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IN LONDON, CINEMAGOERS ENJOY A FILM WHILE RELAXING IN A HOT TUB

 PUBLISHING & MEDIA

The UK-based Hot Tub Cinema could encourage city dwellers to grab their swimwear before heading to a viewing.

The [Archipelago Cinema](#) has already helped movie lovers to combine a film with time spent on open water by floating its screen off the coast of Thailand. For those residing in inland locations, however, the UK-based [Hot Tub Cinema](#) could encourage city dwellers to grab their swimwear before heading to a viewing. Just like the [Achipelago Cinema](#), the service presents films al fresco – having used the rooftop of East London young professionals’ community [Netil360](#) for its most recent showings – allowing attendees to enjoy the view as well as the billed movie. With several hot tubs now in place, visitors can also enjoy a relaxing Jacuzzi with friends at the same time. Showing classic films such as *Top Gun* and *Anchorman*, the service is available to hire by businesses and individuals. There have been numerous attempts to spice up a trip to the cinema in recent times – from [sensory eating experiences](#) to [pedal-powered screens](#). Hot Tub Cinema has seen its events selling out, indicating that perhaps there is still space in the market for niche entertainment ideas like this one. Spotted by: Murtaza Patel

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