

## **IMAX: A KALEIDOSCOPIC ROUNDABOUT REFLECTING LONDON**

The IMAX building was opened in 1999 and was designed to offer a complete motion-picture experience with a heightened sense of sound and vision.

Just as the camera lens brings together light rays by refracting or bending them to meet or converge at a common point so does the building act as the common point, converging the traffic and linking London, north, south, east and west.

The form of the building with its outer glazed gallery provides a reflective backdrop for life, imitating film in its visual setting of moving images. The glass facets bring together old and new, historic and iconic, reflecting people, buildings and space.

It is this culmination of movement, light, reflection and orientation that has inspired our kaleidoscopic concept.

The word kaleidoscope originates from the Greek – Kalos (beautiful), Edos (form), Scopos (watcher). Thus, redesigning the building as an instrument with which we can see things of beautiful form.

The aim of the design is to build upon the kaleidoscopic effect refracting light from the pinnacles of faceted mirror and reflecting the outer space on the panels of glass creating a fusion of image and colour.

The movement of the traffic, direction of sunlight, night and day, gives the building an energy that is projected back to the viewer, expressing externally the character of moving images played within.

The fins of coloured glass provide a lens, focusing the eye, transmitting colours, sharpness and brightness through the outer sides of the building. These converge on the circular roof creating a disorientating and magical effect, which parallels with looking through a kaleidoscope emulating the viewer's sensation at the IMAX screen.