



360°

NEW STADIUM PROJECT



PERMISSION TO CHALLENGE EVERYTHING

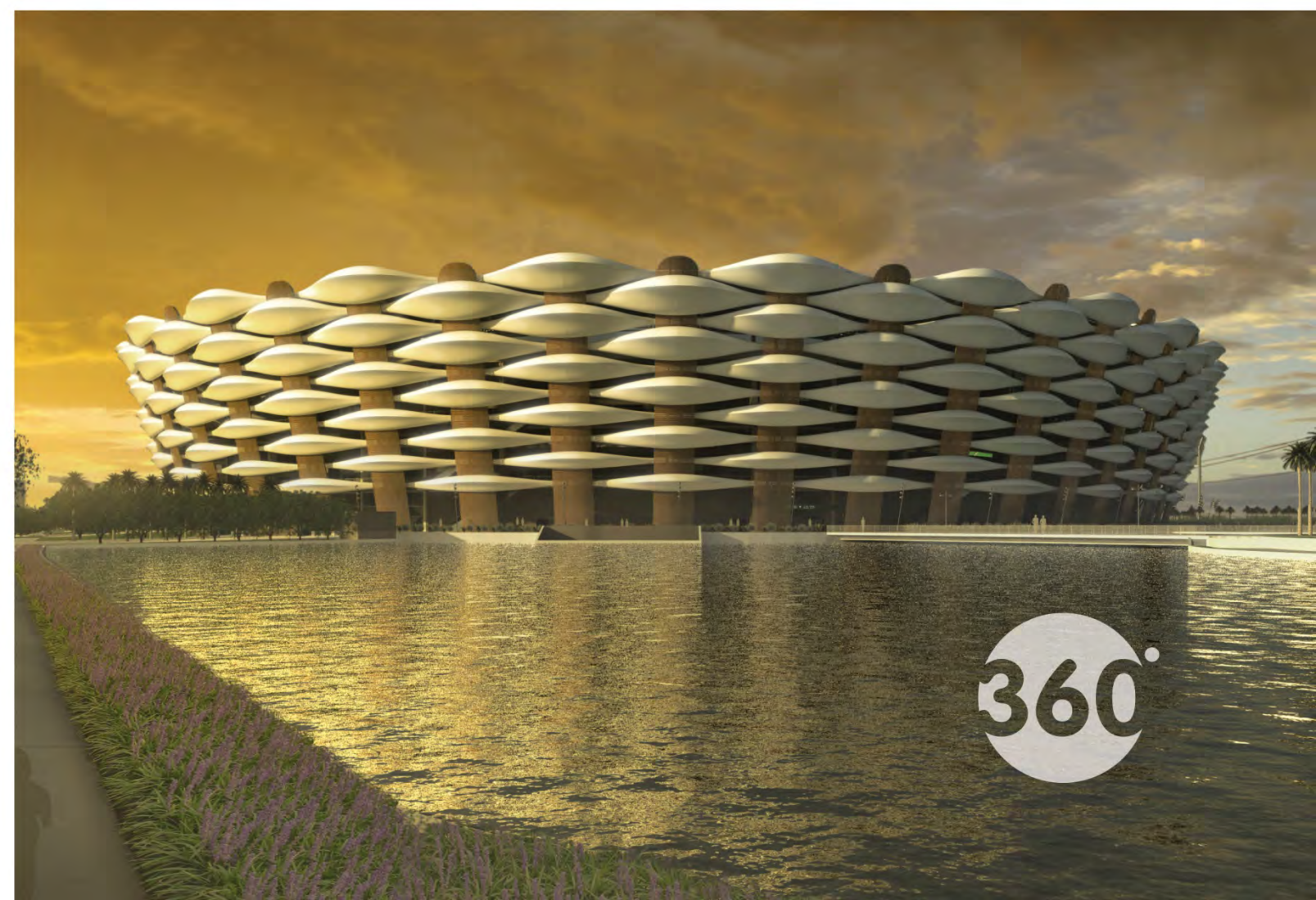
ACT RESPONSIBLY

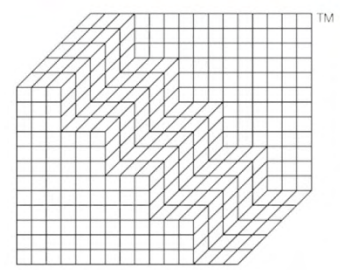
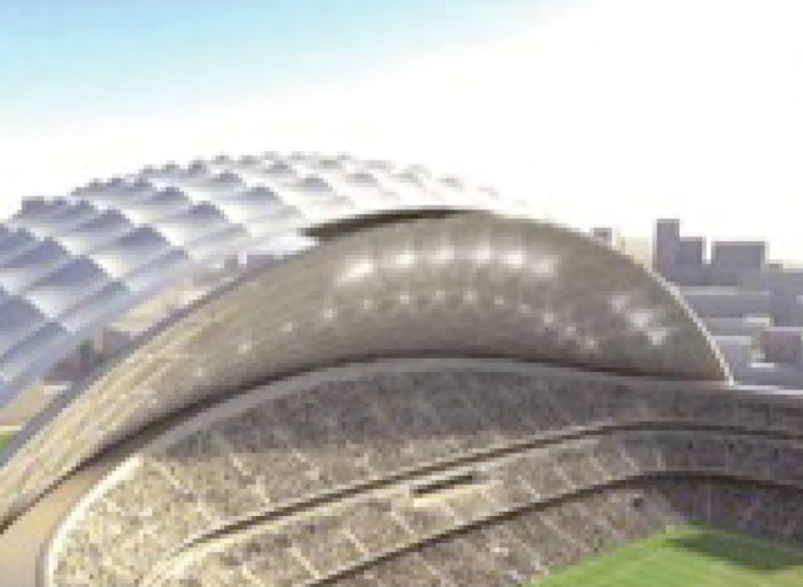
EXPERTS OUTSIDE THE INDUSTRY

EMBRACE CHANGE

RE-IMAGINE THE GAME DAY EXPERIENCE

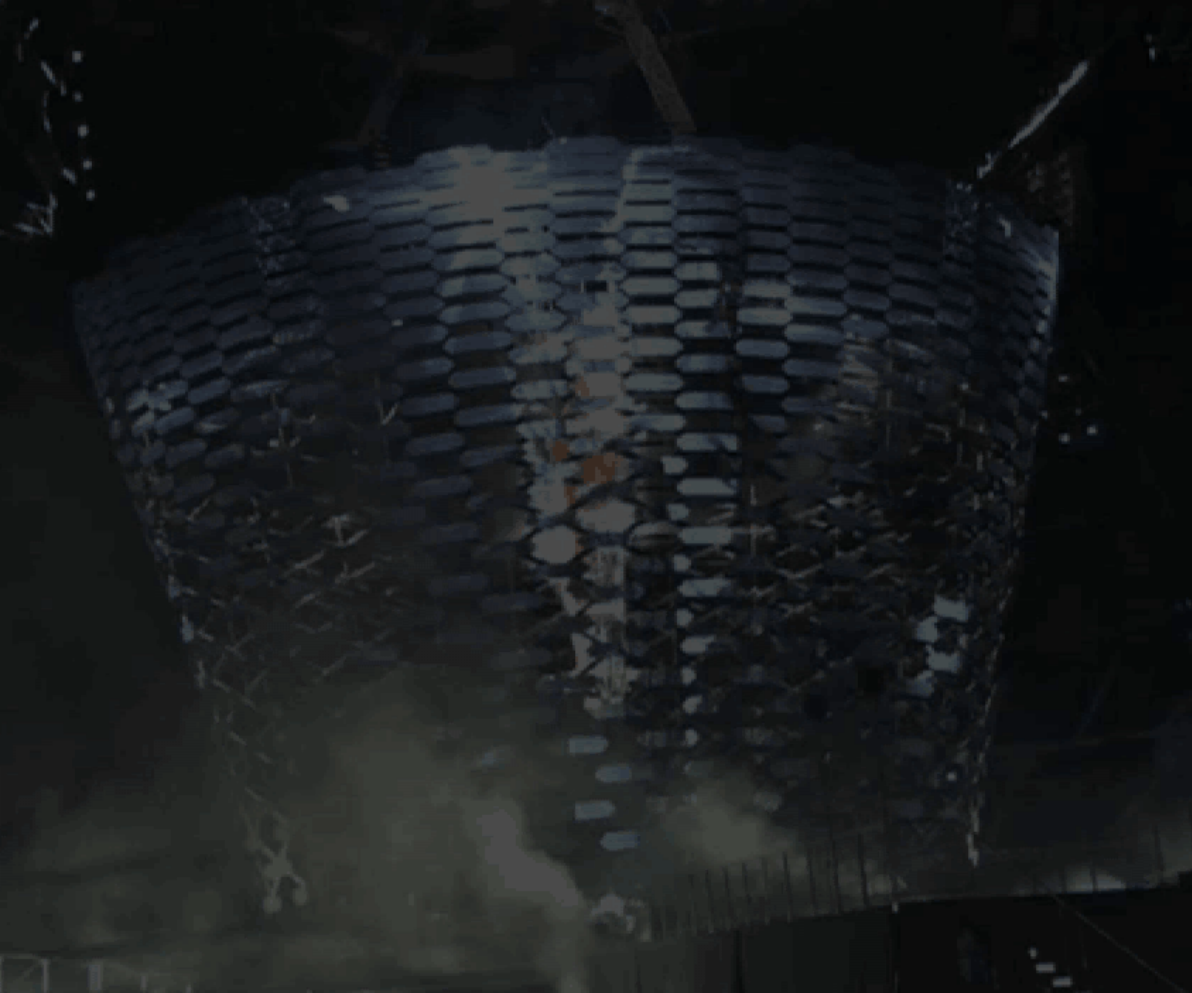
REJECT CURRENT THINKING



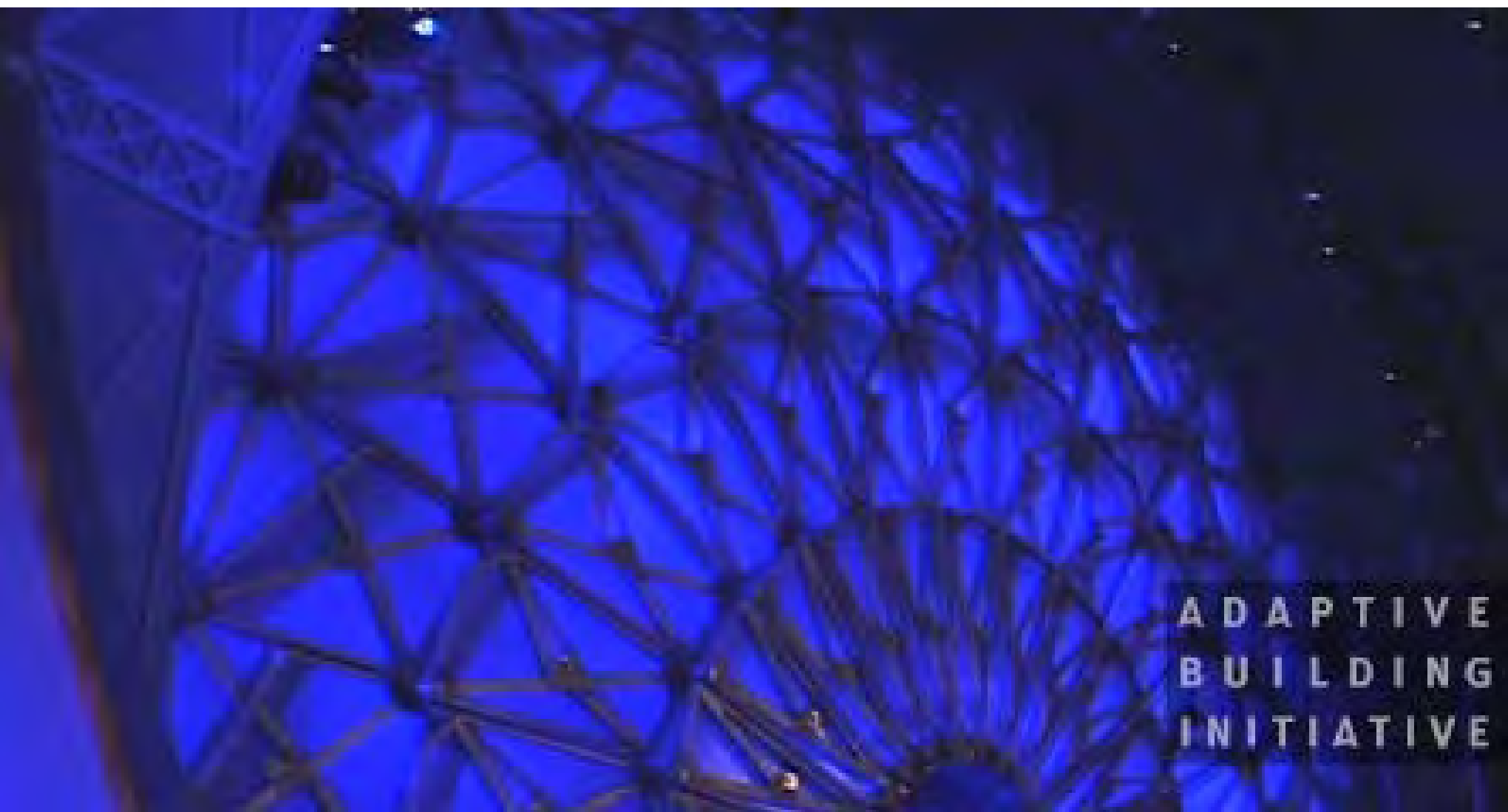


Buro Happold



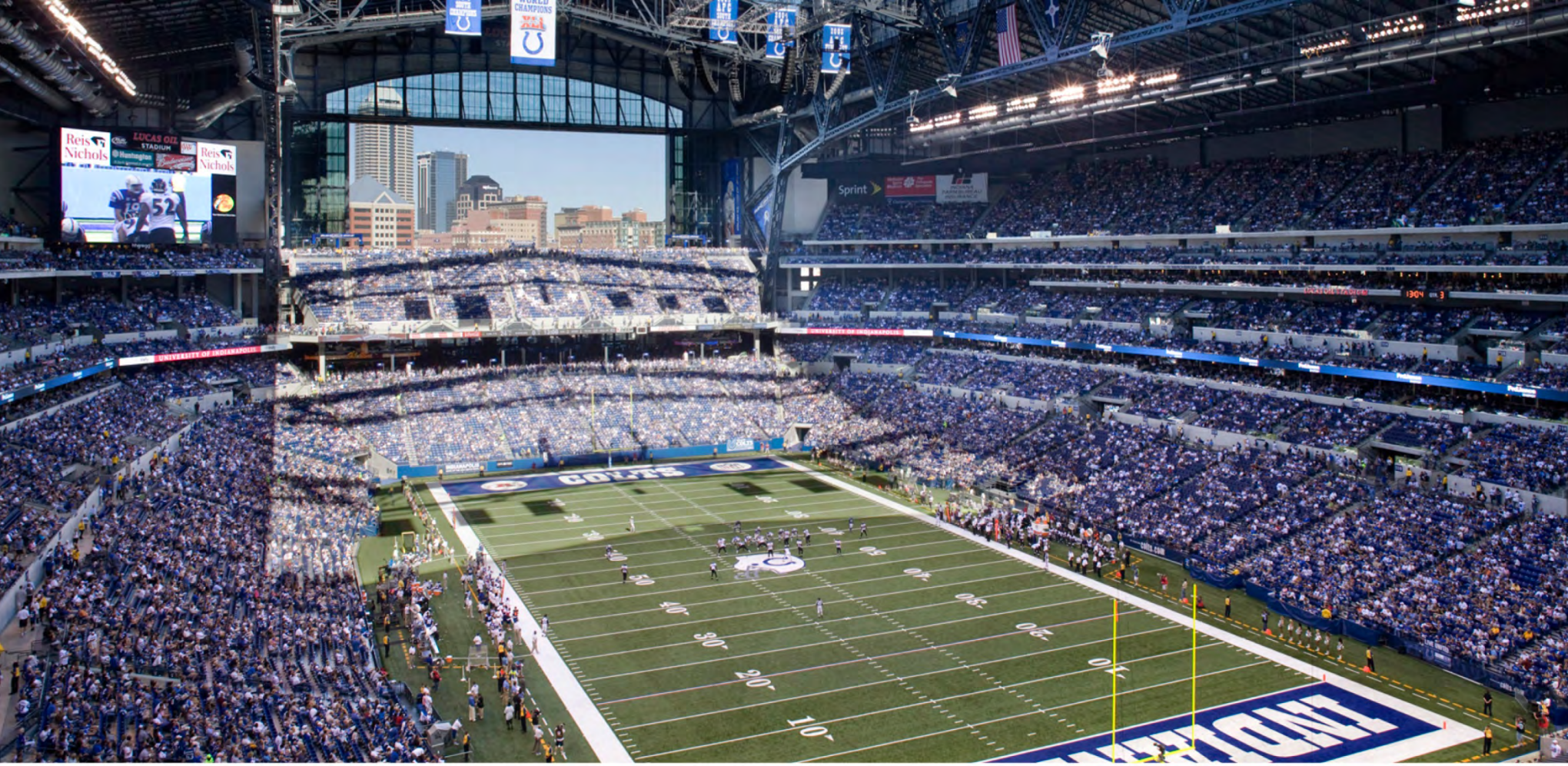


HOBERMAN

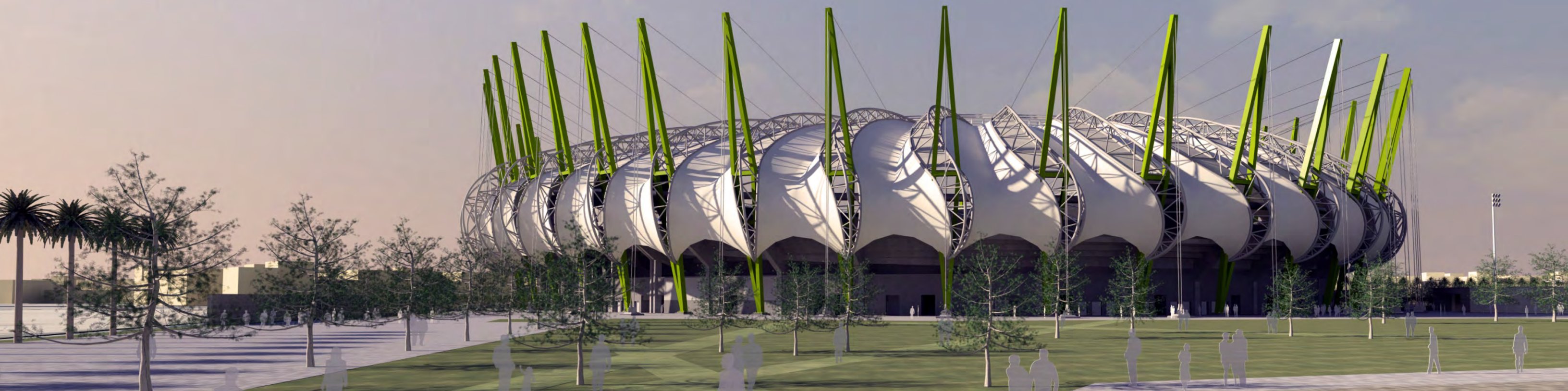


ADAPTIVE
BUILDING
INITIATIVE





 **WSP** · FLACK+KURTZ



ATLANTA NSP TEAM

LEAD ARCHITECT: INTERIOR DESIGN,
FF&E, BIM, SUSTAINABILITY

360 ARCHITECTURE

- + BILL JOHNSON, AIA
PRINCIPAL IN CHARGE
- + KENT MCLAUGHLIN, AIA
PROJECT MANAGER
- + GEORGE HEINLEIN, AIA
PRINCIPAL/TECHNICAL SPORTS DESIGN
- + TRACY STEARNS
PRINCIPAL/HOSPITALITY DESIGN
- + CHRIS DEVOLDER, AIA, LEED AP BD+C
SUSTAINABILITY DIRECTOR
- + GUS DROSOS, AIA, LEED AP, CSI, CDT
SENIOR PROJECT ARCHITECT/CONSTRUCTION
ADMINISTRATION
- + GREG GREEN, AIA
SENIOR PROJECT ARCHITECT

ASSOCIATE ARCHITECT

TBD

+ STRUCTURAL ENGINEERING

+ MEP ENGINEERING | SPORTS & SPECIALTY LIGHTING
LIFE SAFETY

+ CIVIL ENGINEERING

+ LANDSCAPE ARCHITECTURE

+ A/V, ACOUSTICS | BROADCAST DISTRIBUTION | SCOREBOARD
DESIGN | IT, DATA, TELECOM | TECHNOLOGY | SURVEILLANCE

+ CODE CONSULTANT | FIRE PROTECTION

+ ADA/ACCESSIBILITY CONSULTANT

+ TURF/FIELD DESIGN

+ SECURITY (RISK ASSESSMENT)

+ GRAPHICS + WAYFINDING,
EXPERIENTIAL GRAPHICS

+ FOOD SERVICE

+ TRAFFIC & PEDESTRIAN CONSULTANT

+ VERTICAL TRANSPORTATION

+ FACADE | CURTAIN WALL

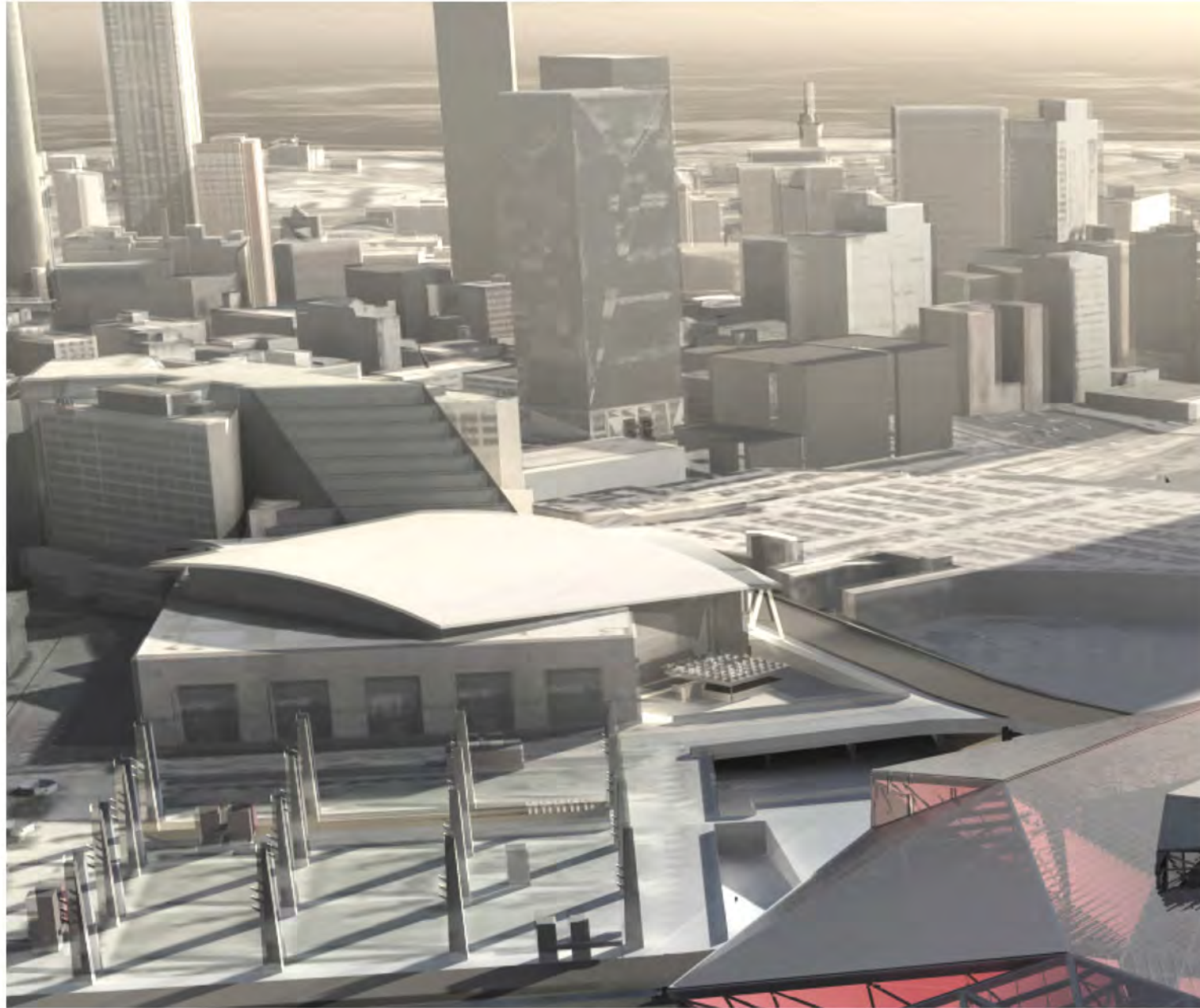
+ FALL ARREST | ENVELOPE MAINTENANCE

+ PARKING CONSULTANT

+ BRANDING, THEMING, NAMING RIGHTS

+ MOVEABLE SYSTEMS | ROOF MECHANIZATION

COMMUNITY OBSERVATIONS



- + Adaptable, intimate experiential space integrated into an already diverse urban landscape.
- + Two stadium options with integrated roofing systems, which eliminate the need for storing a roof elsewhere on the site or even off site.
- + A well-defined linkage through the city can be created by incorporating needed greenscapes.

NORTH SITE + SOUTH SITE

N

- + Larger site, however, it is physically and visually more isolated from Downtown Atlanta
- + The adjacent uses are less complementary in contributing to a New Stadium district
- + It is further from the MARTA stops, creating more of a need for parking
- + The site is also closer to the English Avenue neighborhood, which could lead to issues with residents on gamedays.

S

- + A compact design creates a western anchor to Downtown as well as a catalyst for redevelopment along the important MLK Jr. Corridor
- + Close proximity to hotels, entertainment and cultural facilities
- + Parking requirements can be eased by making use of the existing infrastructure of MARTA and sharing the GWCC parking
- + Redevelopment of the Georgia Dome site will provide an opportunity for a shared amenity

NEW YORK WORKSHOP

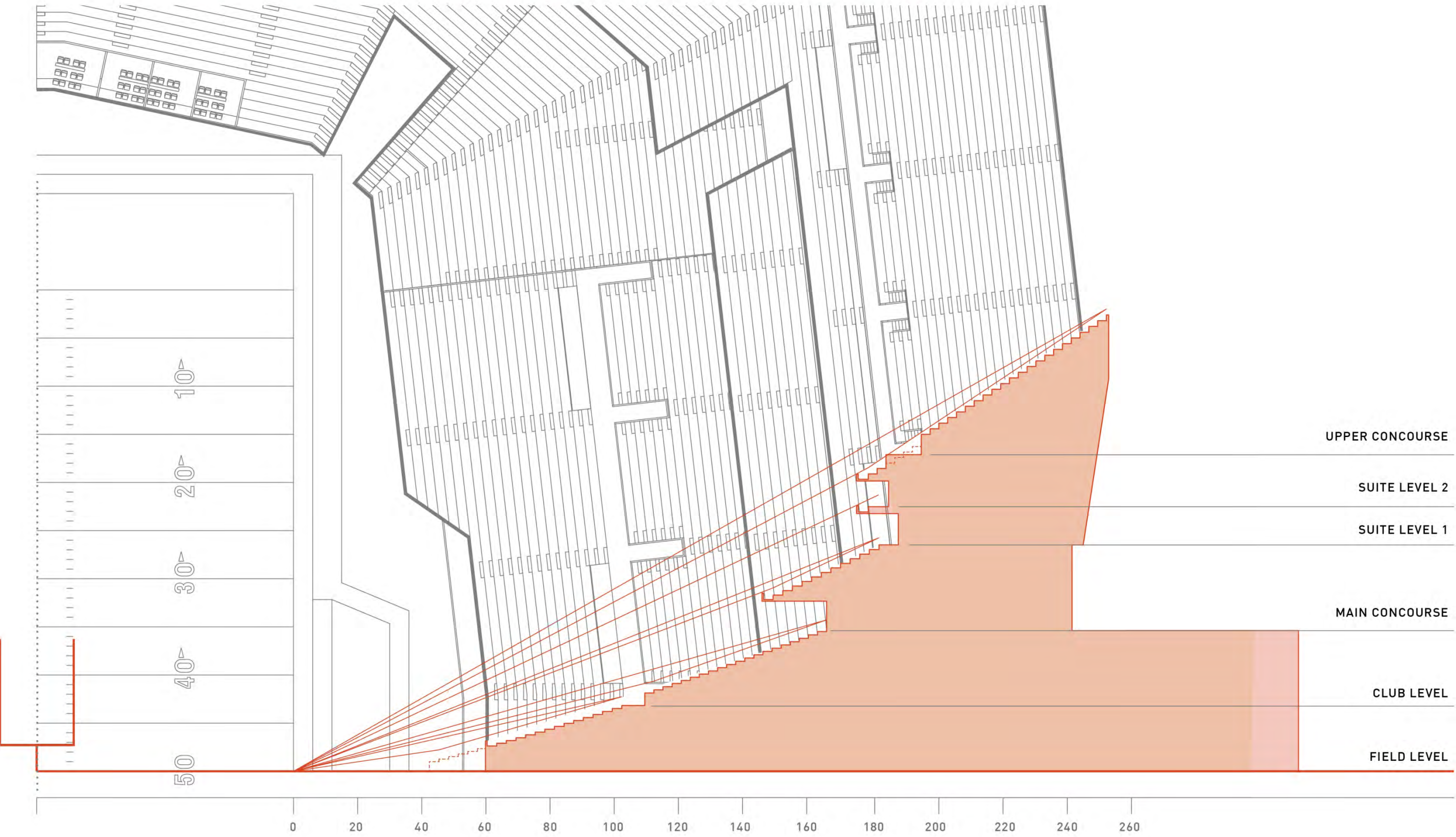
NFL CASE STUDIES - BOWL INTIMACY

- + BOWL INTIMACY
- + BOWL EFFICIENCY
- + REVENUE GENERATION



GLADIATOR **ROMAN COLOSSEUM**

PANTHEON SEATING SECTION ANALYSIS



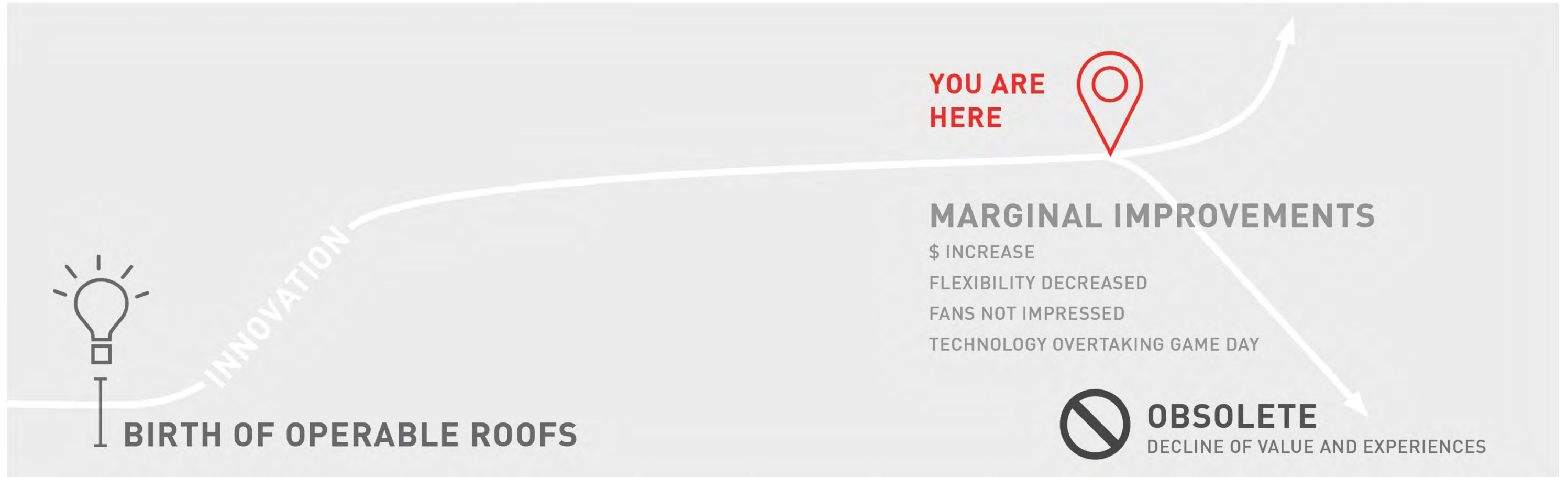


MAINTENANCE
INTENSIVE

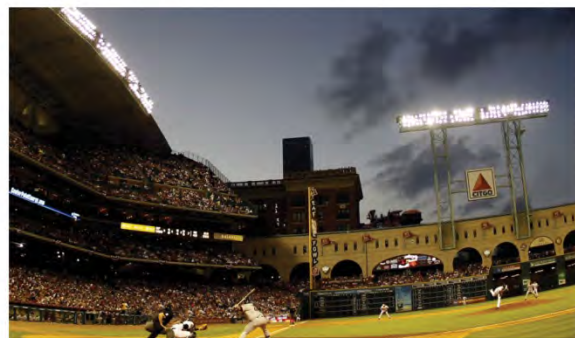
LIFE CYCLE OF AN IDEA...



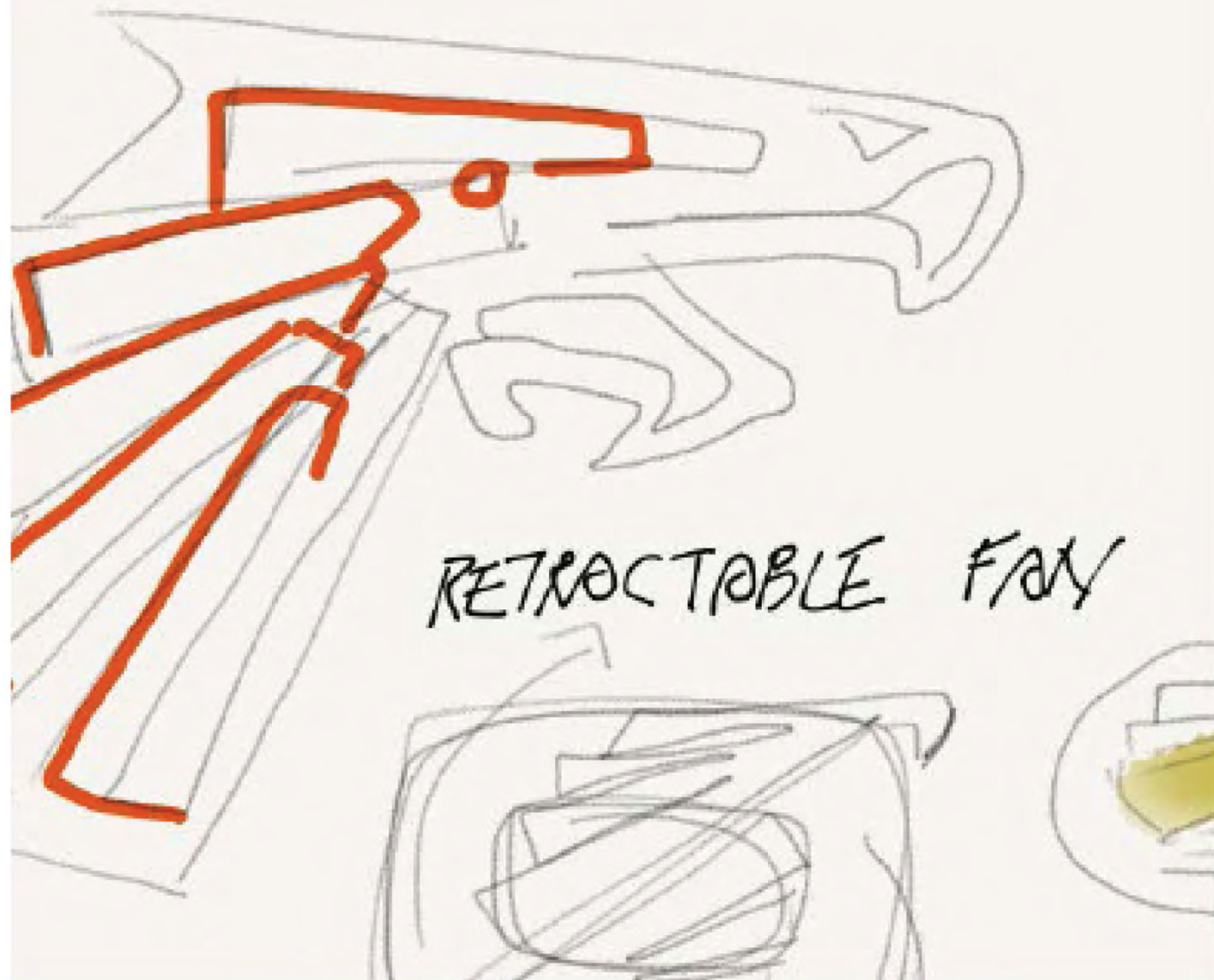
RESPONSIBLE DESIGN



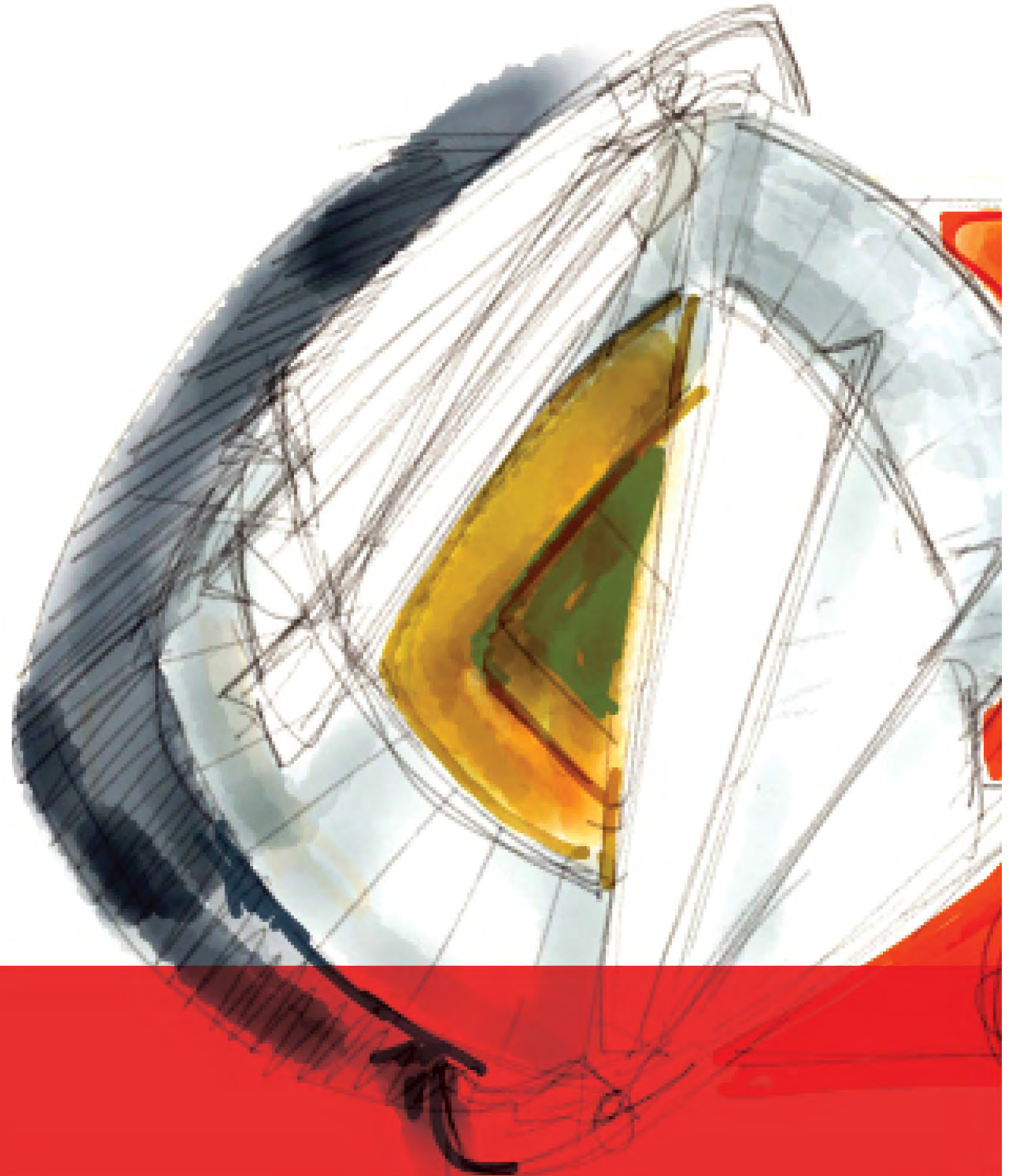
DESIGN CONTINUUM



FALCON LOGO



RETRACTABLE FAY



INSPIRATION

360° INNOVATION

SMALLER LIGHTER PIECES MOVING SMALLER DISTANCES

SUSTAINABILITY: DESIGNING FOR THE MID-SEASON

HOLISTIC DESIGN: STRUCTURE > MECHANIZATION >
ROOF > SKIN > BOWL

ONE GAME, ONE SPONSOR

LOOK-UP MOMENTS

2 SCHEMES

1 PROCESS

PANTHEON



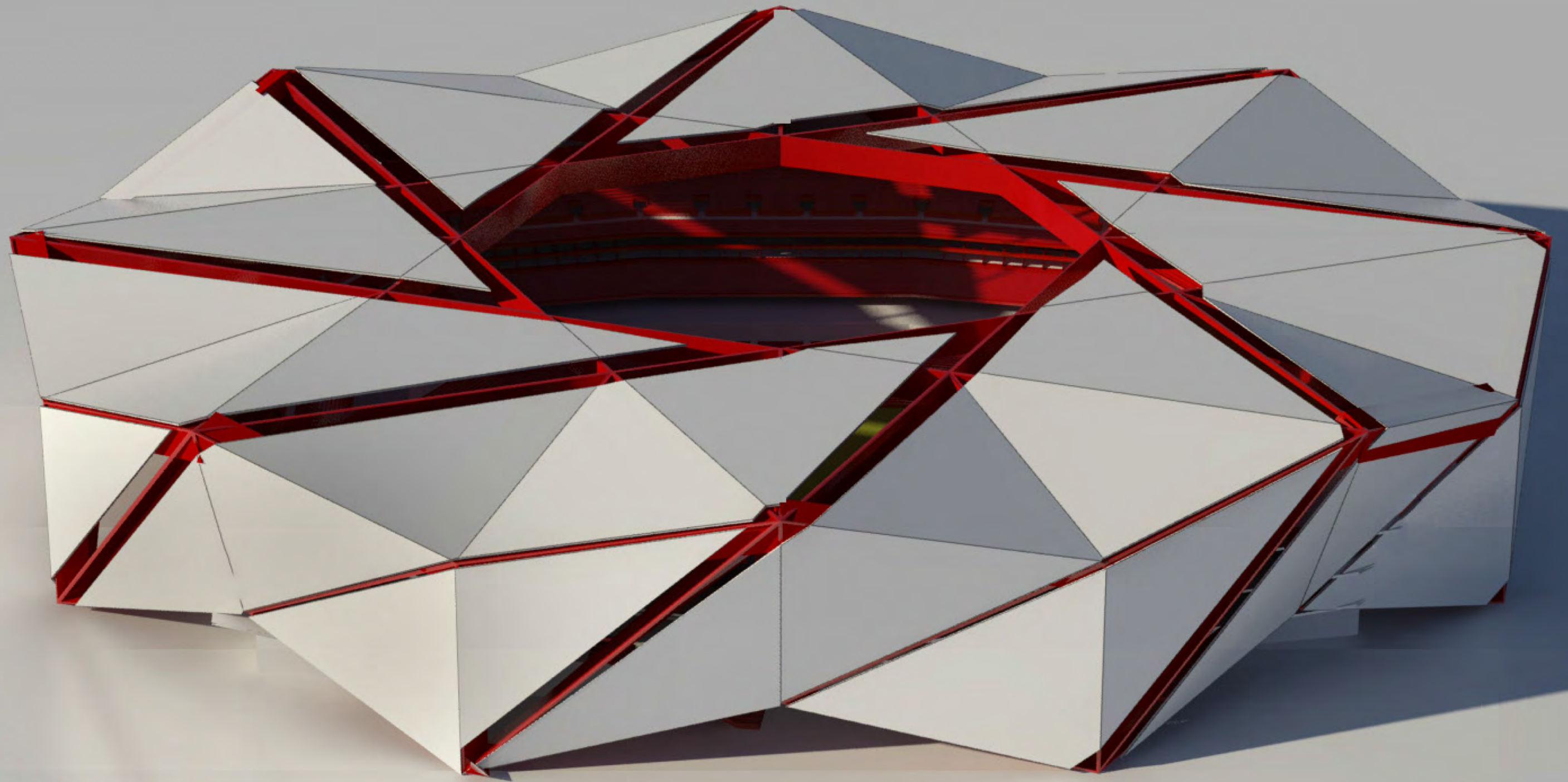


PANTHEON // **ROME**



PANTHEON // **ATLANTA**

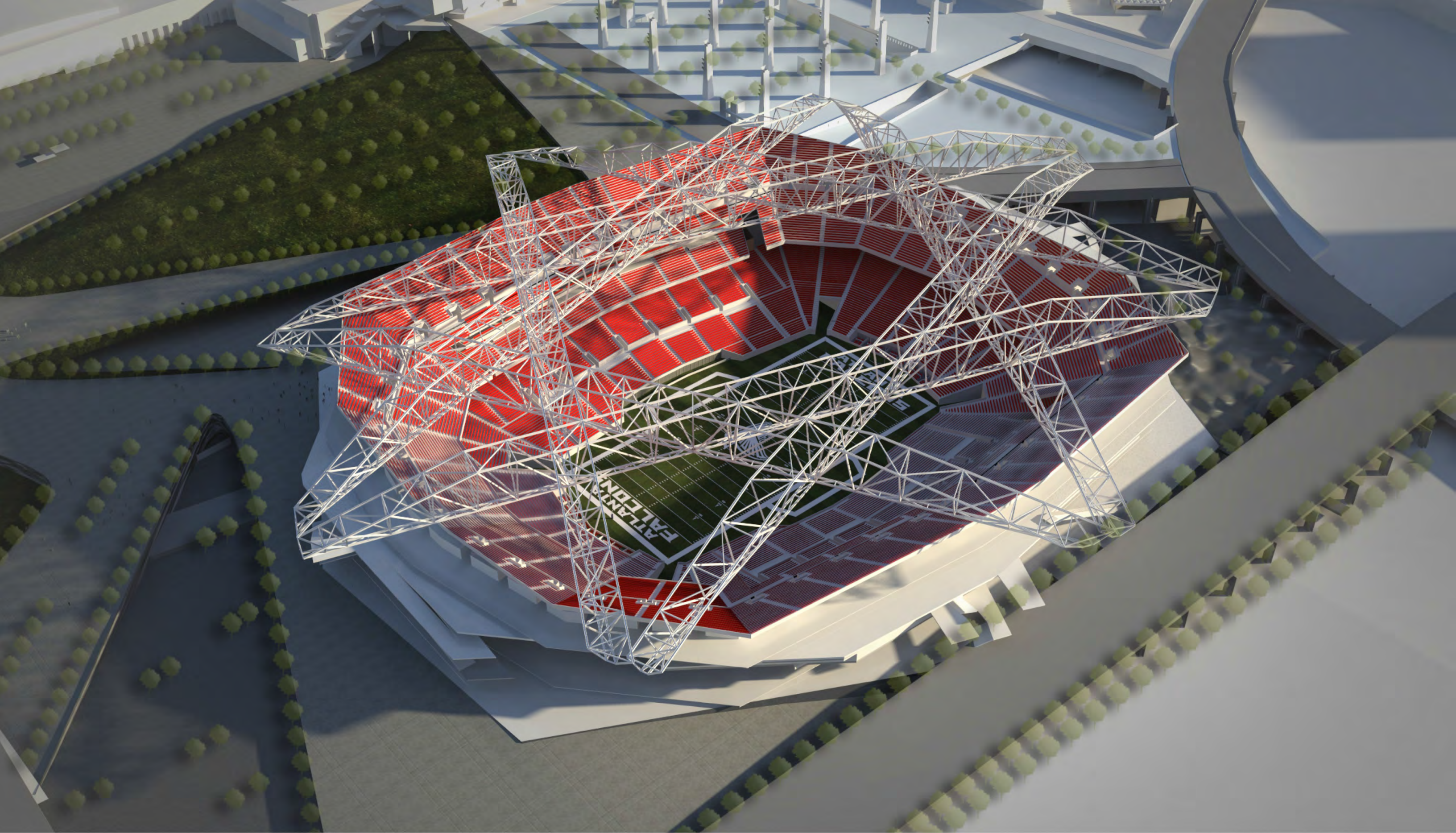
PANTHEON



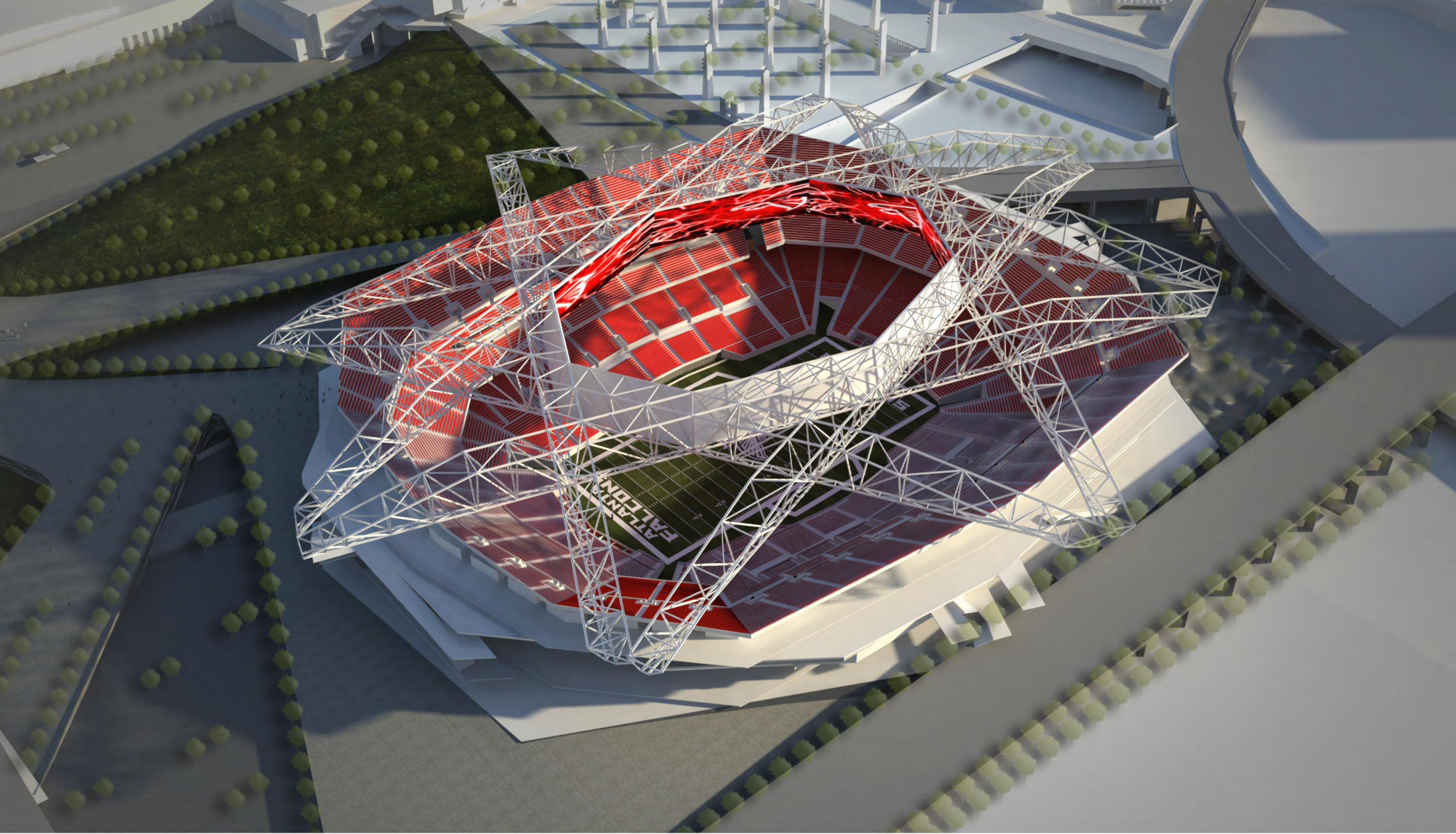
- + SMALLER PIECES
- + LIGHTER WEIGHT
- + MOVING SHORTER DISTANCE
- + STRUCTURAL INTEGRATION

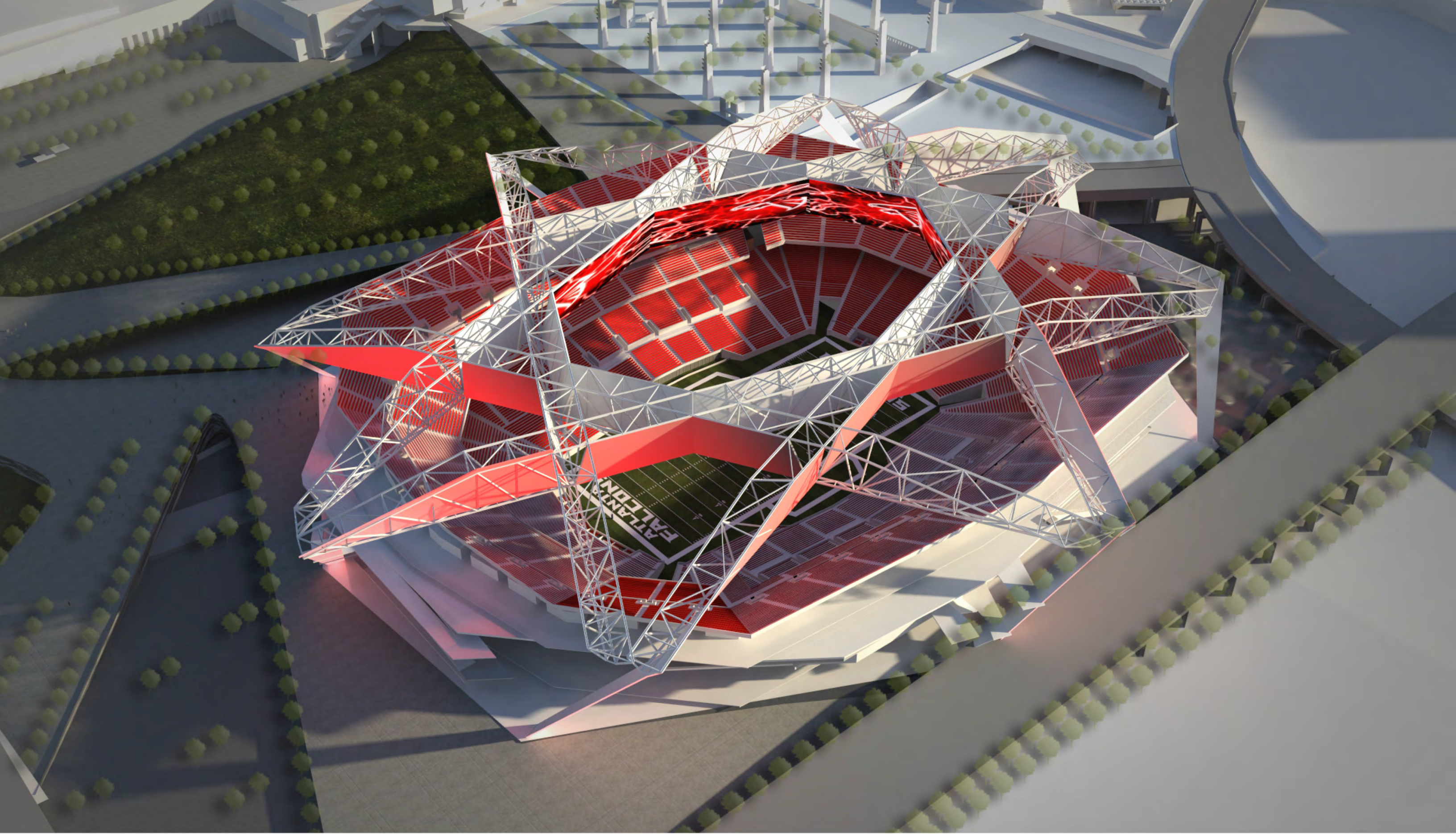


BOWL

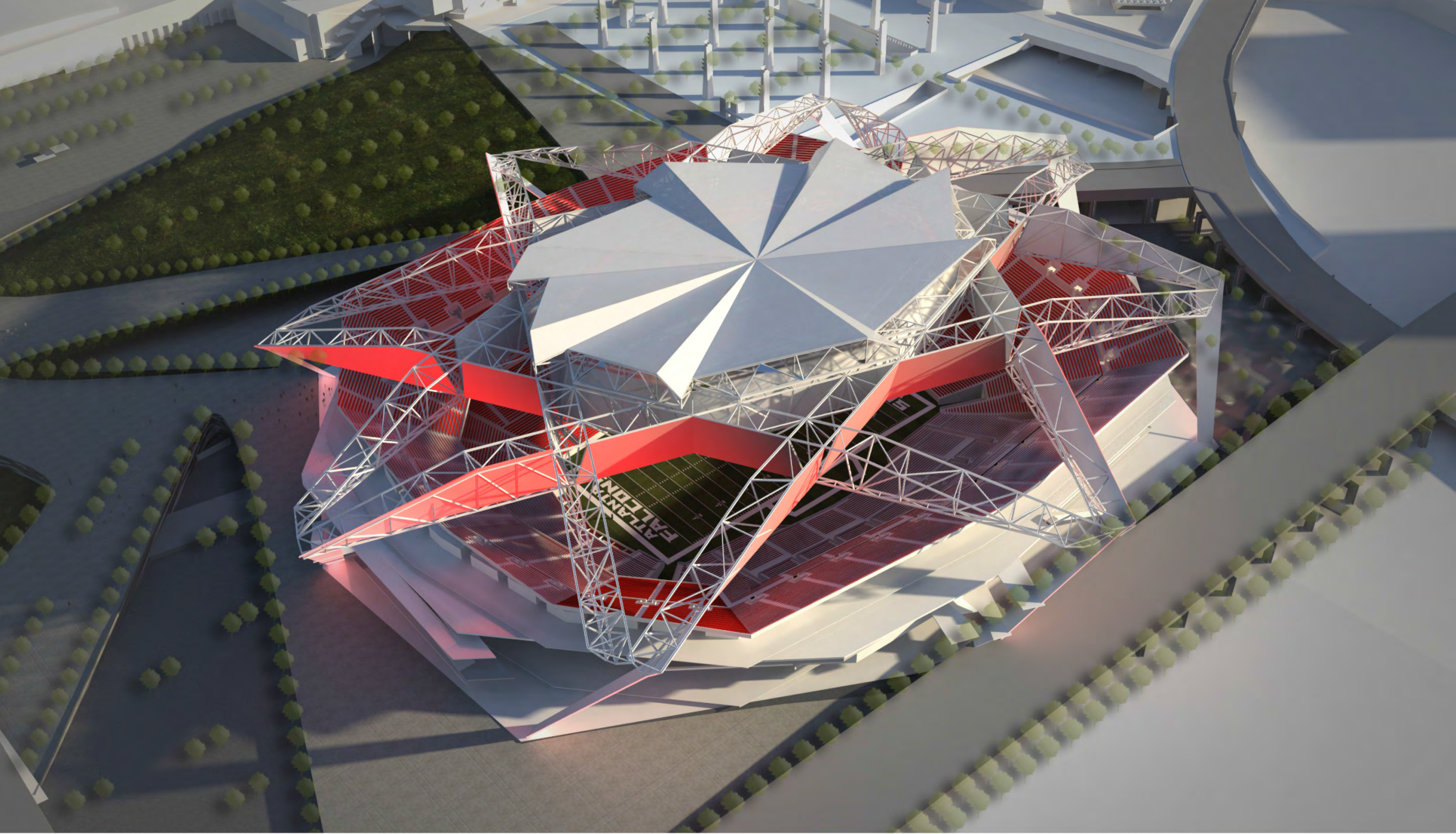


SUPER STRUCTURE

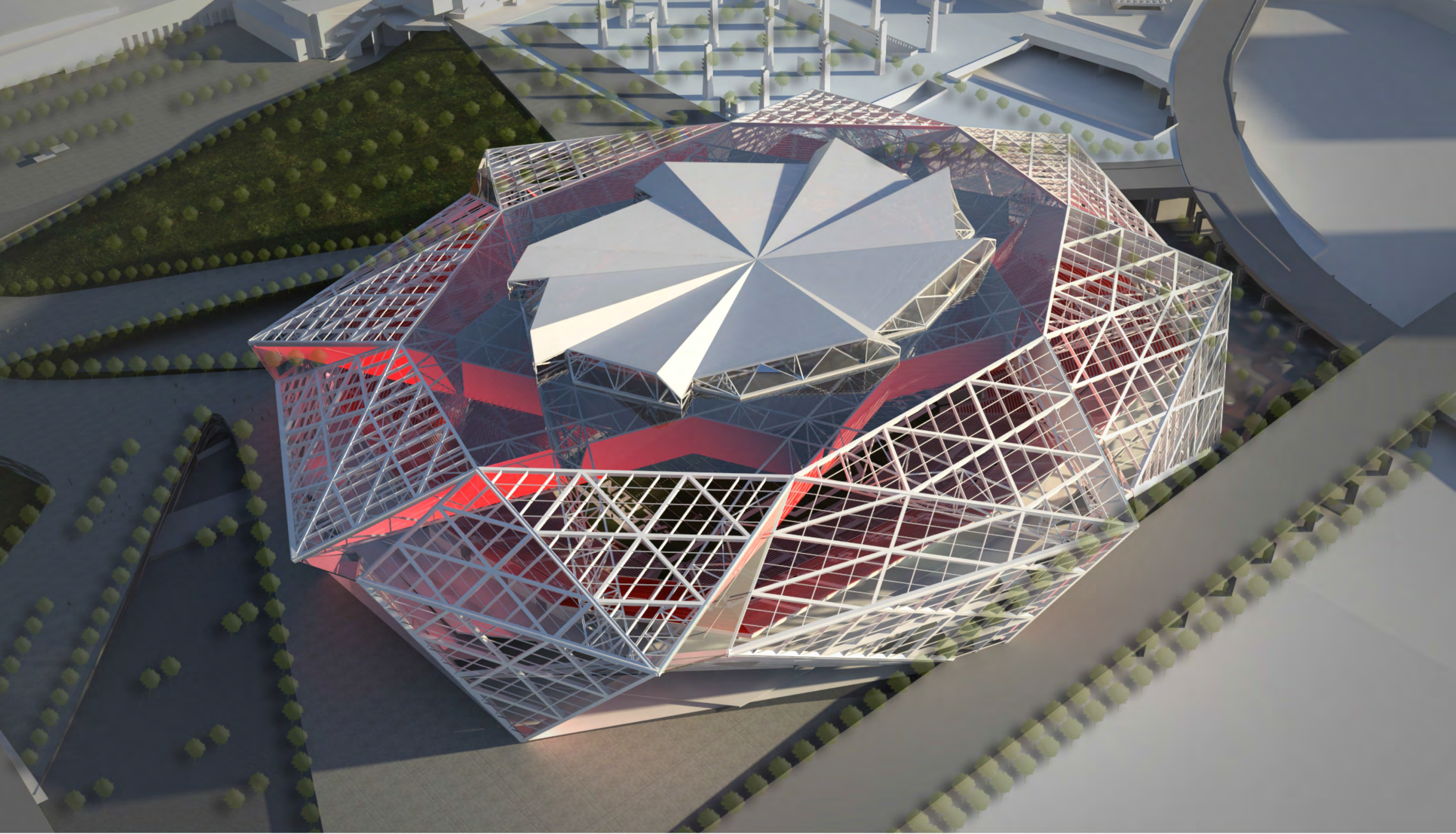




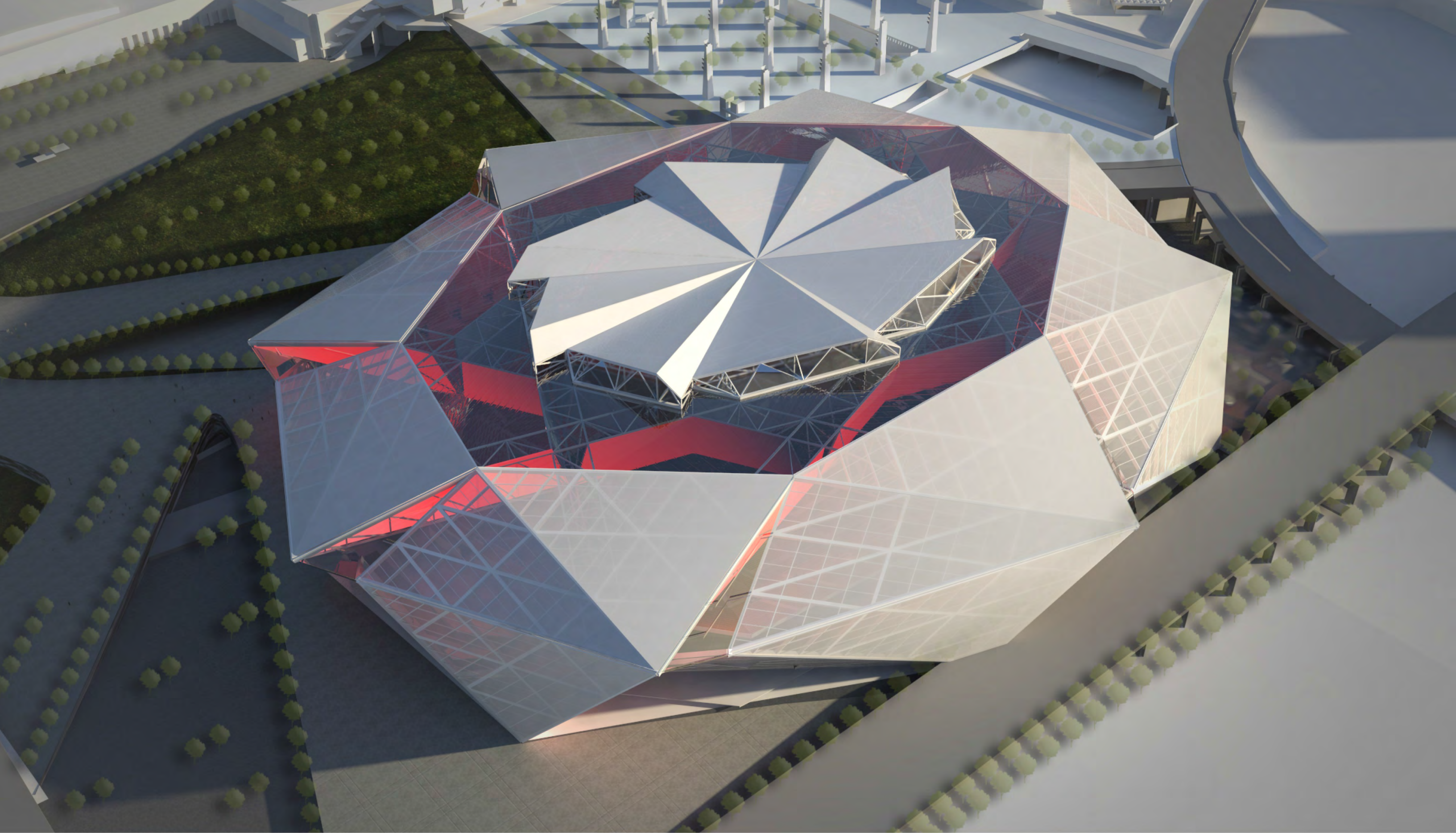
SPONSOR MEDIA AT ENTRIES



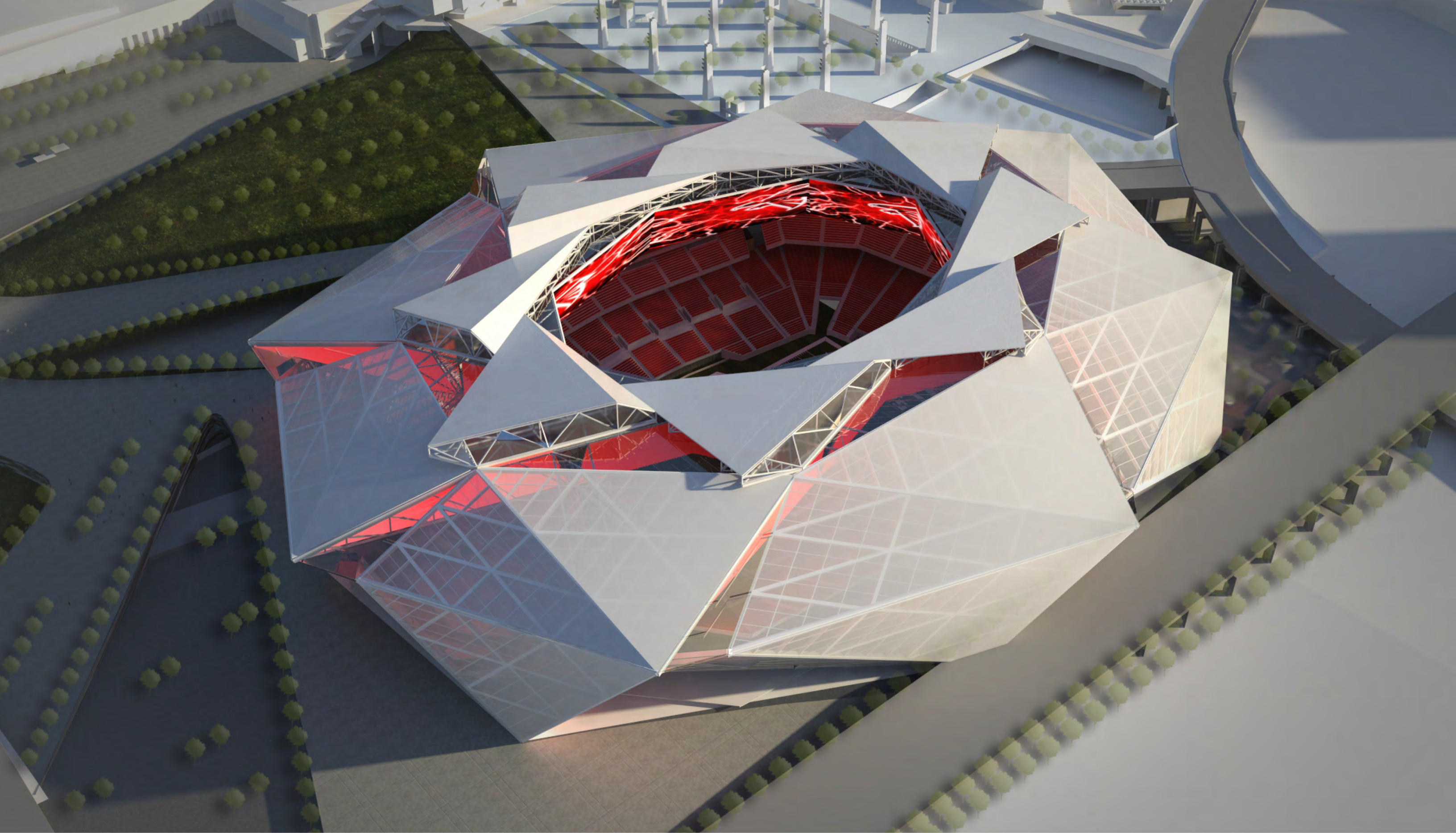
OPERABLE SYSTEM



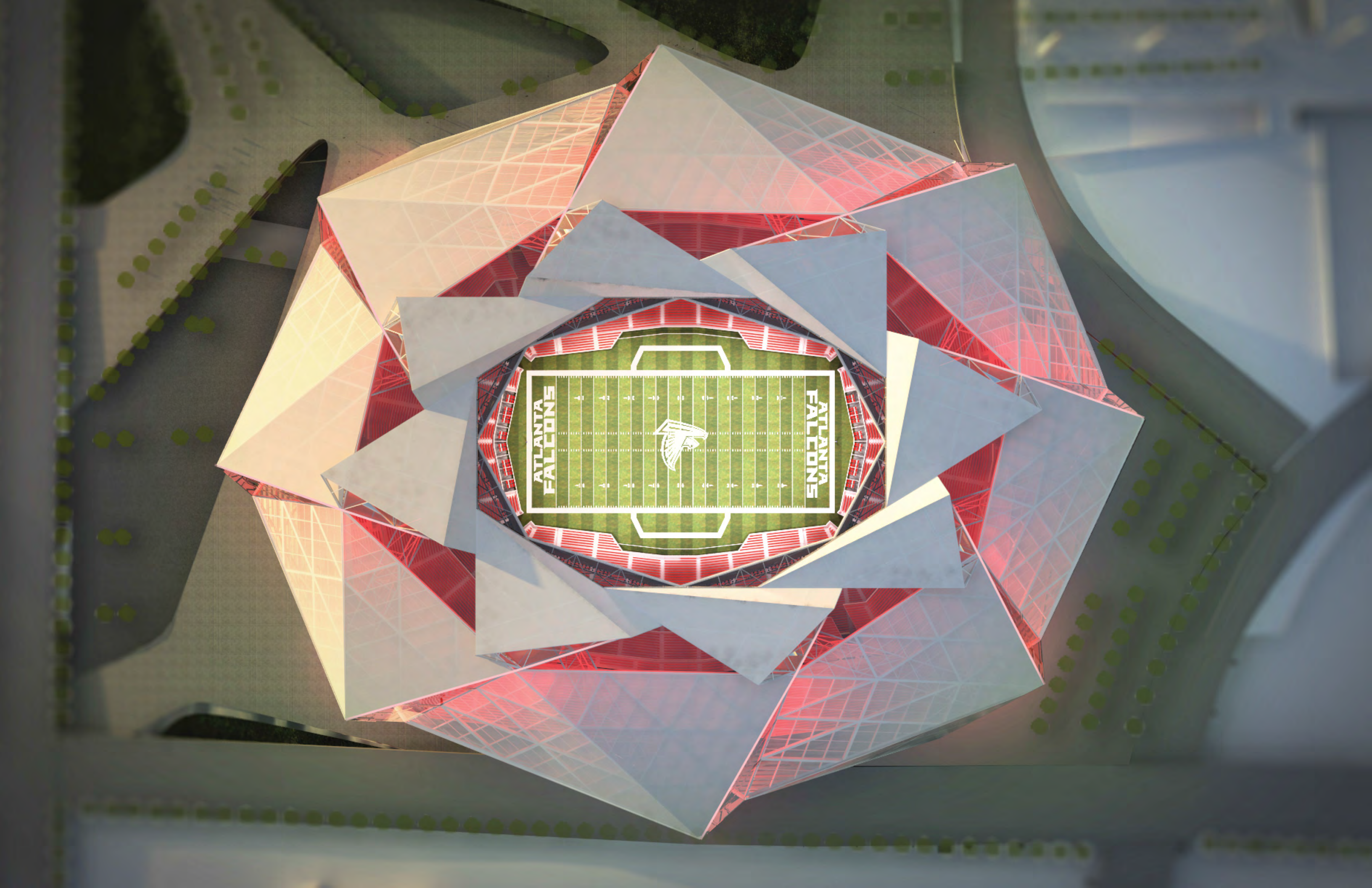
SECONDARY STRUCTURE



EXTERIOR SKIN



OCULUS IN OPEN POSITION



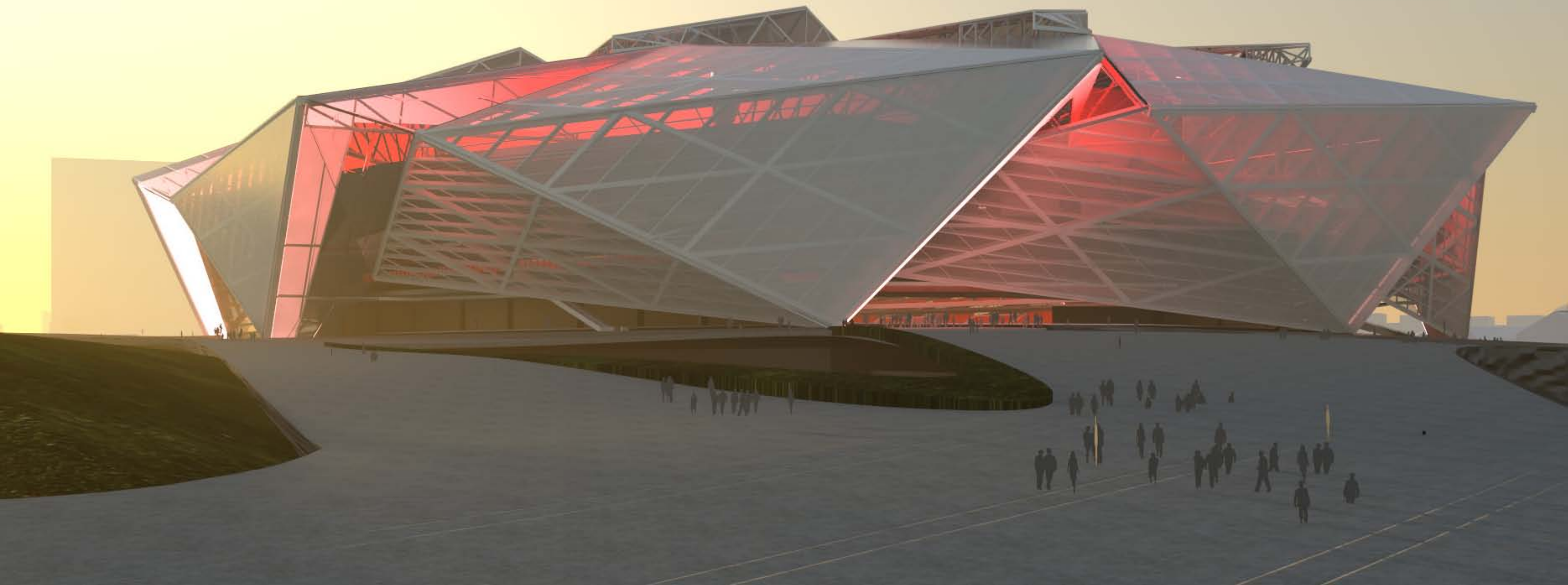
ATLANTA FALCONS



ATLANTA FALCONS

ATLANTA FALCONS

STADIUM ENVELOPE

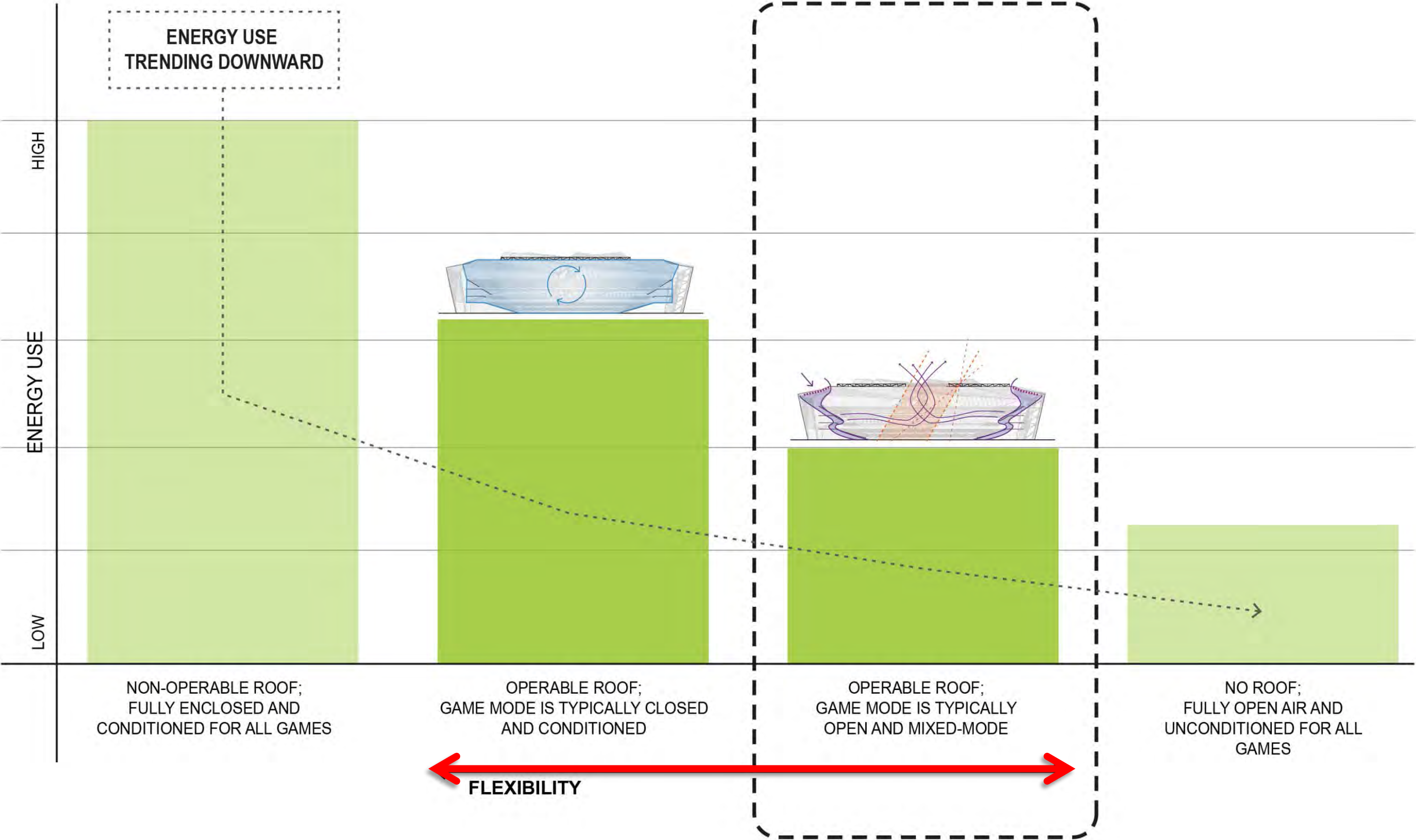


EMBRACE THE MID-SEASON

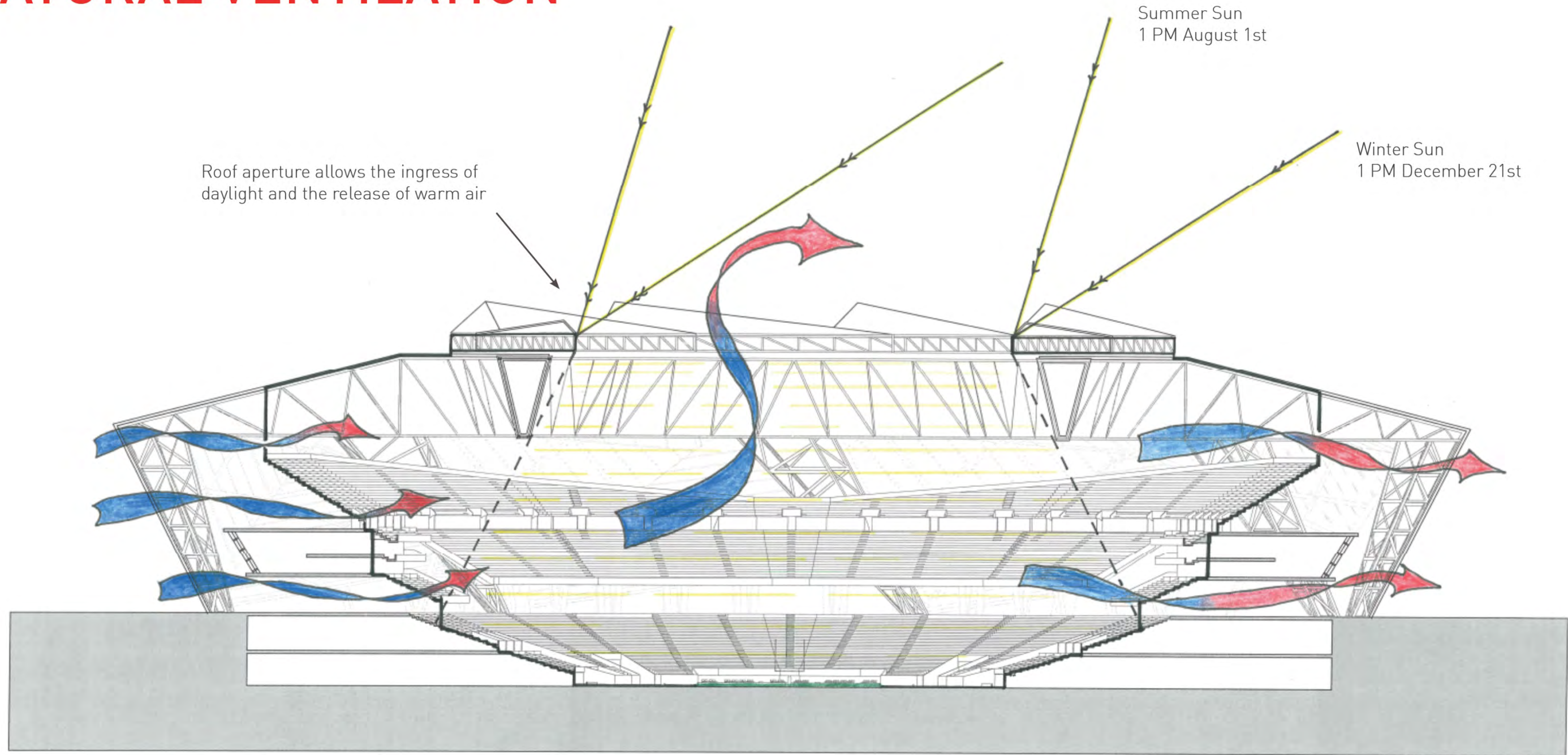


INTEGRATED AND HIGH-PERFORMANCE DESIGN

MAXIMIZING MIDSEASON COMFORT AND THE GAMEDAY EXPERIENCE



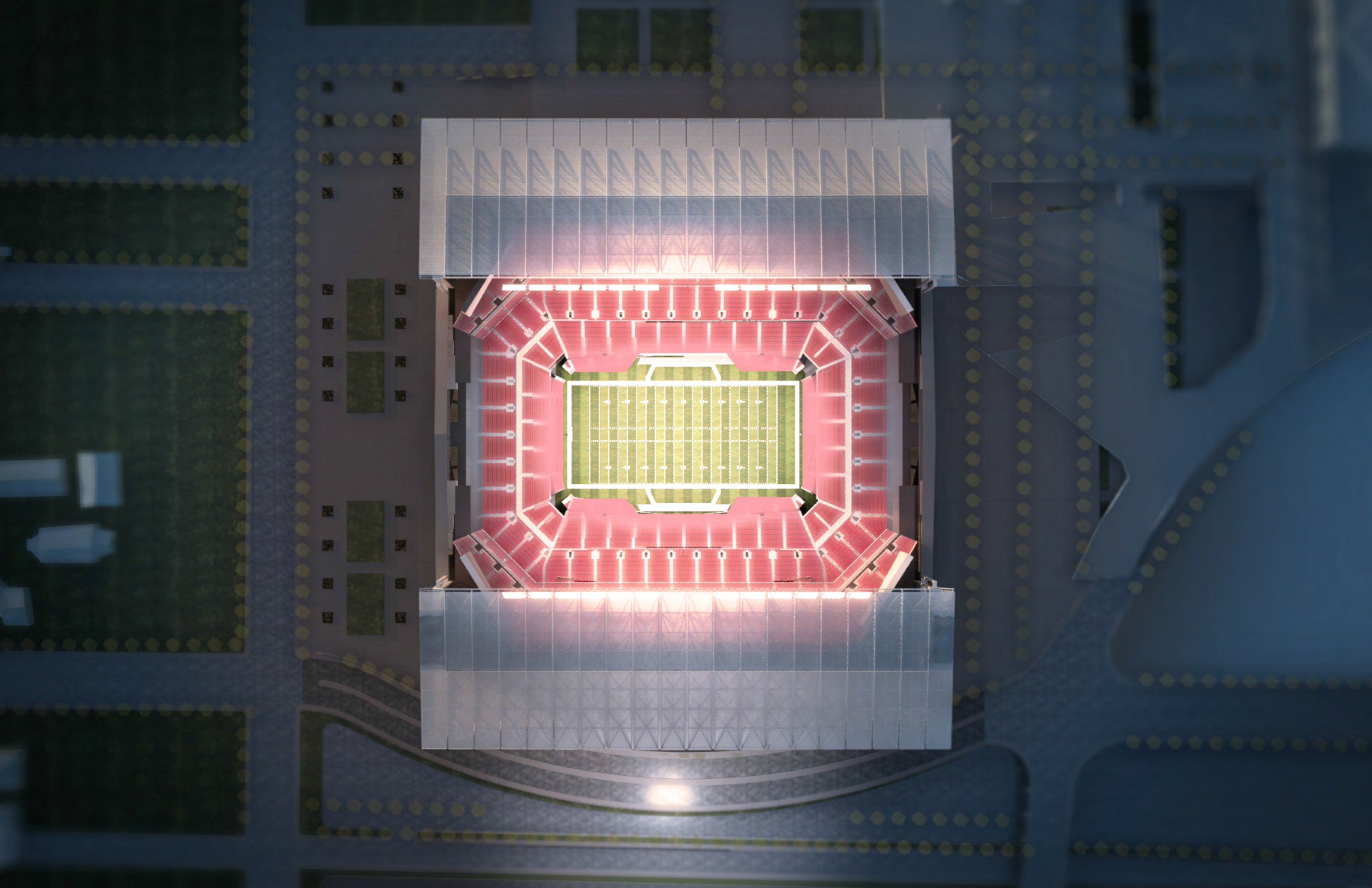
NATURAL VENTILATION



- + ROOF OPEN
- + MID-SEASON WEATHER
- + NFL OR COLLEGIATE FOOTBALL GAME
- + ZERO ENERGY USE
- + SPECTATOR COMFORT

SOLARIUM

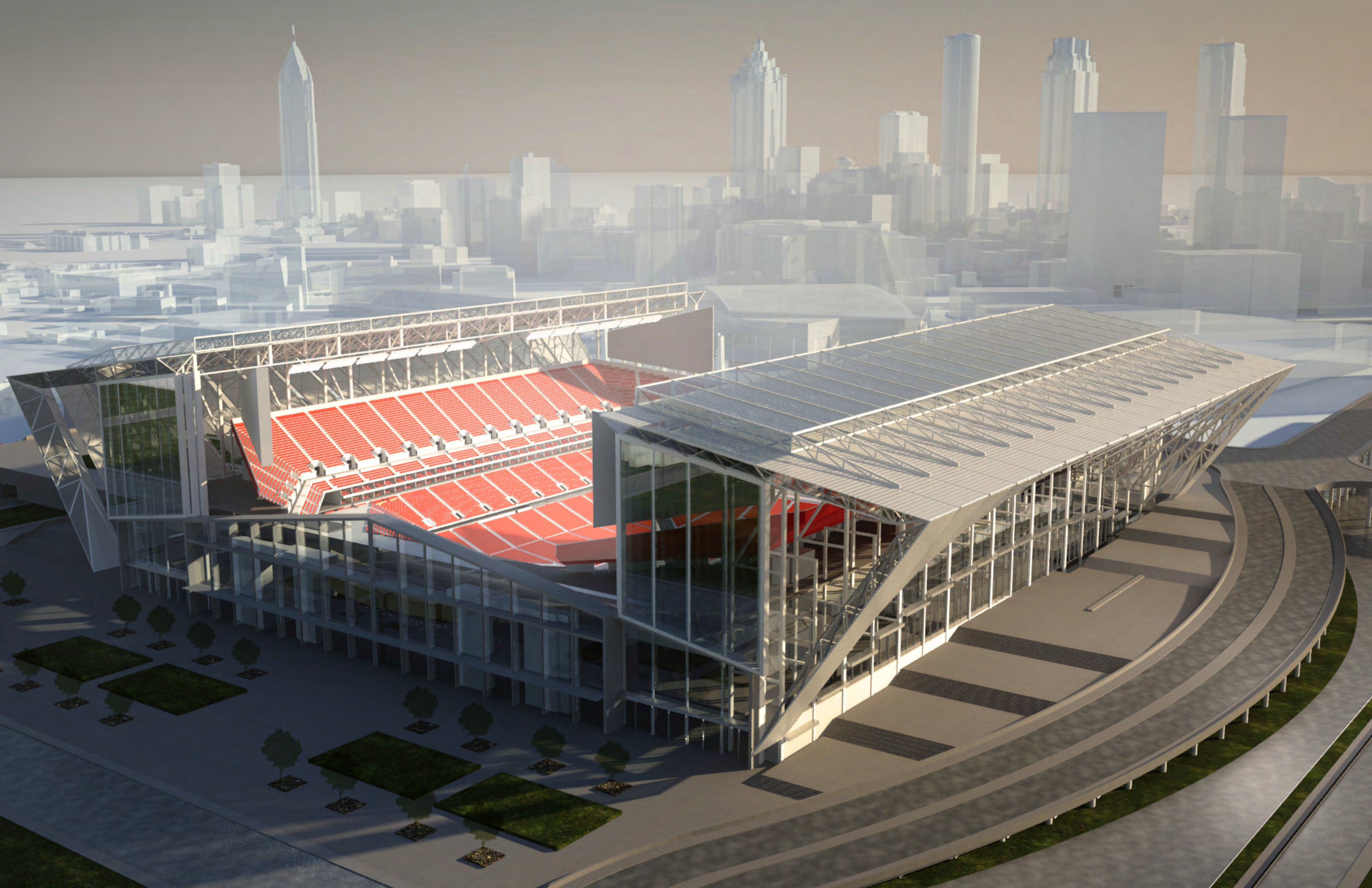


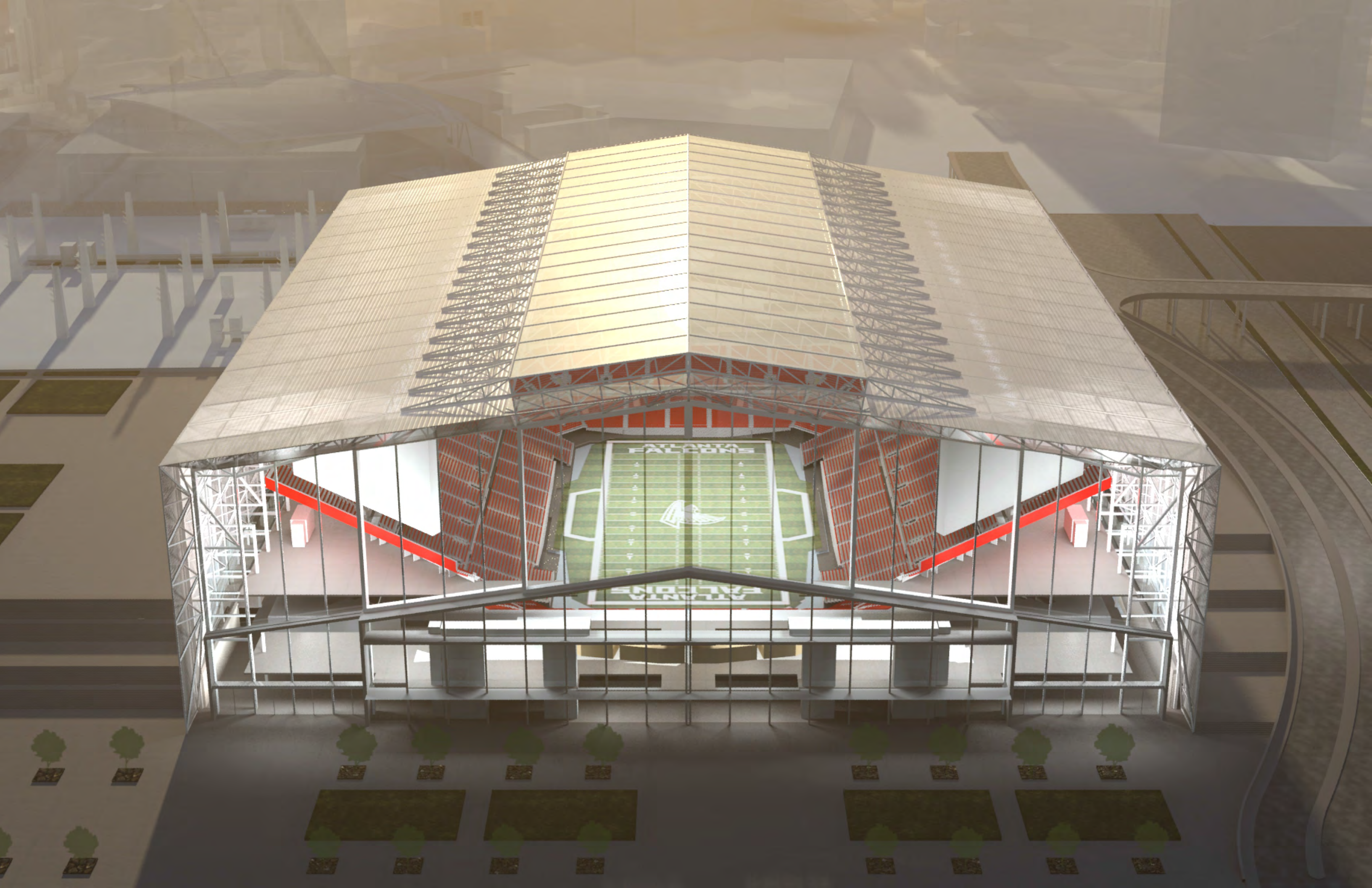


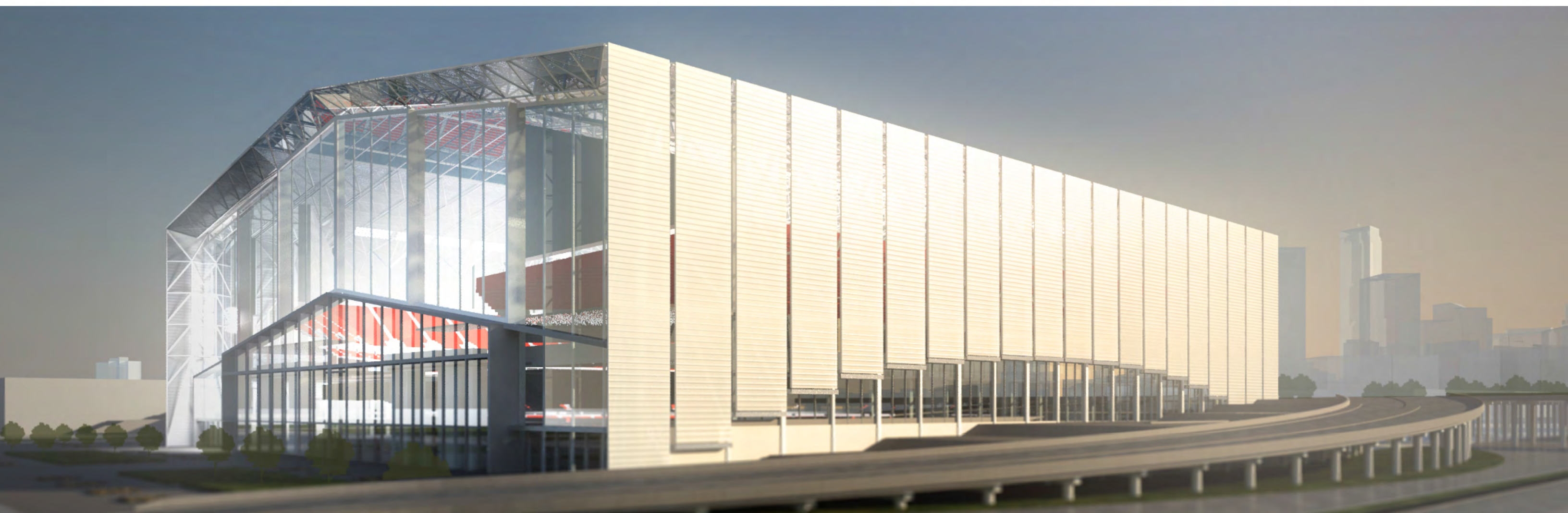
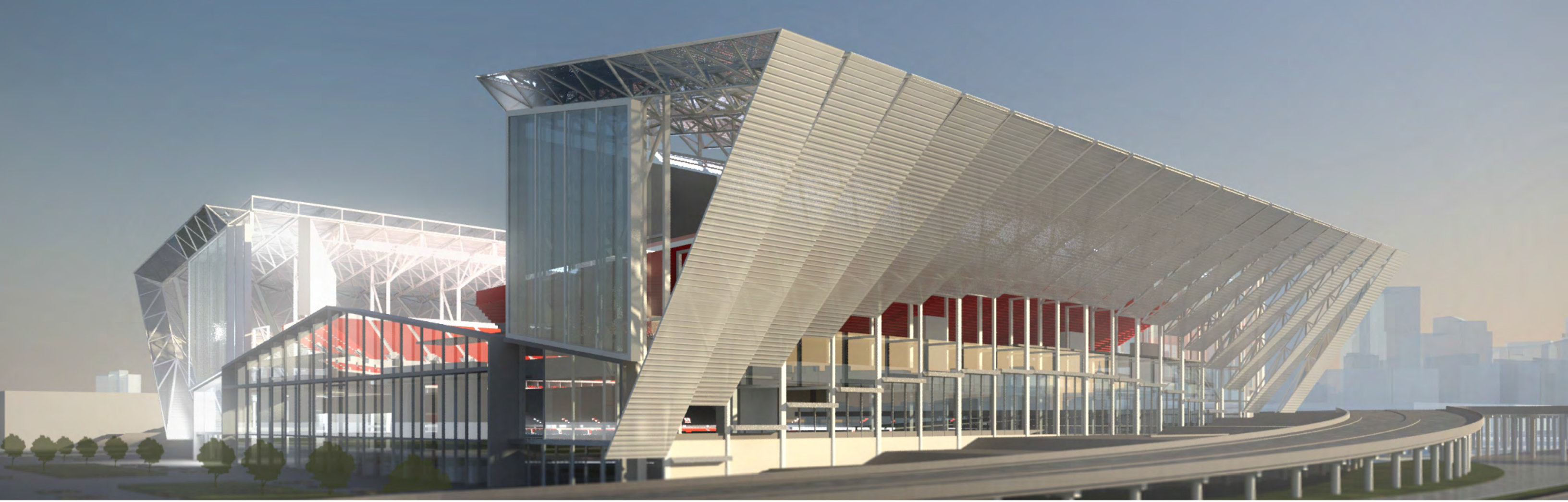





- + OPEN CONCOURSES
- + MAXIMIZES OPEN AREA
- + INTERIOR / EXTERIOR INTEGRATION ROOF REMAINS ABOVE STADIUM
- + COMPACT OPEN CONFIGURATION





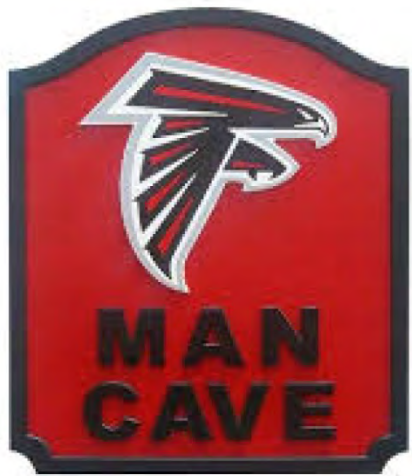


A large, stylized Atlanta Falcons logo is positioned on the right side of the page. It features a grey outline of the helmet with red and white stripes on the side.

“ We need a long-term solution to keep the Falcons **competitive** in terms of the **fan experience**, ”

said Blank, alluding to attracting fans to games despite the rise of technology that makes viewing a game on TV at home an immersive experience.

ARTHUR BLANK, FALCONS OWNER, NY TIMES





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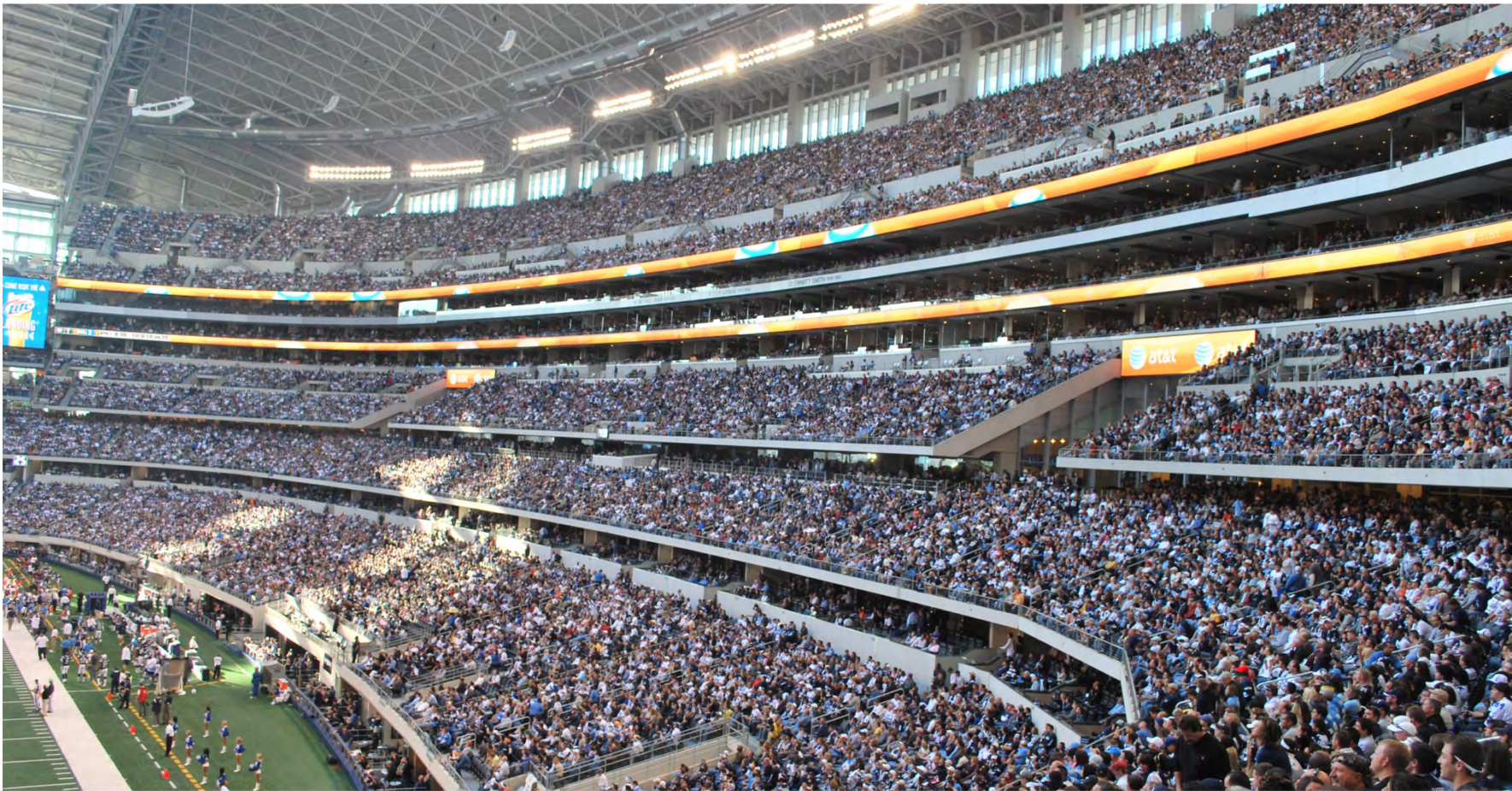
EXPERTS OUTSIDE THE INDUSTRY

EMBRACE CHANGE

RE-IMAGINE THE GAME DAY EXPERIENCE

REJECT CURRENT THINKING

VIDEO BOARDS INDUSTRY STANDARD





FOOTBALL IN THE ROUND

360° OF IMMERSION





@AtlantaFalcons

#RISEUP
@AtlantaFalcons RT if you're

#RISEUP
You're #ProudToBeAFanOf the Falcons! @TailgateTeam Keep it coming fans, we love our @Atl

ATLANTA
FULTON



FIFA WORLD CUP™ TROPHY TOUR



M MICHIGAN 17
LOUISVILLE 13

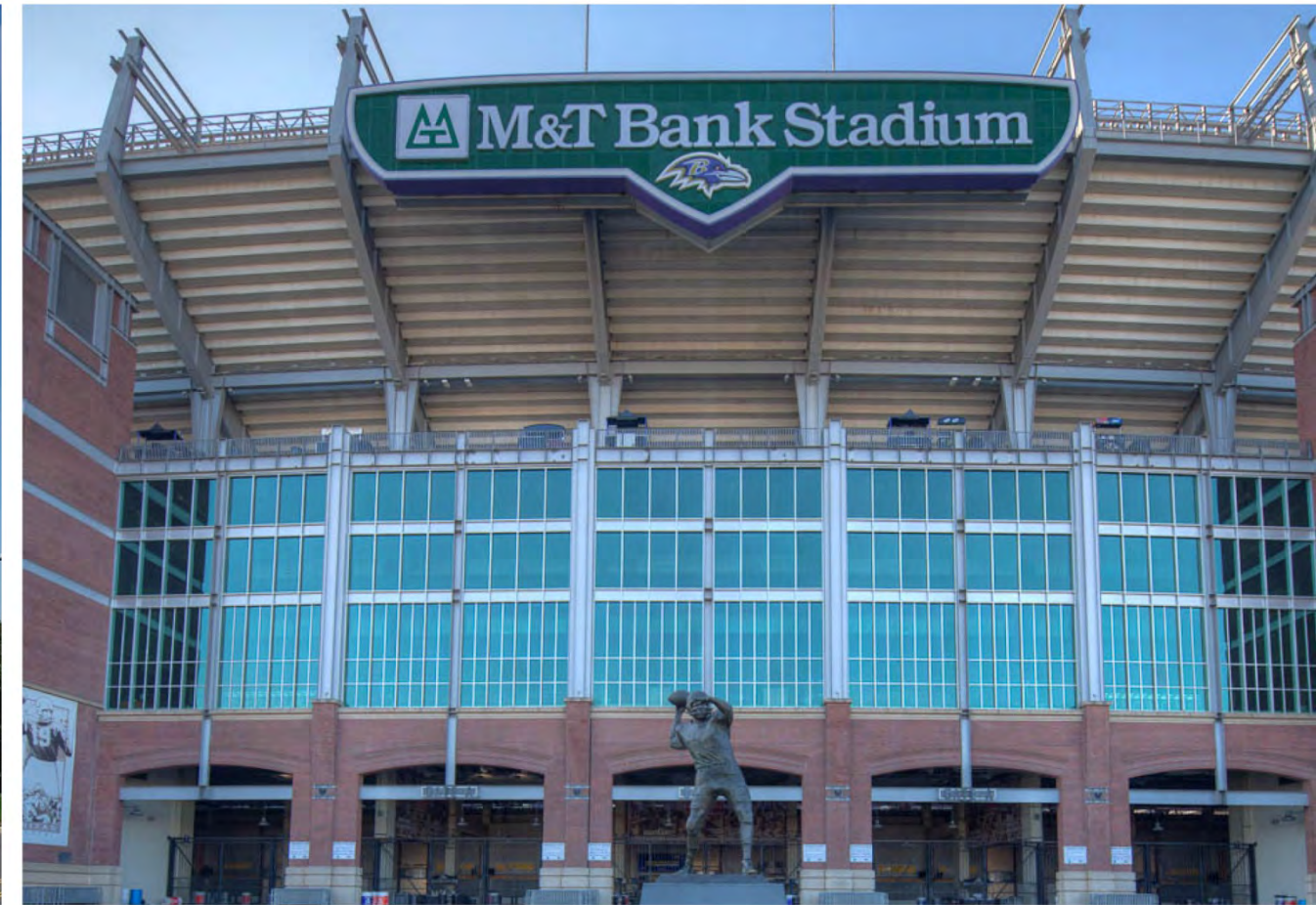
29:58

1ST | POSS. LOU | 28

FINAL FOUR

FOUR
Atlanta

NAMING RIGHTS INDUSTRY STANDARD





verizon
TASTE

verizon

verizon

VERIZON GATE
HERTZ SUITES
CLUBS
GENERAL ADMISSION
VERIZON GATE
GENERAL ADMISSION
GENERAL ADMISSION
VERIZON GATE
GENERAL ADMISSION

METLIFE STADIUM

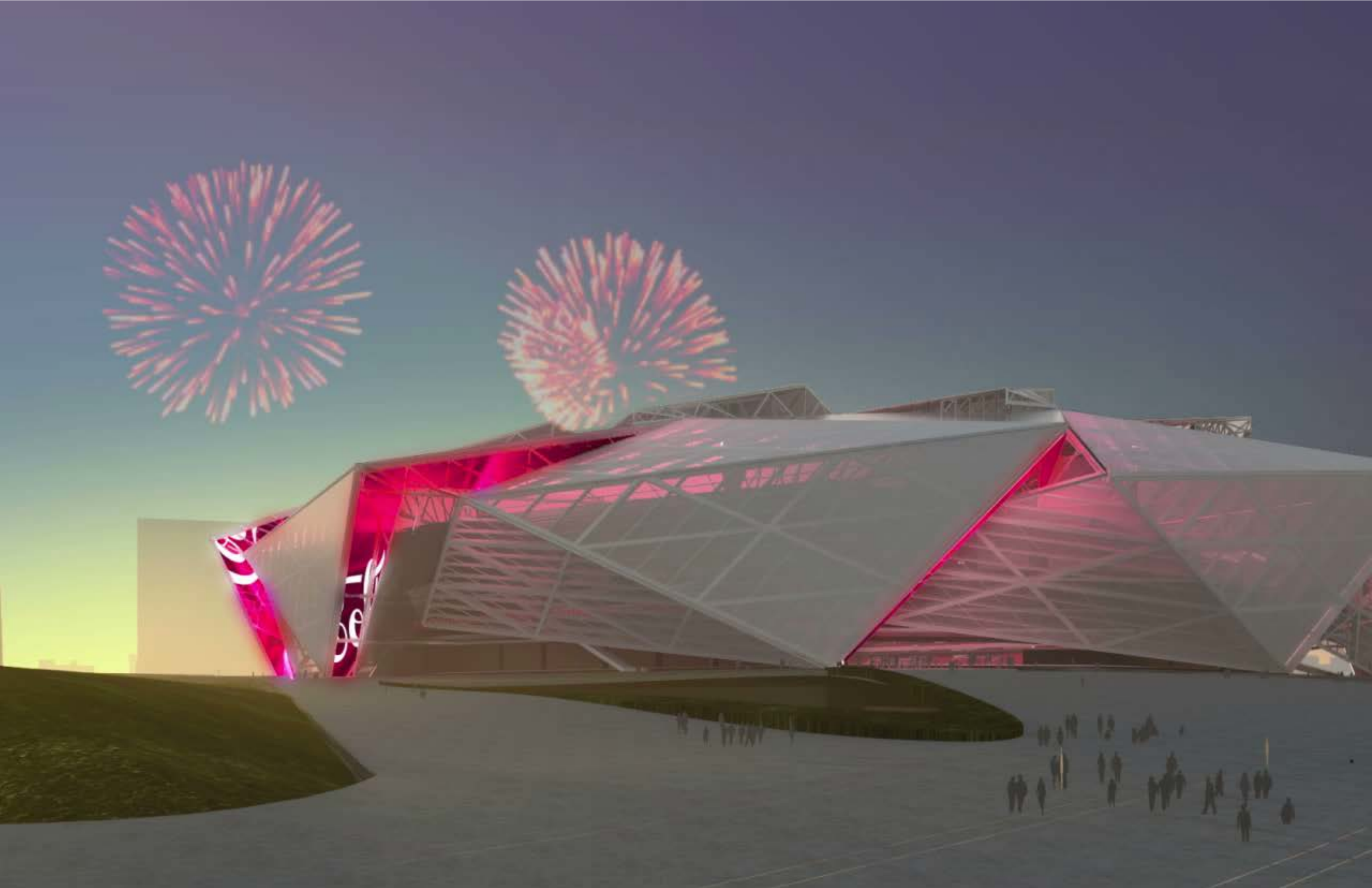


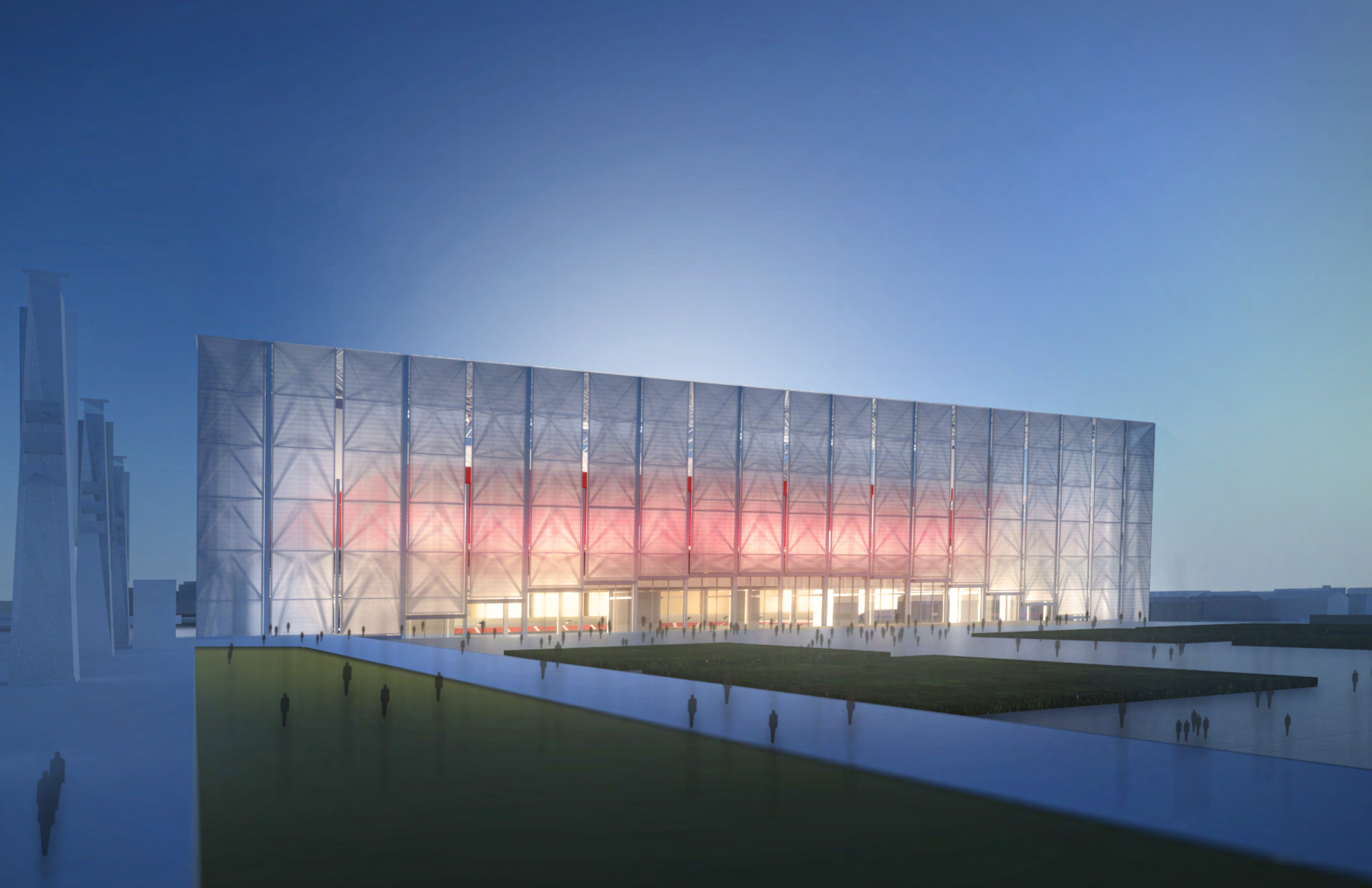
METLIFE STADIUM



**ONE GAME
ONE SPONSOR**
EVERYDAY IS A SUPERBOWL



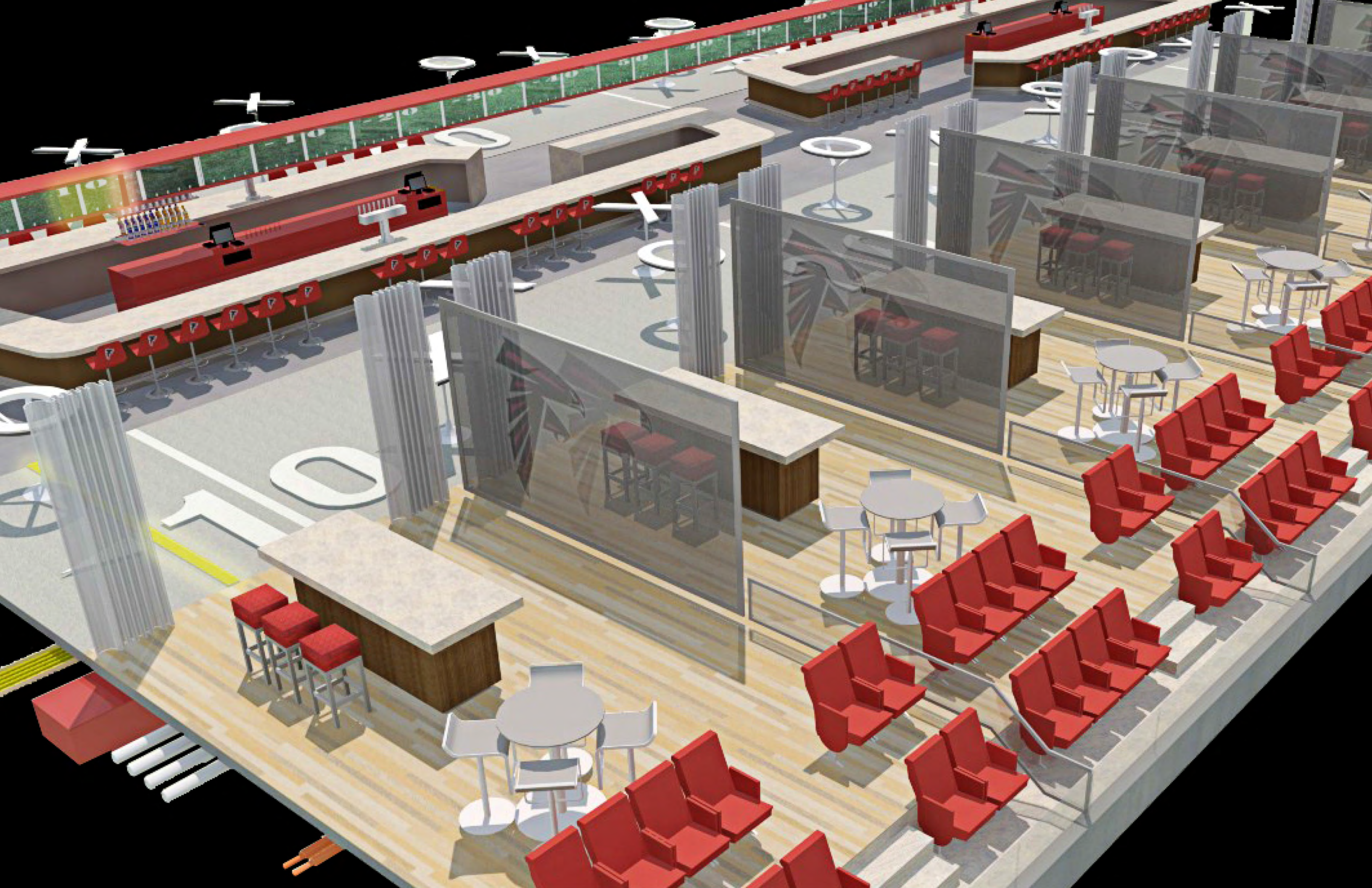




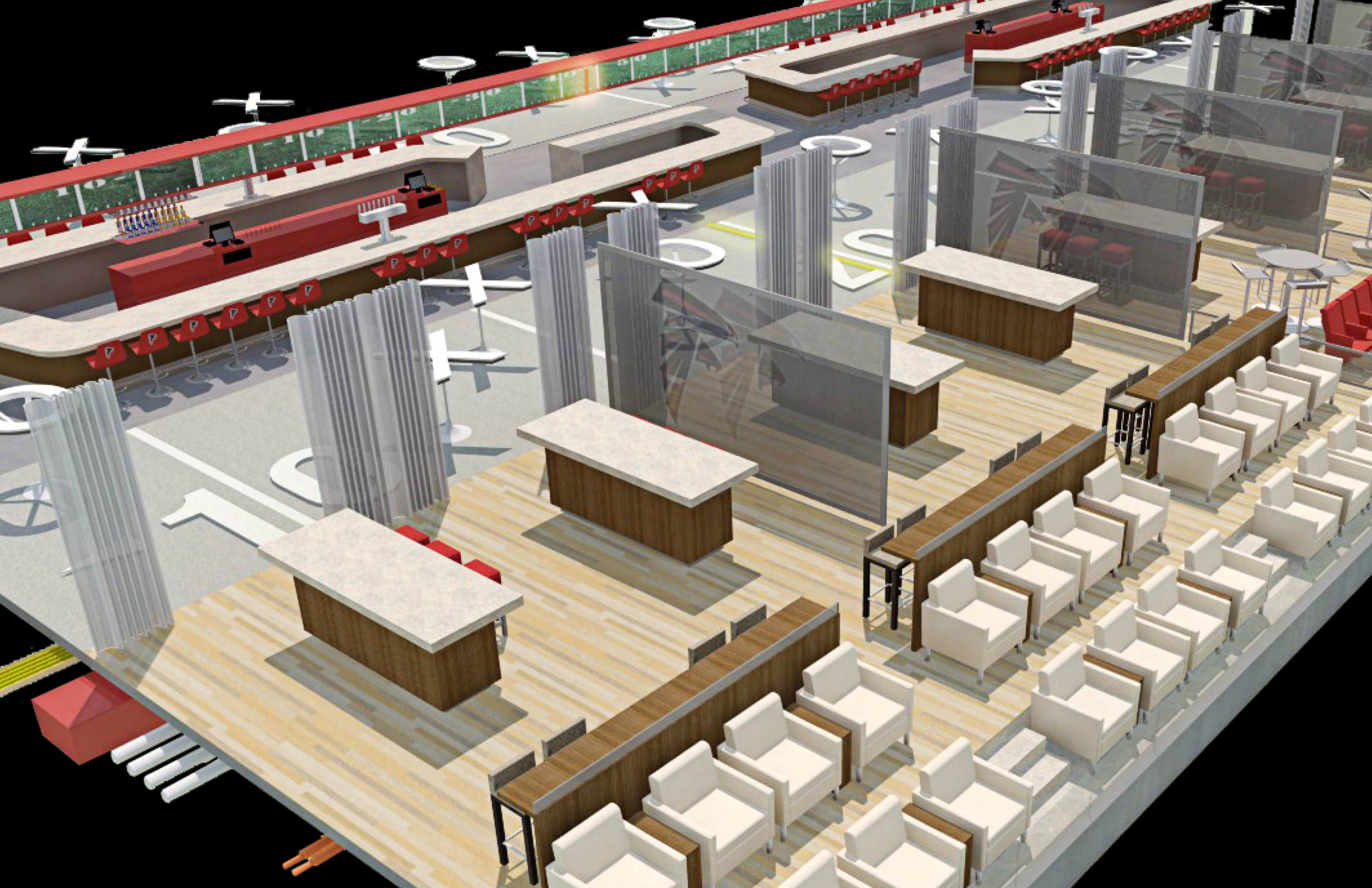


SUITE / CLUB / LOUNGE INDUSTRY STANDARD

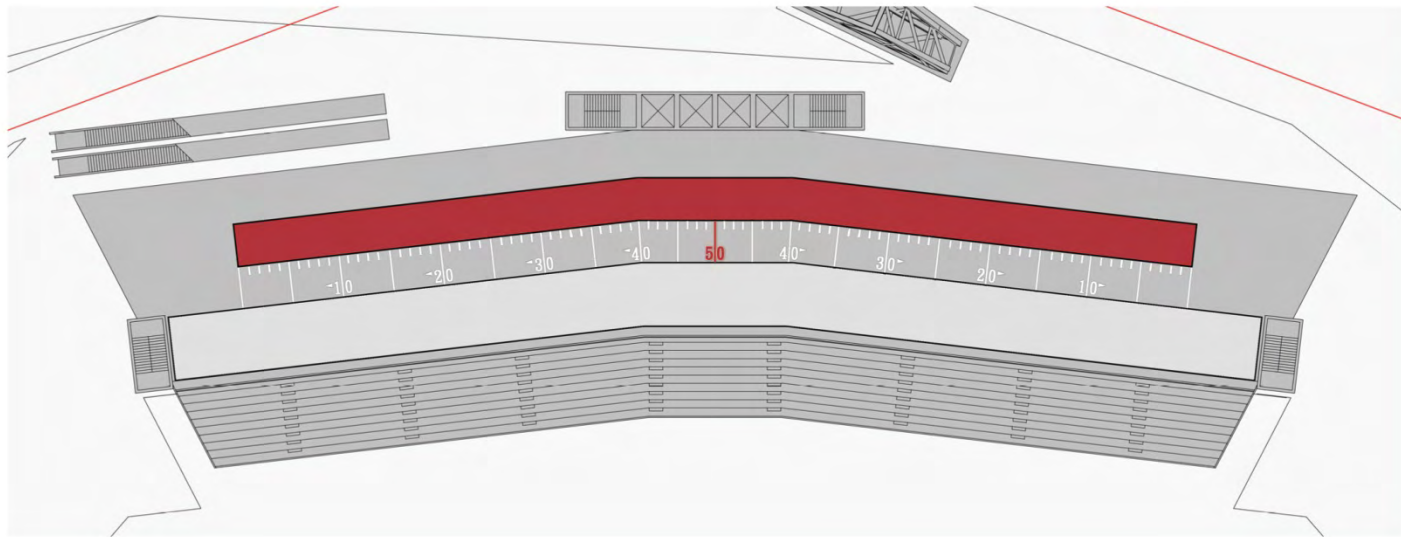






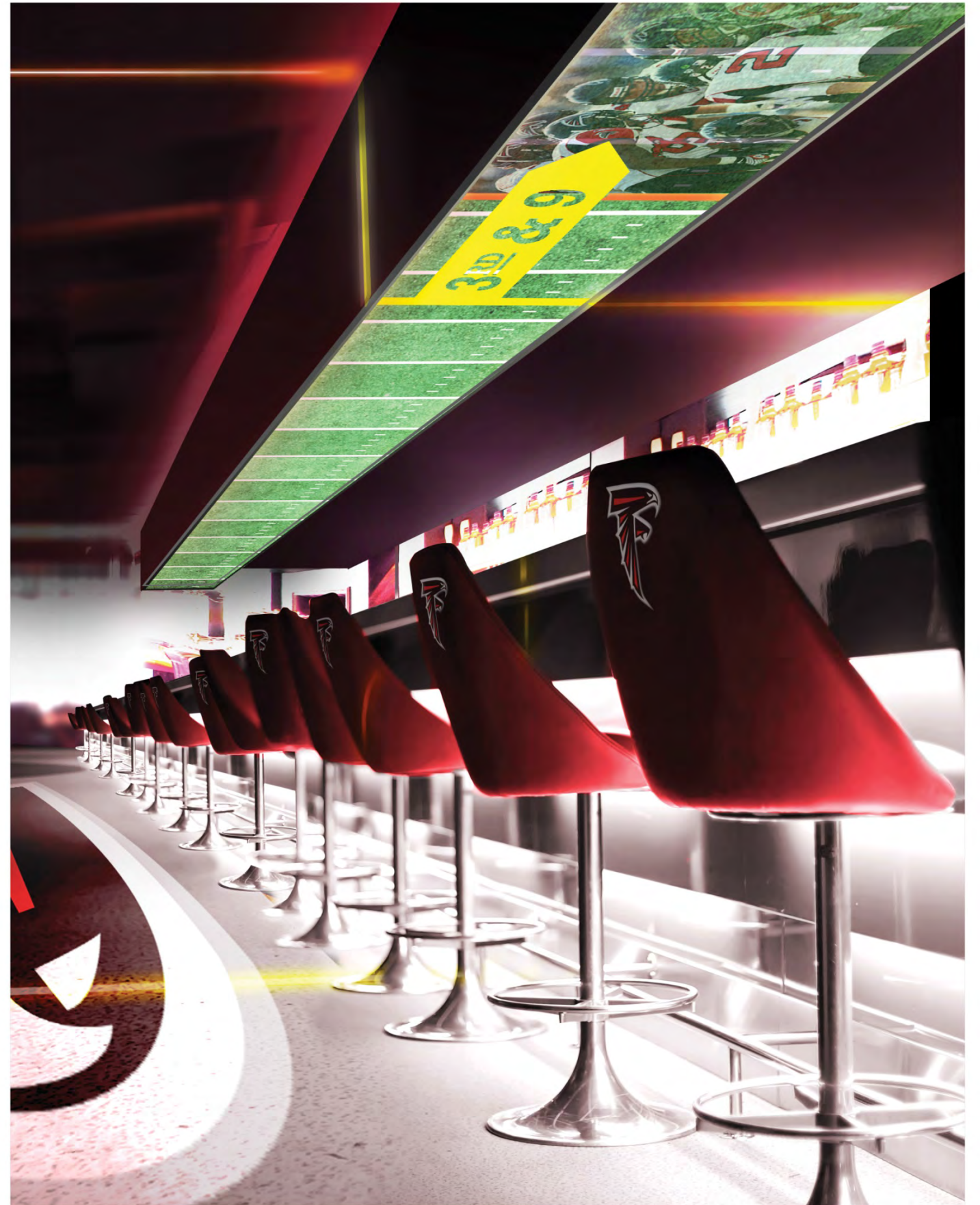






THE 100 YARD BAR

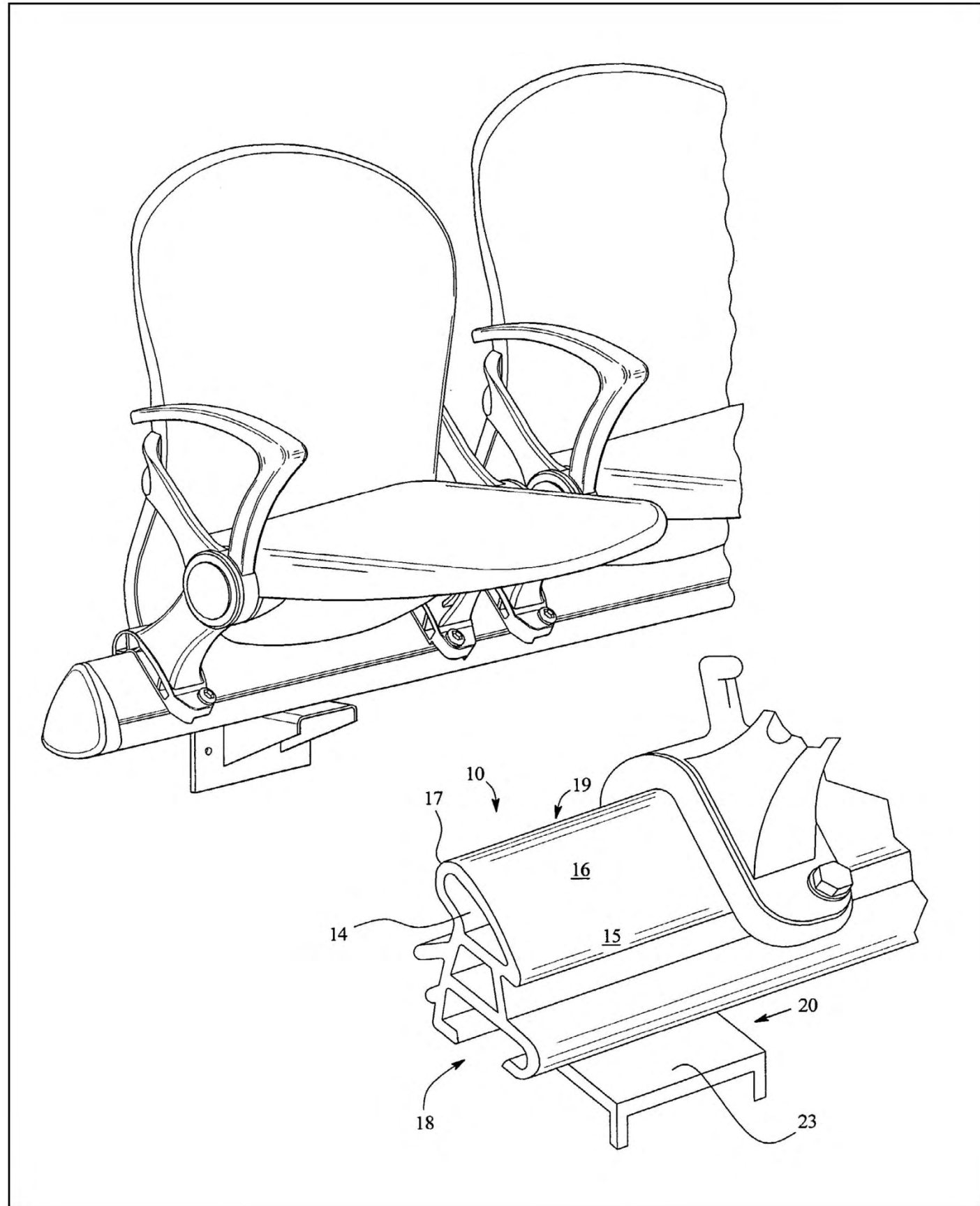
NEVER LOSE TRACK OF THE BALL





FLEXIBLE SEATING SYSTEM

CHANGE CAPACITY PER EVENT





THE FANTASY FOOTBALL LOUNGE

THE NEXT LEVEL OF INTERACTIVE FOOTBALL

