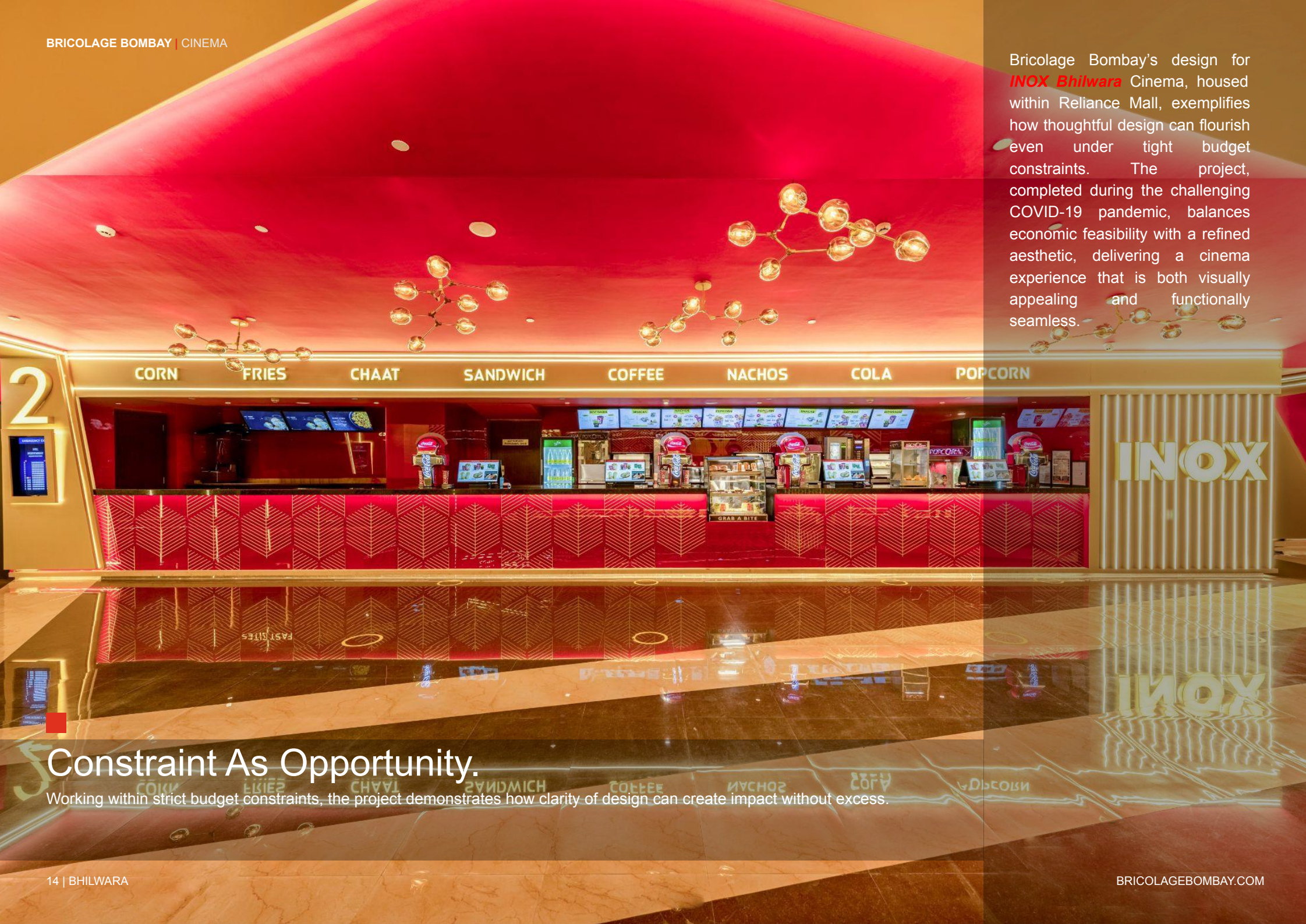
02. PVR INOX | Bhilwara | Rajasthan

■ Designing More With Less.

Reliance Mall, Bhilwara | Multiplex Cinema for INOX | 6000 ft² |
Interior Design & Execution

INTERIOR ARCHITECTURE • CINEMA & LOBBY DESIGN • SPATIAL PLANNING • LIGHTING
COORDINATION • MATERIALS & FINISHES • WAYFINDING & SIGNAGE • FITOUT DESIGN &
EXECUTION

Bricolage Bombay's design for **INOX Bhilwara** Cinema, housed within Reliance Mall, exemplifies how thoughtful design can flourish even under tight budget constraints. The project, completed during the challenging COVID-19 pandemic, balances economic feasibility with a refined aesthetic, delivering a cinema experience that is both visually appealing and functionally seamless.



Constraint As Opportunity.

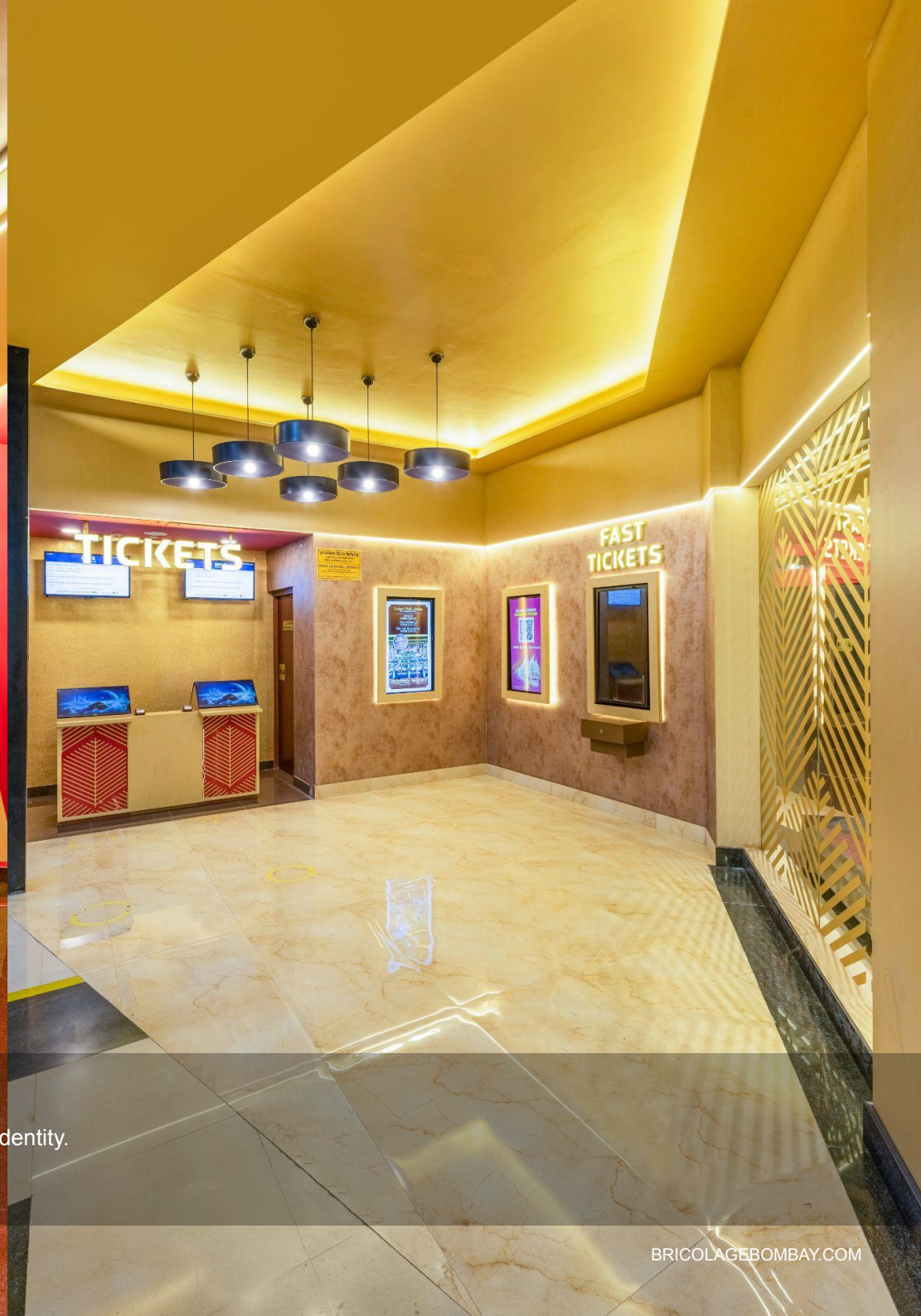
Working within strict budget constraints, the project demonstrates how clarity of design can create impact without excess.



A Dialogue Between Floor And Ceiling.

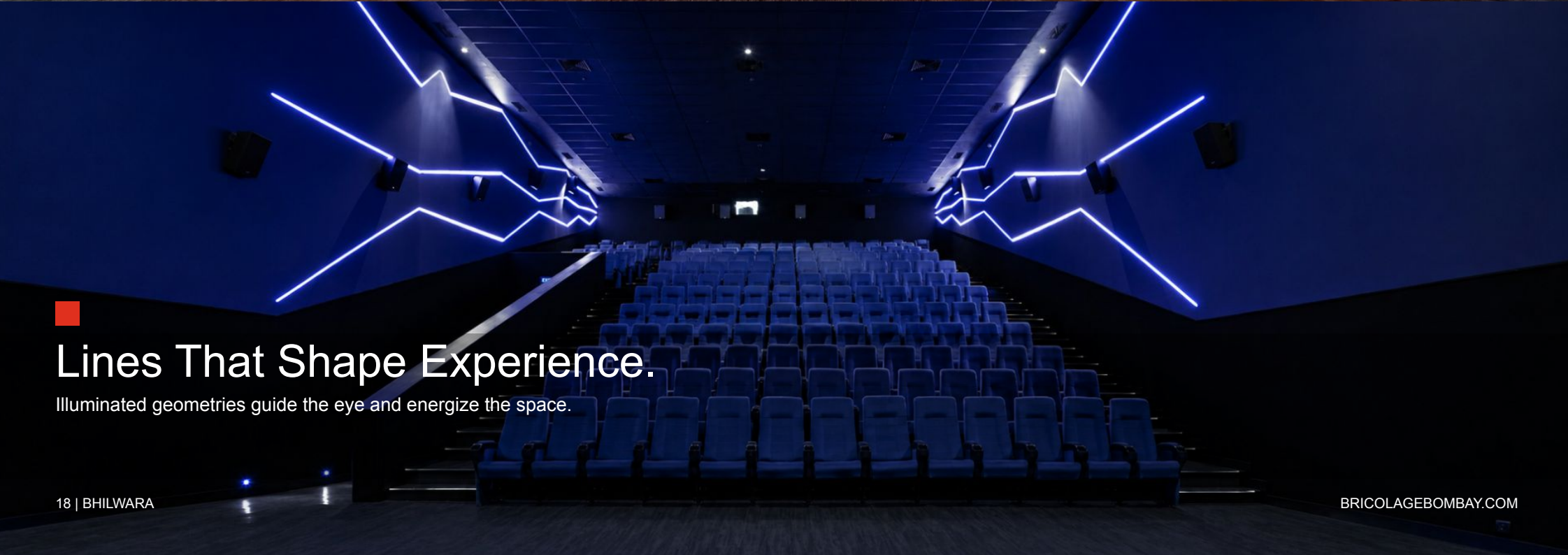
Floor and ceiling work together to create rhythm, movement, and a heightened sense of spatial depth.





Light Draws The Space.

Integrated lighting traces the architecture, reinforcing movement, geometry, and spatial identity.

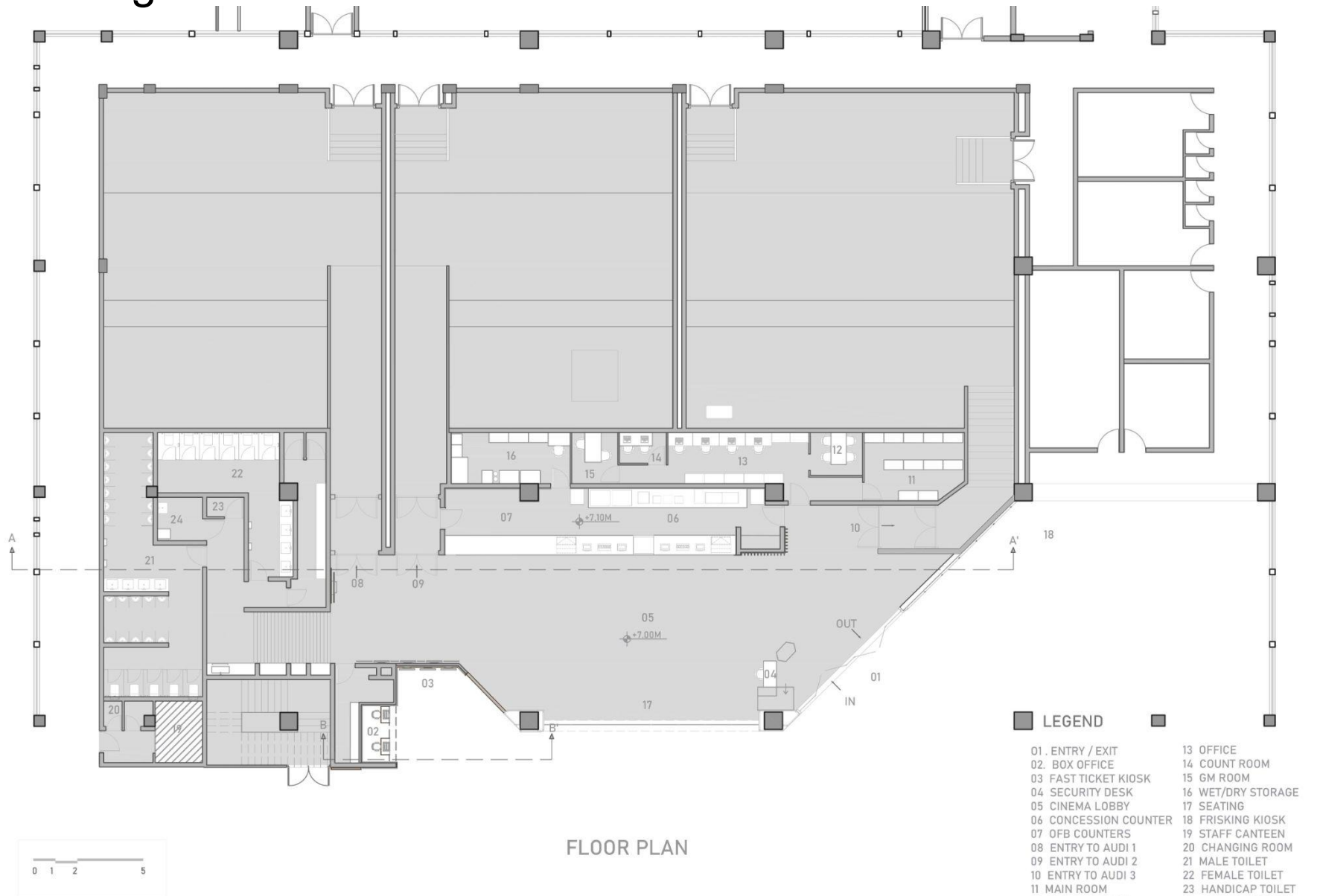


Lines That Shape Experience.

Illuminated geometries guide the eye and energize the space.



Program & Planning



FLOOR PLAN

■ Bhilwara embraced by its *audience*.

1. *Justdial lists the Reliance Mall cinema with a 4.0 public rating.*
2. *The project turns budget pressure into a clear lobby identity.*
3. *The real photos show why the red concession remains the focal point.*





03. INOX | JTM Mall | Jaipur

■ Making Space Feel Larger Than It Is.

JTM Mall, Jaipur | Multiplex Cinema for INOX | Interior Design & Execution

INTERIOR ARCHITECTURE • CINEMA & LOBBY DESIGN • SPATIAL PLANNING • LIGHTING COORDINATION • MATERIALS & FINISHES • WAYFINDING & SIGNAGE • ACOUSTIC WALL PANELLING • FITOUT DESIGN & EXECUTION

The design for **INOX JTM** draws heavily on the modern Art Deco aesthetic, a style known for its bold geometry, symmetry, and rich color palettes. One of the key elements of this design is the flooring pattern—cut vitrified tiles arranged in a striking diagonal cross formation. This cinema, located on the top floor of a mall, presented a significant challenge due to the low height of the lobby space, situated under the raking slab of the seating area. However, Bricolage Bombay embraced this limitation, crafting a space that not only functions beautifully but also offers an unforgettable visual experience.

Designed Against The Odds Of Height.



The Social Heart Of The Lobby.

More than a point of service, the concession counter becomes a place for gathering, waiting, and interaction.



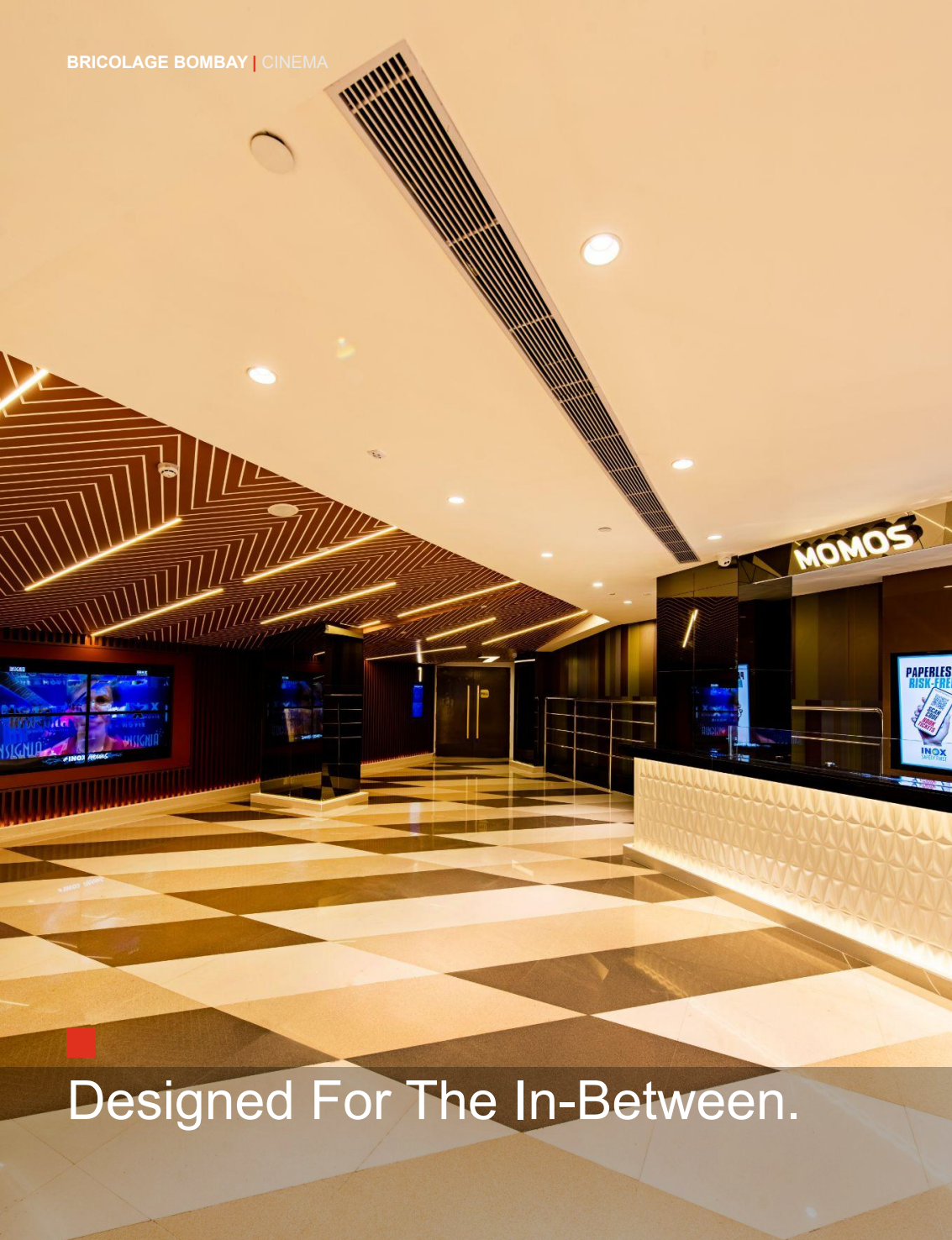
POPCORN COLA NACHOS





Where Waiting Becomes Experience.

Comfort, visibility, and social interaction are woven into the design of the lobby.



Designed For The In-Between.

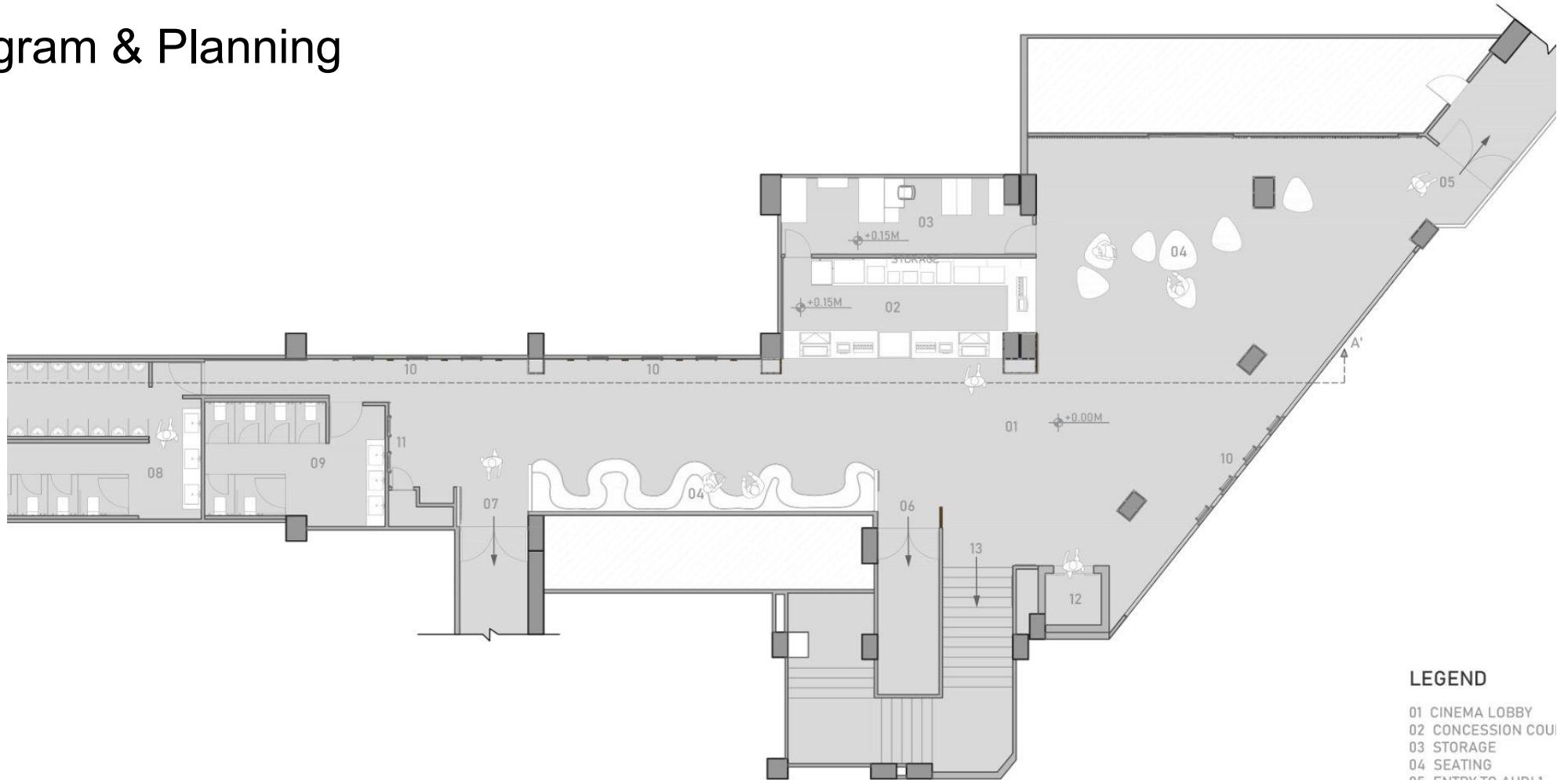


A Graphic Language Of Light.

Bold illuminated forms bring rhythm, depth, and character to the auditorium.



Program & Planning



LEGEND

- 01 CINEMA LOBBY
- 02 CONCESSION COUNTER
- 03 STORAGE
- 04 SEATING
- 05 ENTRY TO AUDI 1
- 06 ENTRY TO AUDI 2
- 07 ENTRY TO AUDI 3
- 08 MALE TOILET
- 09 FEMALE TOILET
- 10 POSTER WALL
- 11 MEDIA WALL
- 12 LIFT
- 13 DOWN TO BOX OFFICE

FLOOR PLAN



■
JTM is remembered as a
mall highlight.

1. *Public listings describe INOX as a highlight of JTM Mall.*
2. *Google-sourced reviews mention cleanliness, parking and easy access.*
3. *The cinema sits in the route of a mixed-use mall, so visibility matters.*

Sources: Wanderlog summary of Google reviews and JTM Mall public listing.





04. INOX Aerocity | Lobby, Insignia and Kiddles

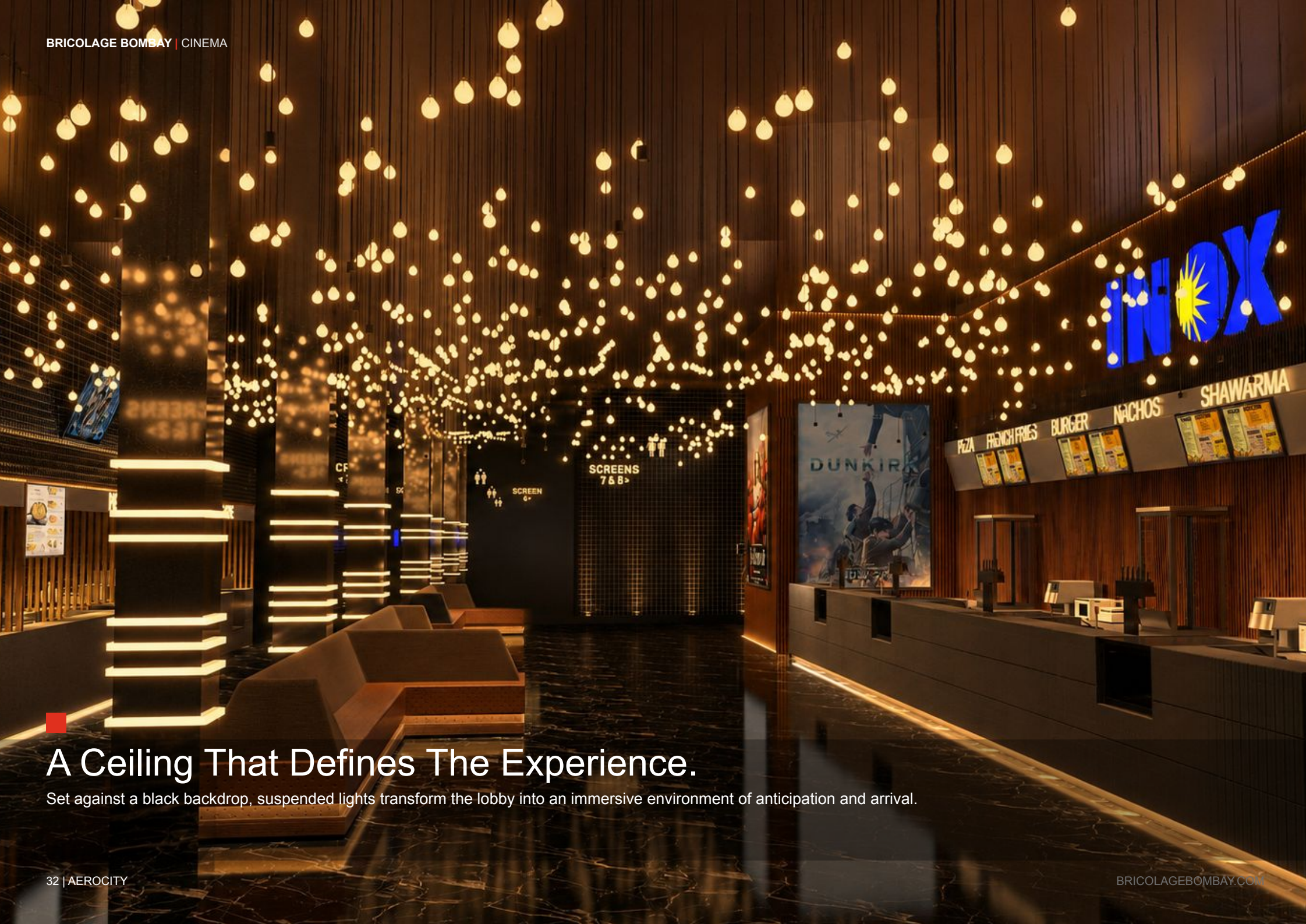
■ The Concept That Set The Language.

Aerocity Mall, New Delhi | 2017 | 25,000 sq ft | Luxury Multiplex Cinema for INOX Multiplexes India | Concept Design

LUXURY CINEMA CONCEPT • INTERIOR DESIGN • SPATIAL PLANNING • LIGHTING DESIGN • F&B EXPERIENCE • MATERIAL & SEATING STRATEGY

In 2017, Inox Multiplexes India commissioned Bricolage Bombay to develop a concept design for a luxury cinema at Aerocity Mall, New Delhi. The brief was for a cinema that would operate at the level of the world's best: not just in the quality of its projection and sound, but in the quality of its architecture, its lobby experience, and its hospitality offering. The **INOX Aerocity** concept, completed in 2017, became what the cinema industry calls a design guideline: a reference project that establishes the visual language and spatial standards for a category of venue. Inox adopted key elements of the Aerocity concept across multiple subsequent luxury cinema projects, making this proposal one of the most influential pieces of cinema design Bricolage Bombay has produced.

Setting The Language For Luxury Cinema.



A Ceiling That Defines The Experience.

Set against a black backdrop, suspended lights transform the lobby into an immersive environment of anticipation and arrival.



Insignia Brings Hospitality To Cinema.

Bar, lounge, and circulation are woven into a single premium arrival experience.

INSIGNIA

BAR

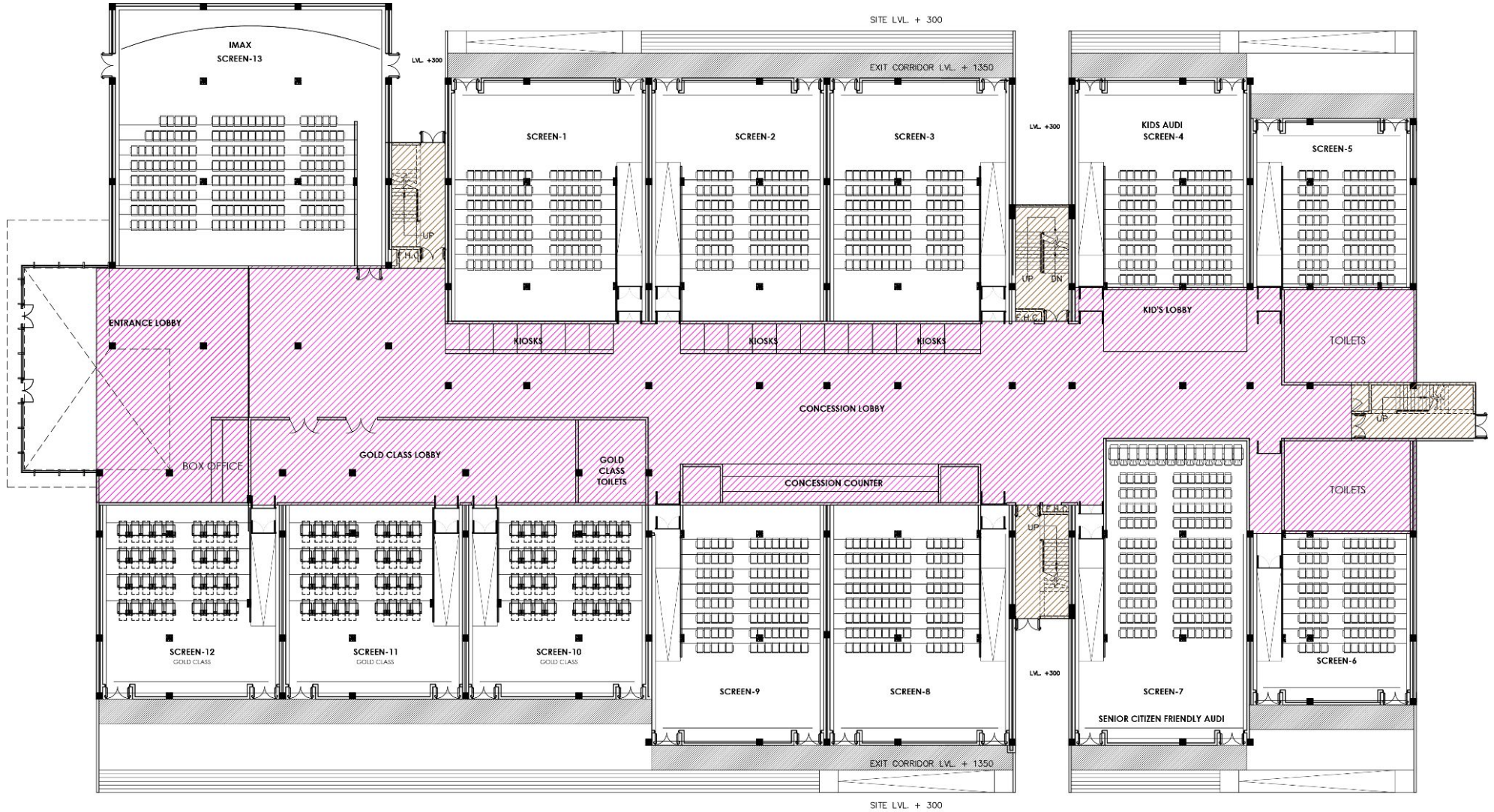


A Cinema For Younger Audiences.

The auditorium reimagines the movie-going experience through vibrant colours, playful detailing, and family-focused design.



Program & Planning



The Projects That Shaped *The Practice.*



05. INOX Vashi | Navi Mumbai

■ An Art Deco Revival.

Vashi, Navi Mumbai | Luxury Cinema Concept for INOX PVR |
Concept Design

CINEMA EXPERIENCE DESIGN • INTERIOR DESIGN • LOBBY CONCEPT DESIGN •
AUDITORIUM CONCEPT DESIGN • SPATIAL PLANNING • LIGHTING CONCEPTS • F&B
EXPERIENCE DESIGN

This award-winning cinema interior design project in *Vashi* demonstrates Bricolage Bombay's revolutionary approach to transforming entertainment venues through Art Deco revival architecture and conscious making principles that prioritize sustainable cinema design solutions. The premium multiplex renovation successfully reimagined existing cinema lobby spaces and auditorium interiors that hadn't received design updates since inauguration, creating sophisticated moviegoing experiences that honor 1960s design heritage while incorporating contemporary functional requirements and new media integration.

Designed For The Time Before The Screen.

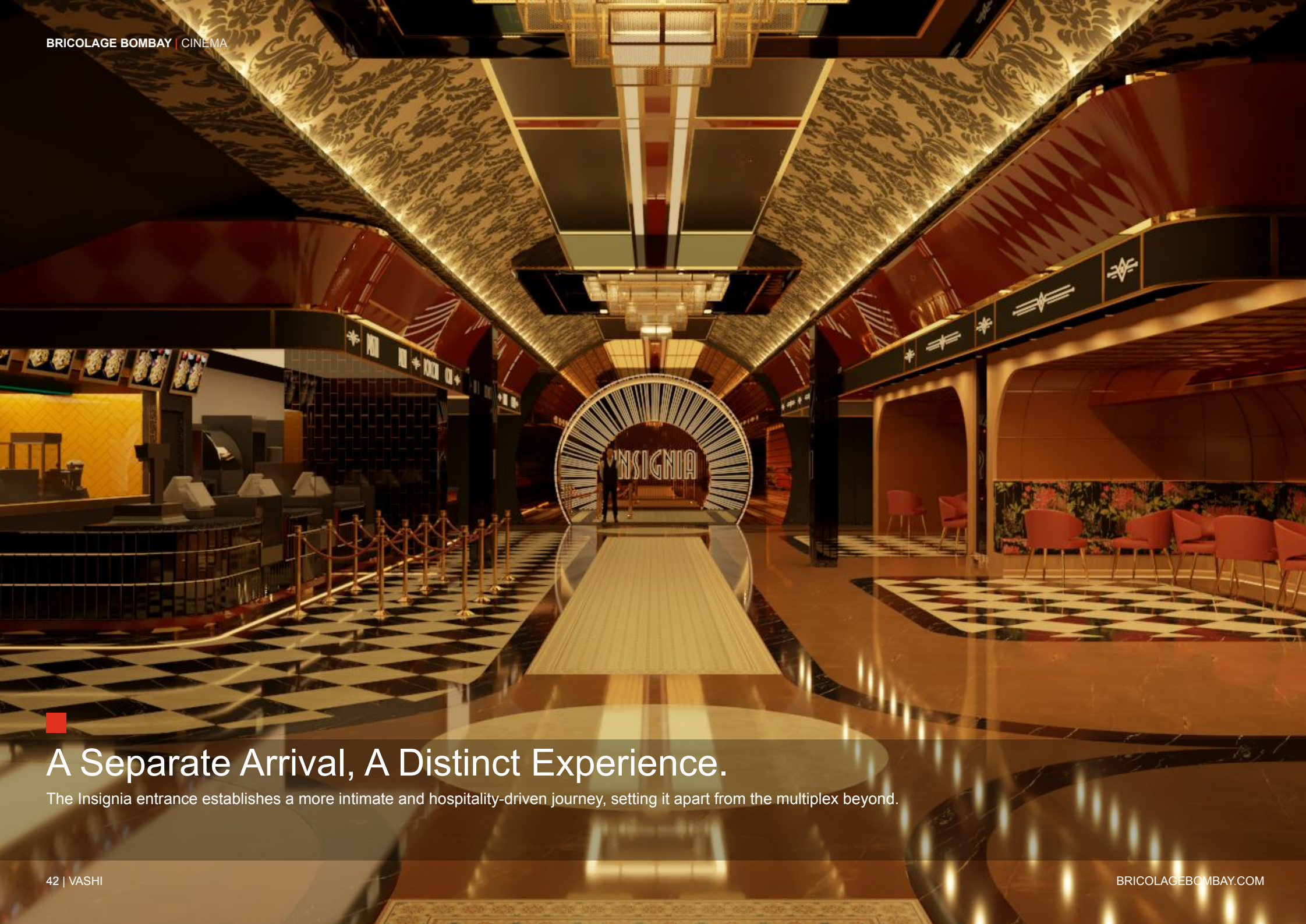
The Space Between Arrival And The Film.

The lobby is designed for staying as much as passing through, with lounges and waiting areas that encourage visitors to settle in.



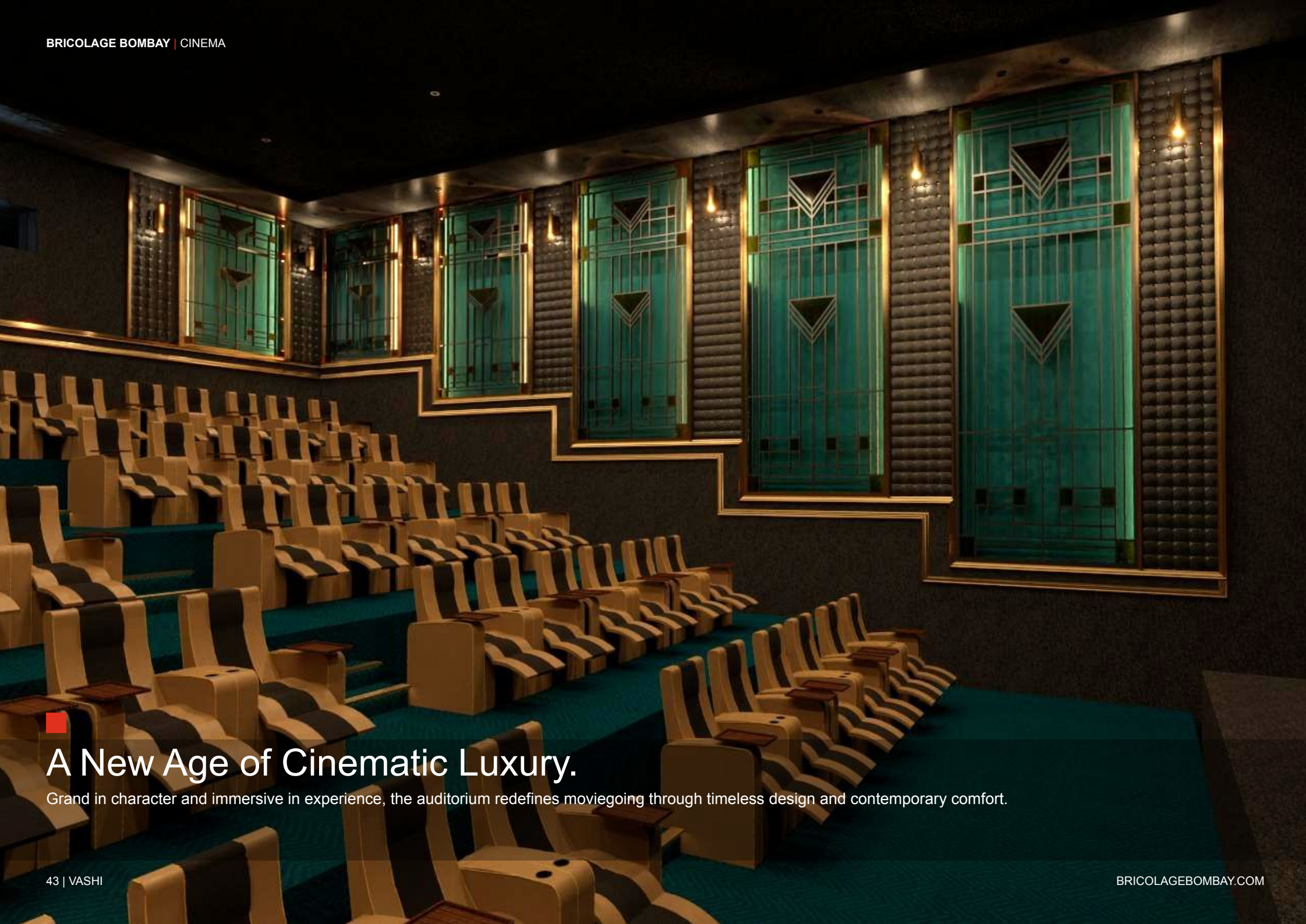
The Social Centre Of The Lobby.

Designed as both service point and gathering place, the concession area brings energy, activity, and interaction to the heart of the cinema.



A Separate Arrival, A Distinct Experience.

The Insignia entrance establishes a more intimate and hospitality-driven journey, setting it apart from the multiplex beyond.



A New Age of Cinematic Luxury.

Grand in character and immersive in experience, the auditorium redefines moviegoing through timeless design and contemporary comfort.



06. INOX Kandivali | Mumbai

■ Retrofit As Reinvention.


Raghuleela Mall, Kandivali, Mumbai | Multiplex Cinema Concept for
INOX PVR | Concept Design

CINEMA EXPERIENCE DESIGN • RETROFIT DESIGN STRATEGY • INTERIOR DESIGN •
SPATIAL PLANNING • LOBBY & CONCESSION DESIGN • LIGHTING CONCEPTS • F&B
EXPERIENCE DESIGN

The luxury cinema design strategy for *Raghuleela Kandivali* centers on carefully curated pastel green color palettes complemented by bold red accent bands that highlight double-height spatial dimensions through Bricolage Bombay's experimental approach to materials and digital art integration in entertainment architecture. This sophisticated color approach creates visual depth in cinema interiors while maintaining cohesive aesthetics central to conscious making design philosophy, with pastel green walls providing calming backdrops that evoke vintage cinema elegance through new media art influences.

INOX

Where the City Meets the Cinema.



Immersion Beyond the Screen.

Rich colours, refined detailing and carefully crafted ambience create a setting designed to heighten every cinematic moment.



LIVE THE MOVIE

The Best Seat in the House, Everywhere,

POPCORN

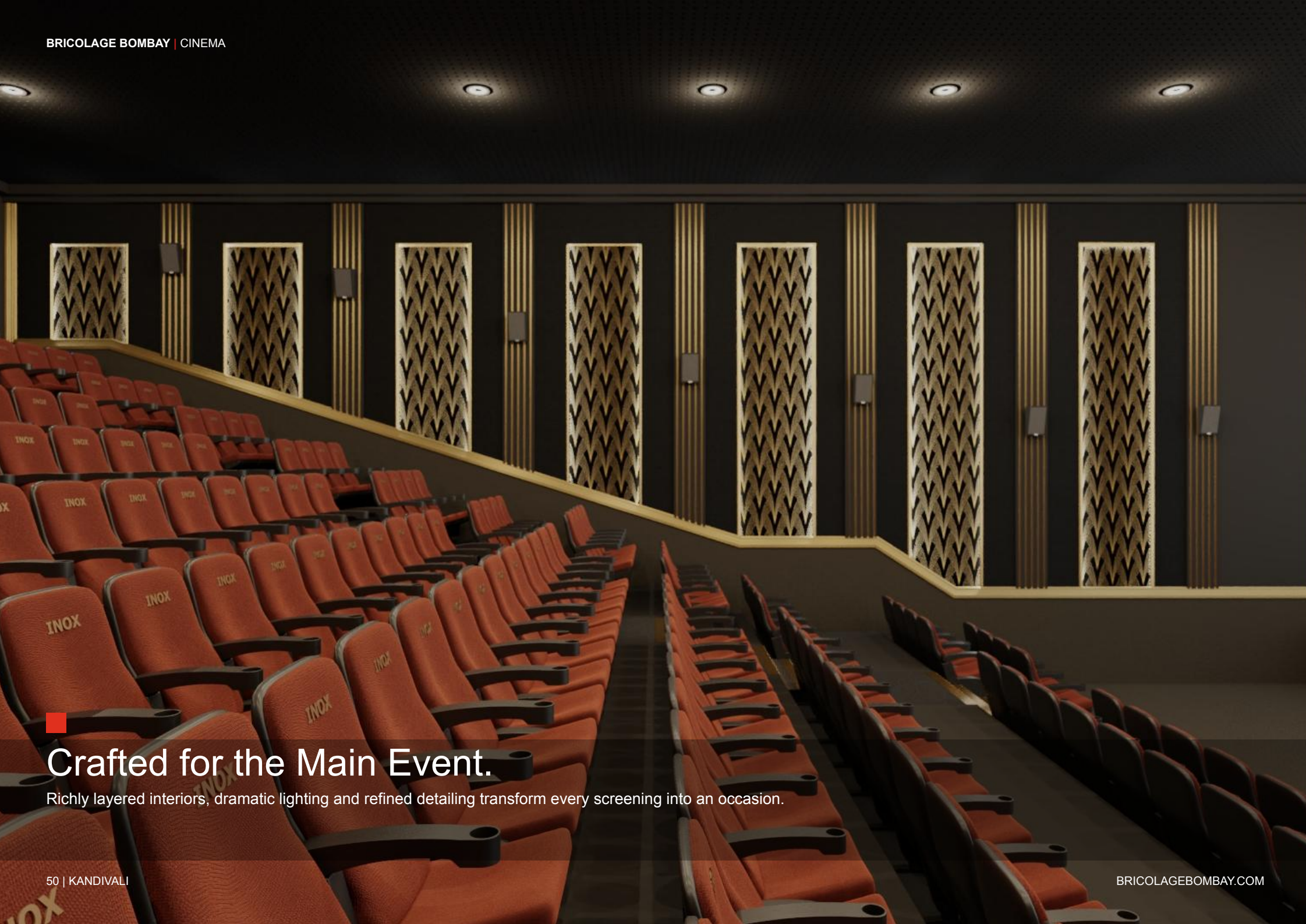
POPCORN

SANDWICH



A Classic Diner, Reimagined

Drawing from vintage American diners, the concession experience combines bold character, vibrant energy and contemporary functionality.

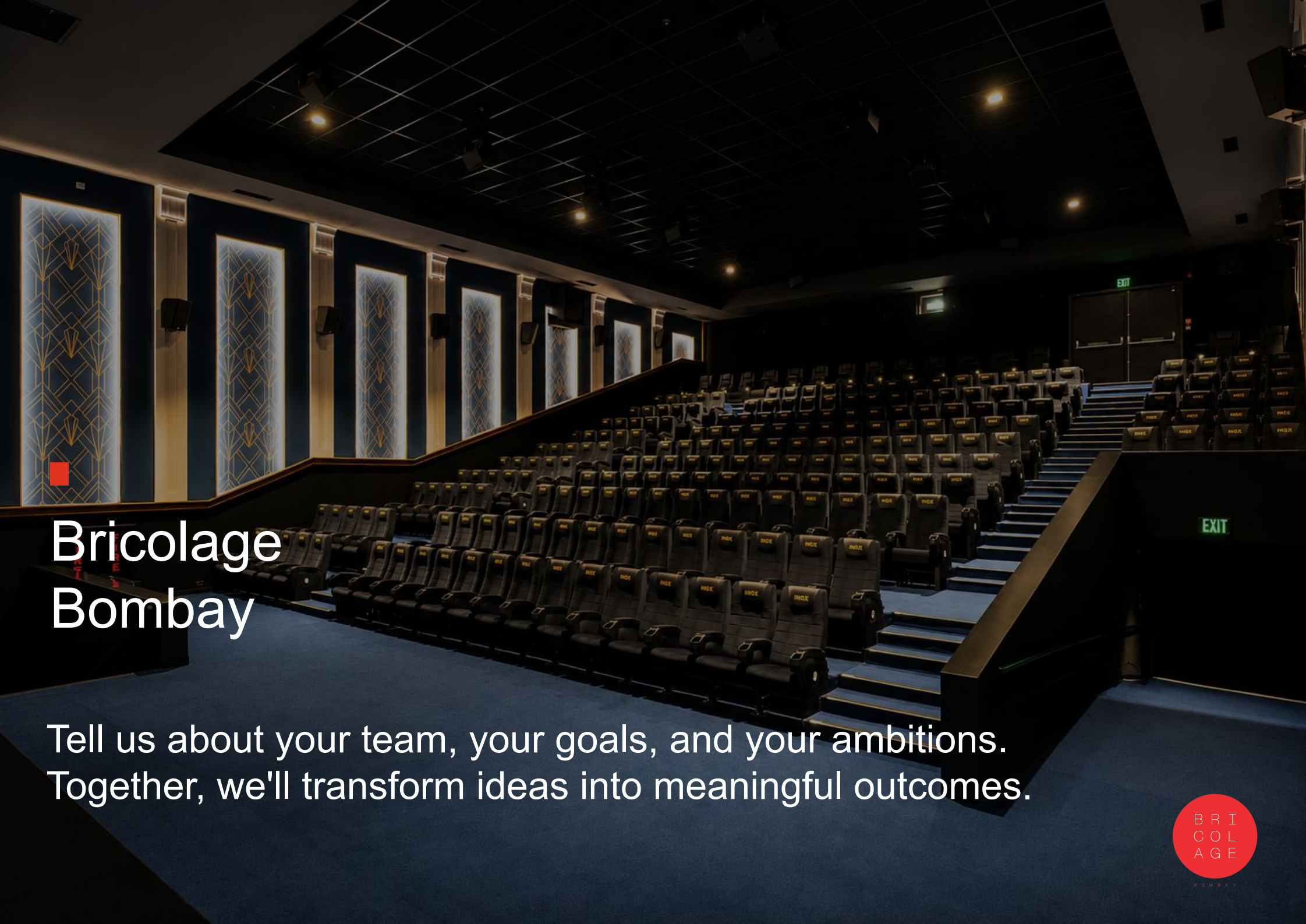


Crafted for the Main Event.

Richly layered interiors, dramatic lighting and refined detailing transform every screening into an occasion.

Hospitality has become a defining component of the modern cinema brief.

LET'S CREATE
WHAT'S NEXT?



Bricolage Bombay

Tell us about your team, your goals, and your ambitions.
Together, we'll transform ideas into meaningful outcomes.

BRI
COL
AGE

BOMBAY