



# case study

## ARE YOU SITTING COMFORTABLY? FORMICA® LAMINATE STARS IN POP UP CINEMA



This summer in Clerkenwell, London, a derelict petrol station was transformed into an elegant picture palace. With an emphasis on collaboration and resourcefulness, the project used solely donated and found materials, with the Formica Group supplying a selection of its High Pressure Laminate (HPL).

Chosen for its sumptuous finish, Formica® HPL featured in the foyer's ticket booth as well as on the intricately designed tables and chairs. Inspired by the Cinema Museum's collections, the inlaid designs catalogue both the hidden technical mechanics and decorative architectural props that together shape the experience of cinema-going. A selection of some of the finest finishes were used, from the new elegant Rosewood with AR Plus® Gloss finish to Copper from the DecoMetal® range, all helping to replicate the grandeur and luxury of the decadent interiors that greeted audiences during the golden age of cinema.

The Cineroleum hosted screenings from sundown, four nights a week. With a programme of off-beat classics that celebrate the social experience of watching the big screen, stars from Buster Keaton to Barbarella flickered, danced and battled

Fact file	
Location	Clerkenwell, London





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their way over The Cineroleum screen. Just as the drive-ins of 1950's America brought cinema out from its enclosures and into suburbia, The Cineroleum was a street-side cinema truly exposed to the city.

The project was conceived and built by a collective of young artists, designers and architects committed to the creative re-use of urban spaces. With 4,000 petrol stations currently lying derelict in the UK, this pilot project demonstrates the potential for their transformation as exciting and unusual spaces for public use. The Formica Group are committed to supporting young design talent and this is a one of many projects they have been involved in this year.

For more information about the Cineroleum please visit [www.cineroleum.co.uk](http://www.cineroleum.co.uk)

