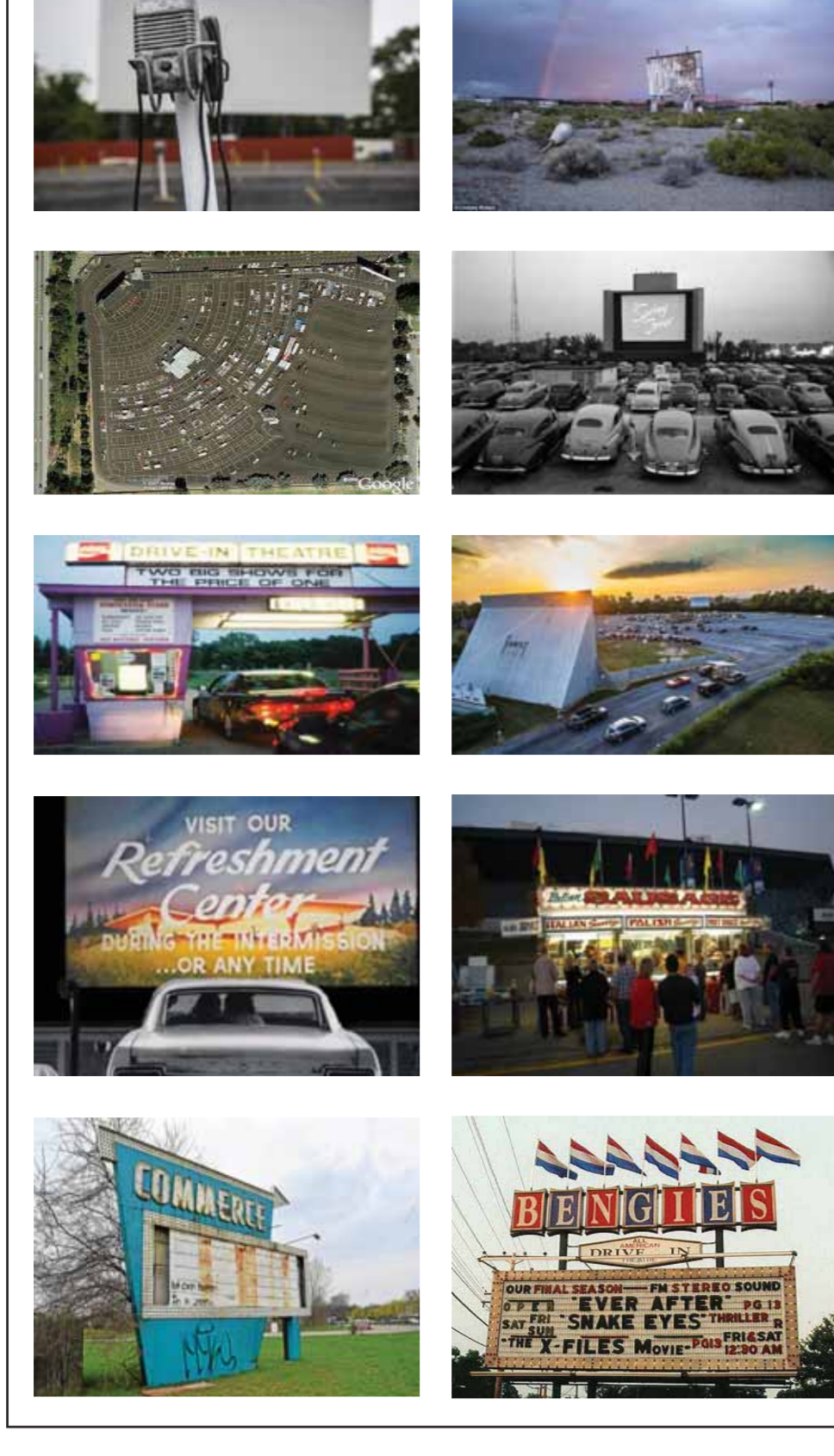


PANDEMIC FAMILY ENTERTAINMENT

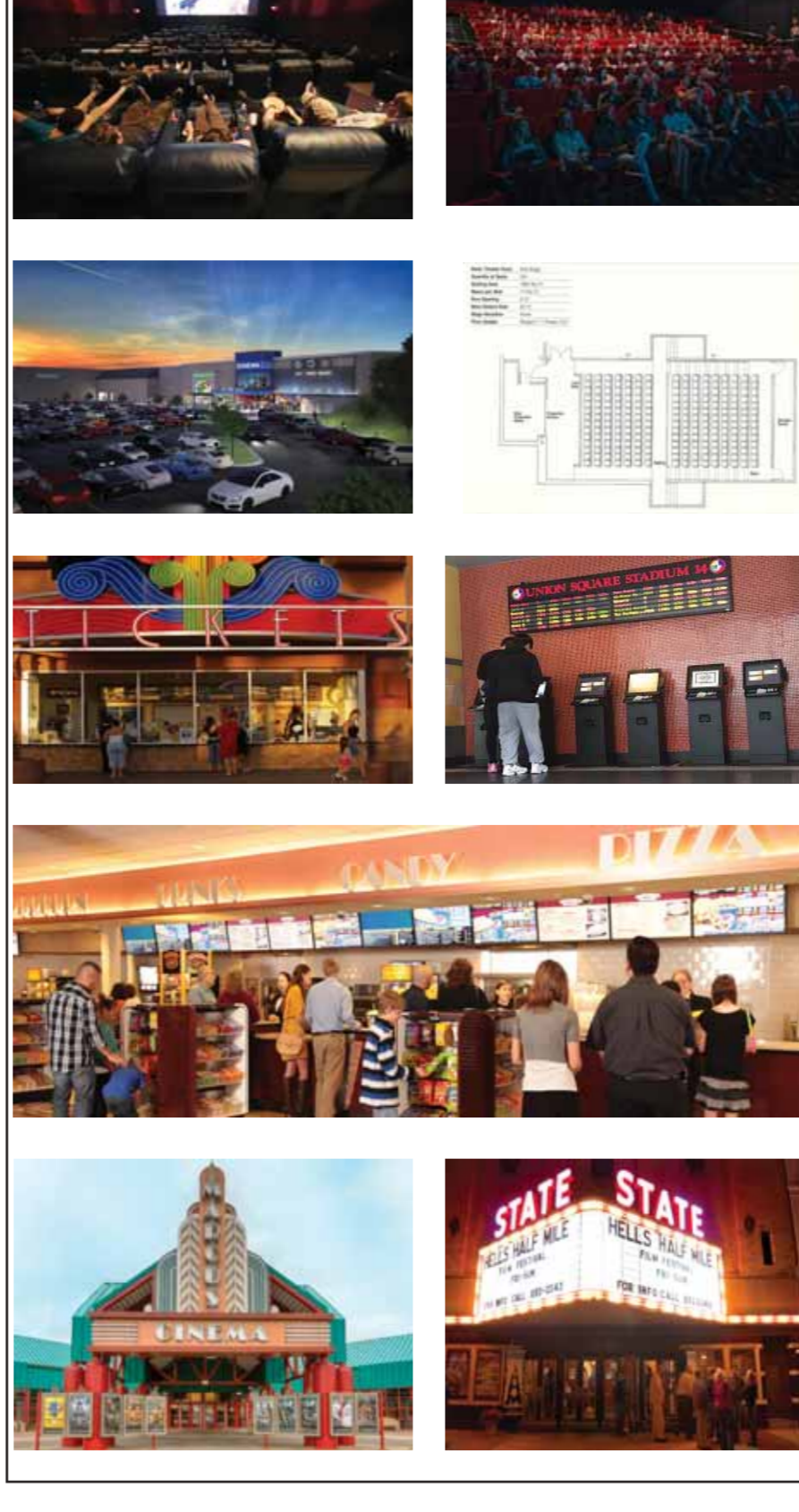
POP-UP OUTDOOR MOVIE THEATERS

Janiyah Tate

PAST



PRESENT



FUTURE



— Why drive-ins started

— Why they stayed popular

— some challenges that arose

— Why they ultimately closed

Though there were drive-ins as early as the 1910s, the first patented drive-in was opened on June 6, 1933 by Richard Hollinghead in New Jersey. He created it as a solution for people unable to comfortably fit into smaller movie theater seats after creating a mini drive-in for his mother. Appealing to families, Hollinghead advertised his drive-in as a place where "The whole family is welcome, regardless of how noisy the children are."

Drive-ins gained immense popularity 20 years later during the 1950s and 60s with the Baby Boomer generation. There were over 4,000 drive-ins throughout the U.S. and most were located in rural areas. They maintained popularity as both a space for families to spend time with each other as well as an affordable date night option.

Drive-ins could only show movies during certain times of the year and were dependent on having decent weather. During the 70s, people downsized their cars during the oil crisis in order to save money on the inflated cost of gas, making it uncomfortable to watch movies at the drive-ins. To make up for lost revenue, drive-ins began losing their family-friendly atmosphere by showing exploitation films like slasher horrors as well as adult content. The development of the VCR made it more appealing to stay at home and watch movies without paying for a movie at the drive-in.

Slowly, drive-ins began to lose their appeal. In order to have an effective drive-in, it had to be on at least 15 acres of land. Economically speaking, it became more practical for owners to close down their drive-ins in order to build their land and developers to build malls or multi-building complexes.

<https://www.nyfa.edu/student-resources/the-history-of-drive-in-movie-theaters-and-where-they-are-now/>

QUESTION:

How can the concept of a theater still be utilized by families not affected by covid - 19 when the stay at home order suspends?

Concept:

Social Distancing & Entertainment

Theory:

Vacant parking lots can provide entertainment to families in that neighborhood. This will allow families to enjoy them selves outside, but to an extent.

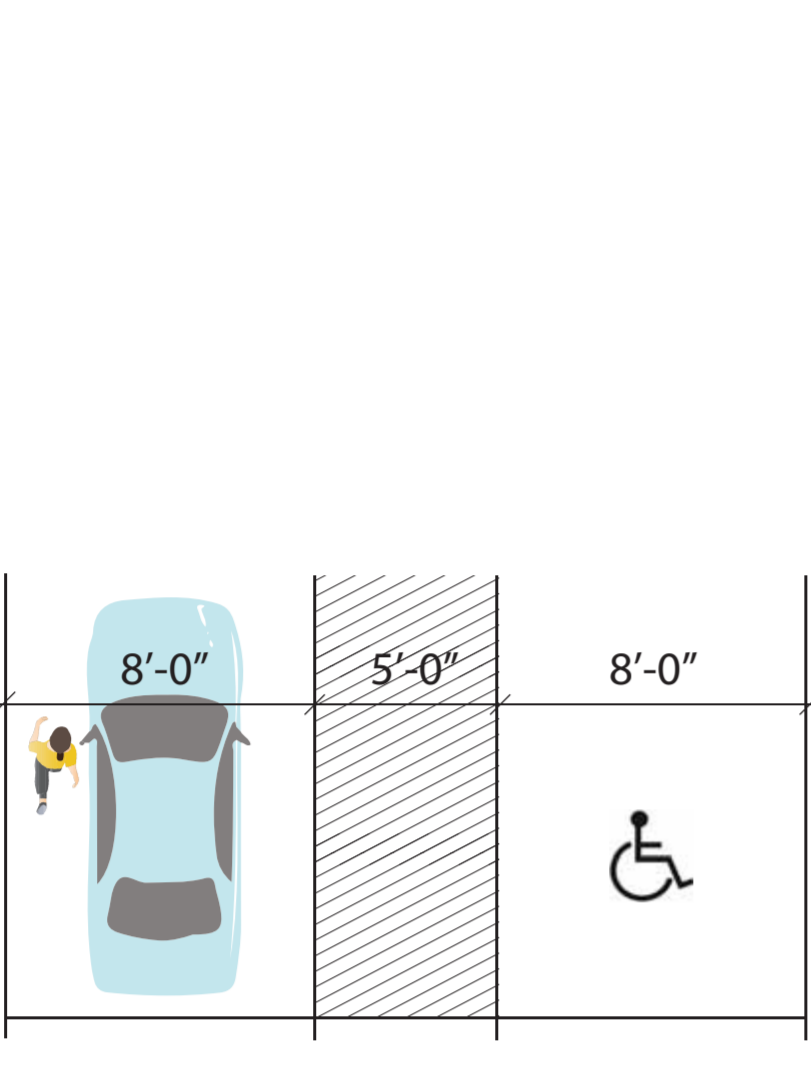
DESCRIPTION

Because of covid - 19 the theater business is at risk and public areas are becoming vacant because people are advised to not leave their home. When the stay at home order lifts I'm not sure if people will flock to a movie theater to sit in an enclosed space with a large group of people. So why not bring back the concept of drive in movie theaters. If you want to take your family, your close friends, or your date to the movies then you should be able to in the comfort of your own car. From sedans to SUV's to trucks their capacity is normally under ten people per vehicle so that means if you were to take your family to the movies in your family car then you will still be protecting yourself in this public space. In the outdoor movie theater, the car acts as the home, and as long as you minimize your families entering and exiting from the car then each family can remain safe.

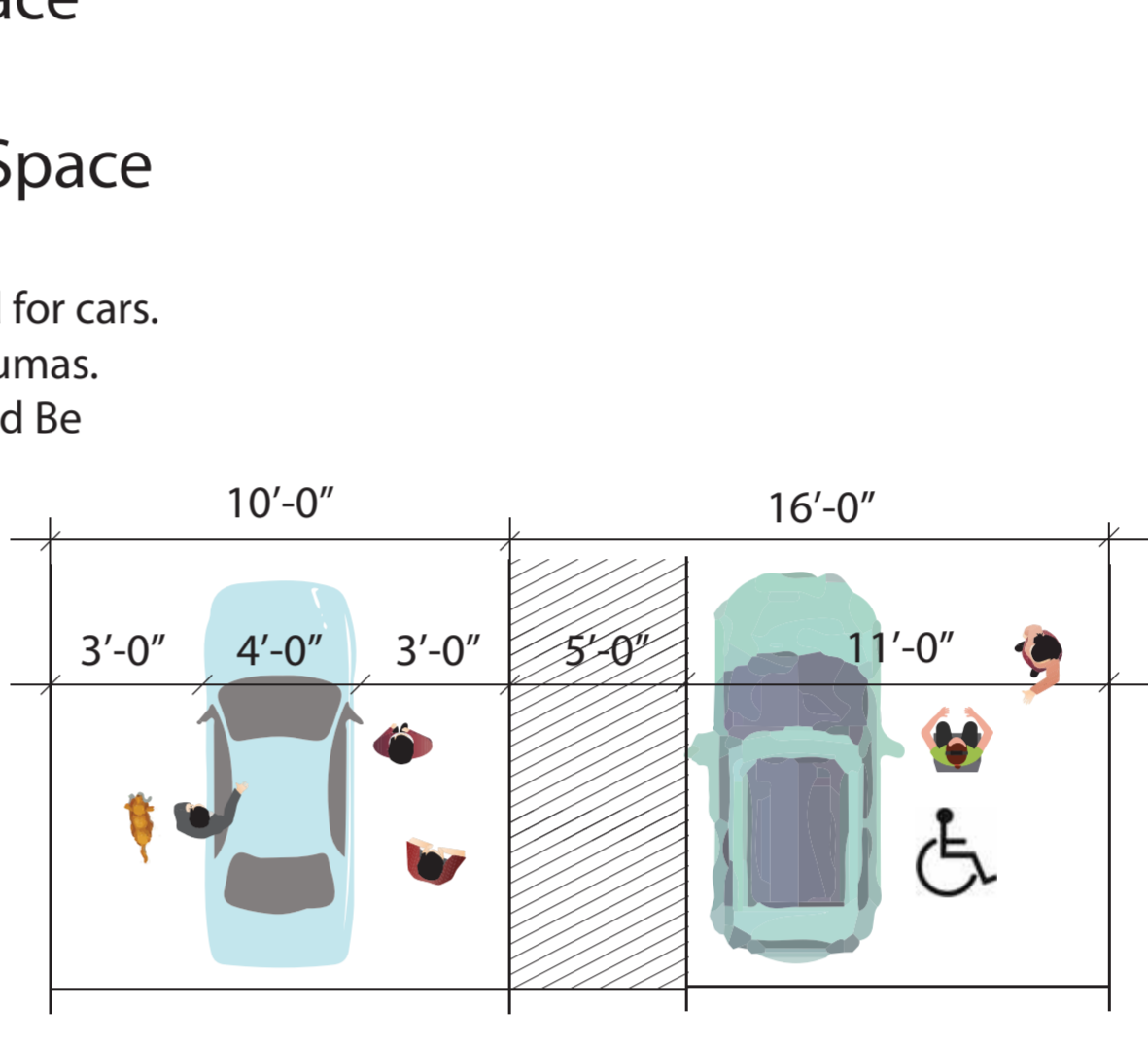
In this quarantine kids are not able to go to school during the week which means parents need ways of entertaining their kids. Before the quarantine, a great way to get the kids out of the house for the day would be to take them to the movies and spoil them with popcorn and soda. I would like to bring that same experience to the empty LOTS and VACANT schools in Milwaukee's North side. The Northside is where I grew up and I loved going to the movies as a kid with my mom and grandmother, but we would have to drive a long distance to get to the movies. This distance serves as a barrier for some families because their car may not go that far, or their family doesn't have a car, but the parents want to take their kids out of the house to see that movie. By using the vacant spaces of schools and parking lots on the northside some of those families will be able to access this movie experience in their own neighborhoods.

ARCHITECTURAL STANDARDS THAT COULD CHANGE

PRESENT (normal)



FUTURE (new normal)

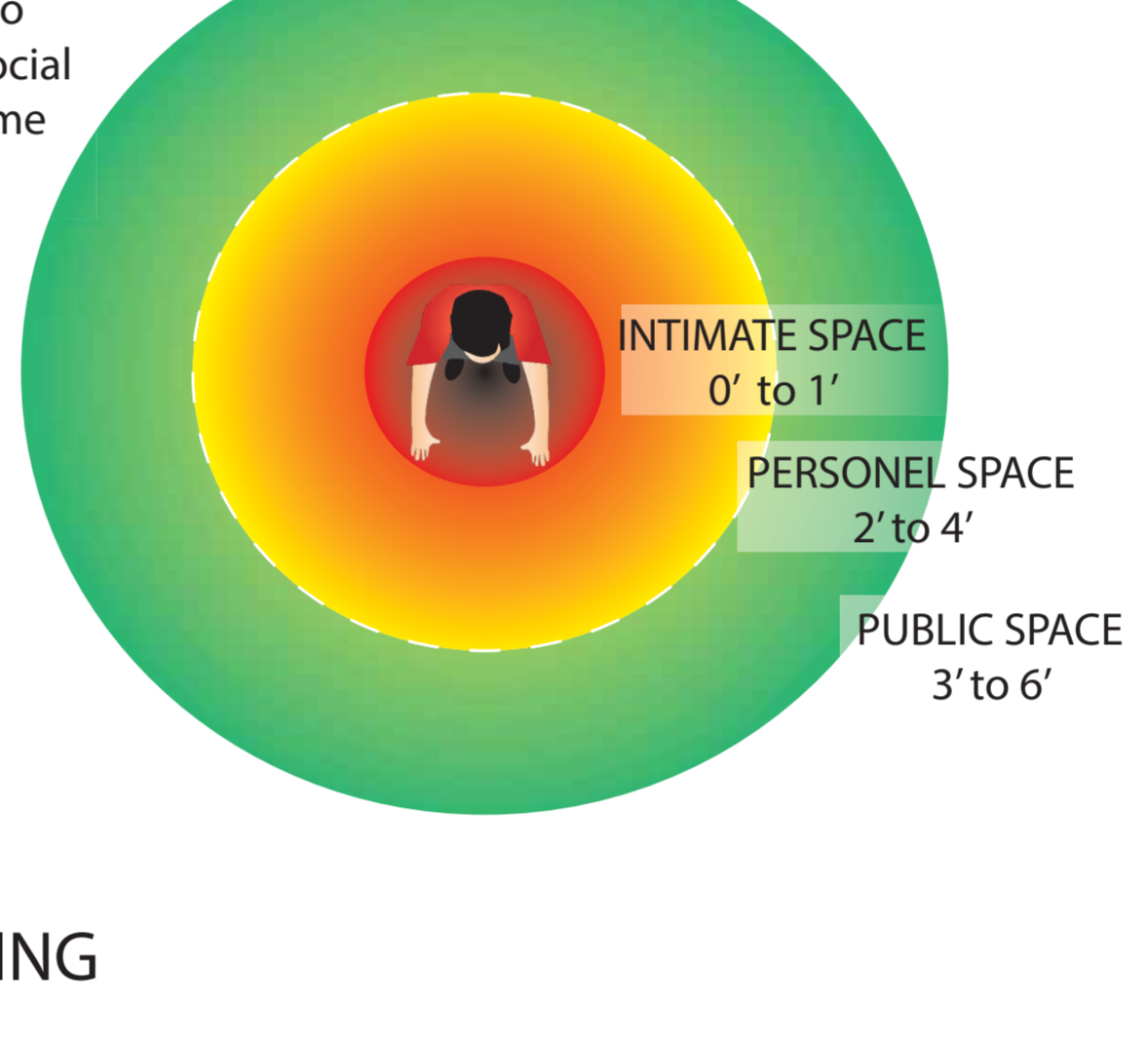
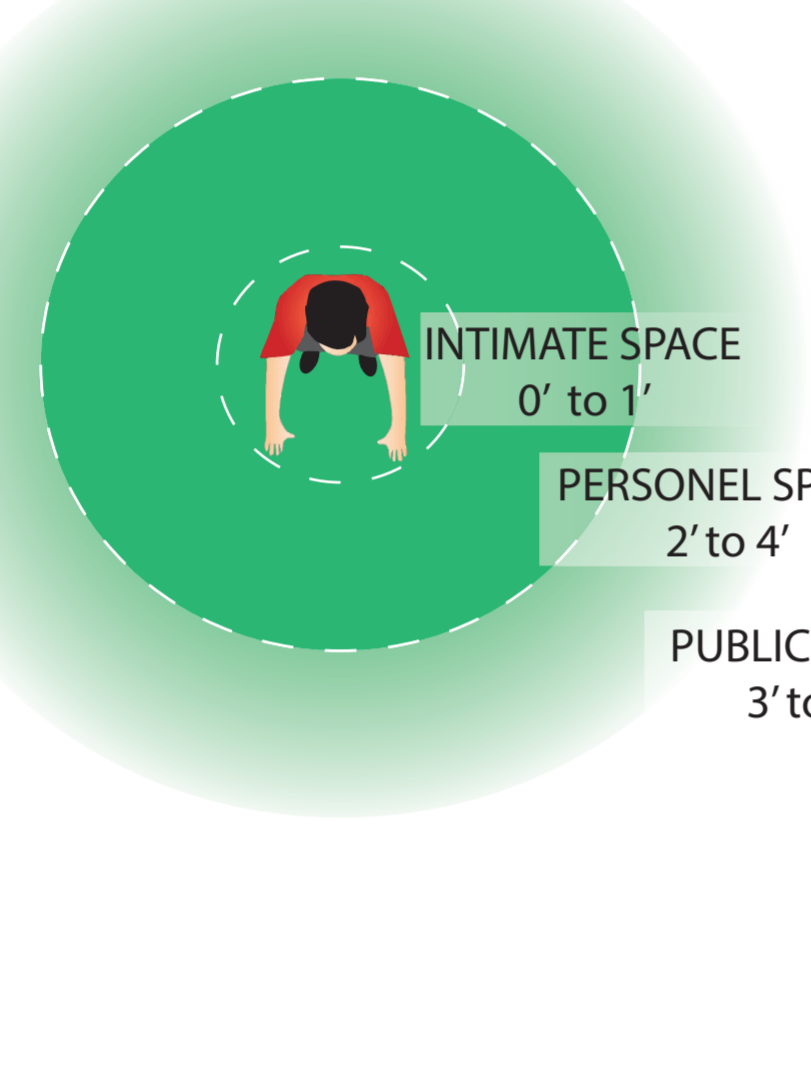


Parking Space & ADA Parking Space

The space designated for cars. Not for cars and humans. But what if it could be

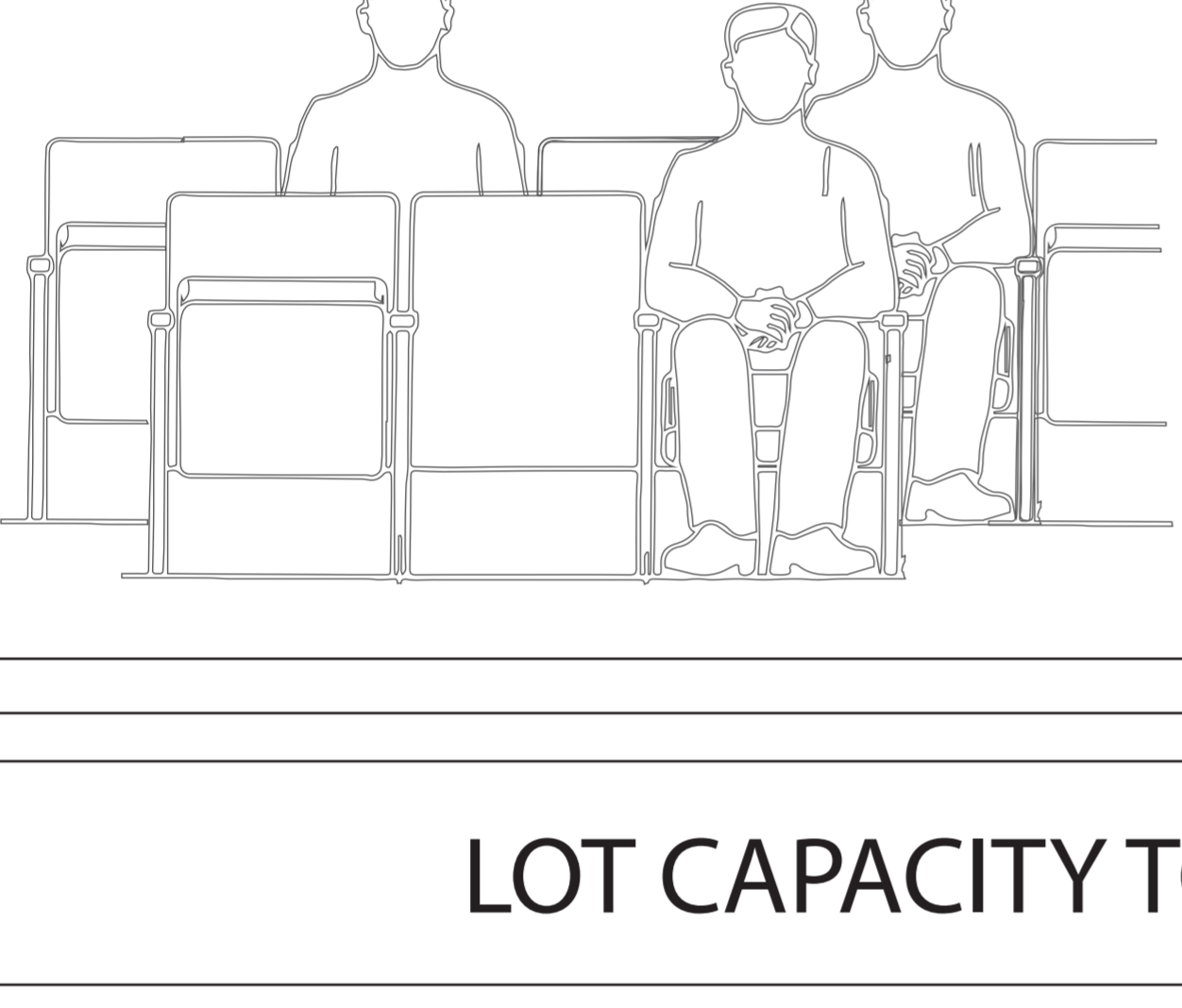
PERSONEL SPACE

The social norm has been to be polite to strangers. But now social rudeness may become acceptable.

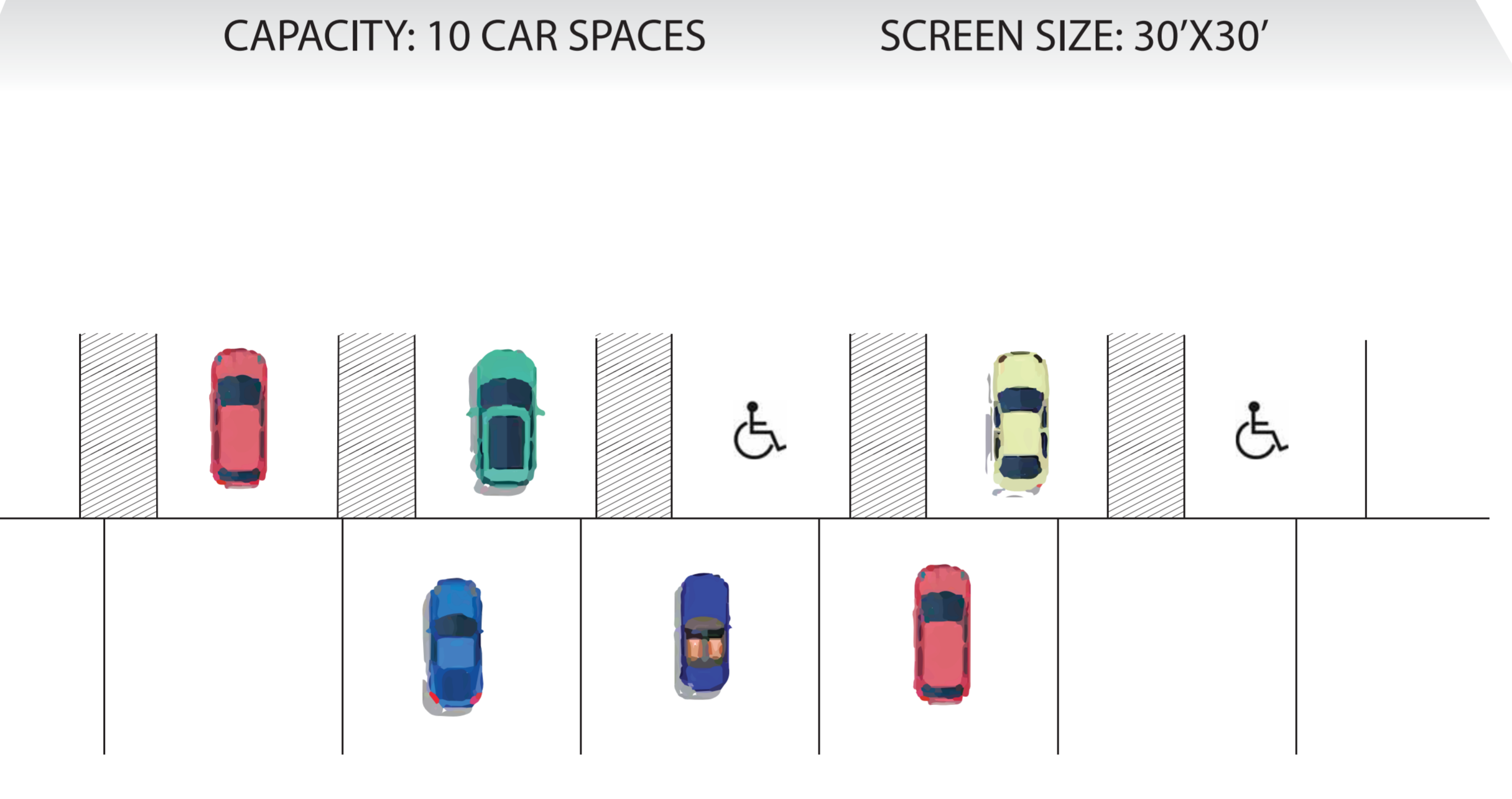


THEATER SEATING

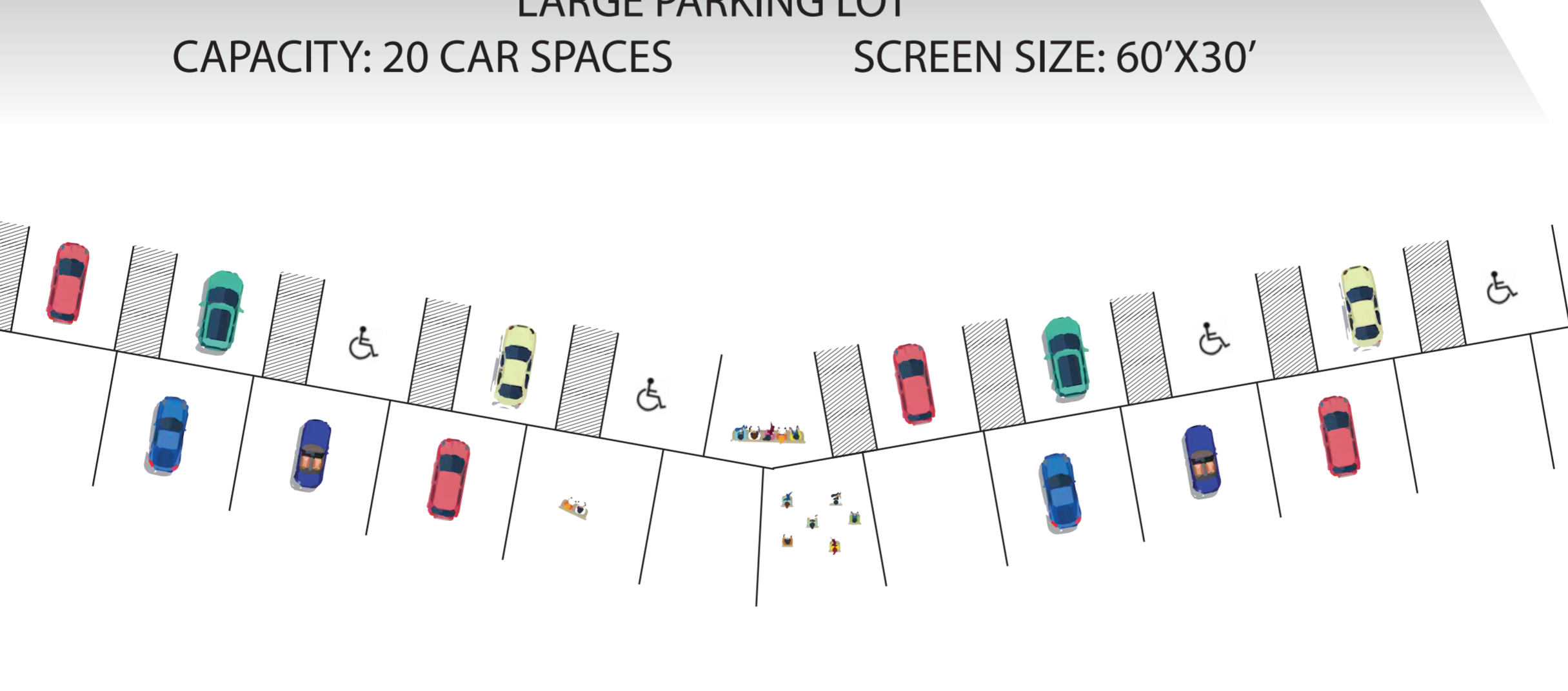
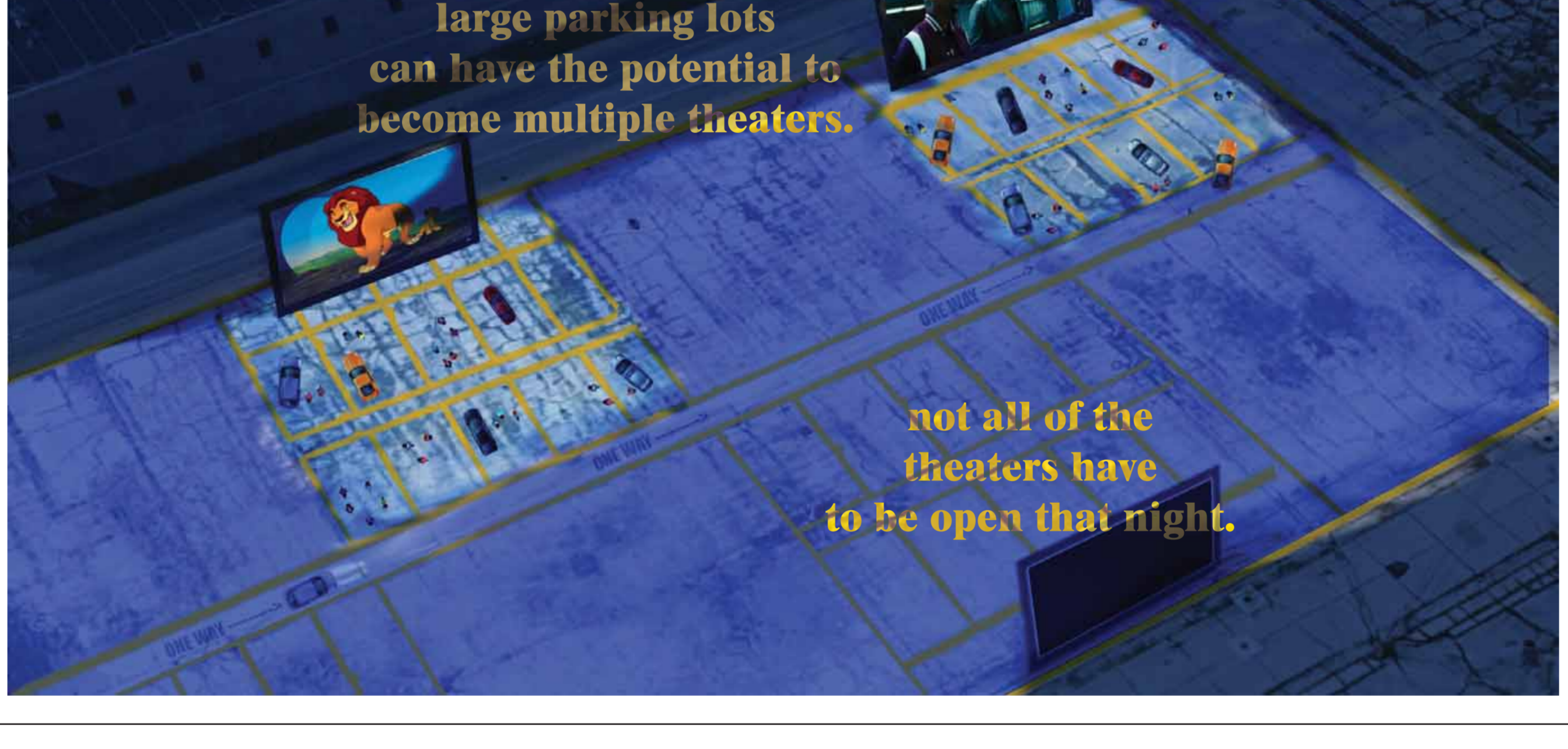
Movie theaters give customers the space to experience the movie inside. But what if that moved outside.



LOT CAPACITY TO SCREEN SIZE RATIO



*Old abandoned parking lots already has spaces or had remnants of parking spaces. This allows the designer to have reference points for the new parking lines.



*A pop up theater on the weekends could potentially bring business back to life. Which also means money is being reintroduced into that neighborhood.



CONCLUSIONS AND CONCERNS

- * Pop up theaters can be fun so why not make it accessible to all. Place these theaters in areas that are low income and underdeveloped. once the stay at home order lifts families with no transportation will be looking for places to take their kids, just so that they can all get out the house. This could be a safe way to battle cabin fever, and even if you don't have a car you should have enough space between you and the other families.
- * There will need to be authority present so that the crowds stay low, trash gets picked up, and the space remains safe.
- * There are no provided concessions, but the space would be welcome to food trucks willing to serve theater customers.
- * Weather may be an issue because Wisconsin gets snow and freezing temperatures 6 months out of the year.