

**IMAGINON, THE JOE & JOAN MARTIN CENTER  
CHARLOTTE, NC**

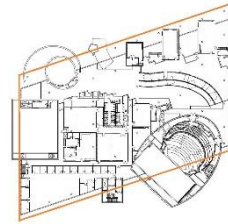
*Architecture Fact Form*

**The architecture presents a story that supports the mission of ImaginOn, even in the details: *To bring stories to life through extraordinary experiences that challenge, inspire and excite young minds!***

**The architects created forms to serve as a language to bring the story of the architecture of ImaginOn to life.** Each significant programmatic element is defined by a geometric form.

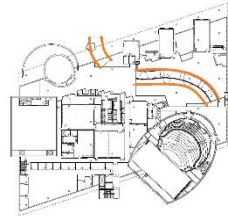
**Parallelogram**

Area: 50,000sf  
Program: Lobby  
Circulation Desk  
Box Office  
Children's Library  
Tech Central  
Teen Loft  
Performer Support  
Scene Shop  
Administrative Offices



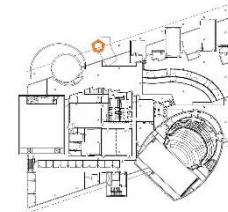
**S-Curve**

Area: 2,400sf  
Program: Main Entry Vestibule and Ramp



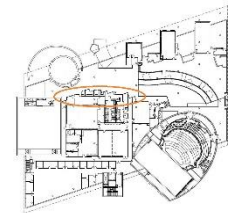
**Pentagon**

Area: 100sf  
Program: Main Entry Elevator



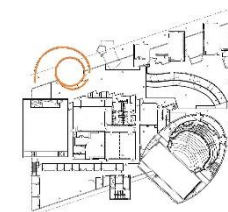
**Wiggle Wall**

Area: 10,000sf (surface area)  
Program: Divides "front-of-house" and "back-of house"



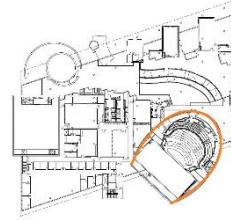
**Helix**

Area: 900sf  
Program: Story Room and Garden  
Studio i Blue Screen Room



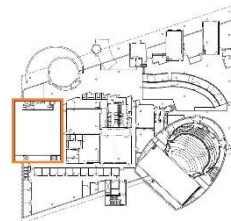
### Ellipse

Area: 10,500sf  
Program: 550-seat Proscenium Theater



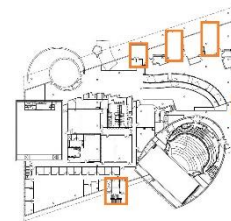
### Rectangle

Area: 5,000sf  
Program: 250-seat Studio Theater



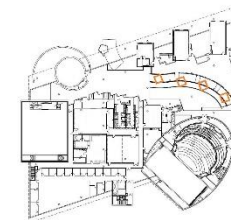
### Boxes

Area: 700sf, 800sf, 900sf  
Program: Art, Dance and Acting Studios



### Rhombus

Area: 70sf opening  
Program: Clerestory "Skylights"



**The variation of architectural scale reinforces the notion that a new story can unfold with each extraordinary architectural experience.**

1. The sloping concrete roof ensures that no one ceiling height is ever the same and enforces the notion that each individual experience within the space is unique.
2. The columns are different heights- every column is different. This creates an interesting play of scale and proportion.
3. From a distance, the glazed tile boxes appear to be massive solid colors. Up close the individual tiles and their textures are revealed.
4. The 10'-0" ceiling of the dance classroom (in a glazed tile box) adjacent to the 20'-0" ceiling of the art classroom (under the concrete roof) creates an exaggerated spatial contrast; an awareness of scale and proportion is inherent to the experience.