

Entergy Imax Theater: Aquarium of the Americas

New Orleans, Louisiana

The Audubon Institute in New Orleans debated in 1991 what kind of theater to add to its very successful Aquarium of the Americas. White Oak, in conjunction with Mr. Mark Peterson, first undertook a *Preliminary Assessment*, studying a range of theater formats, which might be appropriate for the Aquarium, as well as a number of possible locations in a *Site Appraisal* analysis. Based on that assessment, the Audubon Institute directed White Oak to proceed with a *Strategic Business Plan* for development and implementation of an IMAX® Theater. Subsequent to completion of the *Plan*, the Institute asked for and received an update to their study, which provided for an earlier opening date, as well as conversion in film/projector format to IMAX® 3D. White Oak continued to support the Institute during the design and construction phases of the project.

Architect: Eskew+Dumez+Ripple
Executive Producer: White Oak Associates, Inc.
Theater Analyst: Mark Peterson
Opened: 1995
Photos: www.CinemaTour.com: Paul Linfesty
Collection

