opening night

The show itself began outside. Movie theatre architects were pioneers in the promotional use of electric light…Building facades were stylishly clad in an exotic spectrum of materials. (Margolies & Gwathmey, p.10)

FADE IN:

As night falls, the lights come on and show begins. The building glows from within. The perforated stainless steel panel allows the skin of the building to transition from a day lit platinum form to an evening gem.

CLOSE IN: CORNER

The corner torch signal is opening night. The spotlight lets everyone know there is a premiere.

Commentary: Views of the site afford a dramatic corner. The building must address the street and the sky.

ANGLE ON: OSCAR MICHEAUX THEATRE

A large canopy hovers over the theatre entry. An independent film premiere. This is the place to be; to see and be seen. It is celebration of storytelling that goes beyond color, age and gender.

CLOSE IN: ENTRY DOORS

Commentary: The building itself plays the role of a jeweled box. Within it's metal clad walls is the jewel itself, the theatre. The patron is treated to clues about the building beginning at the entry doors.

scene four photo credits

01 *photo: metal panels bloomingdales - aventura, fl
02 sketch: theatre interior
03 model: theatre