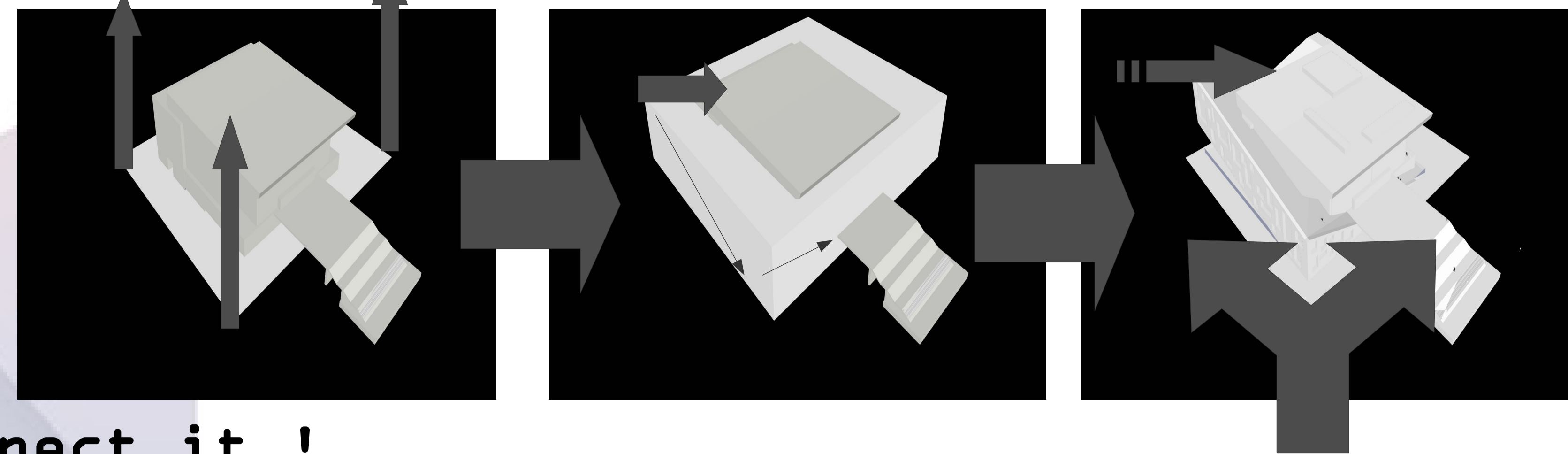


# Changing the Face

## Change it !

Process it !

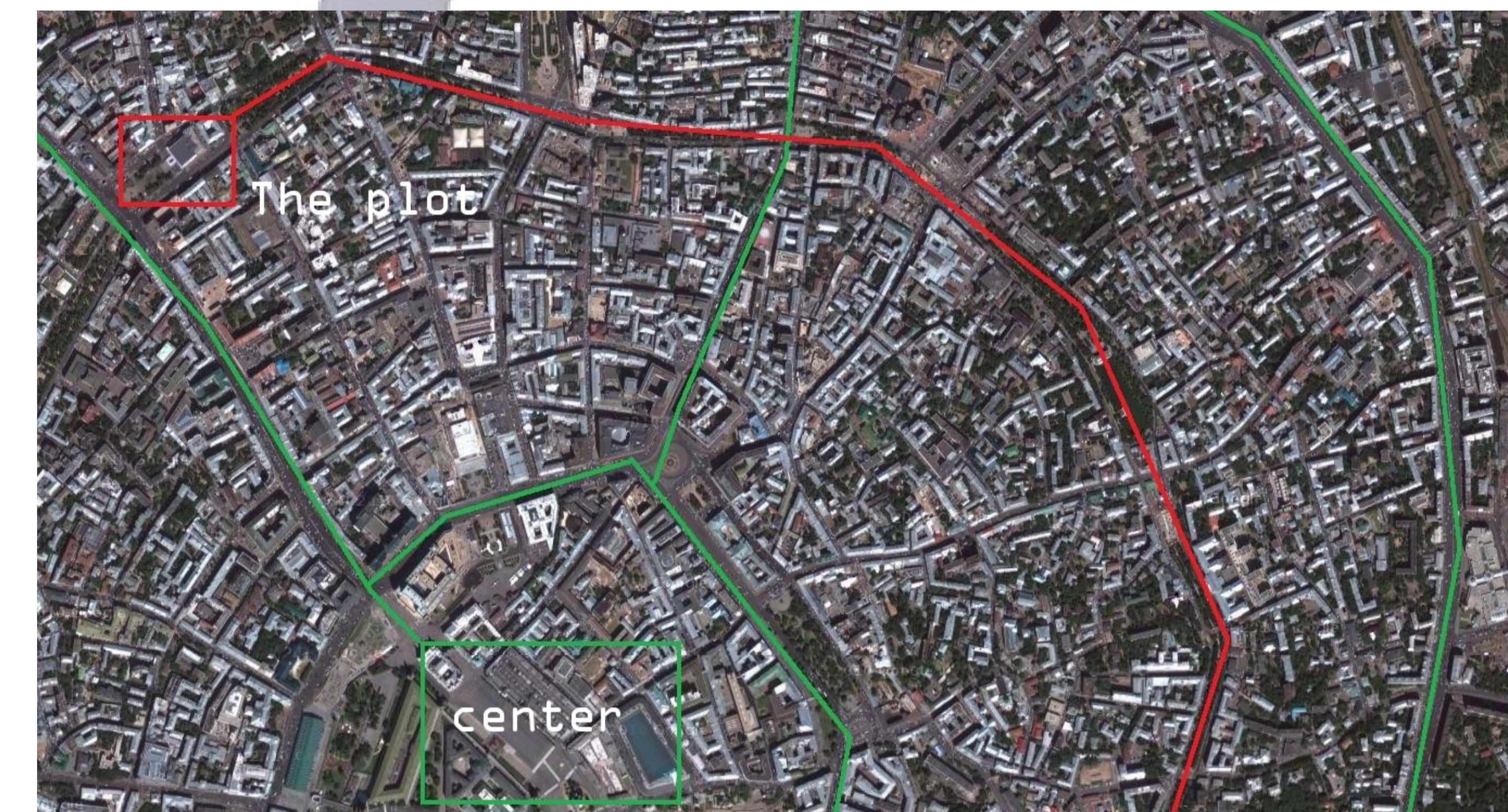


Type : Competition  
Clients : Dupont / Architizer / YEM / UAR / Karo Films / RIBA  
Status : Concept  
Location : Moscow , Russia  
Team participant number : /  
Number of members : 1  
Team leading member : /

The main goal of the Competition is to rebuild the façade for the Pushkinsky Cinema Hall. Participants will remake the marred exterior of the hall and bring it to a state befitting its status as a pivotal venue of the Moscow International Film Festival, its position at the center of Russia's cultural life, and its status as a landmark of Pushkin Square, one of Moscow's major squares.

## Plot it !

(Address: Pushkin Square, 2, metro stations: Chekhovskaya, Pushkinskaya, Tverskaya). The Pushkinsky cinema hall is located at Pushkin Square, historically known as Strastnaya Square, in the center of Moscow, at the junction of Tverskaya Street and the Boulevard Ring. This place is one most favoured by Muscovites and visitors. The mini-park near the monument to A. S. Pushkin has been a traditional venue for dates, business appointments, and friendly get togethers.



## Connect it !

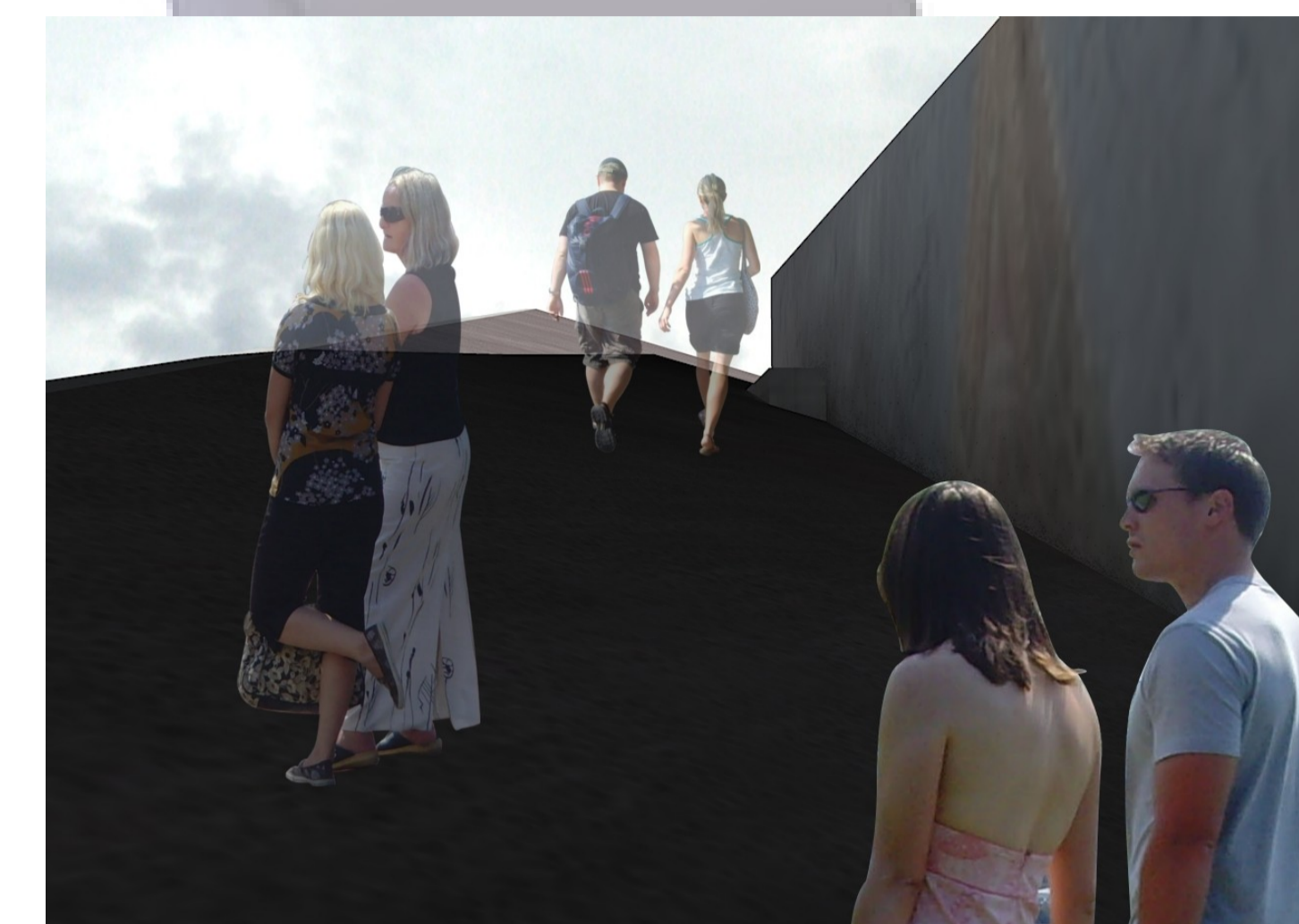
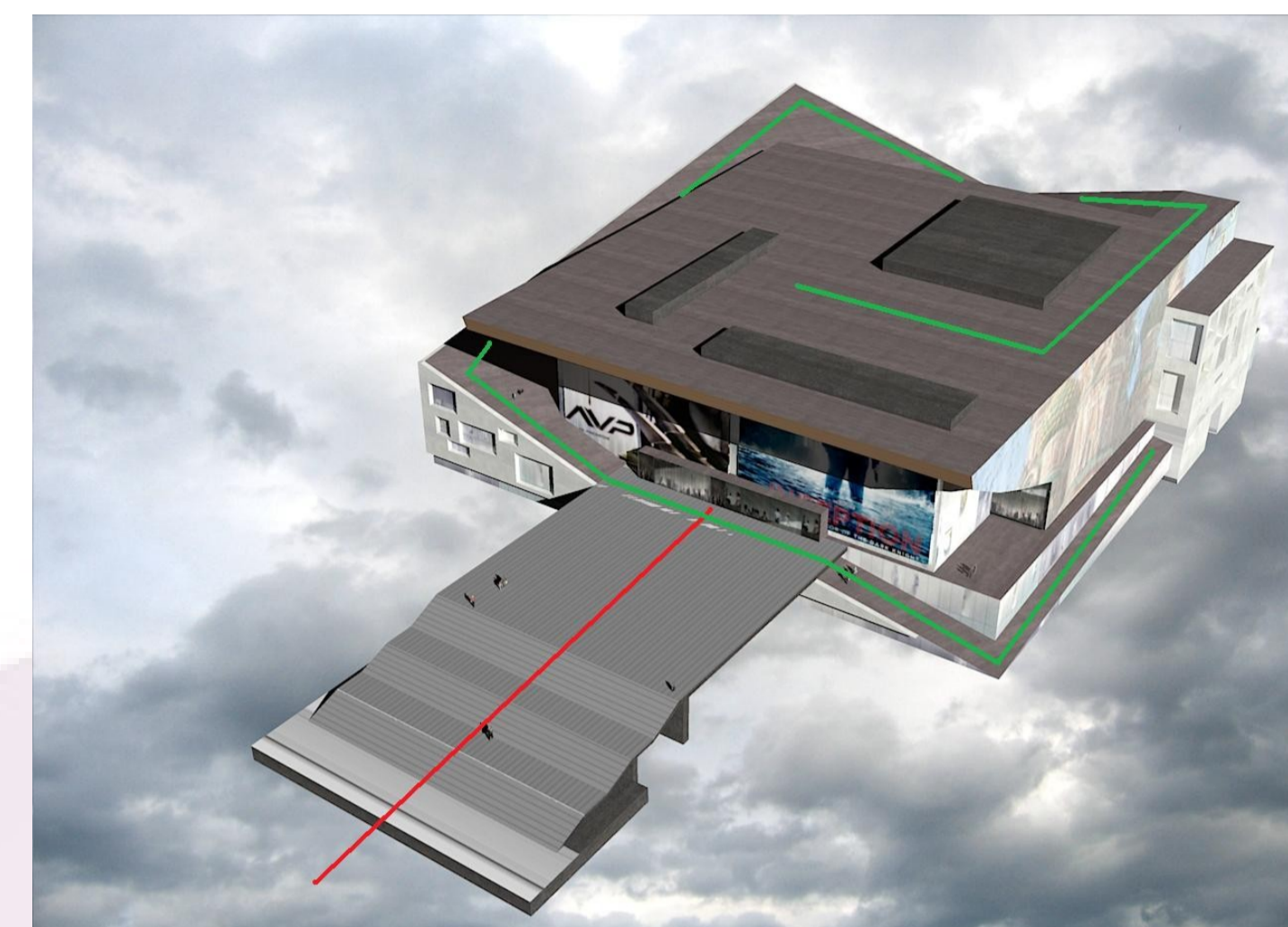
We are currently living in a social life age, it's everywhere  
-mobile phones  
-everyday life  
-facebook  
-blogs  
-MSN/Skype etc...

Could we apply some of it here ?  
We could project on on of the faces of the building pictures of people in Moscow or in the Pushkinsky Cinema

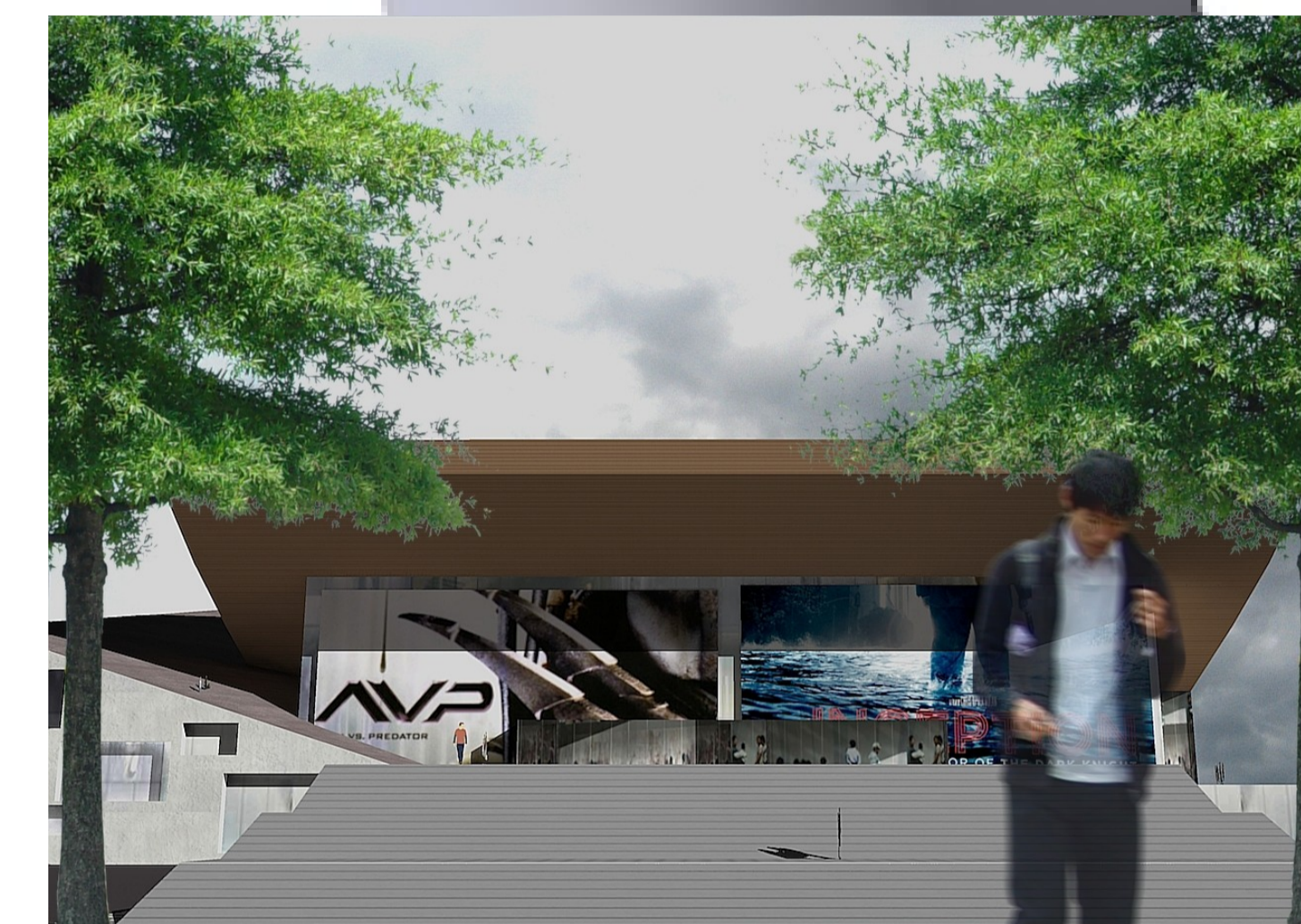


The cinema could have a facebook  
Page on wich people can upload there pictures of them at the Cinema, or in the city, the will be moderated  
Other stuff like movie adds  
And short films can be projected  
Making this a building that Always changes face!

## Access it !



## Live it !



## Enter it !



## See it !



## Use it !

The building is a cinema after all, we can project movie trailers/poster/others on the facade, making the building permanently change the face

