



DESIGN

## Pretty in pink

A fanciful cinema in Ho Chi Minh City celebrates the city's architectural legacy **BY JOSHUA ZUKAS**



### Playful bird-shaped lights

that illuminate pastel pink walls, chubby baby blue pouffes with rounded corners and a thousand spongy turquoise loungers. This isn't a gigantic soft play for inexhaustible children but a new hangout spot for film enthusiasts.

Built in 2021 in Go Vap District, Ho Chi Minh City's Beta Cinema may feel like a jovial outburst, but local firm Module K carefully designed each corner to

echo the city's architectural heritage, says Jade Nguyen, the firm's founder.

Pink dresses the lobby's walls, ceilings and mezzanine floor to parrot the 19th century rose-hued Tan Dinh Church, one of HCMC's oldest ecclesiastical buildings. The dark turquoise canopy that arcs over the ticket booth mirrors the vaulted ceiling of the Central Post Office, while the tiered blue circular seating area was inspired by the arched entrance of the iconic Opera House. Finally, the airborne light fixtures are a nod to the pigeons that flock to the city's public squares.

Connecting the postmodern design decisions with Ho Chi Minh's heritage requires a little imagination, but what is a cinema if not a place to indulge in whimsical flights of fancy. [betacinemas.vn](http://betacinemas.vn)

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