Going to the cinema is a very popular activity for the people of Isfahan. It is a way of seeing their culture and the rest of the world. These two new cinemas provide a great opportunity for rising Female producers to present and show their latest films to the people of Isfahan. After years of censorship, this venue supports this new and exciting market. After seeing a movie, you can sit outside and order something from the cafe.

At night, people have the opportunity of watching a film outside as they are projected on the side of the building. People can sit on the chairs or on the mound next to it. This different space creates a very relaxed and friendly atmosphere.