

Pila House Maps & Graphics

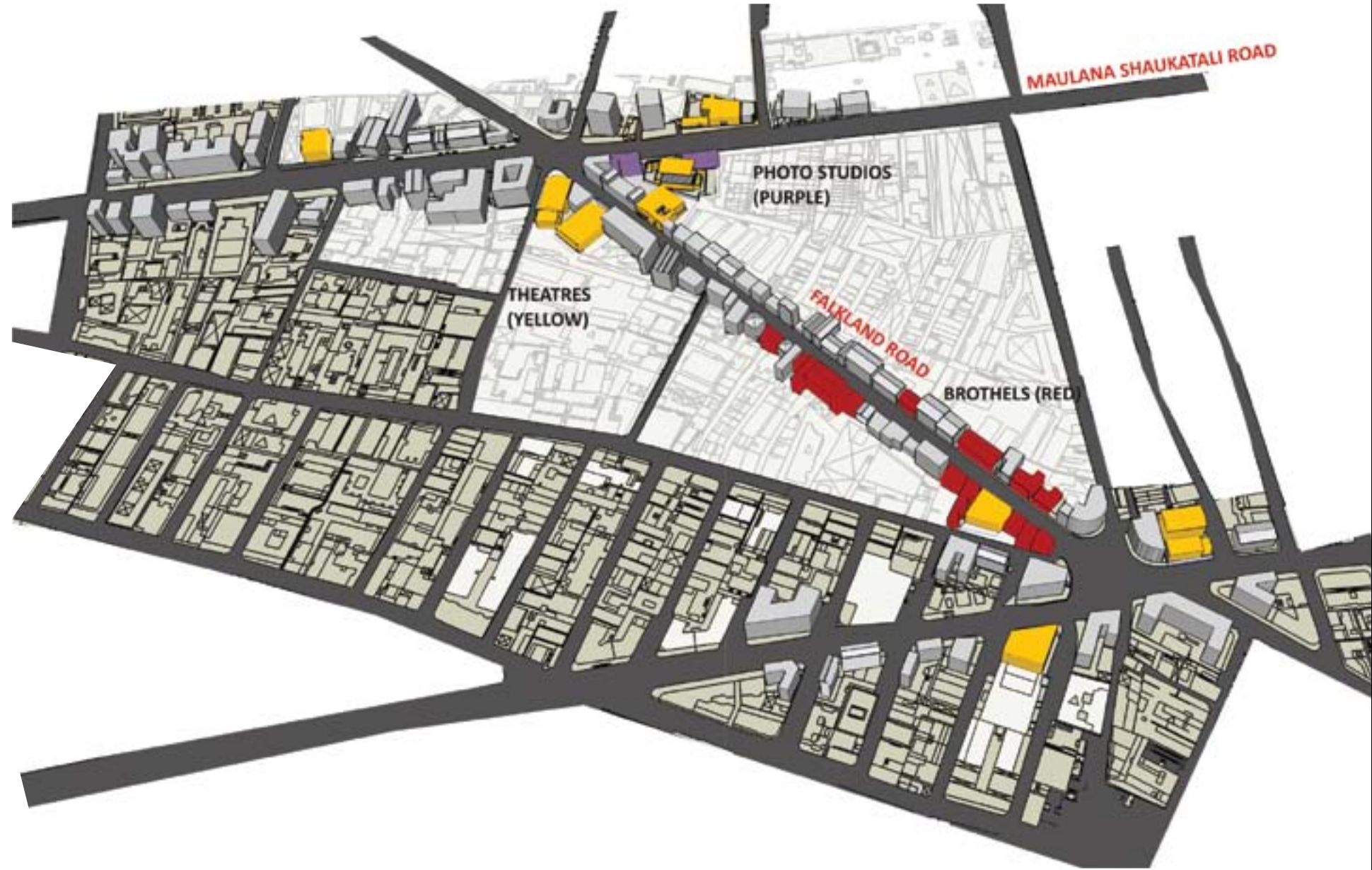
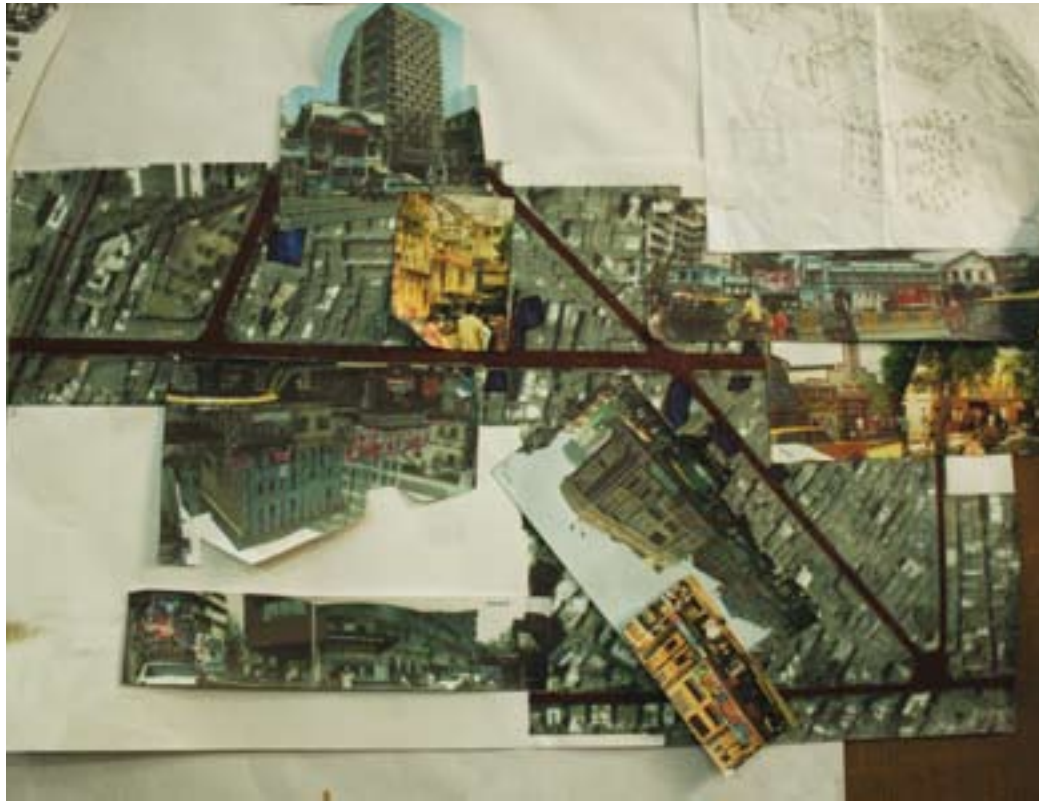
By Kalpit Ashar

and

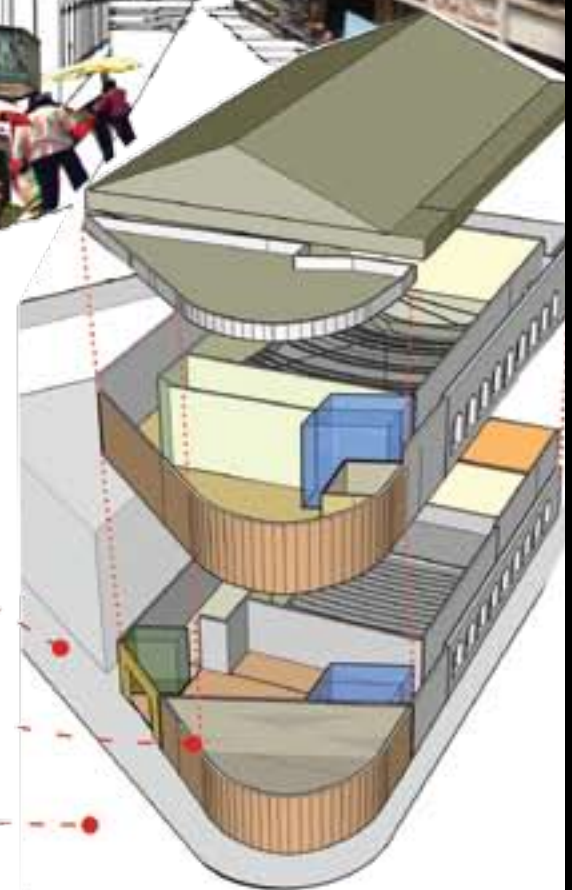
Design Cell, KRVIA

Pila House

Pila House is the historic entertainment district of the city. Carved out of a sprawling graveyard it was demarcated as the entertainment district - Play House, in 1850. It lies sandwiched between the inner city bazaars to the south, the mill lands to the north, the docklands to the east and the luxury apartments of Malabar Hill to the west. The neighborhood is a location for the intersection of desires emanating from all these surrounding spaces and its labyrinths. Cinema theaters line its streets showing films for classes forgotten by the multiplexes. Most of these halls were originally used by traditional Parsi drama groups and were subsequently transformed into cinemas.



Alfred Cinema



Owner: Sultan Seth
Started: Early 1900s
Former name: Rippon theatre
Initially used for: Plays
Time Schedule: 10:30 - 12:00 Adult 'C' grade movies, 12:00 - 24:00 older Bollywood Masala films
Marketing/ Promotion: Hand painted as well as printed posters
Ticket: Rs. 15 - 20
Capacity: 750 people
Audience: Migrant daily wage laborers and workers who work in shifts.

NEW ROSHAN

Owner: Merchant Kedar

Started: Early 1900s

Former name: Elphinstone theatre

Initially used for: Plays

Time Schedule: 10:30 - 12:00 Adult 'C' grade movies 12:00 - 24:00 old masala films

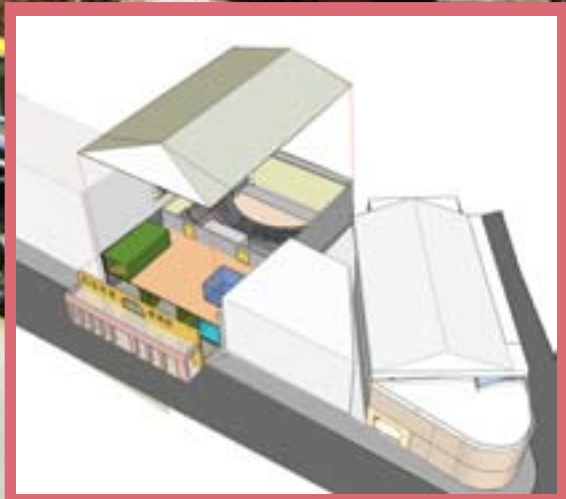
Marketing/ Promotion: Hand painted as well as printed posters

Ticket: Rs. 15 - 20

Capacity: 668 people

Audience: Migrant daily wage laborers and workers who work in shifts.





New Roshan & Alfred : Axo View