

Projections in cinema

 By [Ruth Cooper](#)

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What with series sharing, piracy and Netflix the good old fashioned cinema is having to get more and more creative when it comes to enticing bums on seats. 3D, Imax and love seats are so last season, here are a couple of unique out there cinema trends that we should be seeing in the not too distant future.



You're the director: Films will no longer be reserved for professional crews. Anyone in theory can now record and edit a film from their smart phone. Much like singing competitions like Idols the idea is that fans will vote for their favourite filming content.

You're the money: The public can vote on their favourite script and cast and contribute to the budget via crowdfunding platforms.

Cinema for your senses: The first [4DX cinema](#) in Africa launched at Nu Metro V&A Waterfront in Cape Town mid December last year and aims to open 300 more auditoriums across 34 countries by midyear 2016. 4DX includes a huge curved wrap-around screen and promises a full on immersive experience utilising motion, vibration, water, wind, lighting and scents.



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Frame-ous: Forget 24 frames per second; most blockbusters are now accelerating to 48 fps, as was done with Peter Jackson's Hobbit trilogies.

Film binge dens: Think cinema meets hotel, where you check in to binge watch your favourite films, with bartenders, manicurists and masseuses on hand.

Lux viewing: VIP lounges like [Cine Prestige](#) are really just the beginning of the lux film viewing trend. Wanna watch a film in your bikini? Well if there is a Jacuzzi on hand then this is the dress code.



Take it outside: We're already seeing classics screened in interesting locations however outdoor cinema will become even more of an event spectacle, including themed dress up and sing along nights.

Sequels to infinity: Movie making will become more about ongoing story telling with movie franchises soaring to new heights. Think endless chapters of Avengers, Frozen, Batman ect.

See you at the cinema!

References:

www.hollywoodreporter.com

www.empireonline.com

ABOUT RUTH COOPER

Ruth is the production manager at Bizcommunity, ruth@bizcommunity.com

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