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
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.