

experience architecture

Nicholas Reynolds – Principal, HOK sports architecture



experience architecture

over 1000 projects worldwide



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1 Lansdowne Road
Dublin, Irlanda
Capacidad: 50.000

2 Millennium Stadium
Cardiff, Gales, Gran Bretaña
Capacidad: 65.000

3 Estadio da Luz
Lisboa, Portugal
Capacidad: 65.000

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Lisboa, Portugal
Capacidad: 65.000

5 Reebok Stadium
Bolton, Gran Bretaña
Capacidad: 25.000

6 BritOval
London, Gran Bretaña
Capacidad: 23.000

7 Reliant Stadium
Houston, EE.UU.
Capacidad: 70.000

8 O2 Dome Arena
Greenwich, Londres, Gran Bretaña
Capacidad: 23.000

9 Hong Kong Stadium
Hong Kong, China
Capacidad: 23.000

10 Galpharm Stadium
Huddersfield, Gran Bretaña
Capacidad: 25.000

11 Suncorp Stadium
Brisbane, Australia
Capacidad: 52.500

12 Nanjing Sports Park
Jiangsu Province, China
Capacidad: Various

13 Nanjing Sports Park
Jiangsu, China
Capacidad: Various

14 Wembley Stadium
Londres, Gran Bretaña
Capacidad: 90.000

15 Telstra Stadium
Sydney, Australia
Capacidad: 80.000

16 Westpac Stadium
Wellington, Nueva Zelanda
Capacidad: 34.500

17 Telstra Dome
Melbourne, Australia
52.000

18 Gaylord Entertainment Center
Nashville, Tennessee, EE.UU.
Capacidad: 20.000

experience architecture

hybrid arena vs bespoke 'destination'

The three hybrids

- stadium:arena
- arena
- arena:concert hall

All live venues are driven by the very basic demands of the event programme, with today's predominant performance space a hybrid of sport and entertainment requirements



stadium:arena – football (england vs estonia)

Wembley National Stadium



stadium:arena - concert
Wembley National Stadium



stadium:arena – concert – Diana tribute
Wembley National Stadium



Toyota Center
Houston, Texas



Philips Arena
Atlanta, Georgia



Pepsi Center
Denver, Colorado



arena – sport driven programme



arena
Sprint Center, Kansas City



concert hall:arena
The Point, Dublin



concert hall:arena
The Point, Dublin



concert hall:arena
The Point, Dublin



concert hall:arena
Royal Albert Hall



concert hall:arena
Royal Albert Hall



concert hall:arena
Royal Albert Hall



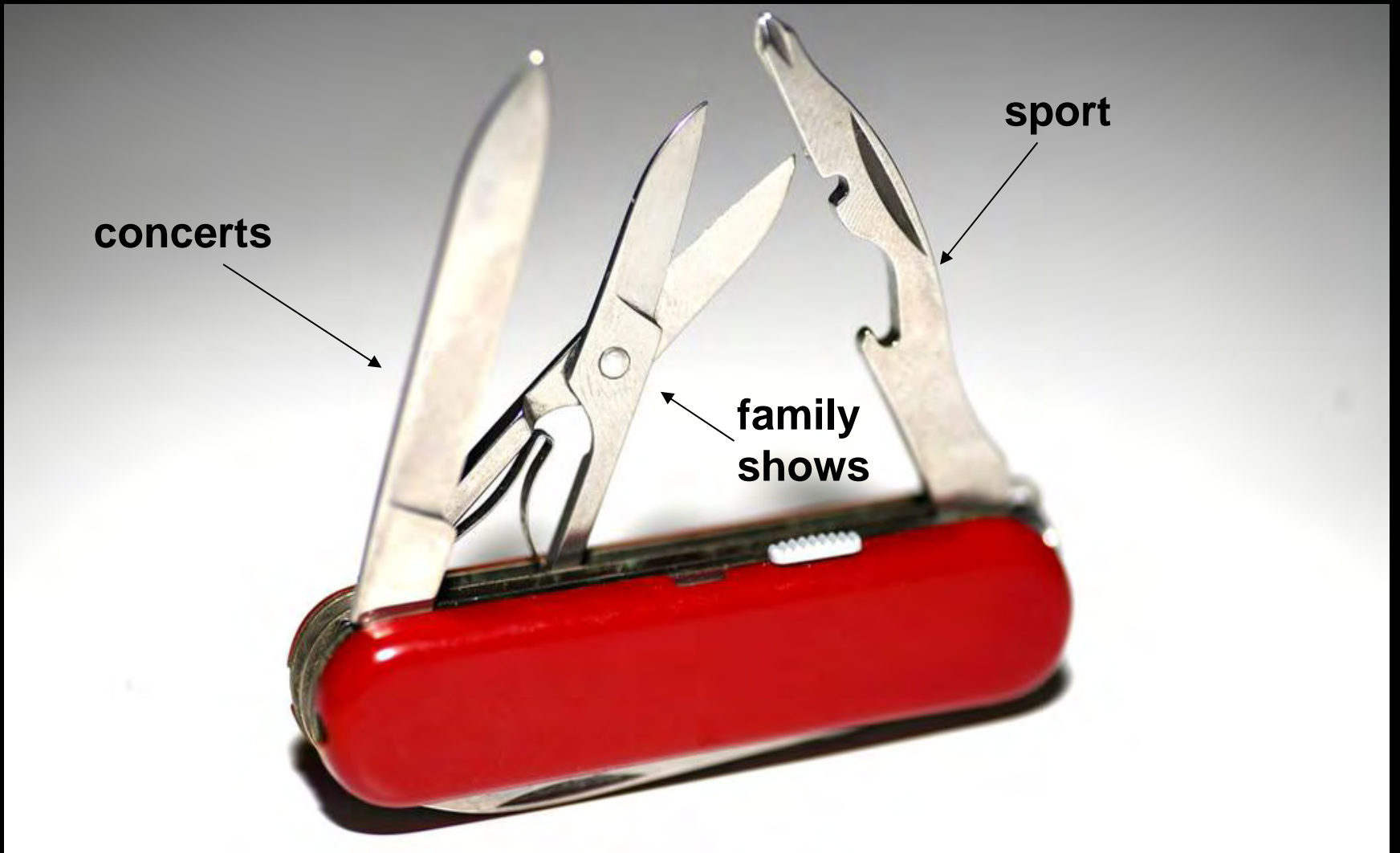
concert hall:arena
Royal Albert Hall

creating the bespoke 'arena'



concerts

performance space - flexibility



performance space - flexibility



performance space - flexibility



performance space - flexibility



The O₂ arena – opened June 24th 2007



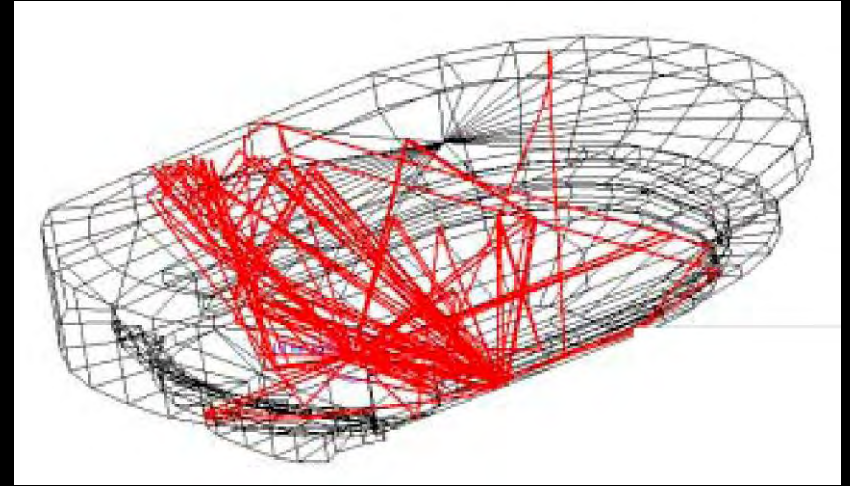
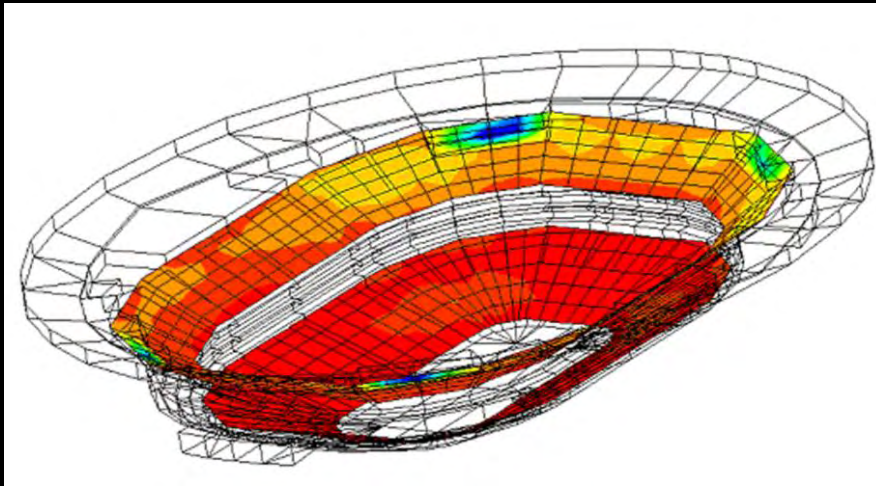
performance space - flexibility



performance space - flexibility



performance space - flexibility



performance space – acoustic quality



arena – Disney on Ice
O₂ arena



arena – NBA basketball
O₂ arena



arena – Turbo Tennis
O₂ arena



arena – NHL ice hockey
O₂ arena



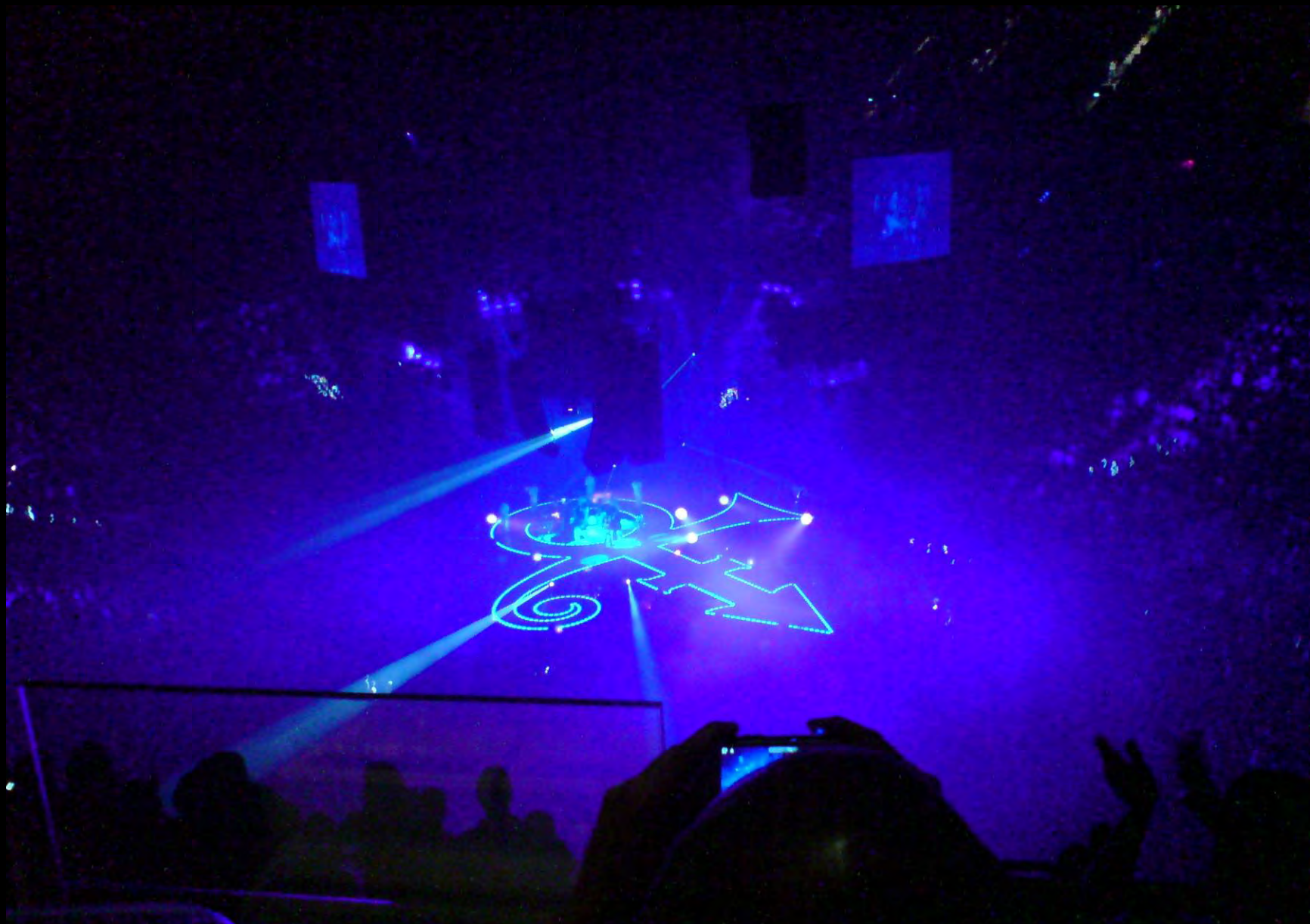
arena – UFC 77
O₂ arena



arena – Barbara Streisand
O₂ arena



arena – Scissor Sisters
O₂ arena



arena - Prince
O₂ arena



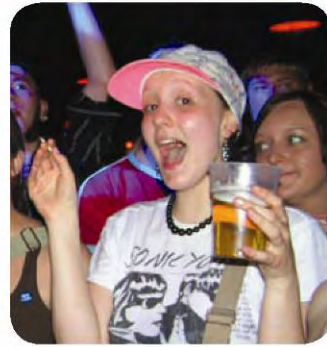
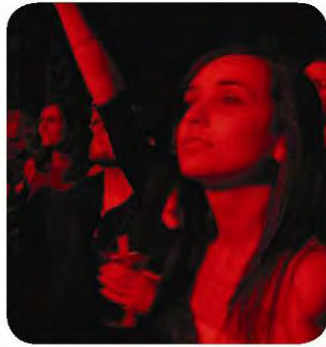
arena – Elton John
O₂ arena

experience architecture

the bespoke destination.....

meeting user and stakeholder expectations through understanding

- diversity of user, each with equal expectation of a tailored experience



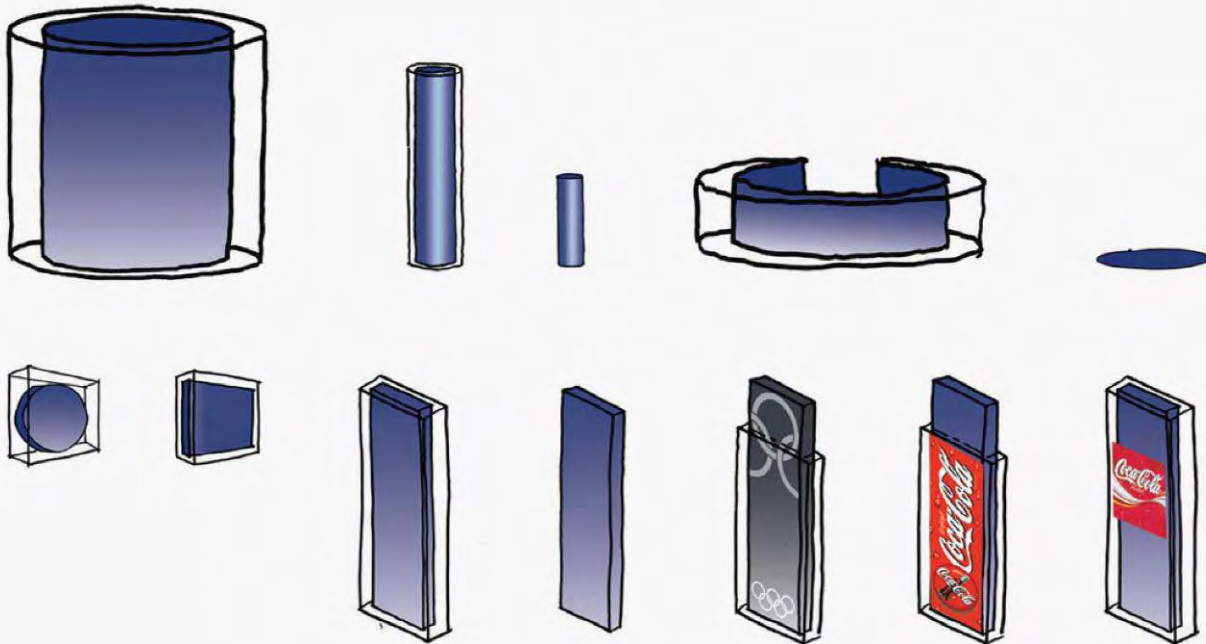
fan diversity?

experience architecture

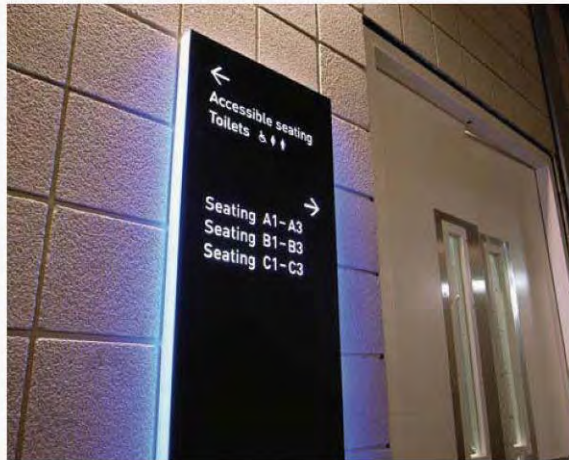
the bespoke destination.....

meeting user and stakeholder expectations

- diversity of user, each with equal expectation of a tailored experience
- brand value – how to retain venue identity yet provide brand value



establishing the venue DNA



establishing the venue DNA

experience architecture

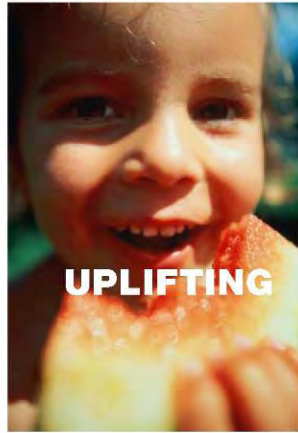
the bespoke destination.....

meeting user and stakeholder expectations

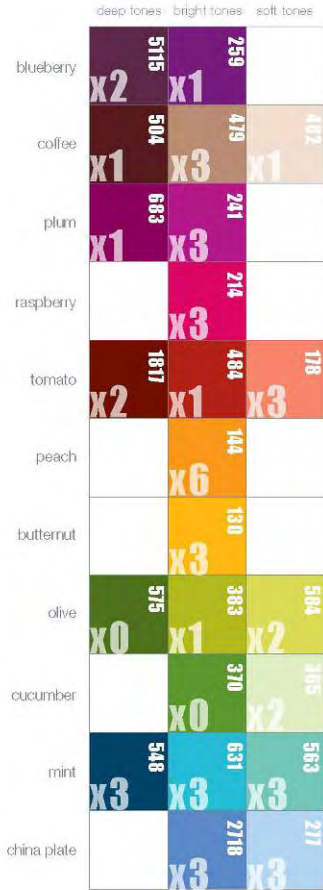
- diversity of user, each with equal expectation of a tailored experience
- brand value – how to retain venue identity yet provide brand value
- catering – benchmarking to a local market



benchmarking to a local market



establishing a tone of voice



salt+vinegar FISHANDCHIPS

SOUND BITES GRILL



TWO*
DEGREES

chop chop STIR FRY

Creation of individual brand identities and a common colour palette



Delivery of individual brand identities



Delivery of individual brand identities

experience architecture

the bespoke destination.....

meeting user and stakeholder expectations

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- catering – benchmarking to a local market
- creating a destination – a mix of facilities to suit all user levels



members club



club



restaurant



gallery

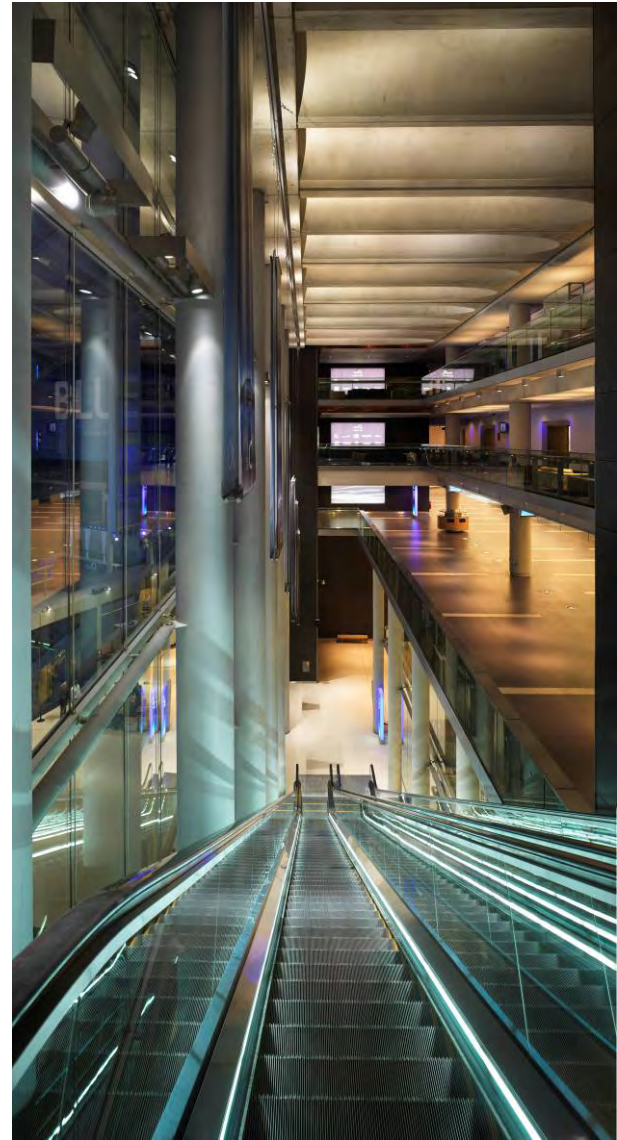


concourse



public space

creating a destination













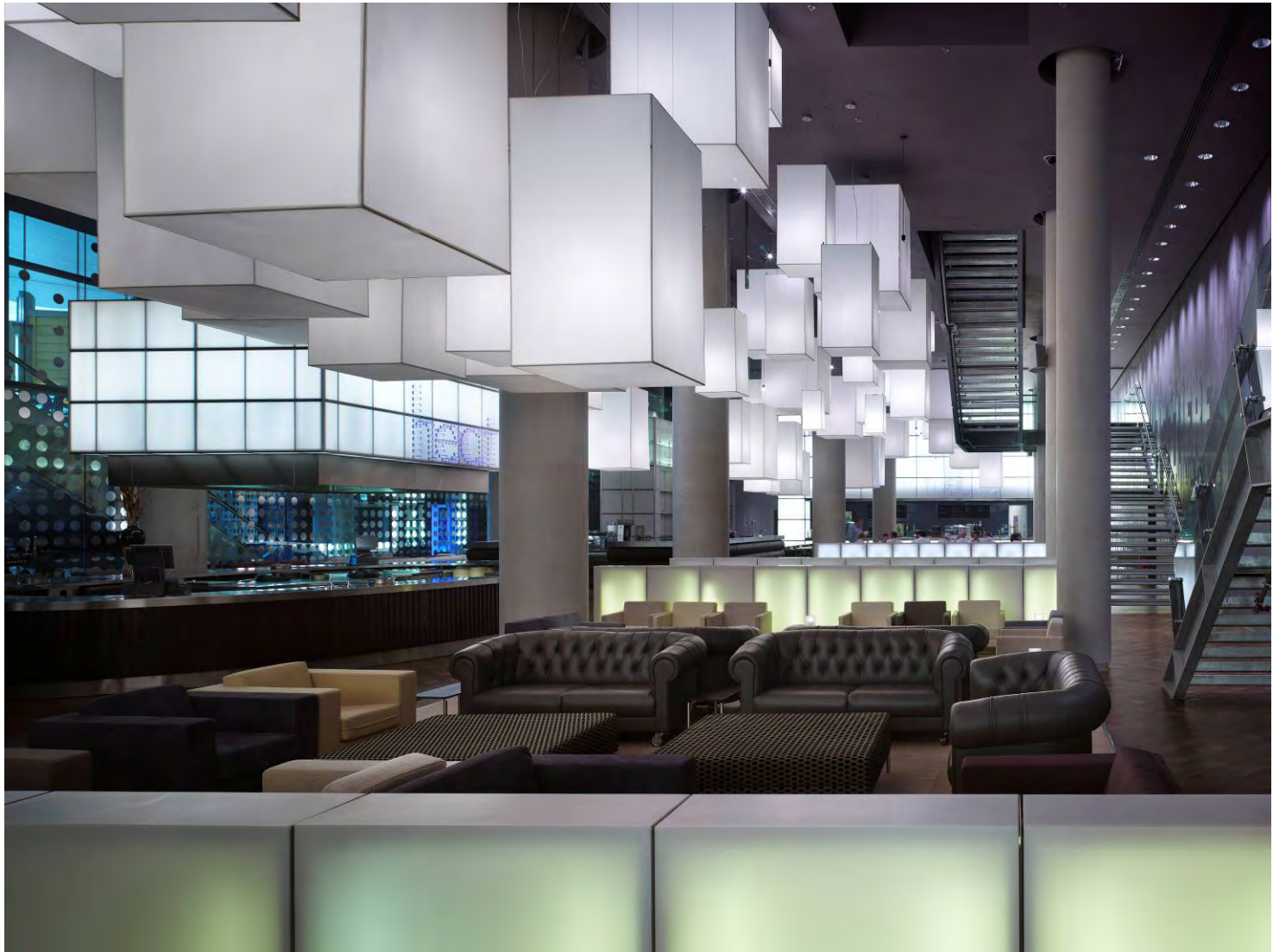






















experience architecture

the bespoke destination.....

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- catering – benchmarking to a local market
- creating a destination – a mix of facilities to suit all user levels
- a neutral canvas where people take centre stage



people take centre stage



people take centre stage



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experience architecture

the bespoke destination.....

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- creating a destination – a mix of facilities to suit all user levels
- a neutral canvas where people take centre stage
- a 'heartbeat' for a new community or a 'breath of life' to an existing one



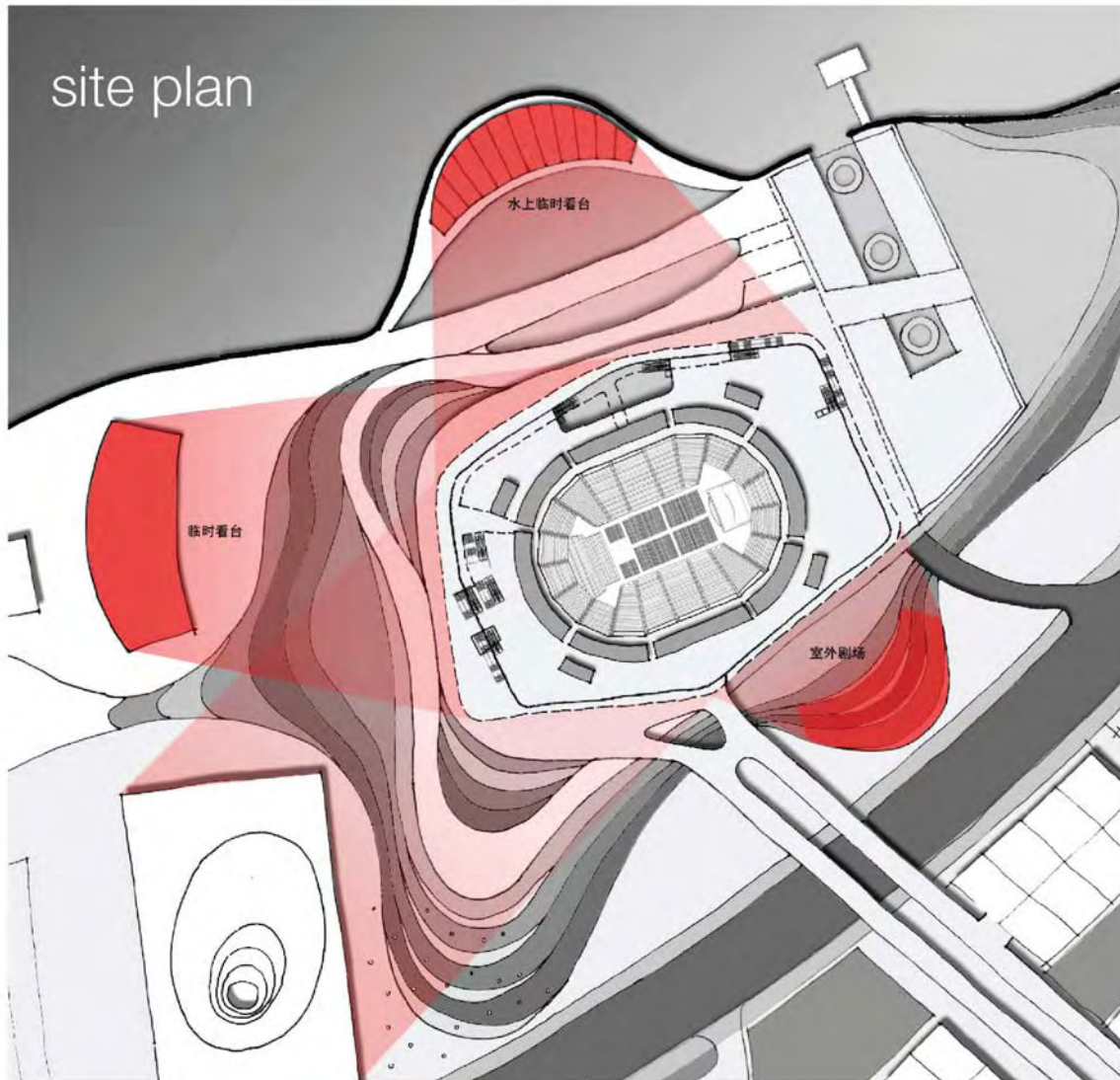
live entertainment – a ‘private experience’ or a ‘public performance’



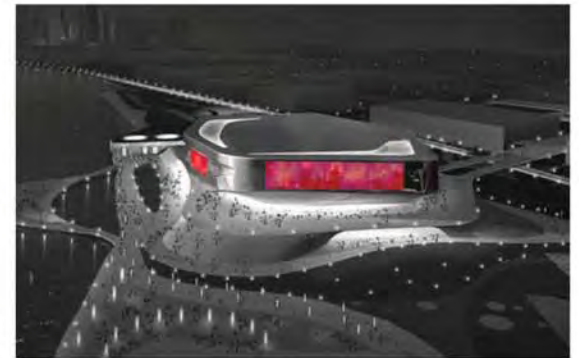
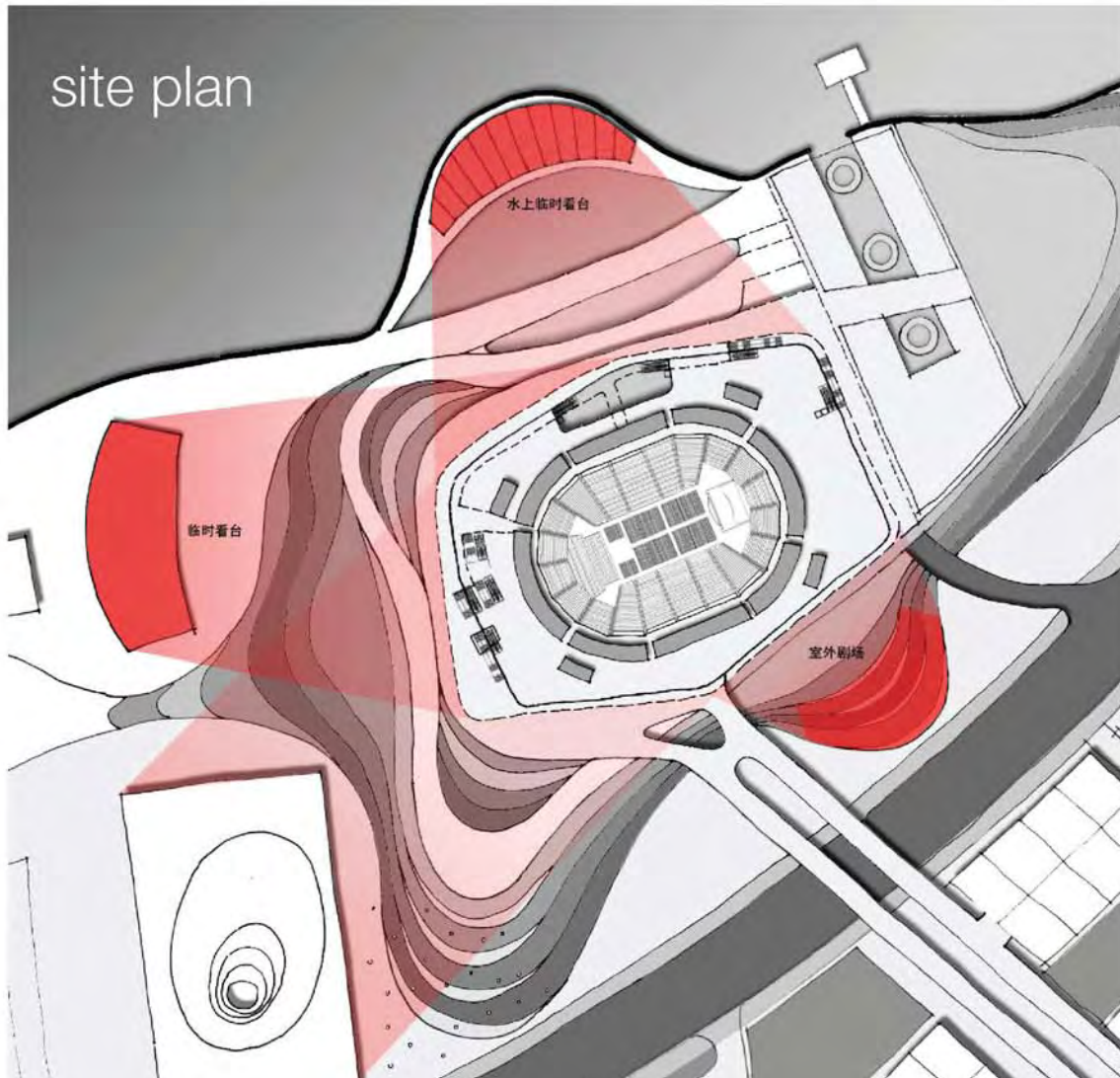
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Metropolitan Opera House, NYC



Trafalgar Square, Royal Opera House

live entertainment – a ‘private experience’ or a ‘public performance’



live entertainment – a ‘private experience’ or a ‘public performance’

