

Entertainplex as a Building Typology

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Abstract – Entertainment has a significant role in every individual life, while its meaning being different for everyone. But, due to exponential growth in population and inadequate resources including land the places for entertainment have shrank to a single place or a building. Since, this being fairly a new concept there are no proper guidelines of how such a place should be. So in my research thorough public survey I have first found out about the definition of entertainment and then have used that data to create a new building typology named as ENTERTAINPLEX. The research paper will define certain principles for entertainplex, and on the basis of population density would determine the area required for different population density ranging from 0-300, 300-600 and 600-above.

Keywords- Entertainment, Entertainplex, Population Density, Principles Of Entertainplex, Social Responsibility.

INTRODUCTION

Since ages, entertainment has been a part of our daily life, with time its form has also changed rapidly. The new way of entertainment of the whole family and friends in a single place or building, is a new kind of concept for saving time and being more to relax and entertain. These desired is fulfilled by the shopping malls, food court or a plazas but this are not in a single roof. The place where people come together to spend the valuable time of the day having entertainment by having dinner or movie or shopping etc. both population and economy demand need of such center is growing where people where families with different ages can enjoy according to their taste.

Programmatically, plazas are strongly linked to the lobby space type. Both are a "public face" for a building that welcomes and orients visitors. The most important consideration in designing exterior plazas and public spaces is the future, potential use of those spaces.

In this presence age of computers, life is more mechanical and stereotype, we hardly get any time to spend with our families we cannot afford to sit at home and watch TV. It means moving from club to pub to restaurant to resort through clogged roads. The catch phrase is all under one roof whether it be a shopping, cinema, or freaking out no one can do that and lot more without tackling the traffic menace. This is the basic concept of Entertainment center. It is a new concept in India and E.C. in Bangalore is going to be the first of its type in India. As the same suggest this is the place where the whole family is entertained, it has a different facilities like shopping, cinema, amusement and eating clubs together all under one roof for all ages.

BACKGROUND: The act of entertainment dates back to Prehistoric era. Men chanted together for relieving tiredness even before the speaking were developed, they made a common noise giving pleasure. The singing, in the beginning was only the sound of breath. Men sang their thoughts and feelings long before they could speak. Story telling started to evolve around this time i.e. sharing each other's experiences. The sequence of storytelling has evolved to books. Story Telling has developed into various forms such as drama, music and theatre show. The other form of entertainment is dance, it is probably one of the oldest arts. As soon as man came into existence, he began to gesticulate with face, body and limbs. And after some time these bodily gesticulation developed into art perhaps in a millennium, which we call as dance.

Dance is depicted in Egyptian era paintings, and some of these, exhibits the postures that has a meaning and were a phrase in the form of art. In the Roman and the Greek empire during the time period of form 6th century B.C. to 2nd century B.C. during this period the entertainment that people adopted are much more into sports and ritual sacrifices.

There are many sports during this periods such as boxing, chariot racing, gladiator battles, and many more. The first Olympic Games were held in Olympia as a religious ceremony to Zeus. The first games only had foot racing, jumping and discuss. And later wrestling was added in the games. After this periods during 10th to 16th century the theatres play came into existence where the story are told in the form of act by performing on the stage to the public. As of than in India the theatre came at least 5000 years ago. Sometimes between 2000 B.C and 4th century A.D.

The theatres play in India became much influenced by the first millennium . The theatre play are getting into regional language. It is also called the Sanskrit theatre play where there is always happy ending.

The period 1700 A.D to 1800 A.D western influence came on on Indian theatre. These was when the east India Company came into force. In the early 1900 A.D new trend started where people start to enjoy watching at home.

Throughout the 20th century entertainment has become much digitized, it has evolved from going live shows to streaming movie in a private room through internet which is a noteworthy change. In the 2000 A.D entertainment changed dramatically from the 1900 A.D from going to theatre to see a theatre production to having instant high quality in a click of a button. The way of entertainment had developed by 21st Century and changed especially online entertainment and adopting new activities for the way of entertaining and self-satisfaction. The movie and theatre play also had move advance with technology such as 3D movies. It is the continuous revolution and development of entertainment and

its technology which has bring us today every activities into easy approach

DEFINING ENTERTAINMENT: The word “ENTERTAINMENT” had become very complex in defining. Every authors and researcher have different aspect I. and views of entertainment. It has been define by different meaning and sentences, likewise “Entertainment covers the II. activities which enables the people to have joyful time particularly in their leisure times, which helps them to relax III. and forget especially the current scenario. Define by: *The Understanding of entertainment in Press Enterprises in Turkey.*” “The act or an instance of entertaining; the process IV. of being entertain. Define by: *Oxford dictionary.*” There are V. more definition of entertainment has been given which are self-define. The following are:- VI.

i. All kinds of the activities that people do in their VII. leisure time except for working, and the activities that people love. Defined by: *The Integration of Entertainment and Advertising.* VIII.

ii. Ability to attract attention by being fun, exciting IX. pleasurable, enjoyable, or entertaining. Defined by: *Internet Consumer Behavior.* X.

iii. The action of providing or being provided with amusement or enjoyment. Defined by: *Entertainment culture in Turkish.*

iv. Experience that is marketed to recreate a large and heterogeneous group of people along with the activities based on it. Defined by: *Concurrence of Sports and Entertainment Industries: Super Bowl.*

v. In essence, entertainment is a distraction. From this aspect, it is a functional way to escape from the obligations arising from the plane of physical reality. Defined by: *Transformation of Entertainment Culture throughout Society and History.*

vi. Activity which makes it possible to the men to occupy their free time while having fun. Defined by: *Entertainment on French Television.*

vii. Any experience consumed by an individual, and provided by an entity or an event, that gives the individual an opportunity to feel an emotion or emotions. Defined by: *The Serious Side of Entertainment in Globalised Award Shows.*

viii. Ability to attract attention by being fun, exciting, pleasurable, enjoyable, or entertaining. Defined by: *Recent Advances in online consumer.*

ix. The extent to which network citizen perceives social media innovation as a means for entertaining and escaping pressure. Defined by: *The Wisdom of Social Media Innovation over the Needs of Online Network Citizens*

Entertainment can be act of entertaining, activities or idea to hold the interest of audience. It is more likely to be one of the activities or event that has developed over a thousands of year, specifically for keeping an audience attention. People attention may be held by different things because every individuals have different interest and preference and entertainment, most of the form of entertainment are recordable and familiar story telling, music, drama, dance and different kinds of performance exist in all culture.

WORKSHOP REPORTS: Workshop on the basis of discussion and debated has been done on the topic of entertainment. The debated is set to discuss the meaning of

entertainment has been discuss and an informative data has been collected through questionnaire. Every individual has their own meaning of entertainment, and hence describe in the following:

Entertainment can be related as amalgamation of several joy and fun activities.

The action through which we enjoy ourselves is entertainment.

Entertainment is to reduce pressure from daily work life and makes you feel free and which gives you pleasure and delight.

The activities which gives happiness is entertainment
Entertainment is a way of occupying ourselves in an activity which bring pleasure.

Entertainment is something that keeps the fun in our life and gives us break from daily routine.

Entertainment is somethings, which makes us feel happy and also act as a therapy for those people who are sad. It helps them to feel jolly.

Anything that makes me happy and joyful is entertainment.

Entertainment is change of mood.

Entertainment is something which keeps our life going and doesn't bore us.

What entertainment means to Indians? It is a Relaxing, have fun at exotic locations, provides break from daily routine, picnic, recreation centers, spa, mountains and fresh air. To be freak out by taking part in performance, party and restaurants. Making it adventure by moving out of real world and go for road trip and biking. Its home entertaining, chat with friends, chill out with family and computer games. Entertainment is also to be curious creeps, addition to knowledge in creative manner and trying new things. Becoming a heath freaks is also entertaining, doing something that improve health. And most of all getting entertain and relax is romantic escape by being with someone special.

ANALYSIS: The meaning is define by different people in different views and on the same cause the activities are also different from person to person and a collective analysis of activities is done on the survey basis.

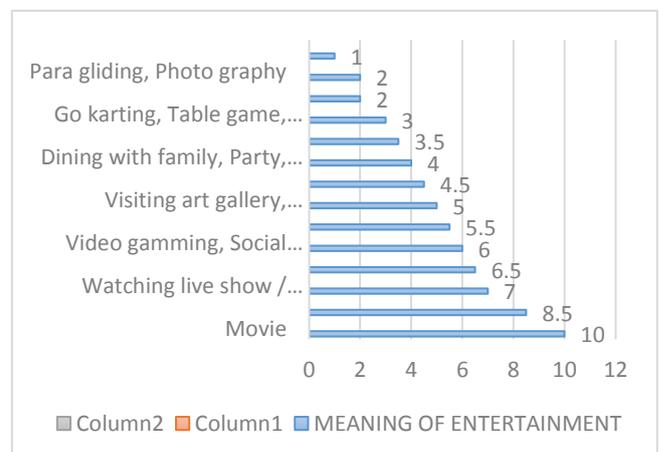


Figure 1-Meaning of entertainment base on workshop

Through the survey and workshop, it can be said that entertainment is the activity when participated it offer the

feeling of five senses in human body, to a maximum pleasure.

The preference may as many as thousands activities but there are limited activities that we can incorporate in a building mass, such as road trip it can't be incorporate in a building. The highest possibilities of activities will be included in the

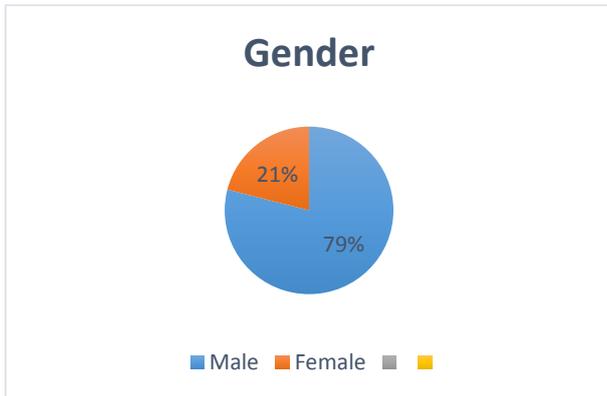


Figure 2-pie-chart showing the participants of the survey, gender wise.

list on the preference basis. The top 30 list of activities that are to be incorporate in entertainplex are: Movie, Music, food, theatre play, video gaming, social media, spending time with family, games, dancing, singing, playing music, visiting art gallery, book reading, painting, sketching, dining with family,

indoor games, Sports, shopping, ride roller roaster, watching TV, go karting, Boating, Pubs, Discotheque, table games, casino, drinks.

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CONCLUSION: A new building typology is required due to insufficient land in cities and lack of supply in rural area. Instead of providing huge spaces for large number of activities, limited activities can be provided as per the user preference. Very limited activities are preferred by the users such as movie, music, theater play, video gaming etc. so activities could be limited to include in one building typology as entertainplex which is classified on the basis of demand with respect to population density per Kilometer.

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