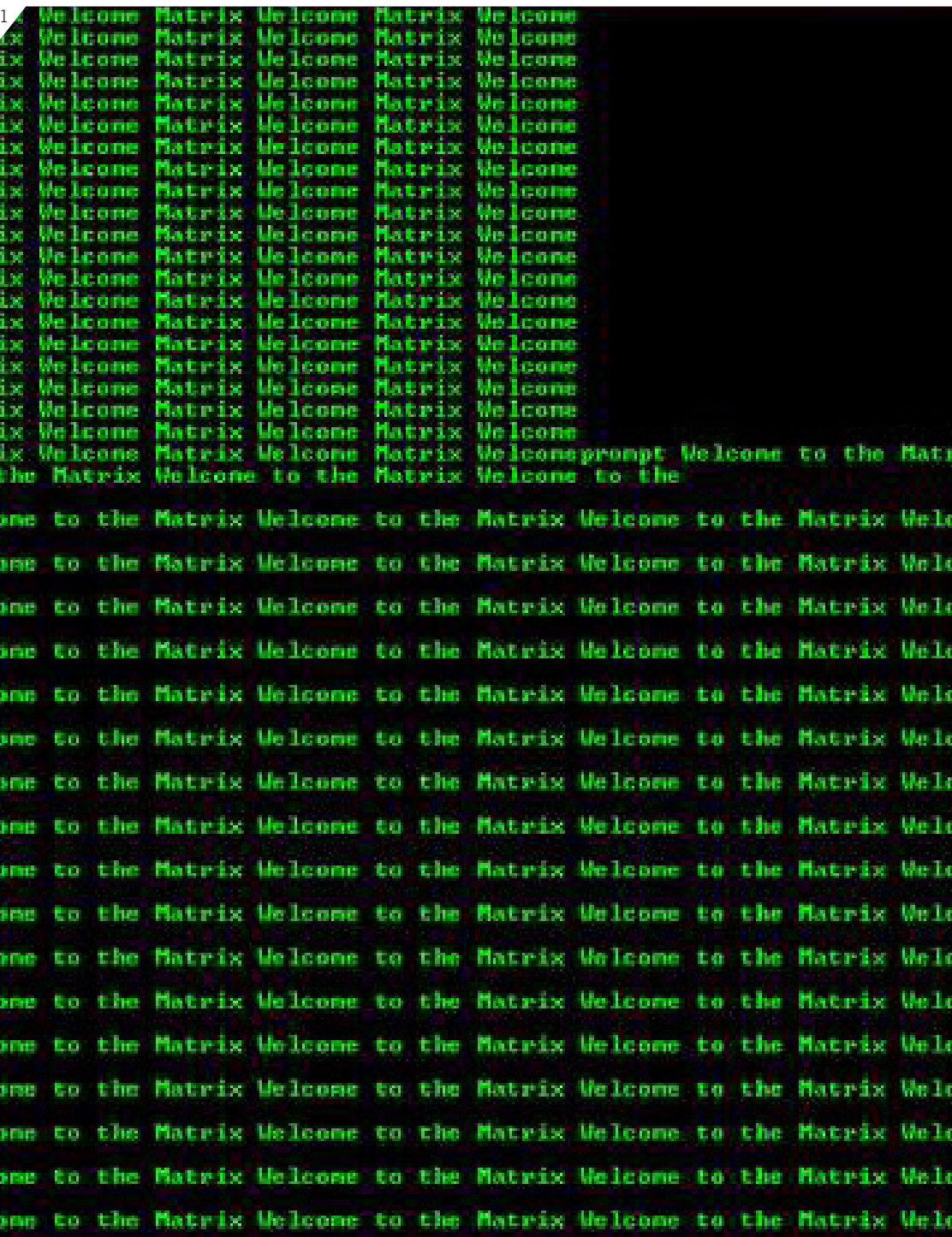
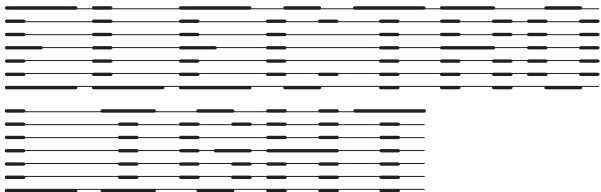


N°1 Screen Shot - “The Matrix”
N°2 Digital Rain - “The Matrix”



CONCEPT - FAÇADE

The images central to our approach to the colour and application of light on the façade were inspired by the 1999 pop culture film The Matrix.

In the film, the code that comprises the Matrix itself is frequently represented as downward-flowing green characters. The code is characterised by green flashing reversed Roman and Japanese katakana characters and Arabic numerals and pictorial symbols. The effect resembles that of the older green screen displays, since the letters leave a fluorescent trace on the screen.

Generally, the film’s production design placed a bias towards its distinctive green colour for scenes set within the Matrix, whereas there is an emphasis on the colour blue during the scenes set in the real world. Grid-patterns were incorporated into the sets for scenes inside the Matrix, intended to convey the cold, logical and artificial nature of that environment.

The colour green reflects the green tint commonly used on early monochrome computer monitors. Matrix digital rain, Matrix code or sometimes green rain, is the computer code featured in the Matrix series. The falling green code is a way of representing the activity of the virtual reality environment of the Matrix on screen.