



HOW CAN A PROFESSIONAL SPORTS FRANCHISE BRING CONNECTION, PURITY, AND ENERGY INTO THE DESIGN OF A NEW ARENA?

The Pens have an unprecedented commitment to the fan experience.

The adrenaline that surges through screaming fans cheering on a promising team as it takes to the ice, all in pursuit of the Stanley Cup. The sound of metal carving ice, the cool wind on a fan's face, and the determination, strength, and speed of a sport with humble roots and a strong work ethic. It's something that touches fans, the franchise, and the city alike. The Pens understand the power of a shared experience and the feeling of being surrounded by a family of 18,000.

CHALLENGE

To act as an advocate for the users of the arena, to be a design liaison between one of the world's strongest sports architecture firms and the diverse group of subconsultants working on different facets of the project, and ultimately to help create an arena that will be entirely new, yet still feel like home for generations of Pittsburgh fans.

METHODS

Through the use of specialized design research techniques including ethnography, one-on-one interviews, site visits to comparable sites, and Discovery Sessions with fans, executives, and experts, **fathom** dug deep into the arena experience to explore what a hockey game truly means to its fans.

FINDINGS & SELECTED ACTIONABLE INSIGHTS

Connection to the Community: in spaces like the Igloo Club and "spine," where floor-to-ceiling windows will offer breathtaking views of the city, connecting visitors with the city's rich heritage and the community outside. Conversely, those walking or driving by will be able to see fans inside and share a piece of that feeling of connection. The incorporation of street-facing retail at Fifth Avenue further opens the arena up to the surrounding neighborhood.

Purity of the Play reflected in the East and West Clubs—in the East Club the nostalgia of hockey will come alive through materials reminiscent of old-time hockey: leather, wood and steel. In the West Club, the future of the game will be translated into shiny, reflective and lightweight plastics and other finishes.

Energy of the Experience: manifested in the open design of the concourses and seating bowl where, for the first time, Pittsburgh's arena visitors will be able to see and hear the action on the ice even when they've left their seats. A complete 360 degree ring of corporate suites between the two concourse levels and cantilevered out into the arena will immerse suite holders further into the bowl, allowing them to experience the sounds and sights of the game better than ever before.

The Penguins have kept **fathom** engaged as consultants as the design and construction of this arena continues.



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