

Exploring Community and Social Bonding through Place-Experiences

Julianna Sandell

Advisor: Kendra Linton
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TABLE OF CONTENTS

I. RESEARCH

Literature Review.....	4
Design Probes.....	12
Precedents.....	18
Design Agenda Statement.....	22

II. THESIS BRIEF

i. Programming	
Master List of Spaces & Zones.....	24
Case Studies.....	30
Bubble Diagram.....	38
ii. Site	
Site Documentation.....	40
Site Analysis.....	44
Program-in-Site Diagrams.....	50
Prototypes of Key Spaces.....	56

III. SCHEMATIC DESIGN & DESIGN DEVELOPMENT

i. Schematic Design.....	60
ii. Design Development.....	68

IV. FINAL PRESENTATION

Overtime.....	76
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I. RESEARCH

LITERATURE REVIEW

They explain that “place identity has grown into a theory frequently applied to research and to practical concerns ranging from crowding, housing and community development, and neighborhood reform, to environmental meaning and sociocultural relationships with the environment such as place attachment” (Bediner-Viani). Place attachment is the emotional bond between place and person (Florek), and it has a strong relationship to place identity. These two ideas connect to the physical and social aspects of community. Disney and professional athletics both have communities that are defined by shared, immersive experiences related to place.

Immersive experiences further connect an individual to the community they are part of and strengthen their idea of place identity. Immersive experiences also differ by the individual; for some it could be walking through a bookstore and getting lost in the aisles that surround them, but for people in the Disney community it could be riding an extremely life-like theme park attraction transporting them to another world or, within the community of professional sports, it could be attending Game 7 of the World Series for their favorite baseball team.

Community and Bonding Through Spectator Sports

Professional sports provide a community that spans across demographic and political lines, and sports venues provide a place for those individuals to gather as part of a shared experience (Sickman). As analyzed by Ryan Sickman, Sports Leader and Principal at the global architecture firm, Genlser, many of the latest Gensler designed sports venues strive to connect the surrounding neighborhood to the venue itself, through multifunctional space that can be used on and off game days (Sickman). Beyond implementing a design that allows for people who may not be attending a sports game to enjoy the space, many of the venues serve as a catalyst for development in an up-and-coming area (Mays). The sports community is able to foster a bond not only between individuals that are part of that community, but also by bringing people and neighborhoods together for engaging, in-person, memorable experiences (Sickman). Author Kimberly Schimmel speaks to the quality of life for urban residents and states that the “Sport stadium and arena construction is promoted as providing both tangible and intangible benefits to the community as a whole.... [B]enefits of sport development are connected to the urban regeneration through the belief that sport facilities act as job engines and economic development magnets.” (Schimmel). She also points out that these facilities promote meaningful chance encounters which contribute to a shared history. (Schimmel).

An example of a place where a community can grow through social bonding and shared experiences is Deer District, which is an entertainment, retail and dining neighborhood surrounding the Milwaukee Bucks arena. Deer District draws inspiration from the city of

Milwaukee and creates a community connection to the surrounding neighborhood by commissioning art from local artists, holding concerts and festivals, and providing a plethora of options for retail and dining (Sickman). Deer District has been known to serve as a “living room for the city” and can draw in many visitors on both game days and non-game days. Its adjacency to the Milwaukee Bucks arena reinforces the connection to the team and community of fans, and strengthens the narrative of the district’s relationship to the Milwaukee Bucks. On game days, members of the sports community come together and bond through this shared, immersive experience of watching their team play in a game, and they create memories and connections that reinforce their belonging in this community.

The Evolution of Theme Parks, as They Relate to Disney

As scholars in the mid-late 20th century attempted to understand the new cultural phenomenon of theme parks, it became clear they were popular because they allowed multi-generational visitors to have a shared experience in a place that was relatively inexpensive, clean, safe and contained familiar and pleasant illusions that were accepted by the community (Edgley). An earlier version of this shared experience may have started in medieval Europe, with the “pleasure garden.” These small scale theme parks contained “fountains, flower gardens, bowling games, music, dancing, staged spectacles and a few primitive amusement rides” (Edgley). Since then, theme parks have evolved into a combination of amusement park, movie set, and storybook, and have secured their spot as a worldwide community staple and represent a multibillion-dollar industry (Edgley).

The intellectual property of the Walt Disney Company is implemented throughout the parks, and, for example, in some instances, a film will get an entire “land” devoted to them, such as Toy Story, Star Wars, and Avatar. (Iwerks). These lands serve as a physical place for visitors of the park to immerse themselves in the world of the movie, or even make them feel like a character within it. In perhaps what would have been the most immersive “land” designed at the time, Walt Disney’s original idea for EPCOT - Experimental Prototype Community of Tomorrow - was intended to be a self-sufficient utopian society, where people would live, work, and play (Hench).

Unfortunately, Walt passed away before this idea could become a reality (Iwerks). However, many years after his passing, the original idea was transformed into a theme park by his team, where they stuck to a few of the original principles of EPCOT - including a World Showcase that highlights countries from around the world, and a Future World which serves as an industry trade show (Hench).

Narrative and Storytelling as They Relate to Disney

A successful feature about the Disney theme parks environment is that narrative and storytelling fuel the guest experience. These two aspects of a place-experience can help further integrate an individual into the community and make the experience more immersive. The detail that goes into the narrative design of every Disney theme park is broken down into different levels to create an environment that feels believable not only to the eye, but for storytelling purposes. This is best described by Imagineer Coulter Winn in *The Imagineering Story*, where he explains the four levels of detail: "Detail level one: You're in the country, you see over the trees some tall buildings, maybe a church steeple. Detail Level Two: You've walked into town, now you're on Main Street. Detail Level Three: You're looking closely at the colors and texture of the buildings. Detail Level Four: You've gone up to the front door and you're grabbing the handle, feeling the texture and temperature of the material" (Iwerks).

Walt Disney Imagineering believes that in order to fully immerse their guests into the story and create an environment that the guests can go to in order to escape the real world, they have to reach Detail Level 4 throughout. Nothing in the park exists without a purpose. All the details serve the narrative (Martens). The believability of a space is directly linked to the environment and the narrative that exists within the space. When the details work together with both those aspects, a park visitor feels immersed, and escapes fully into the park (Iwerks).

Escapism

Escapism is an idea that people can evade, ignore, or avoid reality (Lapelosova). John Longeway, former philosophy professor at the University of Wisconsin-Parkside, dives further, stating "'Escapist' entertainment's essential purpose is to draw us away from our everyday troubles, and, sometimes to help us to fantasize ourselves as better, more important, and better off than we really are (Longeway, 5). This idea can be carried out in both positive and negative ways, which brings a critical point of view to escapist behavior. Longeway explains that individuals can "indulge in escapist activities" in moderation as a "rest from some unpleasant reality", but a true escapist will completely neglect issues in their life, leading to a dangerous identity for a person to possess (Longeway, 6).

However, simple escapism has positive forms such as sports and travel. These can improve the quality of life for individuals who are facing difficult times. For example, travel and vacations are a way of "reshifting and reorganizing one's identities," and "examining priorities by devoting time and attention to identities and commitments that have been put in the background of our lives" (Lapelosova). Traveling helps escapists flee their problems, and putting a physical distance between the individual and the conflict at hand makes the escapist feel safe (Lapelosova).

Disney can be a form of escapism, practiced in several ways, including visiting a physical place. Joe Rhode, an Imagineering veteran, explains that Disney is an easy place for people seeking an escape to flock to because it is easy to digest. “[Y]our brain comes into that place where another brain has done all the organization, all the super cohesiveness that your brain is looking for” (Martens). On the topic of repeat visitors of the Disney community, Martens explains that the sense of familiarity and nostalgia when an individual experiences something that brings back fond memories of a previous visit provides comfort for someone seeking an escape (Martens).

Bob Weiss, the current president of Walt Disney Imagineering, asked John Hench, a renowned Imagineer, what all of this (the Disney parks and experiences) means? Hench responded, “The meaning of the parks is very simple. It’s, you’re gonna be okay” (Iwerks). Weiss analyzed Hench’s response, and explained “By that he meant it doesn’t matter what’s going on in the world, or it doesn’t matter how screwed up your life is, or whatever that might be, it’s reassurance. That sense of comfort.” (Iwerks). The Disney parks are a great example of a place-experience that promotes escapism through narrative and storytelling, and by facilitating the intangible feeling that Bob Weiss describes.

Sports are also a form of escapism, because they promote a sense of community and bonding with people who have a shared interest. Tim Layden, a veteran sportswriter, explains how CoVID-19 has impacted the ability for sports fans to immerse themselves into the games that they now are only able to watch from home. Historically, sports are a diversion, escape, and a “safe haven from the struggles imposed upon humankind by everyday life” (Layden). However, when sports were put on pause during the beginning of the pandemic, there were no live sports to watch, until they slowly began to return, with serious division in our country on this decision. When NBA commissioner Adam Silver announced the return of the NBA in a “bubble” at the ESPN Wide World of Sports complex in Walt Disney World, he said “We’re coming back because sports matter in our society. They bring people together when they need it most” (Layden). Layden interprets the reactions of the general public that came after Silver’s announcement, and explains “A portion of the citizenry is ecstatic that we might soon have games to cheer, in a time of ongoing health and societal crises. Another portion of the citizenry is absolutely convinced that we are in a time of ongoing - and in some ways unprecedented - societal and health crises and that spending time restarting the sports calendar is tone deaf, irresponsible and possibly unsafe” (Layden). This is something that many Americans have had to manage, whether or not they are willing to take a risk for some form of serotonin coming from outside their living quarters.

As members of the sports community got a taste of live sports this summer with the NBA, MLS, and MLB holding their seasons in some sort of restricted way, there still was a feeling of missing out. Even if an individual does not regularly attend games, they now do not even have the option. A glimpse inside the NBA “Bubble” at Walt Disney World was documented in vlog (video-blog) format by Philadelphia 76ers rookie Matisse Thybulle. He documented various aspects of life inside the bubble, including moving into his hotel room, playing cornhole with teammates, and giving a glimpse inside meetings that team members had regarding the ongoing social justice issues that the United States is facing (Thybulle). This inside look helped fans create a connection to the players, even though they couldn’t attend games, and provided members of the sports community a virtual “backstage pass” of sorts to see what was going on inside the mysterious, secure bubble where NBA players lived for up to three months (Thybulle).

Conclusion

Place identities may differ among individuals, but they all are connected by the same major aspects - community, experience of place, and culture. Disney and professional sports are examples of cultural communities that contain immersive experiences, promote healthy doses of escapism, and are relevant to today’s society. For my thesis project, I am going to design a place experience where sports fans can form a close bond to their teams and other fans during professional sporting events, while not actually attending their team’s game. This game-viewing venue will incorporate the fundamentals of place identity, and I will use the ideals from the design of Disney Theme Parks to create an immersive experience for the sports fans to escape to, even if only for a few hours.

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I. RESEARCH

DESIGN PROBES

DESIGN PROBE I - SCALE

For Design Probe I - Scale, I analyzed my precedent site of Deer District in Milwaukee, WI in two different ways to further understand how and when the space is used.

Use of Space Analysis

This analysis was done to understand how the space is used in Deer District. The uses of space are shown to the right of the map, and this analysis helped me to understand the adjacencies of certain program types and how they relate to one another.

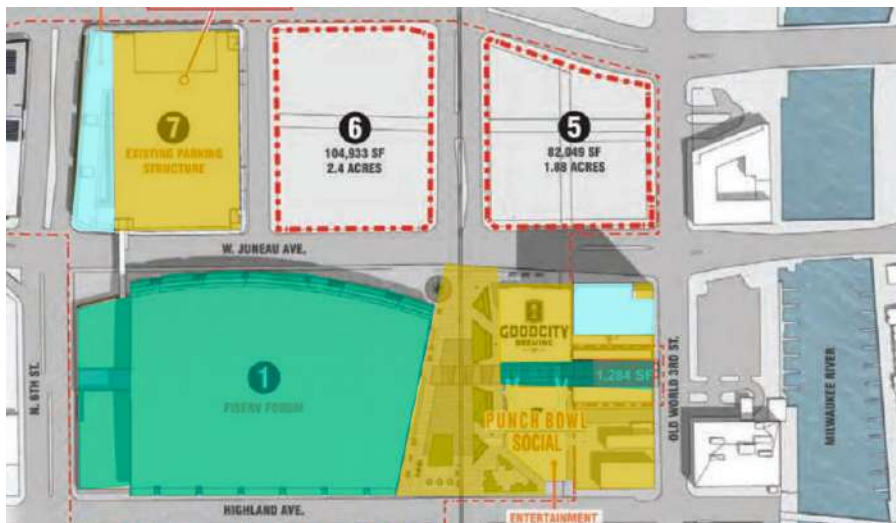


- UNDEVELOPED
- ENTERTAINMENT
- DINING
- RETAIL
- MULTIPURPOSE
- RESIDENTIAL

DESIGN PROBE I - SCALE

When Space is Used Analysis

This analysis was done to understand when the space is used in Deer District. This analysis helps to understand how spaces can be incorporated into the overall master plan of the District to attract users on days besides game days.



- GAME DAY
- NON-GAME DAY
- BOTH

DESIGN PROBE II - MATERIAL

For Design Probe II - Material, I created three models that portrayed this idea of community, connection, and bonding between different elements and materials that I used to make the models.



DESIGN PROBE III - EXPERIENCE

For Design Probe III, I interviewed my dad and my younger brother about their experiences attending live sports games, and what their favorite and least favorite aspects are.

ATTENDING A LIVE SPORTS GAME IN PERSON

POSITIVES

- Seeing professional athletes in person
- Experiencing the energy from the fans
- Doing something outside of the ordinary day-to-day life
- The immersive atmosphere of live sports
- Making memories with friends and family who attend the game together
- More exciting to watch in person with thousands of fans than on TV alone

NEGATIVES

- Not having access to a private bathroom nearby
- Cost and limited selection of food & beverages
- Uncomfortable seating
- Lots of traffic leaving the game
- Parking expenses
- High price for tickets
- Rowdy environment might not be ideal for children

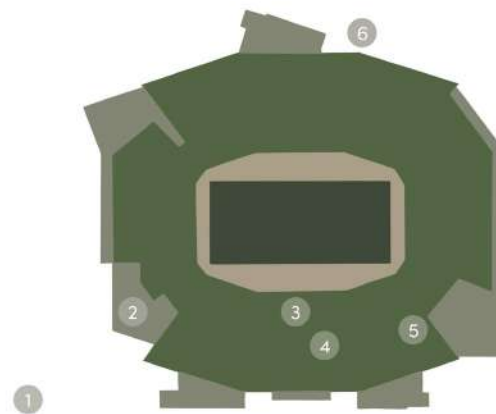
DESIGN PROBE III - EXPERIENCE

Using the information gathered from the interviews, I created two different experience itineraries with maps for how a fan could experience an Eagles football game in person at Lincoln Financial Field.

Sports Experience A

Tailgating, Indulging, Ridesharing

4:25 PM Eagles football game @ Lincoln Financial Field, Philadelphia

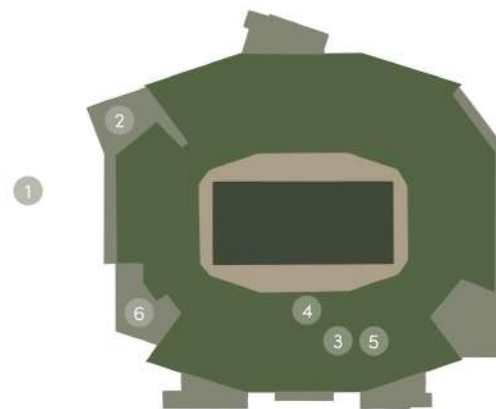


- 1 Use a rideshare service to arrive around 1:00pm, tailgate until 4:00
- 2 Enter stadium entrance closest to your seats
- 3 Go directly to seats and enjoy the start of the game
- 4 At halftime, use the bathroom and get food/beverages
- 5 After the 3rd quarter, buy a souvenir
- 6 After the game, avoid the traffic by utilizing a rideshare service to take you home

Sports Experience B

Arriving at game time, Spending wisely, Driving yourself

4:25 PM Eagles football game @ Lincoln Financial Field, Philadelphia



- 1 Aim to be parked by 3:00
- 2 Enter stadium entrance closest to your parking spot
- 3 Use the bathroom before being seated, buy a snack and drink so you don't need to leave your seats for a while
- 4 Go to your seats and enjoy the game
- 5 At halftime, use the bathroom and buy any food/beverages
- 6 Leave the game a few minutes early if you want to avoid the traffic, otherwise stay until the end of the game and sit in traffic in the parking lot for at least an hour

I. RESEARCH

PRECEDENTS

DEER DISTRICT



The first precedent that I studied in my initial research is Deer District which is an entertainment district located adjacent to the Milwaukee Bucks Arena in Milwaukee, WI.

This block includes several dining options, a large open viewing space for plenty of fans to watch games together, as well as a spacious open area that can house festivals, farmers markets, and even concerts.

This is a great example of a space where sports fans can gather and immerse themselves into the sports community by bonding with other fans. It is also helpful in showing how such a large space can be utilized in several different ways, both on game days and non-game days.



OGA'S CANTINA



The second precedent that I researched was Oga's Cantina which is a themed bar experience in Star Wars: Galaxy's Edge themed land in Disney's Hollywood Studios in Florida.

Oga's Cantina is a great example of how to create a fully immersive space, down to themed food and drinks to make guests feel like they are truly part of some other world. The space relies heavily on narrative and storytelling, which is executed in the materials and characters included in the space.



Each precedent provides a great example of how to create an immersive experience centered around a specific community, and how those experiences allow individuals in those communities to bond over their shared interest.

II. PROGRAM

DESIGN AGENDA STATEMENT



Develop an accessible, immersive, Philadelphia-based sports viewing experience for members of the sports community to build connections with other fans by:

- immersing themselves into a sports-filled environment
- creating meaningful memories
- having fun supporting their favorite teams



II. PROGRAM

MASTER LIST OF SPACES & ZONES

MASTER LIST OF SPACES

- Main Lobby
- Queue Space
- Food Booths
- Flagship Food Booth
- Kitchen
- Food Staging Area
- Food Storage
- Casual Dining Area
- Ticketing Office
- Merchandise Shop
- Merchandise Storage
- Outdoor Play Space
- VIP Meet & Greet Area, Gallery Space
- VIP Athlete Lounge
- Stadium Seating Theaters
- Lawn Game Area
- Turf Space
- Gym
- Smoothie Bar
- Locker Rooms
- Enclosed Game Rooms
- Semi-Enclosed Game Rooms
- Communal Lounge Gaming
- Lounge
- Golf Simulators
- Golf Simulators Staging Area
- Virtual Driving Range
- Offices
- Mock-Box Suites
- Large Mock-Box Suites
- Mock-Box Suite Communal Space
- Club Lounge
- Kids Play Space
- Sports Bar
- Formal Bar
- Living Room Lounge
- Outdoor Rooftop Bar
- Restrooms
- Storage
- Fire Stairs
- Elevators

ZONES

ZONE 1: COMMUNAL HUB

ZONE 2: PHYSICAL WELLNESS

ZONE 3: VIRTUAL SPORTS

ZONE 4: SIMULATED VIEWING

ZONE 5: SOCIAL GATHERING

ZONE 6: BACK OF HOUSE

The program for my project is best organized by dividing into zones that serve different purposes.

Additionally, the dynamic architecture of the site that I have chosen supports the diverse program of this project, and allows for the creation of these compelling zones.

The zones are categorized by use, accessibility, and the goal of interaction between users of the spaces in each zone.

ZONE 1: COMMUNAL HUB

ROOM / AREA	QTY	SF	TOTAL SF	ACCESS
MAIN LOBBY	1	5800	5800	PUBLIC
QUEUE SPACE	1	1400	1400	PUBLIC
FOOD BOOTHS 1-6	6	215	1290	PUBLIC
FLAGSHIP FOOD BOOTH	1	400	400	PUBLIC
CASUAL DINING	1	2000	2000	PUBLIC
MERCHANDISE SHOP	1	1700	1700	PUBLIC
OUTDOOR PLAY SPACE	1			PUBLIC
VIP MEET & GREET AREA & GALLERY	1	1300	1300	PUBLIC/ RESERVED

TOTAL ZONE 1 SF: 13,890

ZONE 2: PHYSICAL WELLNESS

ROOM/AREA	QTY	SF	TOTAL SF	ACCESS
LAWN GAME AREA	1	2200	2200	PUBLIC
TURF SPACE	1	5200	5200	RESERVED
GYM	1	3430	3430	MEMBERSHIP
SMOOTHIE BAR	1	1000	1000	MEMBERSHIP
KIDS PLAY SPACE	1	2370	2370	PUBLIC
LOCKER ROOMS	2	1100	2200	MEMBERSHIP

TOTAL ZONE 2 SF: 16,400

ZONE 3: VIRTUAL SPORTS

ROOM/AREA	QTY	SF	TOTAL SF	ACCESS
ENCLOSED GAME ROOMS	5	220	1100	RESERVED
SEMI-ENCLOSED GAME ROOMS	5	333	1665	PUBLIC
COMPUTER ROOM	1	1022	1022	PUBLIC
LOUNGE	1	440	440	PUBLIC
COMMUNAL LOUNGE GAMING	1	2240	2240	PUBLIC
GOLF SIMULATORS	4	400	1600	TICKETED
GOLF SIMULATORS STAGING AREA	1	495	495	PUBLIC
VIRTUAL DRIVING RANGE	2	135	270	PUBLIC

TOTAL ZONE 3 SF: 8,832

ZONE 4: SIMULATED VIEWING

ROOM/AREA	QTY	SF	TOTAL SF	ACCESS
MOCK BOX SUITE	10	355	3550	TICKETED
LARGE MOCK BOX SUITE	1	675	675	TICKETED
MOCK-BOX SUITE COMMUNAL SPACE	1	2500	2500	TICKETED
CLUB LOUNGE	1	3800	3800	TICKETED
STADIUM SEATING THEATER LEVEL 1	2	1430	2860	TICKETED
STADIUM SEATING THEATER LEVEL 2	2	810	1620	TICKETED
STADIUM SEATING THEATER LEVEL 3	2	1545	3090	TICKETED
STADIUM SEATING THEATER LEVEL 4	2	870	1740	TICKETED
VIP LOUNGE	1	800	800	TICKETED

TOTAL ZONE 4 SF: 20,635

ZONE 5: SOCIAL GATHERING

ROOM/AREA	QTY	SF	TOTAL SF	ACCESS
SPORTS BAR	1	4750	4750	PUBLIC
FORMAL BAR	1	2375	2375	PUBLIC
LIVING ROOM LOUNGE	1	8400	8400	PUBLIC
OUTDOOR ROOFTOP BAR	1	4200	4200	PUBLIC

TOTAL ZONE 5 SF: 19,725

ZONE 6: BACK OF HOUSE

ROOM/AREA	QTY	SF	TOTAL SF	ACCESS
KITCHEN	1	900	900	BOH
FOOD STAGING AREA	1	540	540	BOH
FOOD STORAGE	1	300	300	BOH
TICKETING OFFICE	1	560	560	BOH
MERCHANDISE STORAGE	1	750	750	BOH
OFFICES	5	700	3500	BOH
RESTROOMS	5		4766	PUBLIC
STORAGE	4		3638	BOH
FIRE STAIRS	2/Level	322	3220	PUBLIC
ELEVATORS	2/Level	75	750	PUBLIC

TOTAL ZONE 6 SF: 18,924

OVERALL TOTAL: 98,406 SF

II. PROGRAM

CASE STUDIES

Case Study Interview

Chris Wyche - Former VP of Operations

Children's Mercy Park, Kansas City, MO

I chose to study Children's Mercy Park because it is a high tech stadium that features many of the programmatic elements that I am looking to use in my project. Some of these spaces include box suites, stadium seating, food service areas, and club amenity spaces.

I interviewed the former VP of Operations at the stadium, Chris Wyche, who also teaches the Sports Facility and Event Management course at Drexel University.

Sporting Kansas City provides a lot of information about their stadium space on their website, so I chose to ask Chris more specific questions on back of house and logistics of the stadium design. From their website, I learned that they have 36 suites, 5 clubs, and a seating capacity of 18,467 for soccer games. They have a canopy roof that covers every seat, which Chris informed me was the first of its kind in the USA. As a whole, the stadium is over 340,000 square feet and the roof canopy covers 145,000 square feet. The stadium features 326 TVs, 2 visitor boards on each end of the stadium, measuring 550 square feet each. For media purposes, there are 3 TV commentary booths, 4 radio commentary booths, and the stadium was the first Major League Soccer stadium to be fully lighted for HDTV, giving the viewers at home a better experience.

From my conversation with Chris, I learned a lot about the back of house spaces required for the stadium to be functional. When it comes to office space, Chris explained that the building management team needed three private offices, a ticket office, and an open office space to house cubicles. He also highlighted how the front entry areas needed a security office for security staff to monitor the facility, as well as a private office for the security director. The stadium also required a shop for engineering, and offices for those involved in the catering department at the stadium.

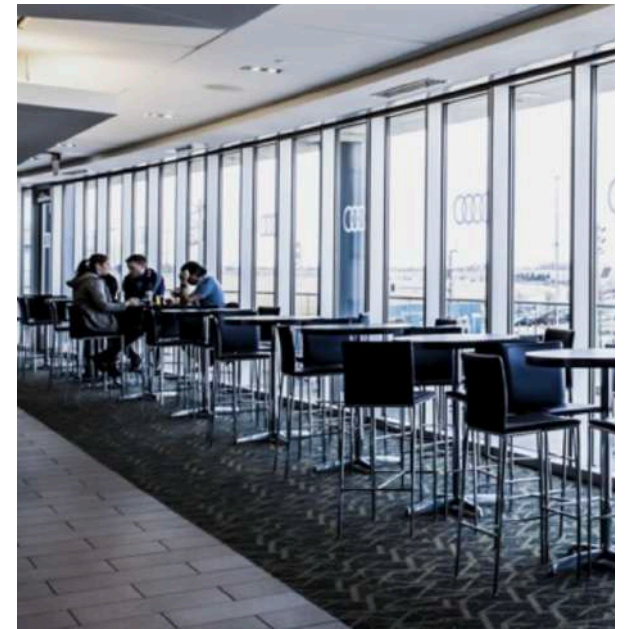
As far as enhancing the fan experience, Children's Mercy Park features four levels of premium seating and a special club for those who are on the club level. One of the coolest features of the stadium is the technology implemented into the game day experience for fans. Children's Mercy Park utilizes an extremely robust internet system that provides every fan with incredible Wi-Fi during the game. This encourages fans to use the specially created app with many exciting features such as being able to watch replays from five different angles all on their phone during the game! This innovative use of technology is something that I would like to explore for my project.

When it comes to physical amenities, the box suites provide private experiences for fans attending the game. They have special access to a high quality food and beverage service location, and their own comfortable seating (couches, armchairs, dining tables), a wet bar, and TV/presentation monitor. This information was very helpful for my initial programming process, and even in regards to how this space could be used when there aren't games going on. The idea for my Mock-Box Suites is to have a projection screen on one end of the box to simulate that of being at the game. However, these spaces could be used for more than just watching a game that is currently on, people could even rent them out for business meetings or movie nights.

Food and restrooms are some of the biggest negatives people bring up when asked about attending games in person. The idea for concessions logistics at Children's Mercy Park was to have all of the concession stands offer a view to the field, and have televisions present so fans wouldn't miss any of the action. This worked well in keeping fans engaged while they were taking a break from watching from their seats.

Children's Mercy Park is an amenity rich stadium that was very useful to research and draw inspiration from in this process, however I did partake in some additional independent case studies on the following pages.

Audi Sports Club
Children's Mercy Park
Kansas City, MO

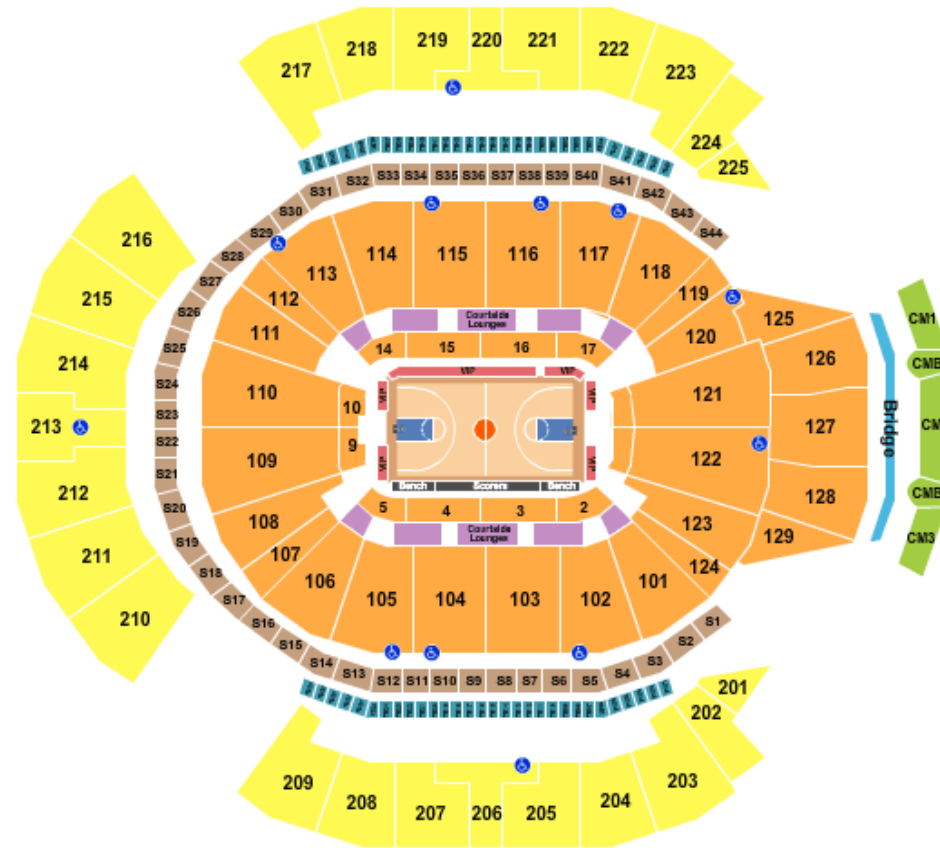


New City Terrace
Wells Fargo Center
Philadelphia, PA



Courtside Lounges
Chase Center
San Francisco, CA





The Courtside Lounges at the Chase Center utilize large screens and amenities that are typically included in a luxury box suite to give fans a unique experience during the basketball game, secluded while courtside in a private location separated from the basketball court and crowd noise.

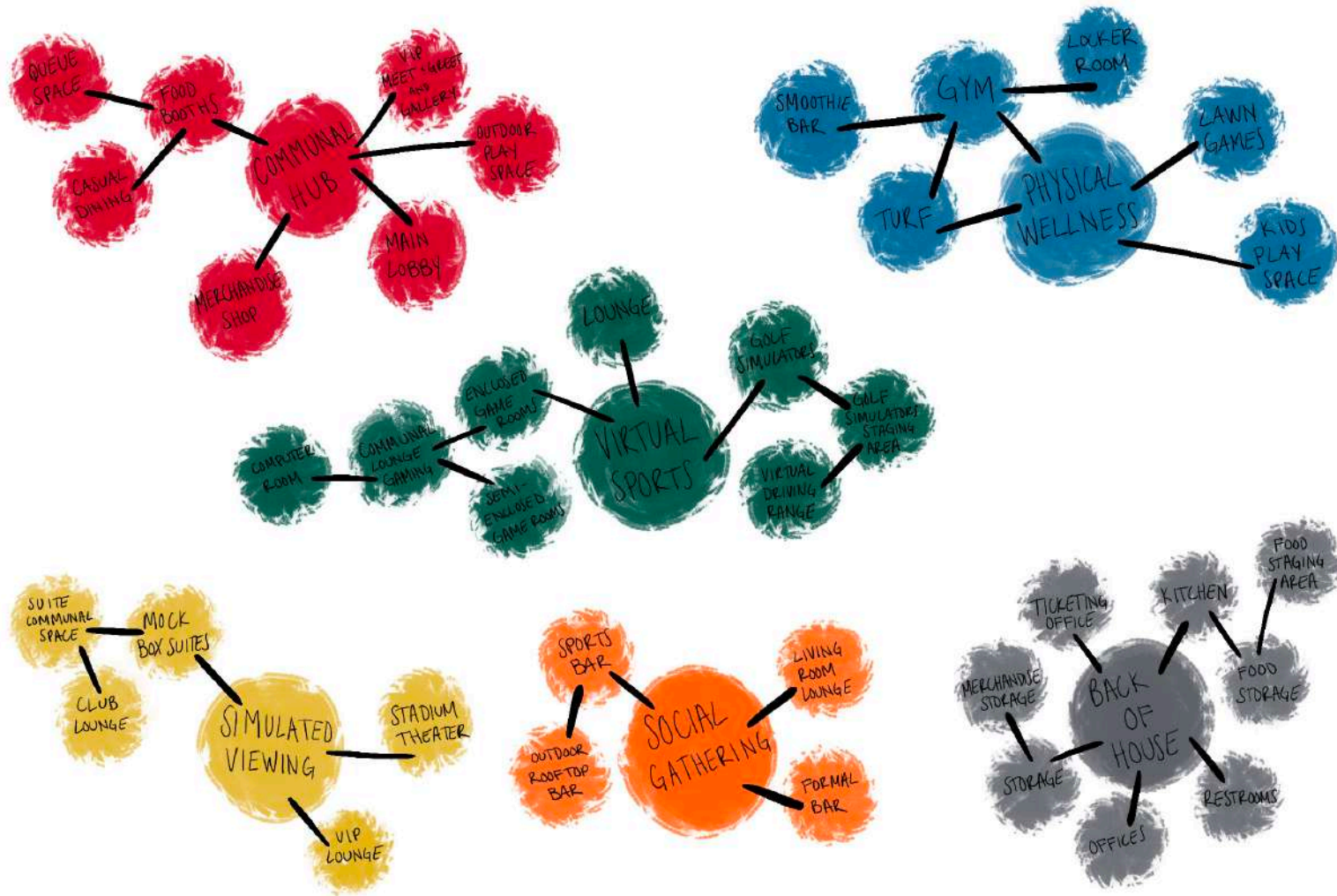
The courtside lounges are the purple boxes pictured on the seating chart that are close to the court, but do not have a view of the court. This allows for the boxes to serve multiple purposes both on game days and not, which is something that my project will need to utilize.

Each courtside lounge includes an oversized sectional, private bar, dining table, and a large screen for viewing the game. These amenities enhance the luxury experience for fans who secure the courtside lounges on game days.

I used this case study as an inspiration for my Mock-Box Suites because they are similar in their function and this idea of a simulated viewing experience that includes aspects of luxury in the program of the space.

II. PROGRAM

BUBBLE DIAGRAM



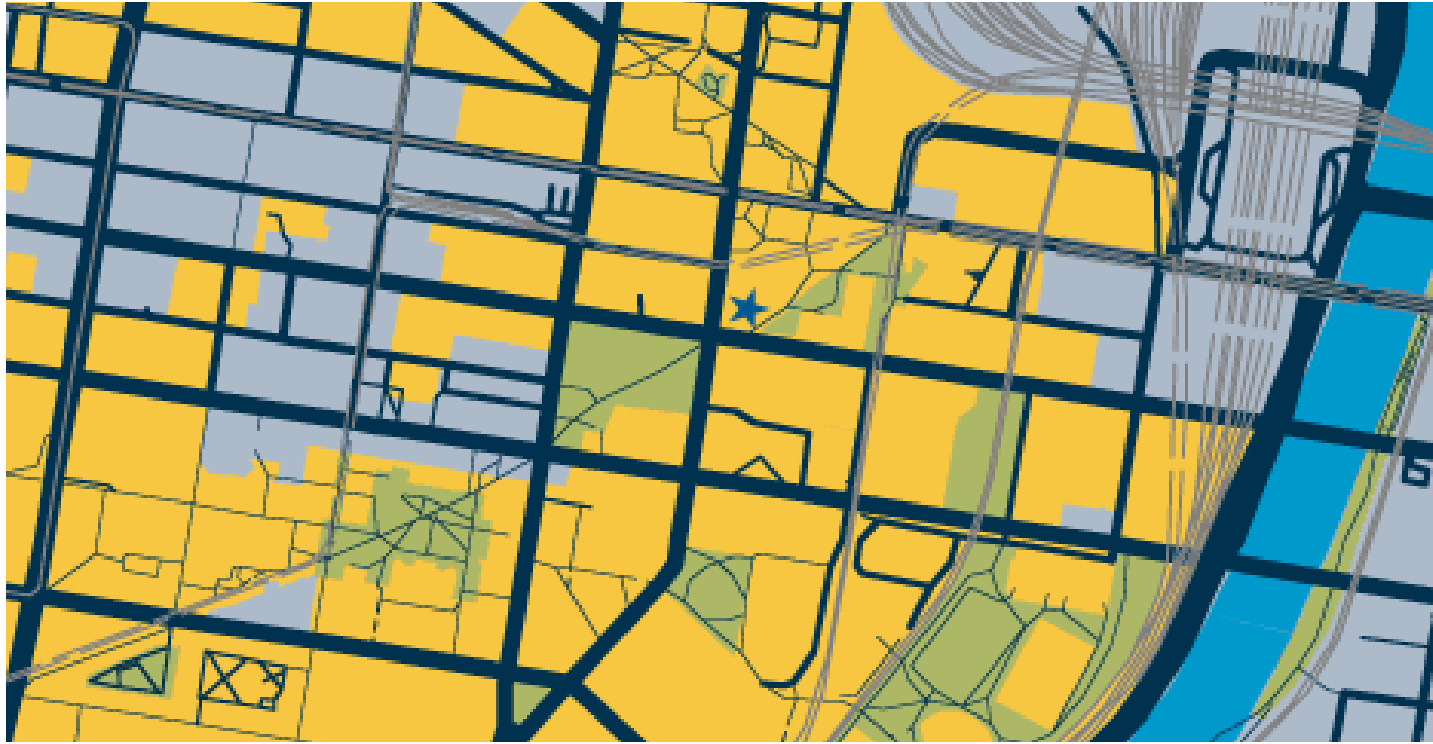
My bubble diagram shows the different zones in a more spatial way than the Master List of Spaces and Zone Breakdown pages.

The lines show how the different programmatic elements are connected and related within each zone.

The next step in the programming process is to determine how these zones interact with each other as a whole, and how that can be done on each floor and vertically through the site.

II. SITE

SITE DOCUMENTATION



Legend

- ★ Site
- Green Space
- Occupied Land
- Buildings

Papadakis Integrated Sciences Building

3245 Chestnut Street, Philadelphia, PA

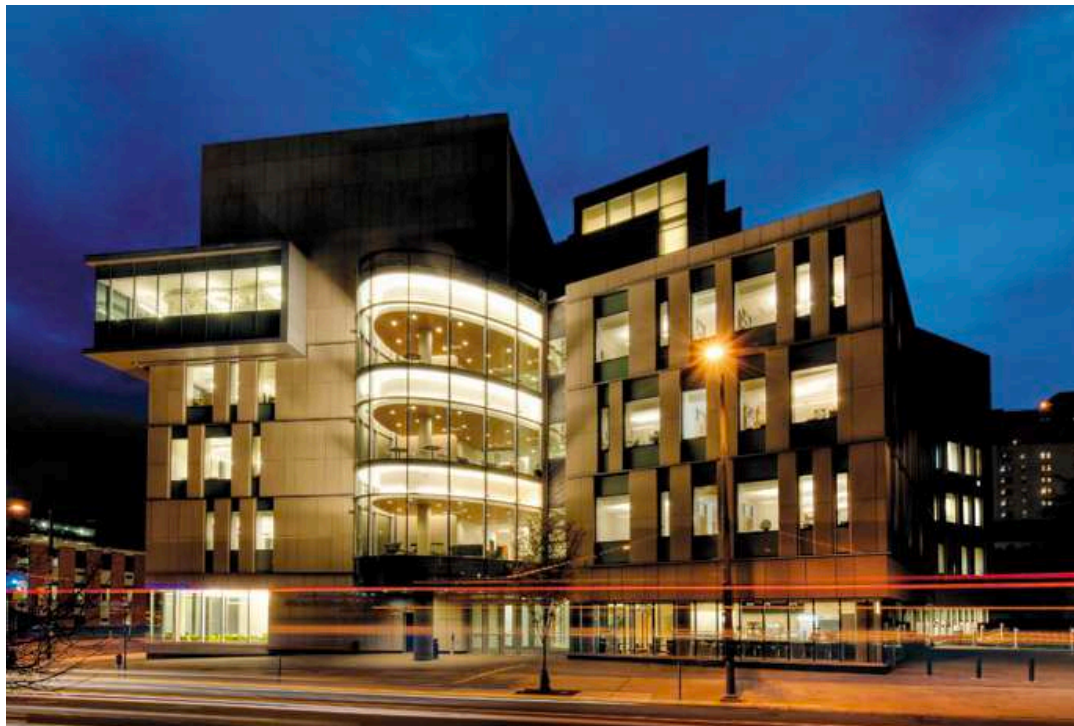
Neighborhood: University City

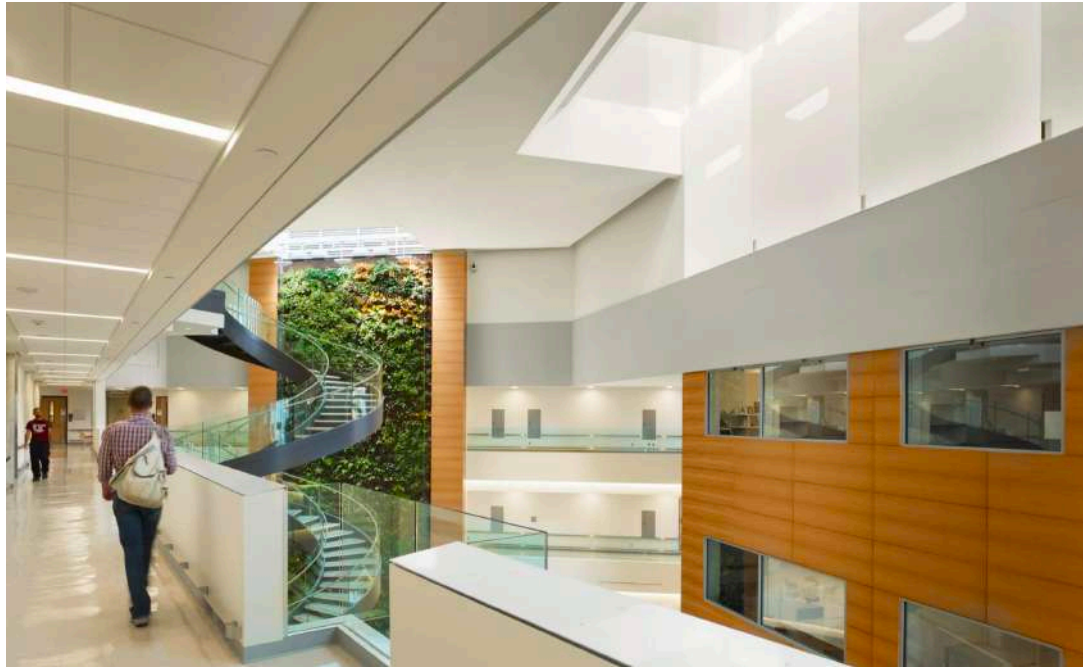
Square Footage: 138,000

Number of Floors: 6 Floors plus Basement

Current Use: Academic Building

Building Information: Owned by Drexel University, Constructed in 2011

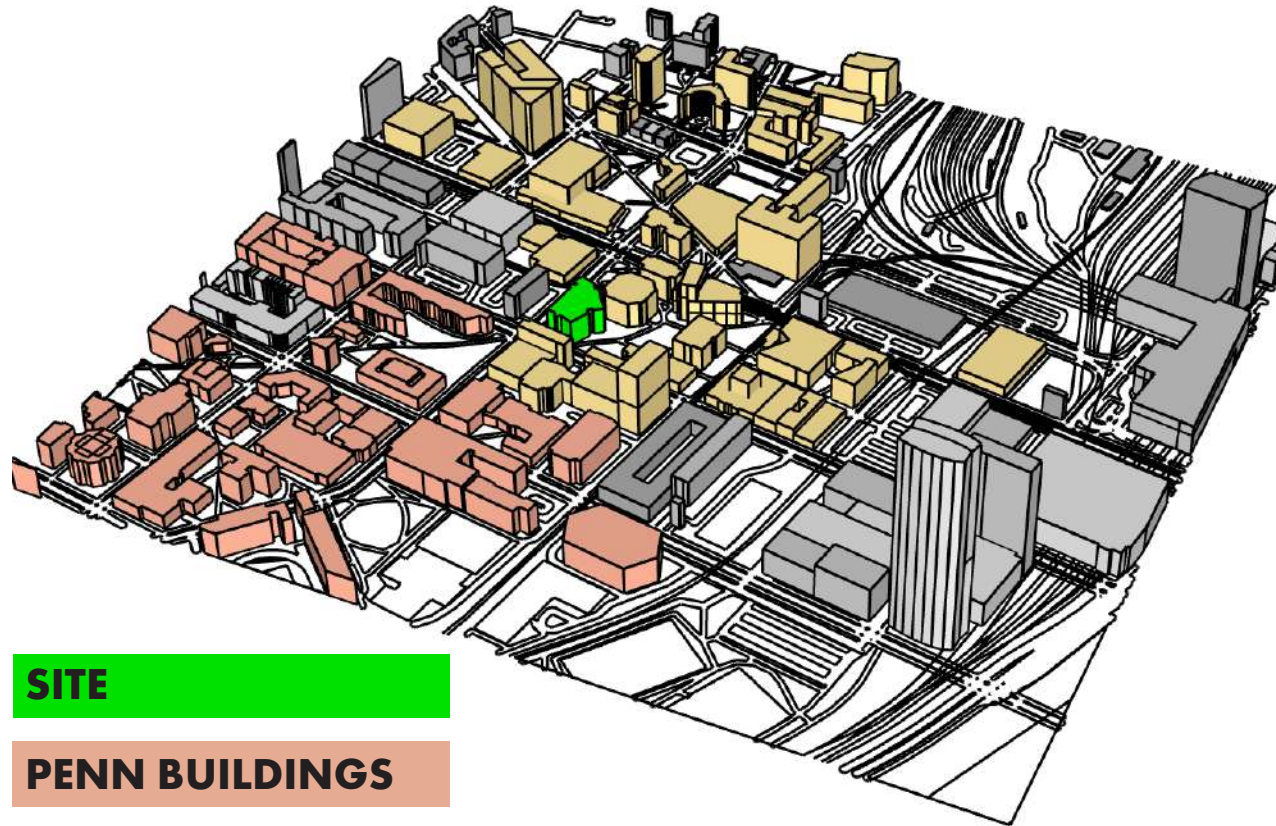




II. SITE

SITE ANALYSIS

NEIGHBORHOOD INFORMATION



SITE

PENN BUILDINGS

DREXEL BUILDINGS

Located in University City at an intersection of Drexel University and University of Pennsylvania's campuses.

This location is perfect for attracting students, prospective students and their families, and people who live and work in the University City/West Philadelphia area.

This project is focused towards serving the college student and young professional population located in the University City neighborhood of Philadelphia, but is also accommodating to families with children from the surrounding areas.



Legend

- ★ Site
- Greenspace
- Occupied Land
- Buildings

With the trolley station directly North of the site, and only a 2 block walk to the Market-Frankford Line, it is easily accessible by public transportation.

A parking garage is located one block away, which makes it convenient for those who may be visiting by car. There is also street parking on both Chestnut and 33rd Streets.

For people who may be visiting from out of town, The Study hotel is located directly across the street from the site, giving visitors a place to stay.

NEIGHBORHOOD INFORMATION

University City Neighborhood Population Demographics

- 54,849 Residents
- 53,307 Students Across 5 Colleges & Universities
- 78% of the population is 18-24 years old
- 85,000+ Jobs
- Largest Employers in University City include: University of Pennsylvania, Penn Medicine, The Children's Hospital of Philadelphia, and Drexel University

Drexel Student Breakdown

- 24,405 Total Students
- 15,346 Undergraduate Students
- 8,859 Graduate Students
- 4,687 Online Students
- 4,300 Students in University Housing (Dorms)

University of Pennsylvania Student Breakdown

- 26,675 Total Students
- 10,448 Undergraduate Students
- 11,870 Graduate Students
- 4,357 Part Time Students
- 5,500 Students in University Housing (Dorms)

IMPACT ON THE UNIVERSITY CITY COMMUNITY

This project will provide the large student population with a space to:

- Gather safely
- Make friends
- Bond with like-minded individuals
- Spend time in between classes
- Enjoy Philadelphia sports at a fraction of the cost
- Participate in fun activities in their free time
- Build a connection to the city and its sports teams
- Unwind after a busy week of classes

There is not currently a place like this on campus where students can be immersed by the sports culture, practice physical wellness, and gather to play games all in one building.

This project will help facilitate new friendships for people looking for a place to socialize with other sports fans, and introduce people who have just moved to University City to the historic sports culture that Philadelphia offers.

II. SITE

BLOCKING DIAGRAMS



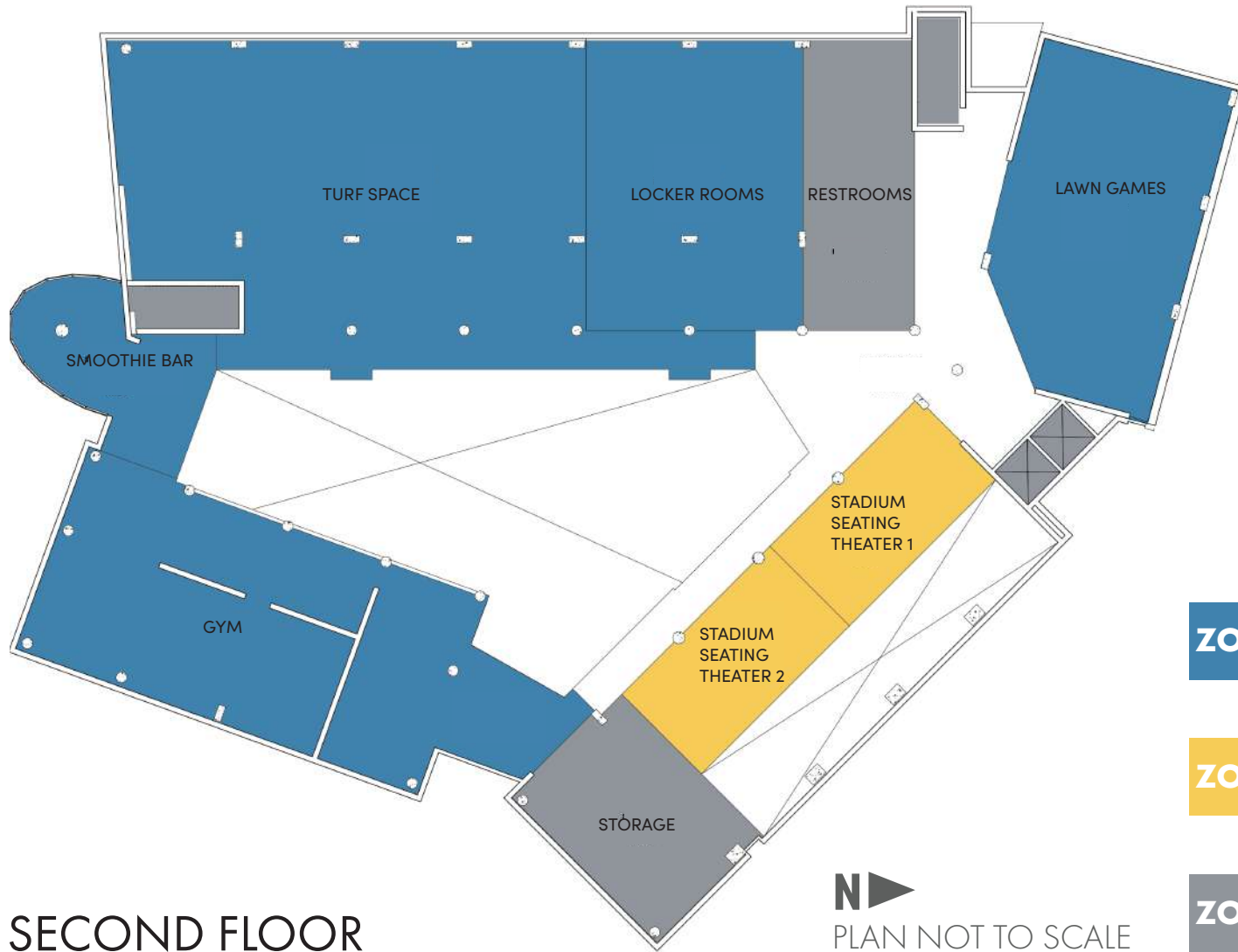
FIRST FLOOR

N ▶
PLAN NOT TO SCALE

ZONE 1: COMMUNAL HUB

ZONE 4: SIMULATED VIEWING

ZONE 6: BACK OF HOUSE



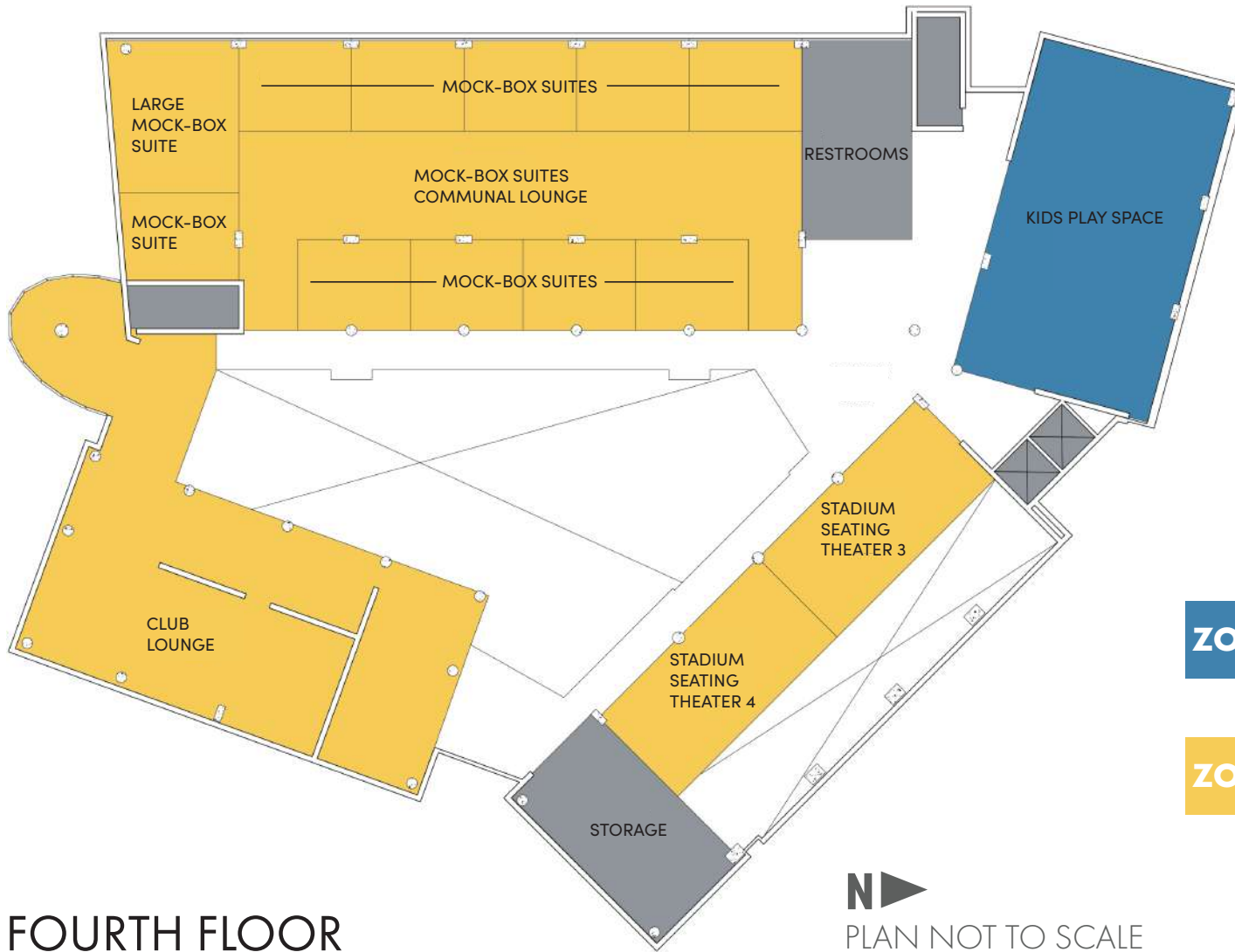
SECOND FLOOR

ZONE 2: PHYSICAL WELLNESS

ZONE 4: SIMULATED VIEWING

ZONE 6: BACK OF HOUSE





ZONE 2: PHYSICAL WELLNESS

ZONE 4: SIMULATED VIEWING

FOURTH FLOOR



FIFTH FLOOR

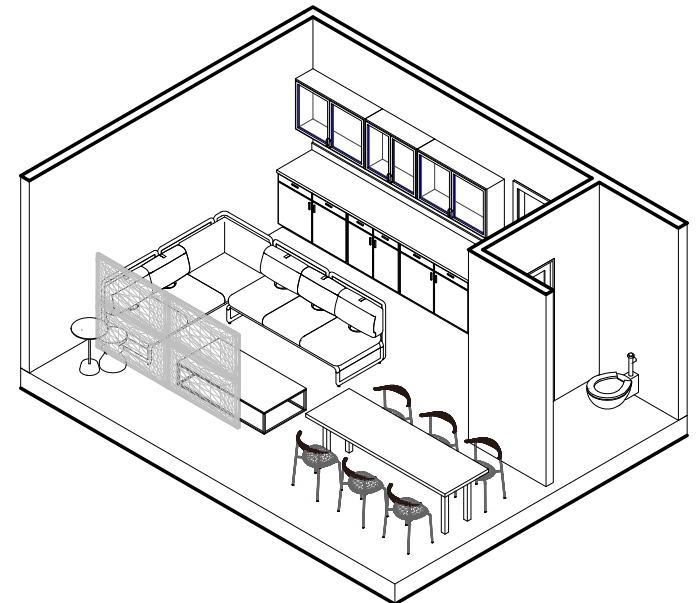
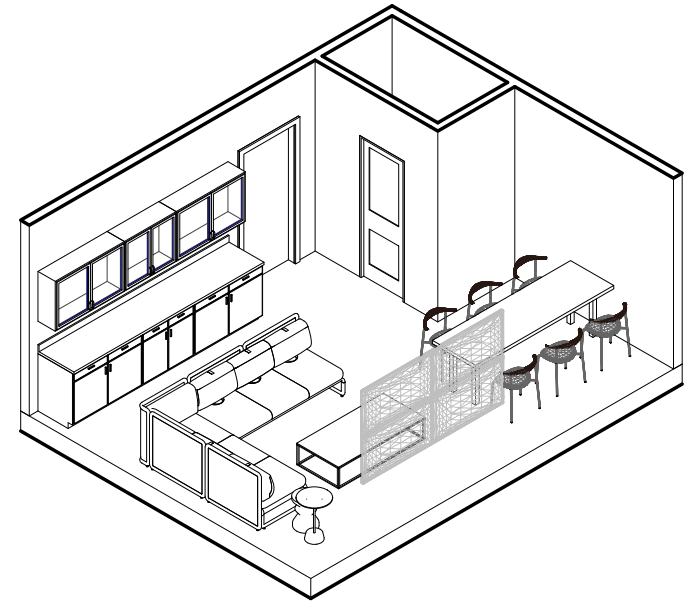
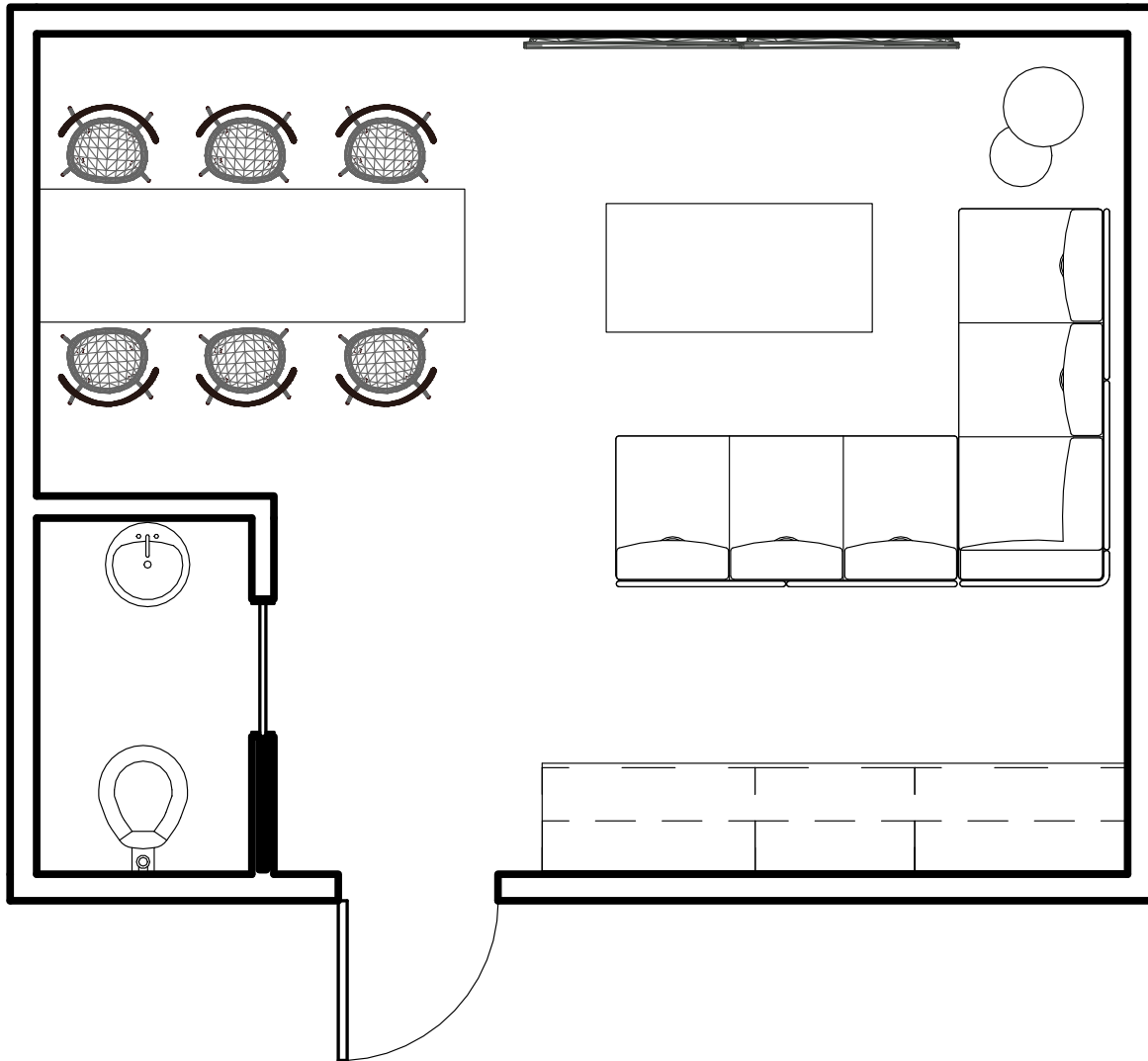
ZONE 5: SOCIAL GATHERING

ZONE 6: BACK OF HOUSE

II. SITE

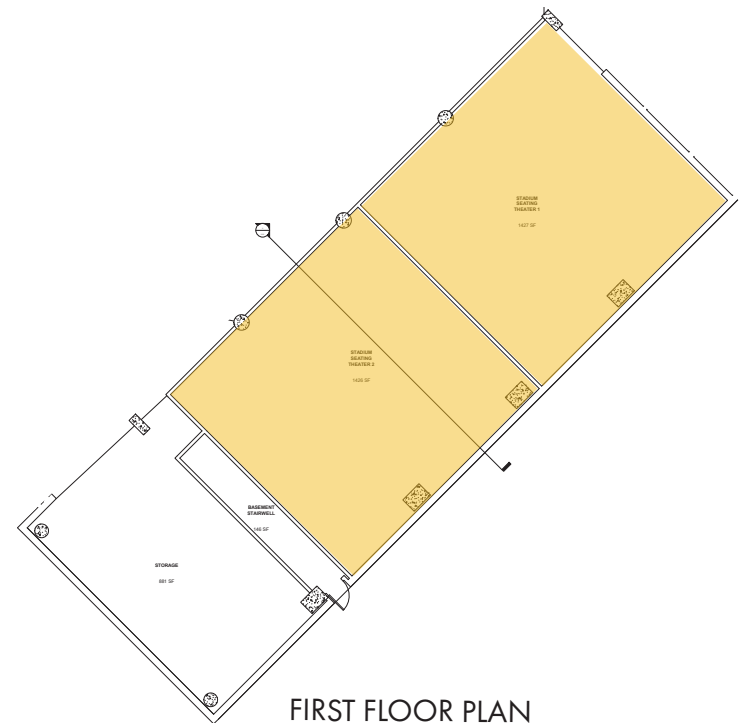
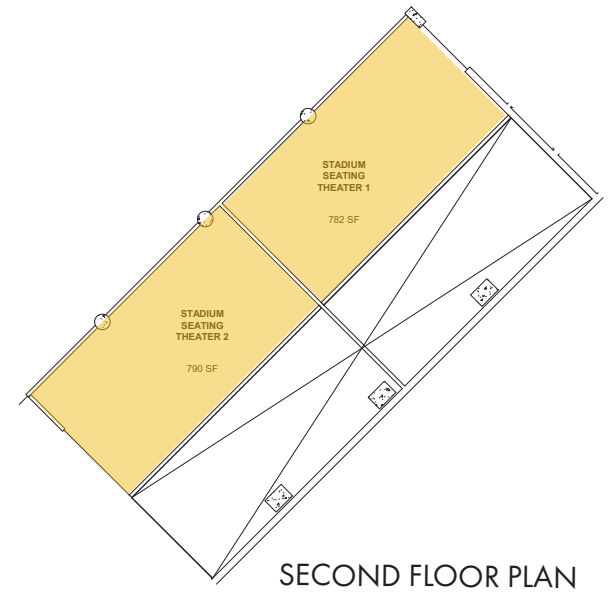
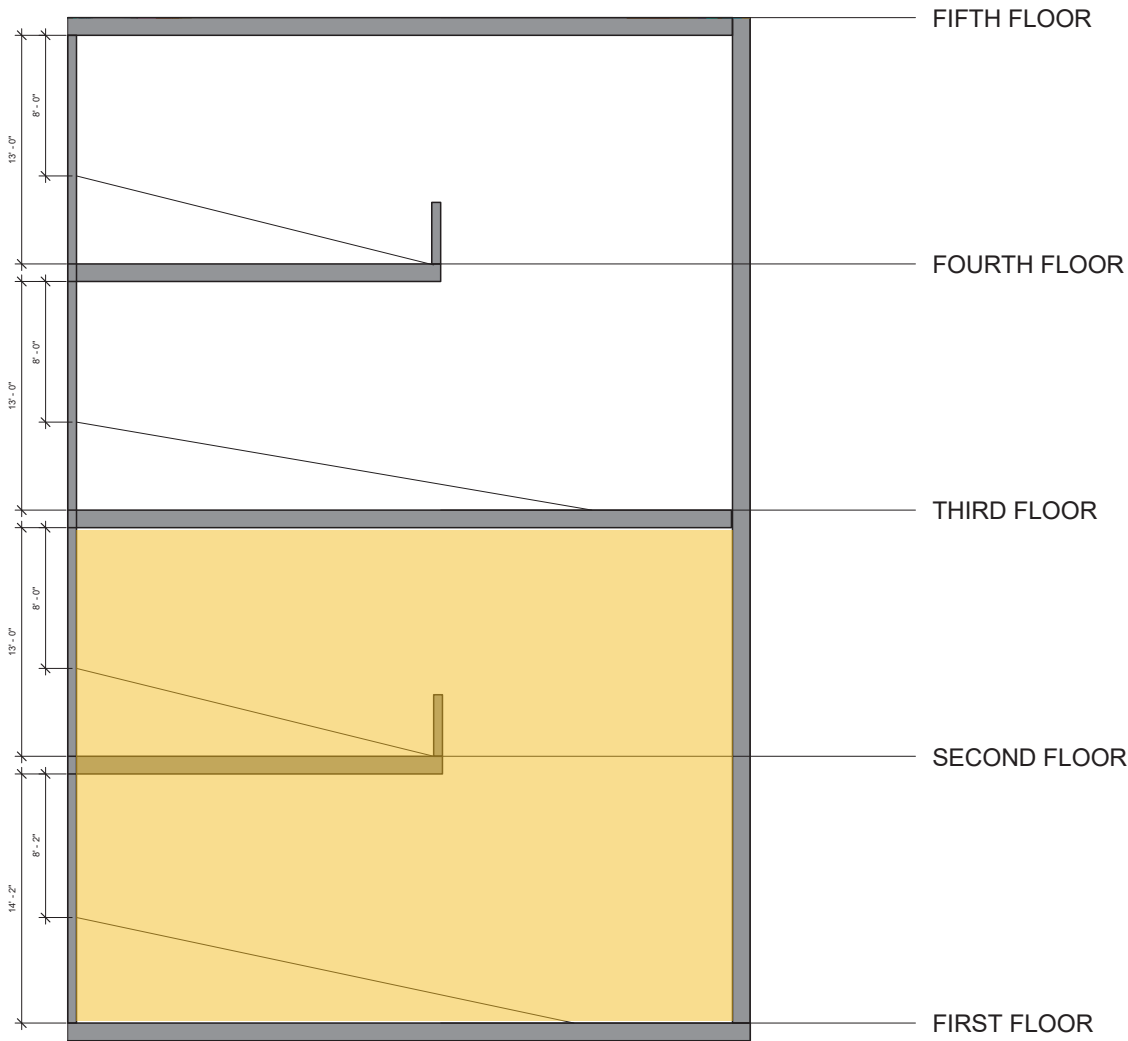
EXPERIENCE PROTOTYPES

MOCK-BOX SUITE PROTOTYPE



Here is a deeper dive into my idea for the mock-box suites. After feedback from the game day experience interviews, I decided it would be important to include a private restroom in the space, adding to the luxury associated with a box suite. In addition to the powder room, the suite includes a bar, large sectional, dining table, and large tv screen.

STADIUM SEATING THEATER PROTOTYPE



The stadium seating theater includes a full floor of seating on the first level, and a mezzanine level on the second which extends over a portion of the lower level seating. The layout of the first and second floors is duplicated on the third and fourth floors.

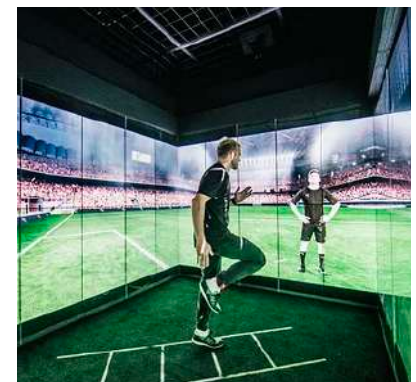
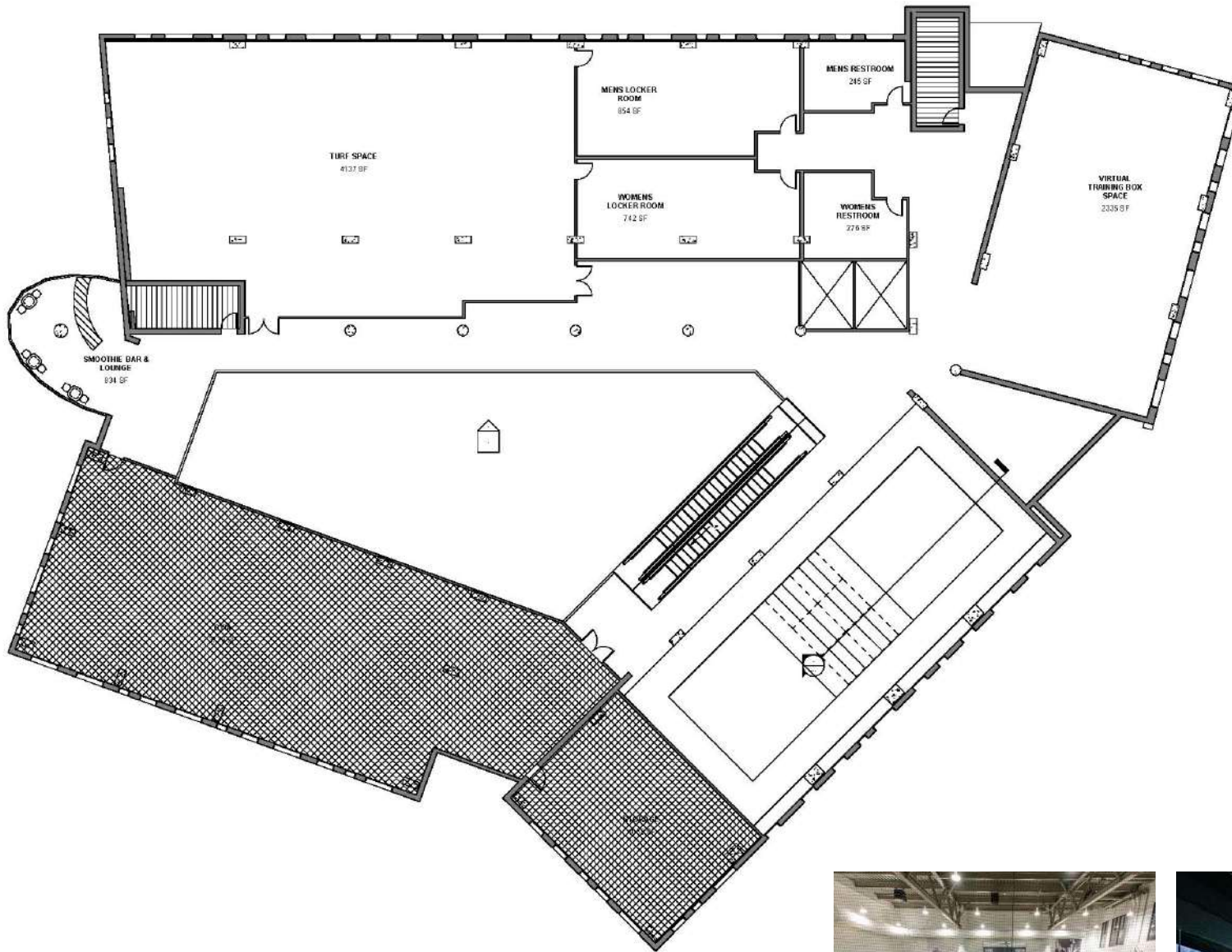
III. SCHEMATIC DESIGN

PLANS & INSPIRATION IMAGES

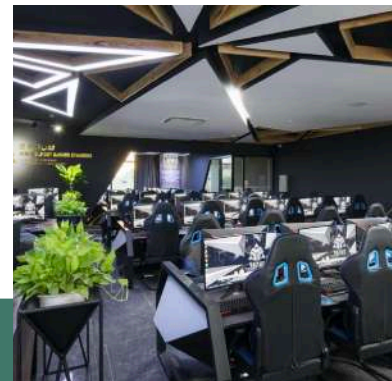
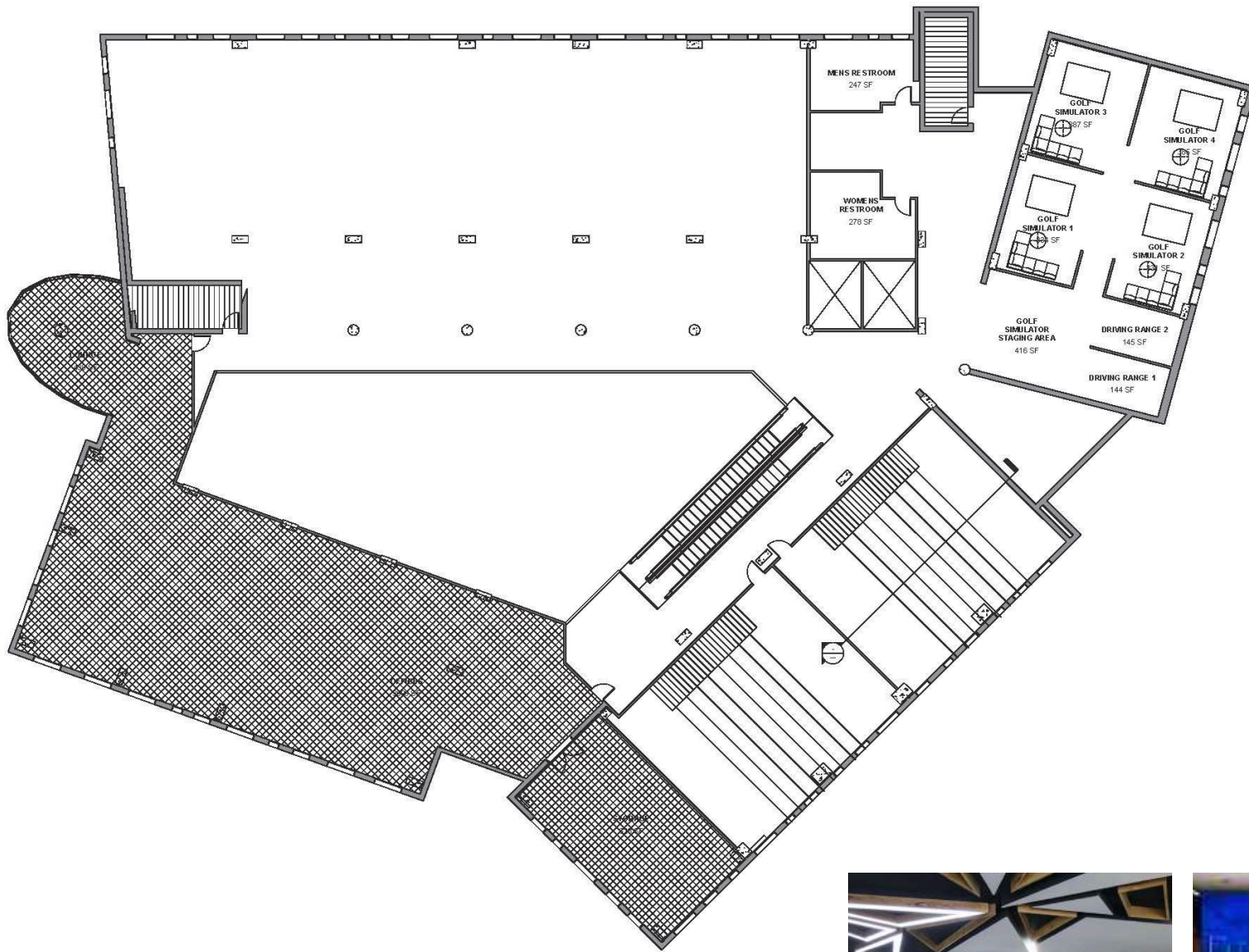


ZONE 1: FUEL & WARM UP





ZONE 2: TRAINING

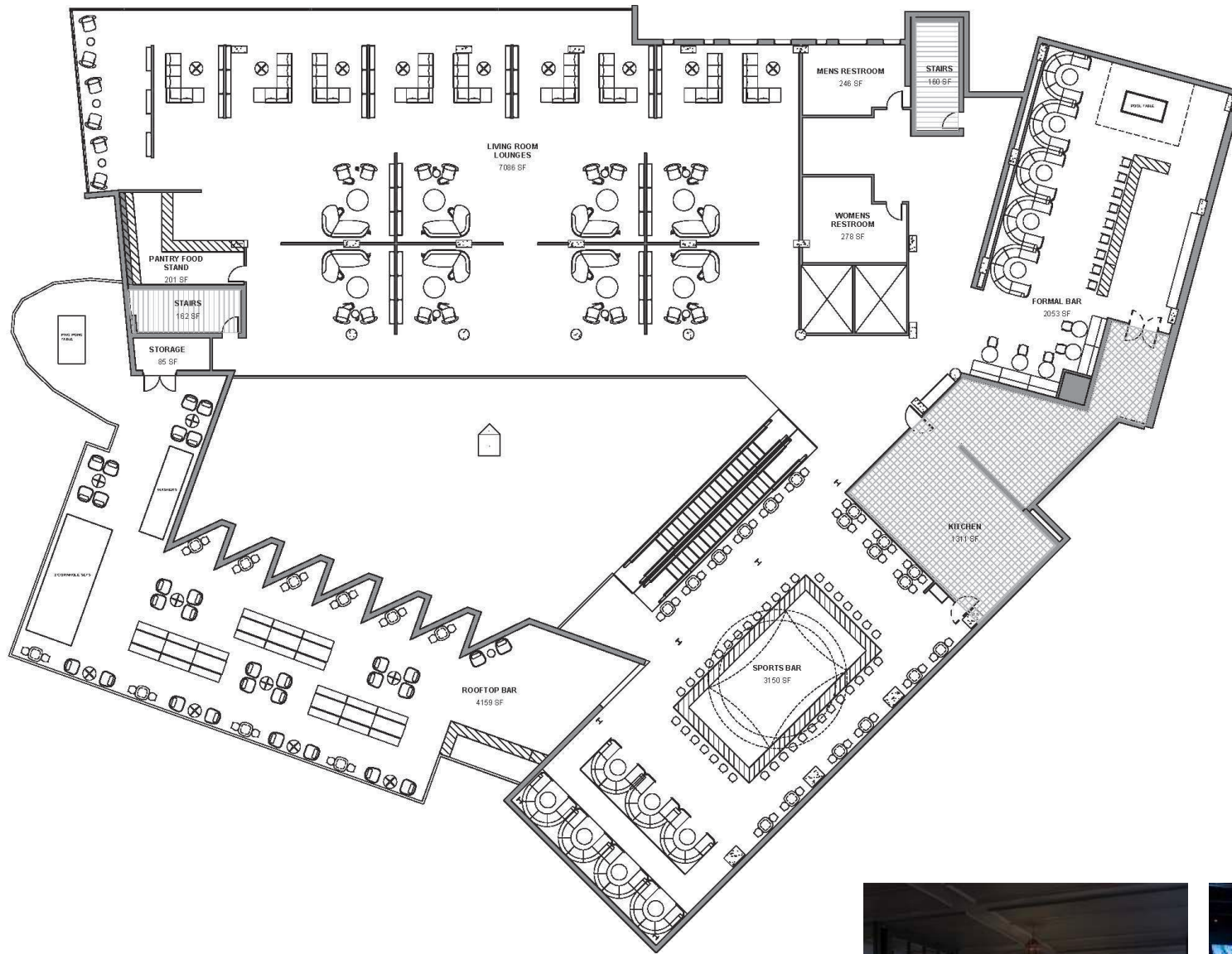


ZONE 3: TEAM BONDING



ZONE 4: WATCH FILM

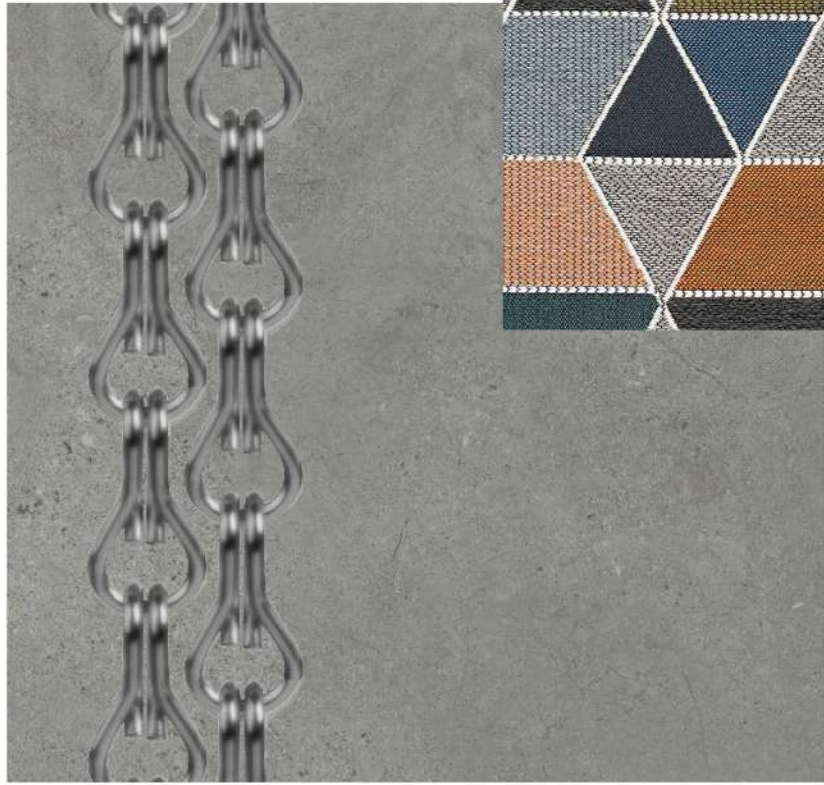




ZONE 5: GAME TIME

III. SCHEMATIC DESIGN

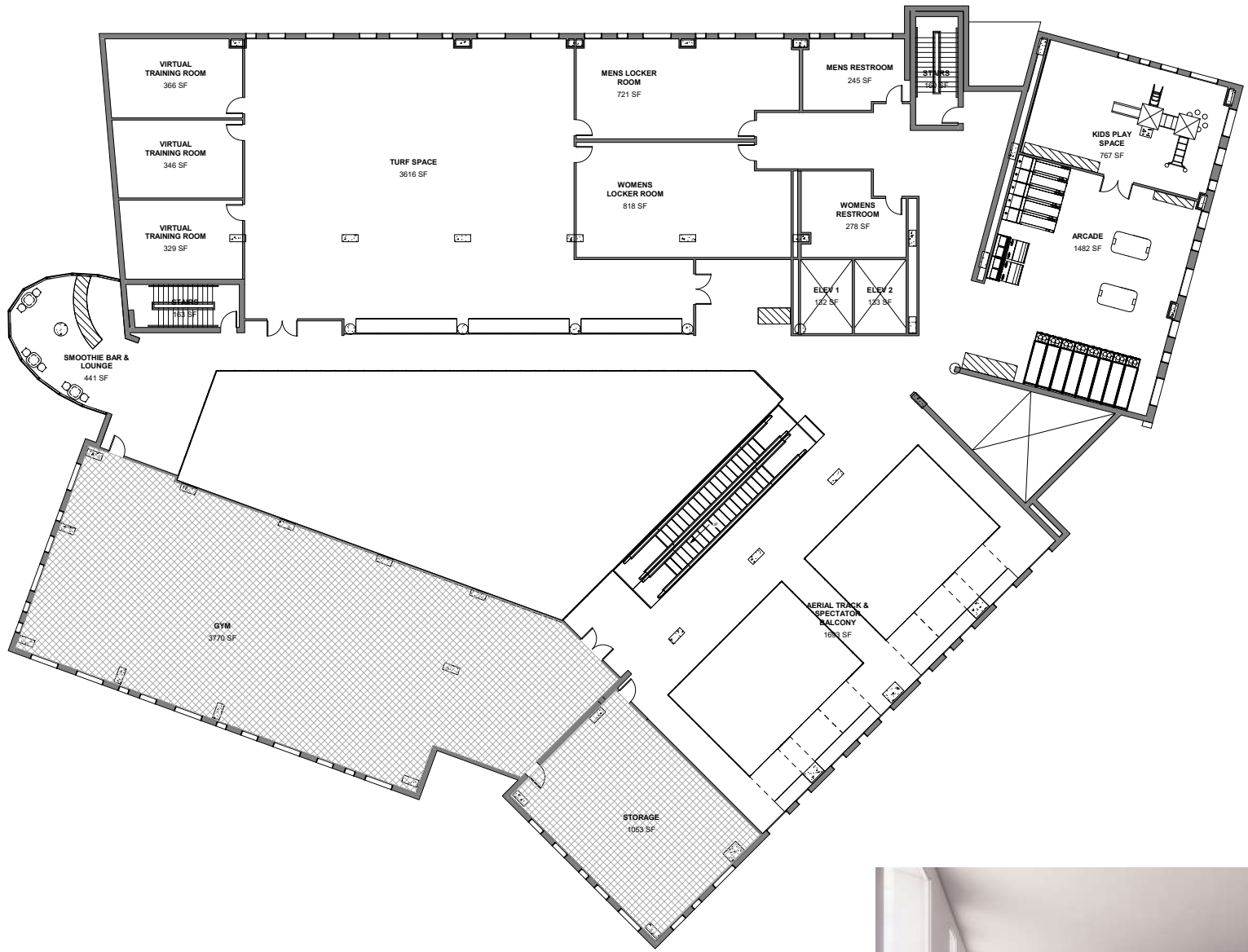
MATERIAL PALETTE



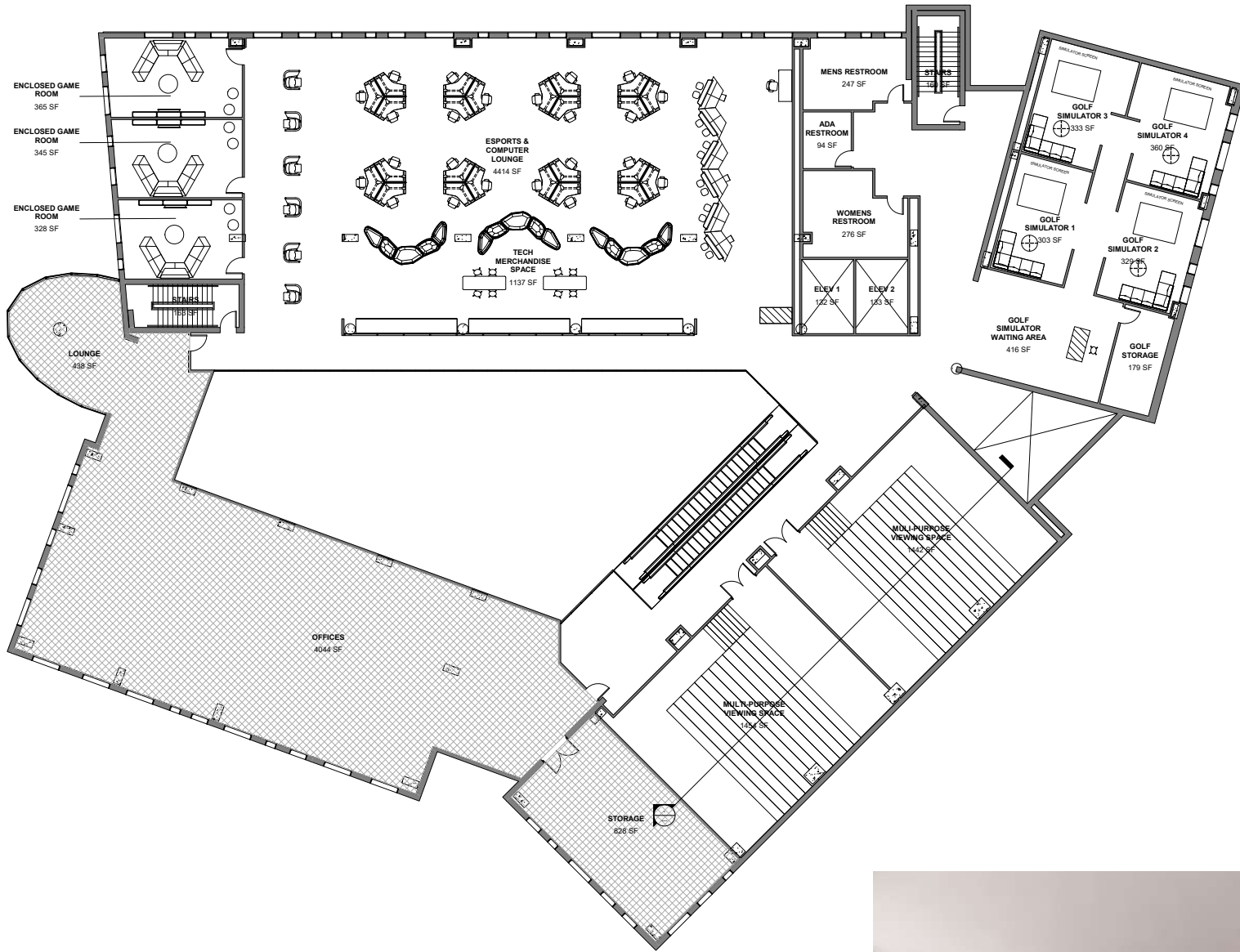
@GLOSSBLACK MURALS AT THE COMCAST TECHNOLOGY CENTER

III. DESIGN DEVELOPMENT

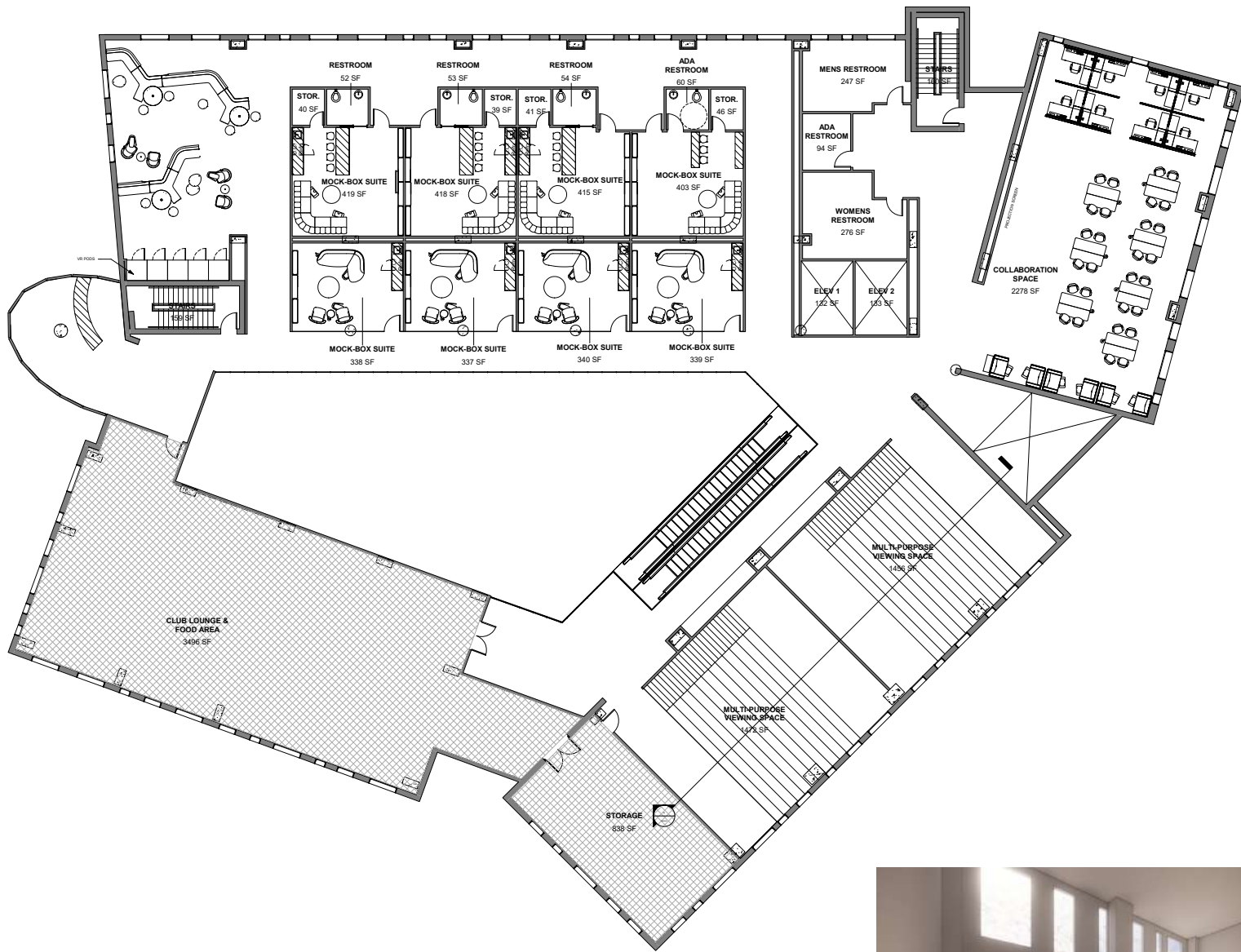
PLANS & 3D VIEWS



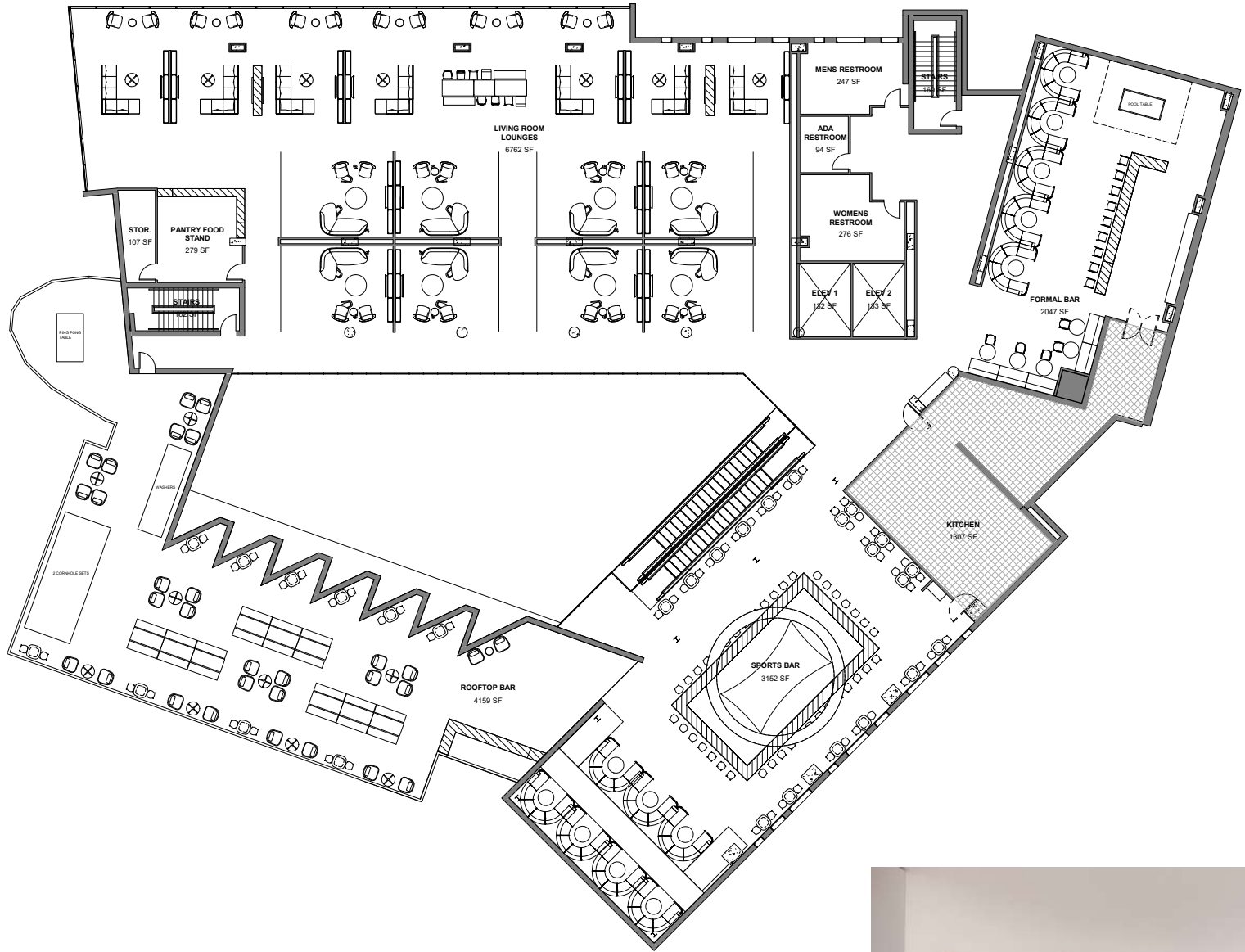
ZONE 2: TRAIN



ZONE 3: UNWIND



ZONE 4: REVIEW



ZONE 5: GAME TIME

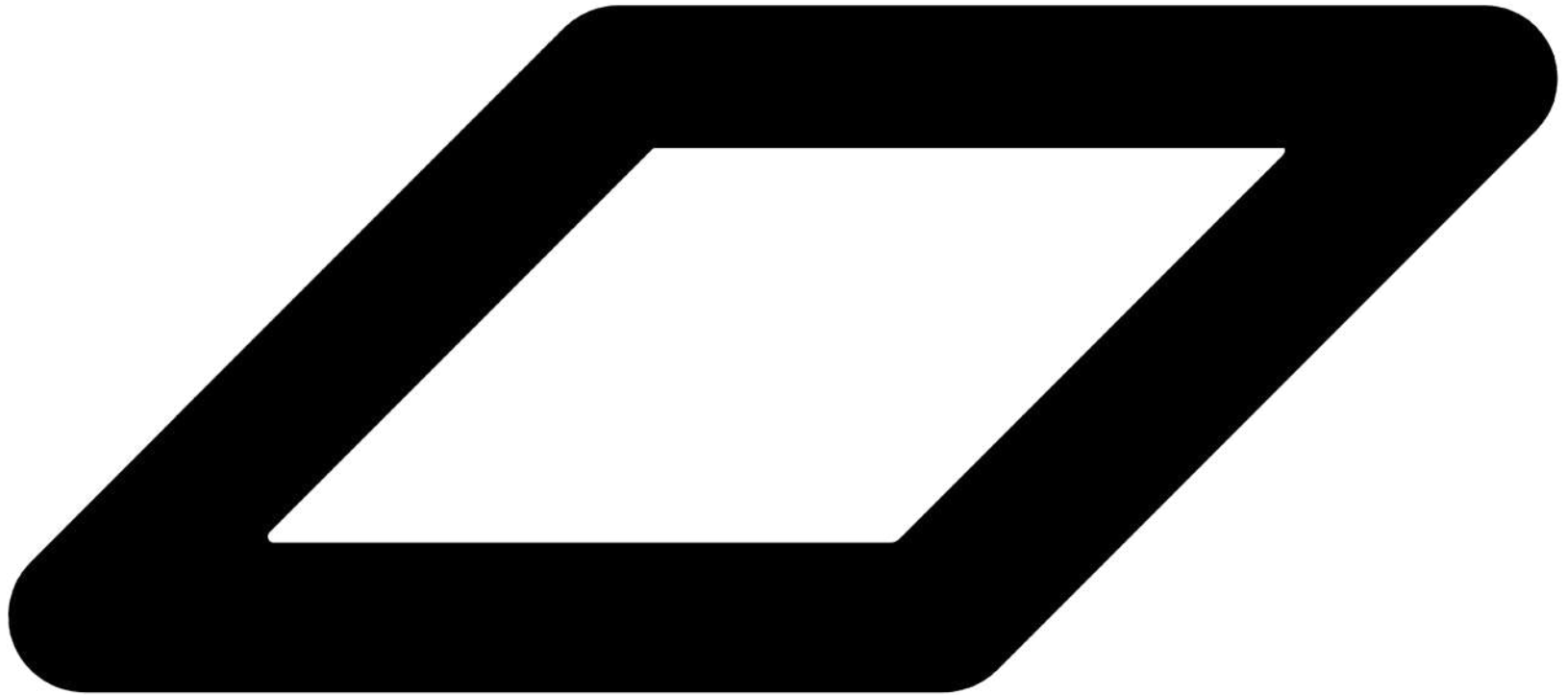
III. DESIGN DEVELOPMENT

MATERIAL PALETTE



IV. FINAL PRESENTATION

OVERTIME



OVERTIME



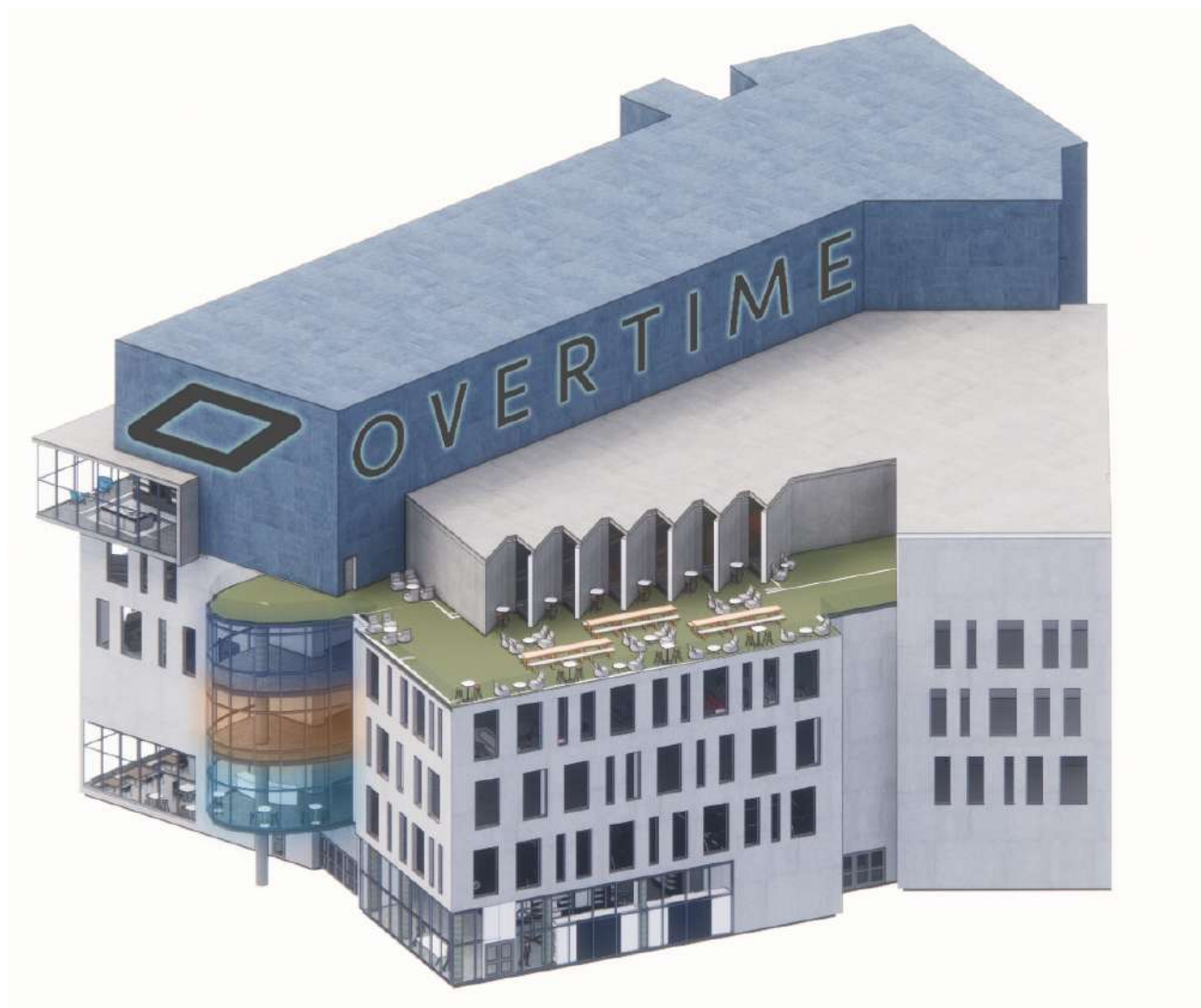
AN IMMERSIVE SPORTS VIEWING AND SOCIAL DESTINATION LOCATED IN THE HEART OF UNIVERSITY CITY

DESIGN AGENDA

Develop an accessible, immersive, Philadelphia-based sports viewing experience for members of the sports community to build connections with other fans by:

- immersing themselves into a sports-filled environment
- creating meaningful memories
- having fun supporting their favorite teams

**TO CREATE A SPACE THAT IS AT THE INTERSECTION OF
SPORTS ENTERTAINMENT AND SPORTS EDUCATION**



BUILDING EXTERIOR

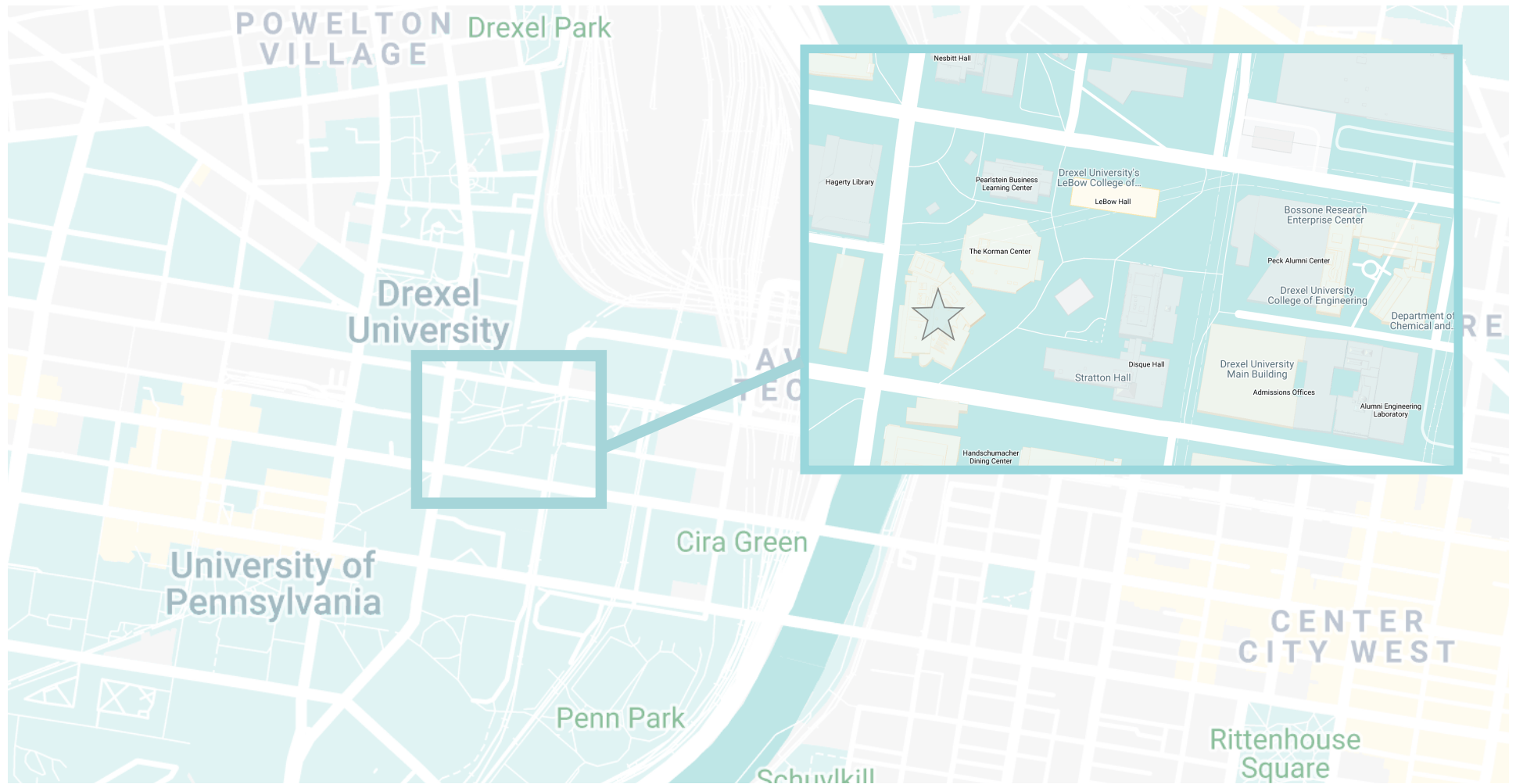
PROJECT SITE INFORMATION



PAPADAKIS INTEGRATED SCIENCES BUILDING

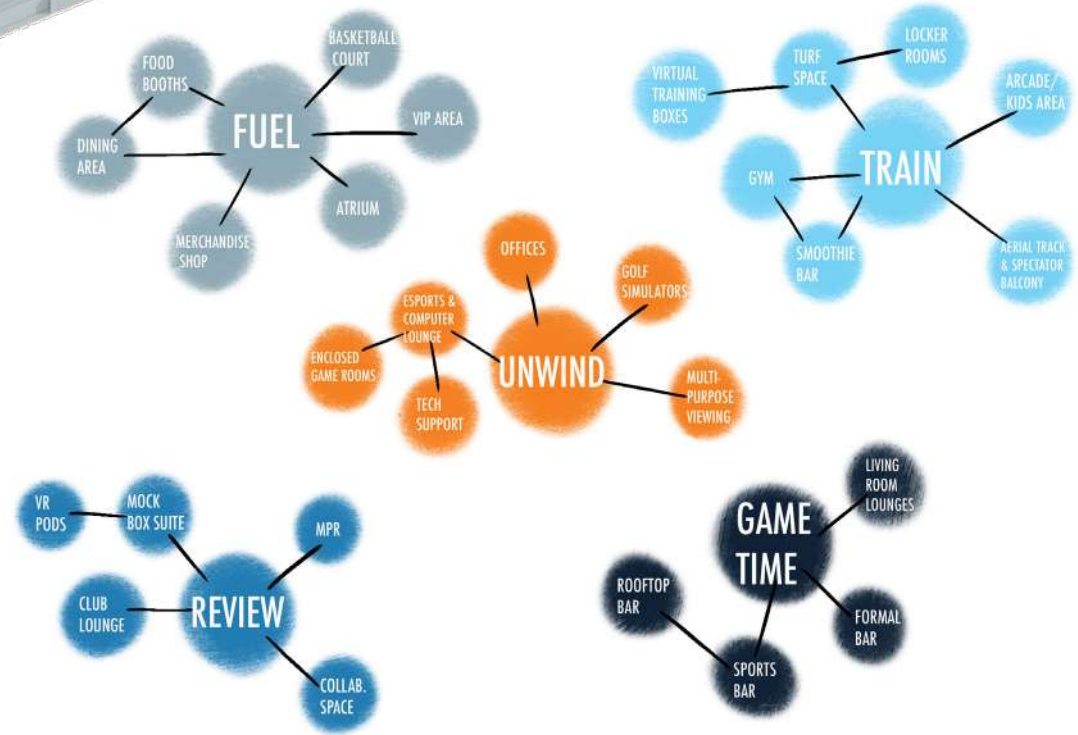
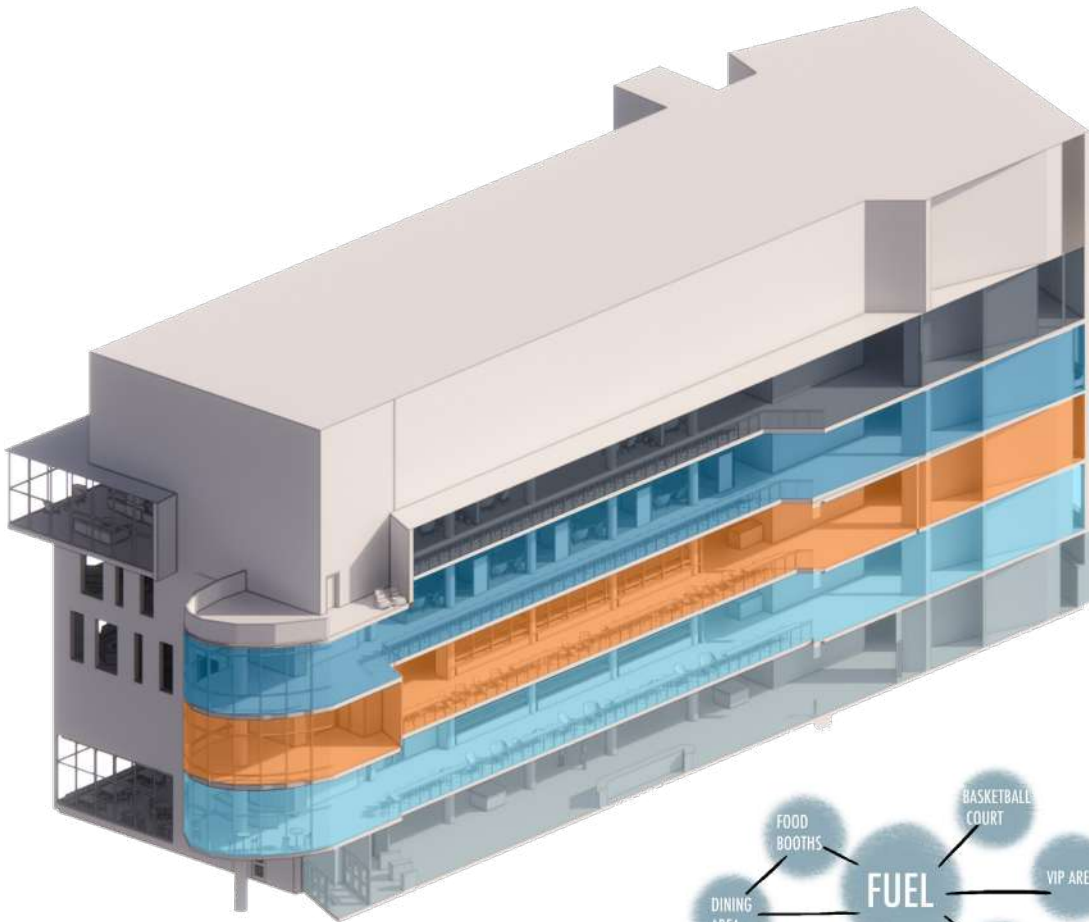
DREXEL UNIVERSITY

3245 CHESTNUT STREET, PHILADELPHIA, PA 19104



TYPE 1B CONSTRUCTION - GROUP A & GROUP B OCCUPANCY CLASSIFICATION FOR NEW USE - MAX. 440 OCCUPANTS PER FLOOR

PROGRAMMING



ZONE 1: FUEL

22,462 SF

ATRIUM - MERCHANDISE - FOOD BOOTHS - DINING SPACE - VIP AREA - BASKETBALL COURT

ZONE 2: TRAIN

16,190 SF

TURF SPACE - VIRTUAL TRAINING BOXES - ARCADE/KIDS AREA - GYM - SPECTATOR BALCONY

ZONE 3: UNWIND

17,596 SF

ESPORTS GAMING LOUNGE - GOLF SIMULATORS - MULTI-PURPOSE VIEWING AREA - OFFICES

ZONE 4: REVIEW

12,315 SF

MOCK-BOX SUITES - COLLABORATION SPACE - VR PODS - CLUB LOUNGE & FOOD AREA

ZONE 5: GAME TIME

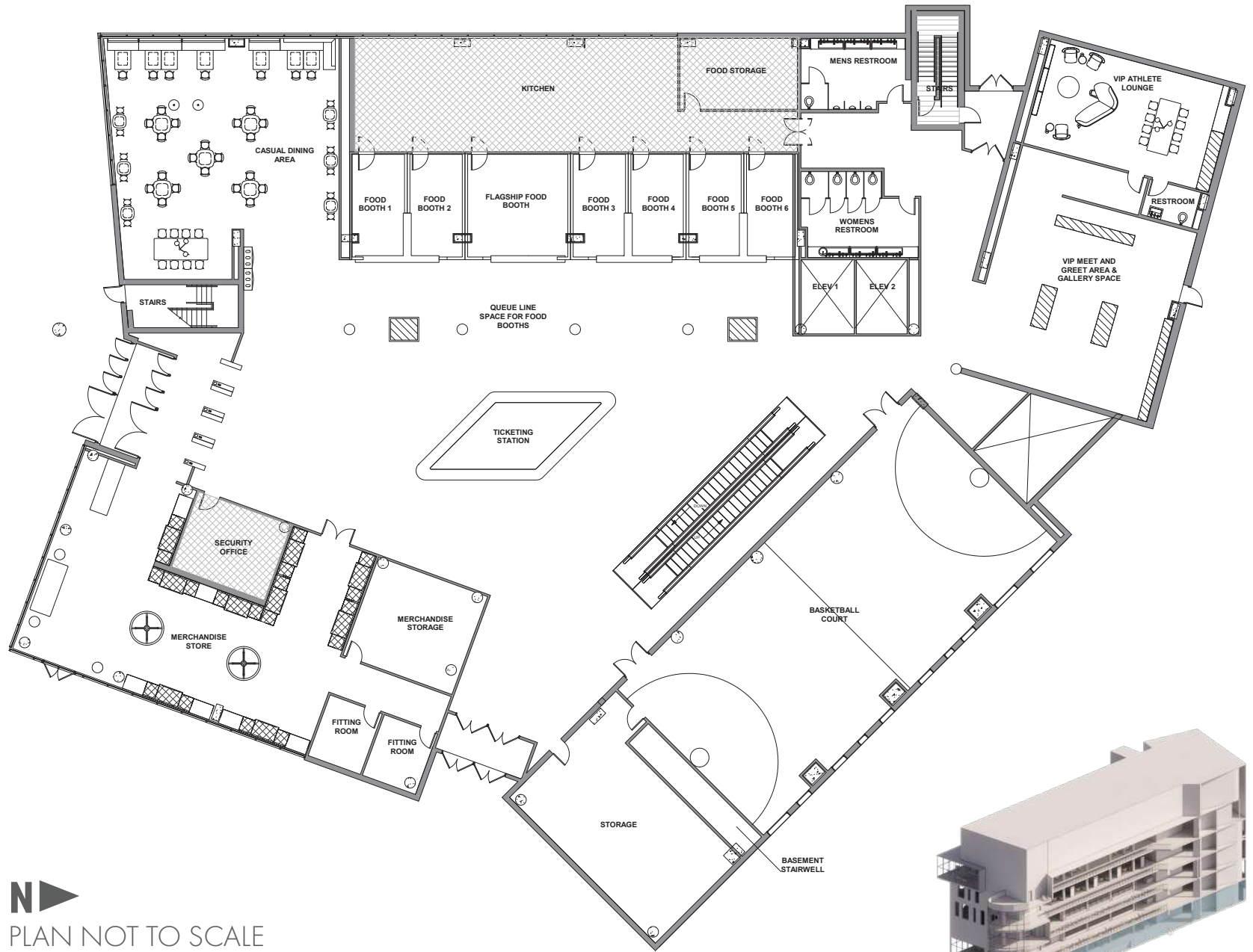
18,695 SF

LIVING ROOM LOUNGES - SPORTS BAR - FORMAL BAR - ROOFTOP BAR - SATELLITE PANTRY

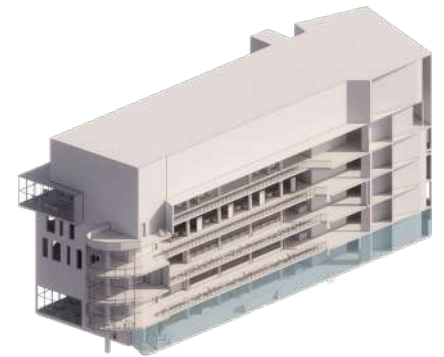
TOTAL SF + 19,648 SF CIRCULATION:

106,906 SF

ZONE 1: FUEL



PLAN NOT TO SCALE



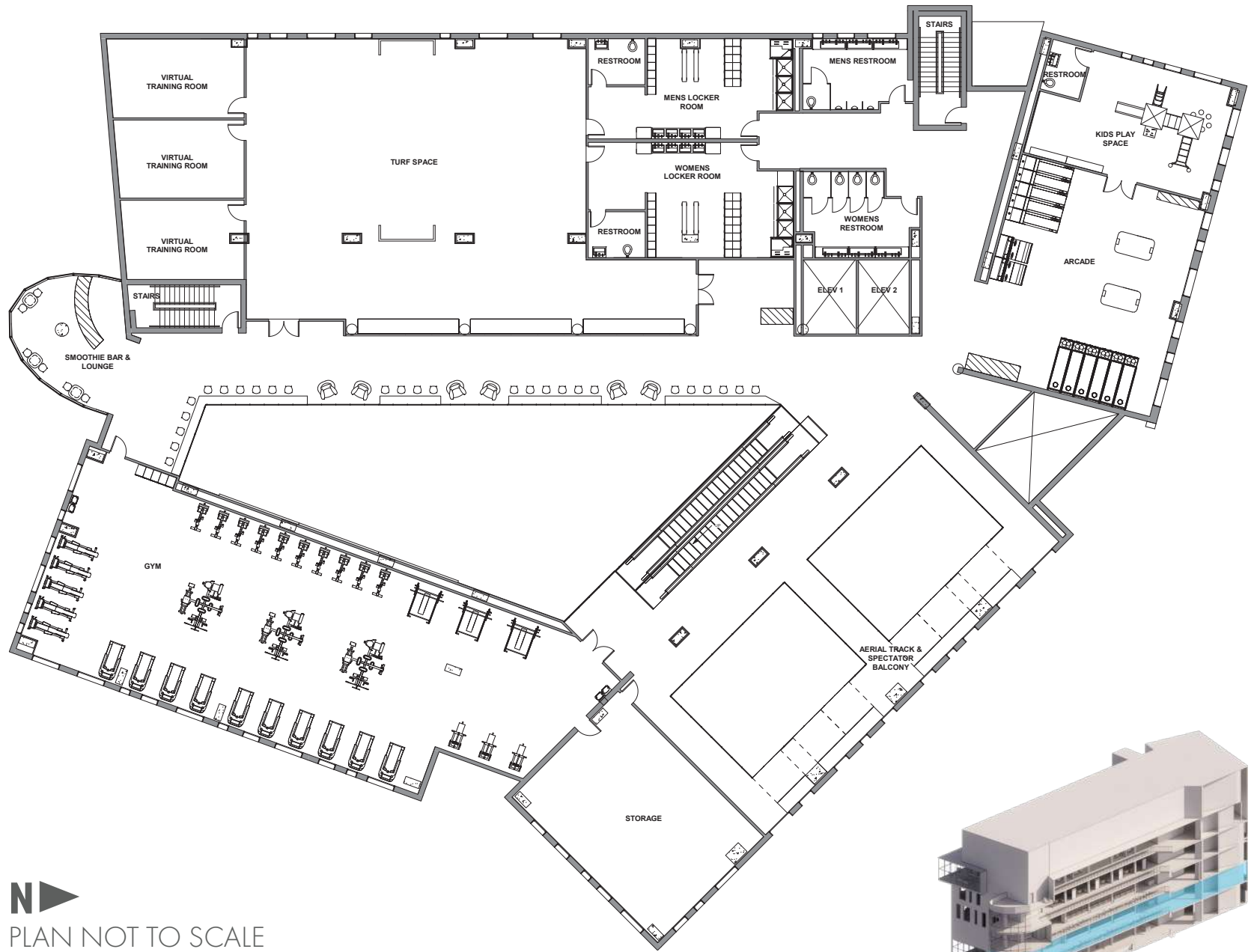


LOBBY

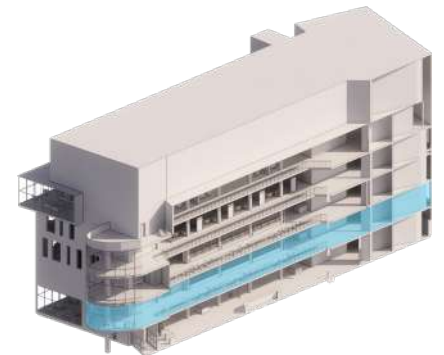


BASKETBALL COURT

ZONE 2: TRAIN



PLAN NOT TO SCALE



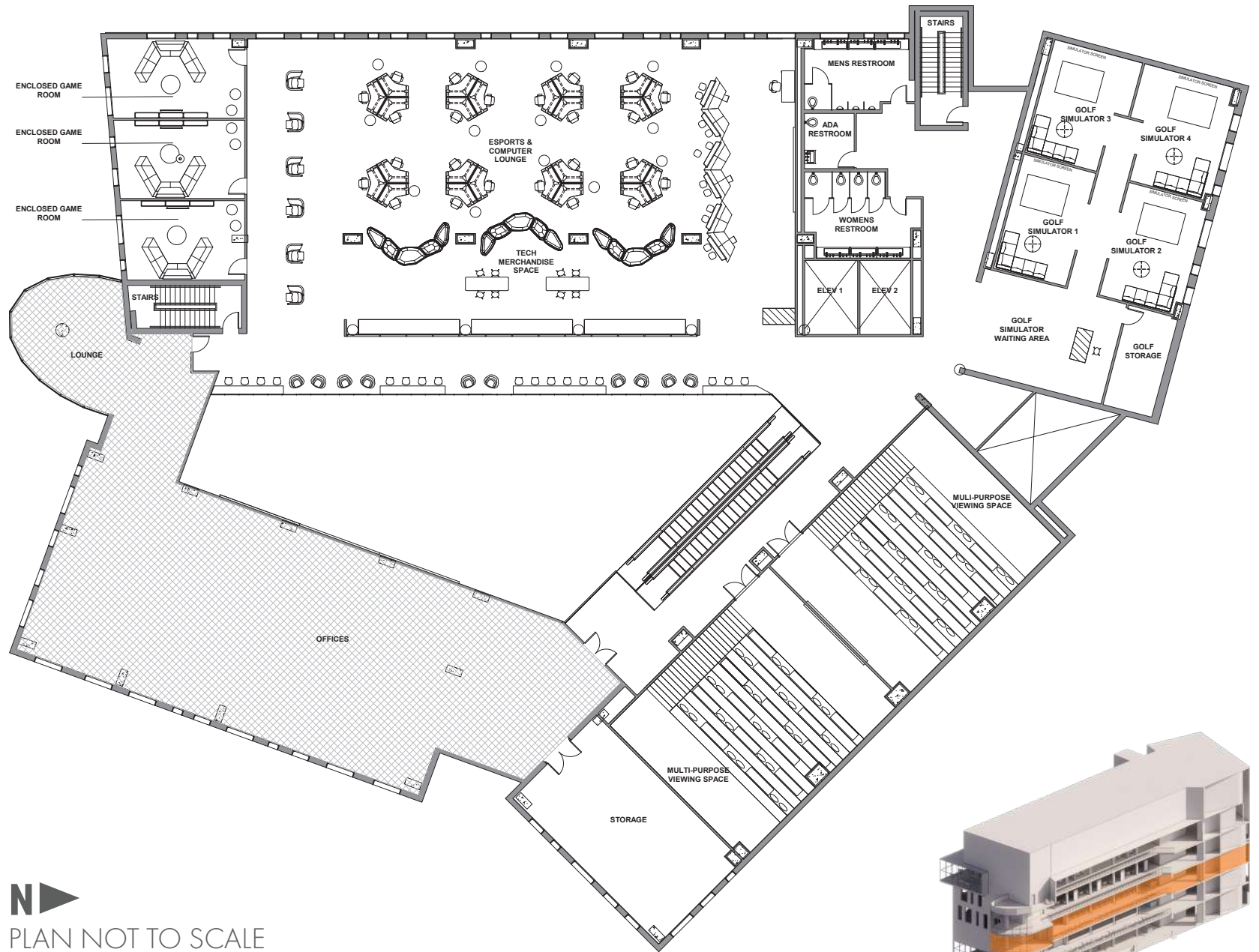


ATRIUM FROM SECOND FLOOR BALCONY

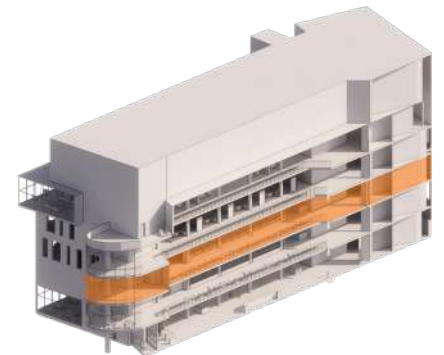


TURF SPACE

ZONE 3: UNWIND



PLAN NOT TO SCALE



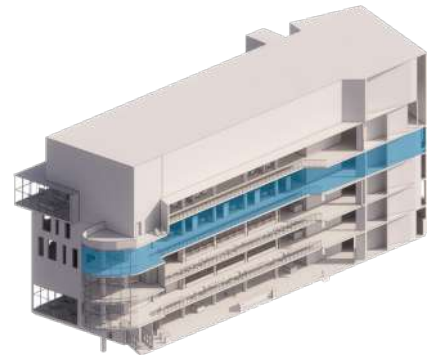
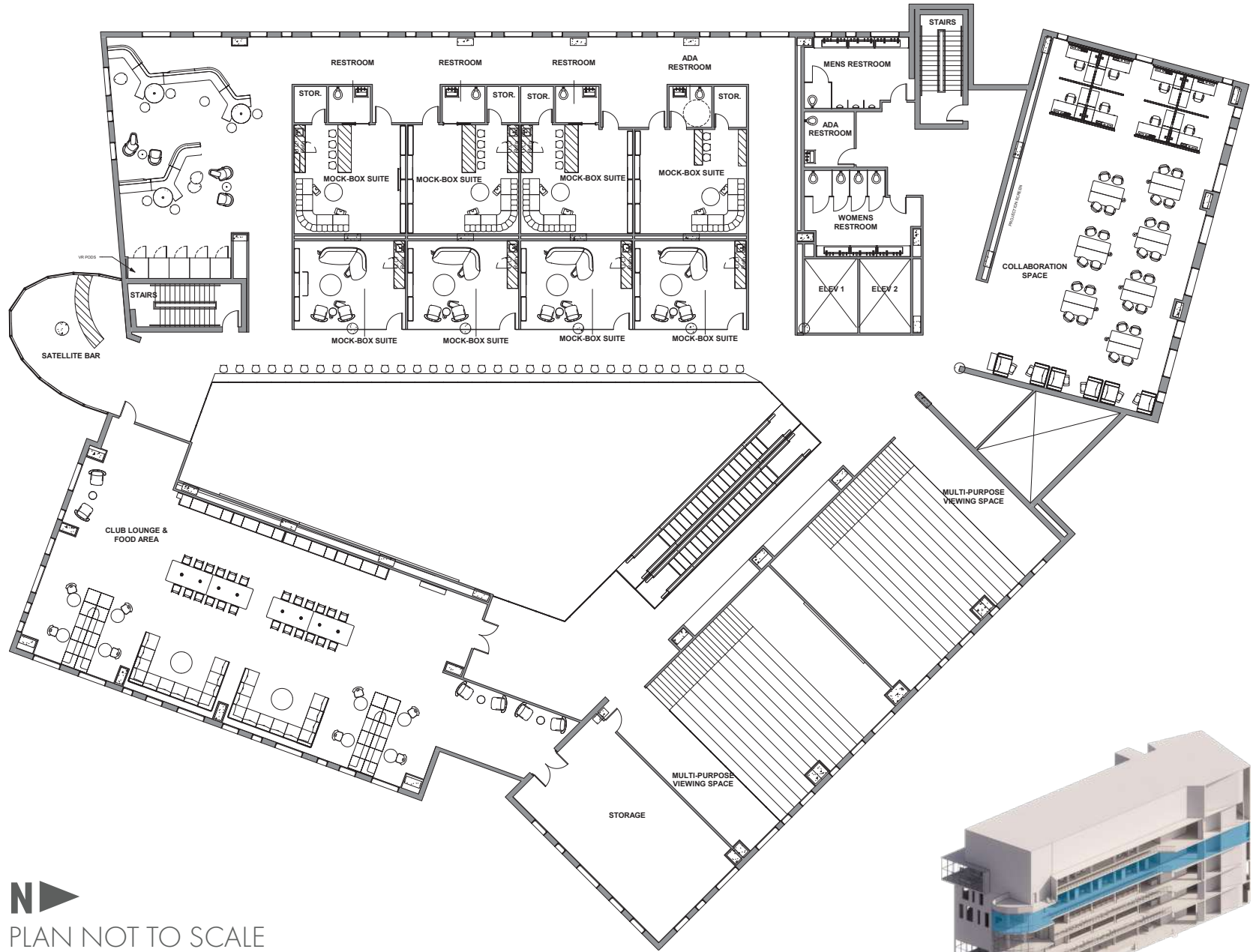


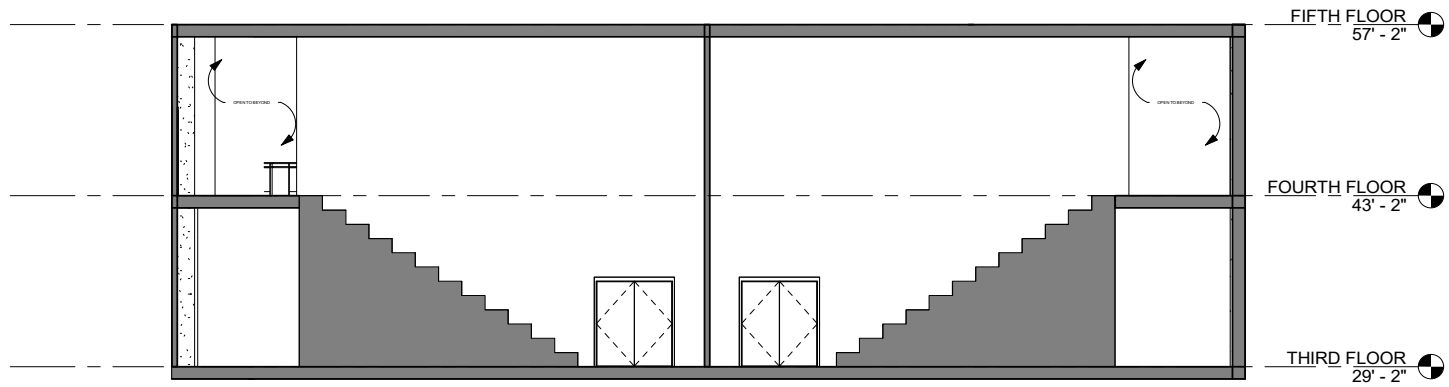
ESPORTS & COMPUTER LOUNGE



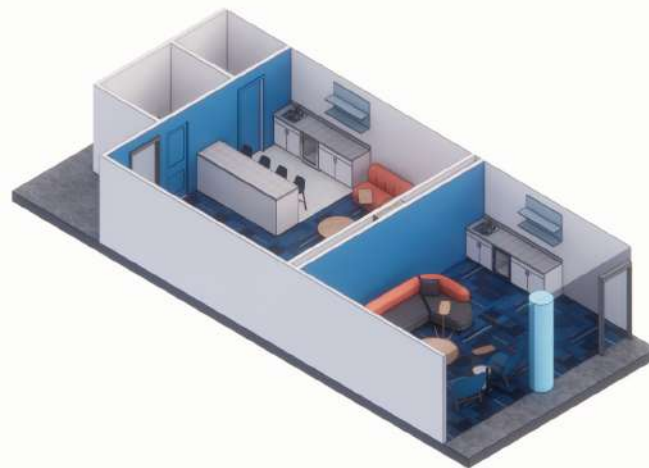
MULTI-PURPOSE VIEWING SPACE

ZONE 4: REVIEW



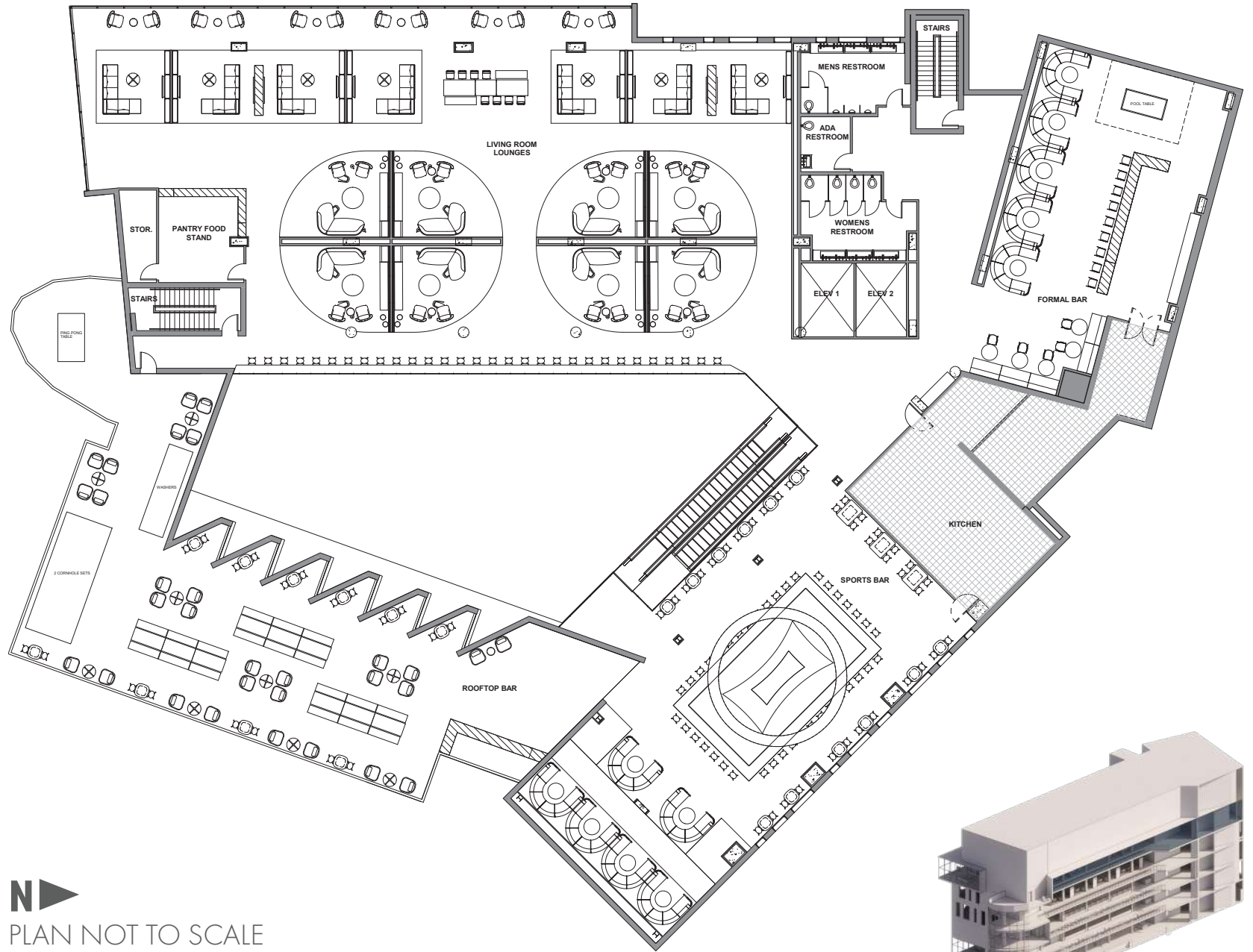


MULTI-PURPOSE VIEWING SPACE SECTION

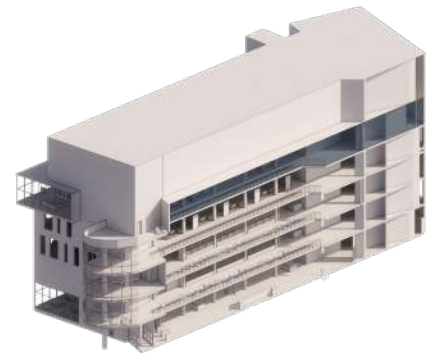


MOCK-BOX SUITE DETAIL VIEWS

ZONE 5: GAME TIME



PLAN NOT TO SCALE



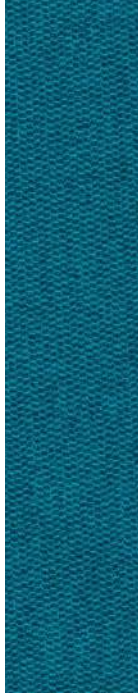


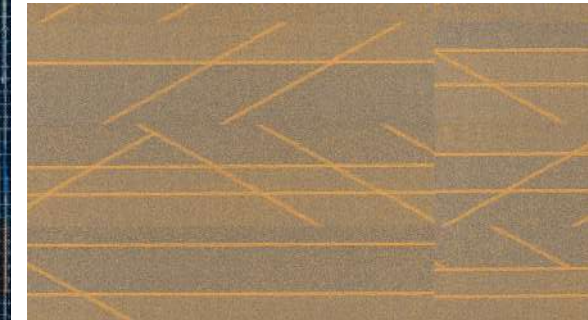
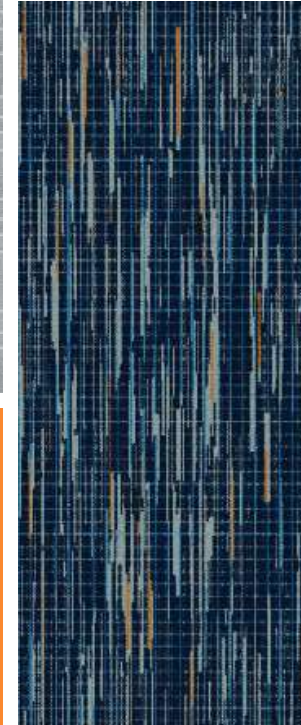
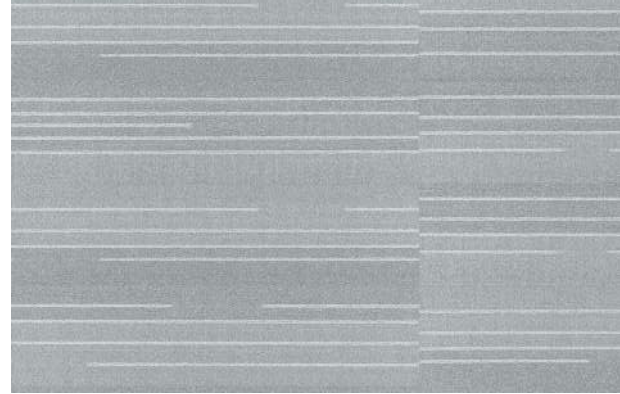
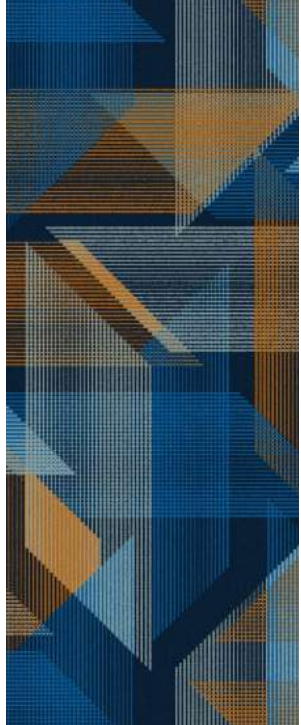
LIVING ROOM LOUNGE



SPORTS BAR

MATERIAL PALETTE

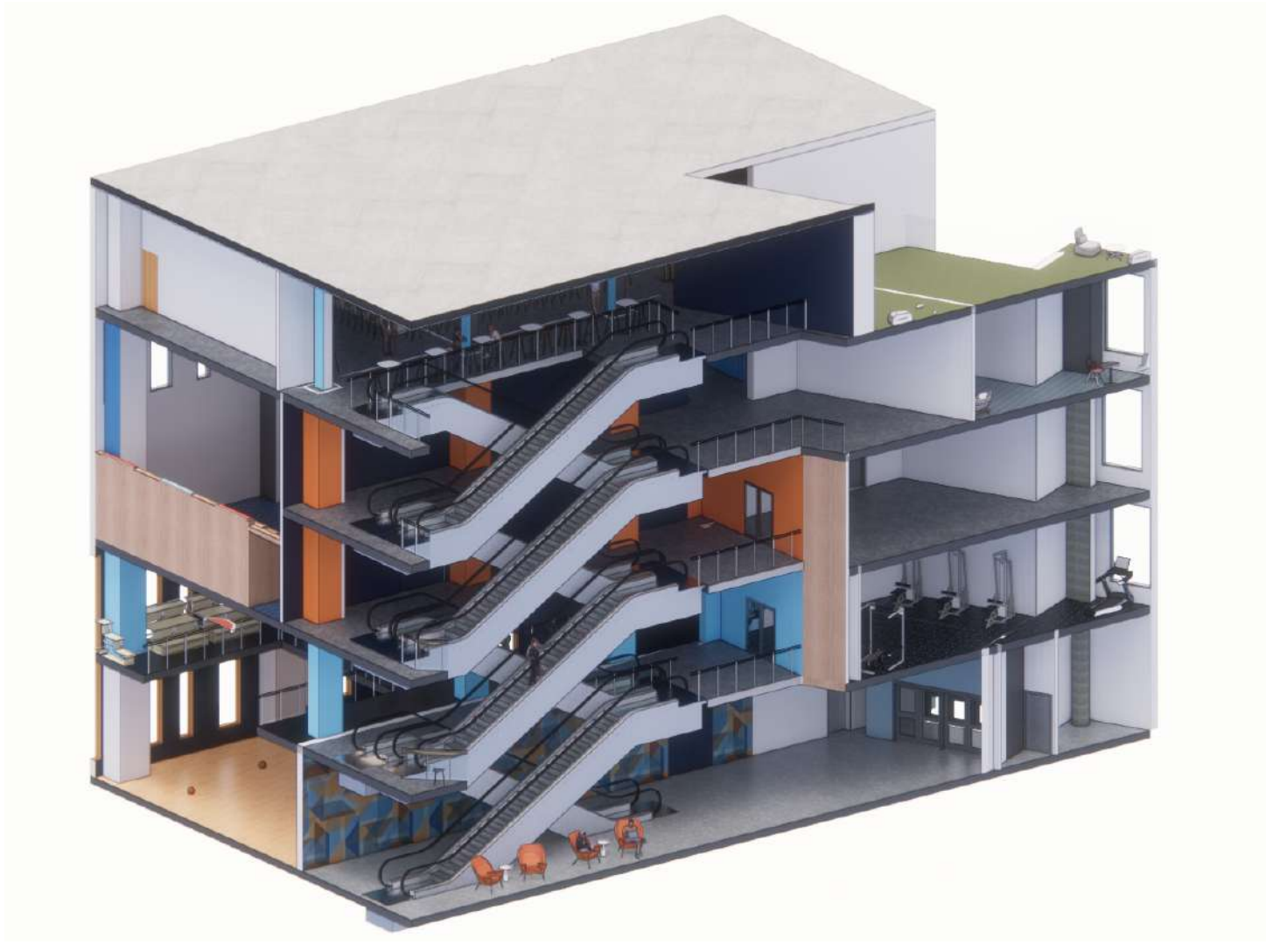




SECTIONED AXONOMETRICS



ATRIUM SCREEN VIEW

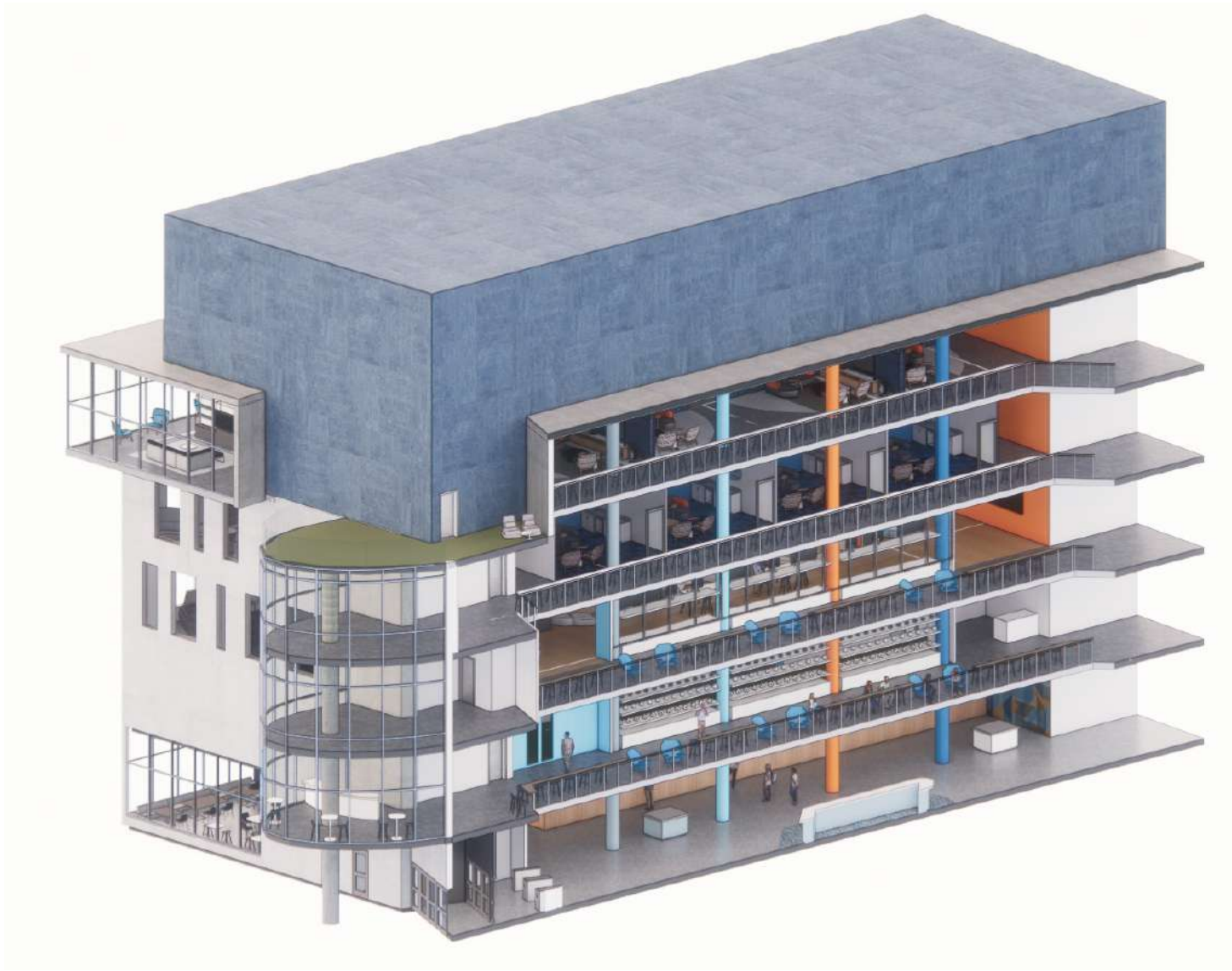


ESCALATOR VIEW

SECTIONED AXONOMETRICS



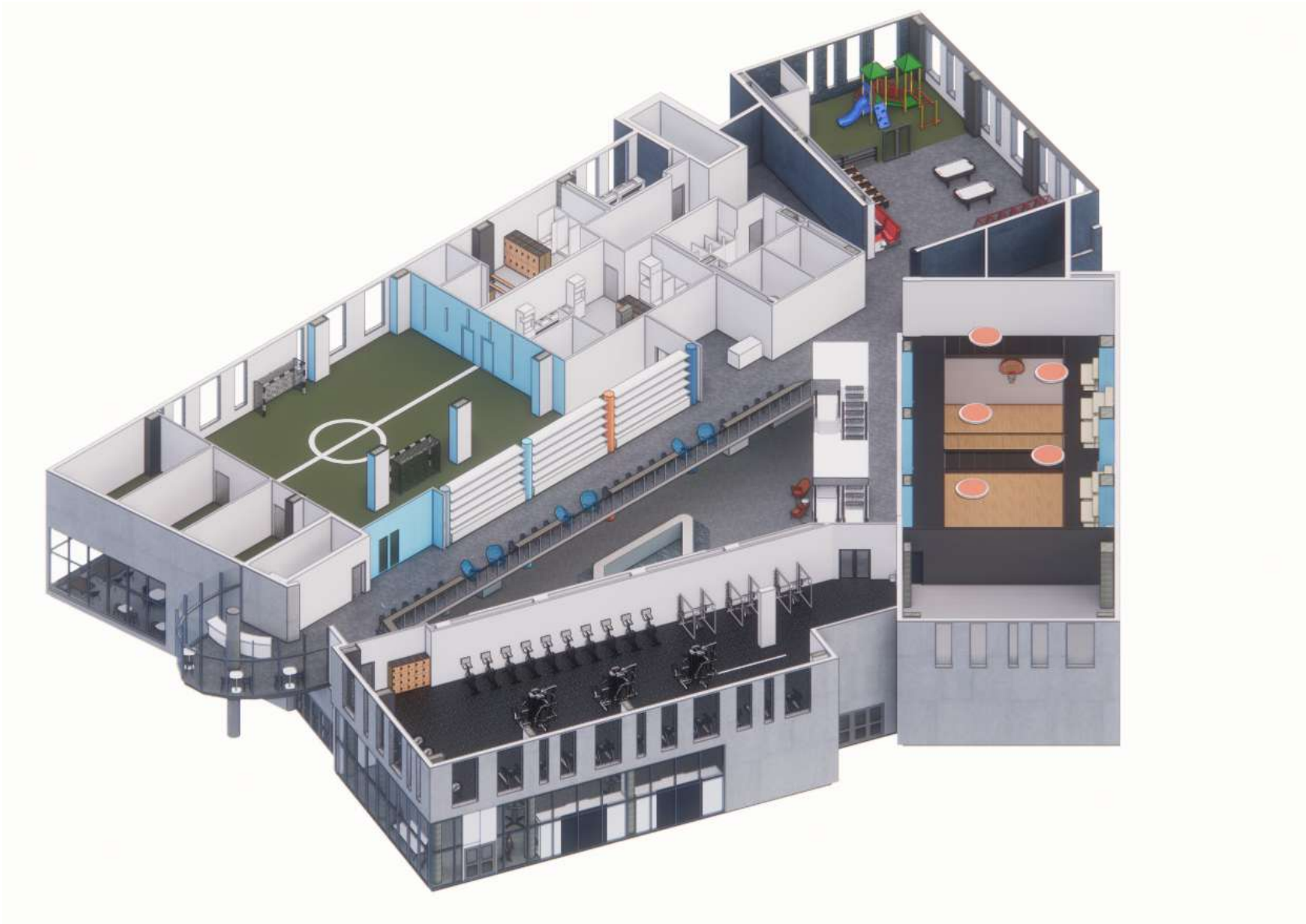
AMENITY ADJACENCY VIEW



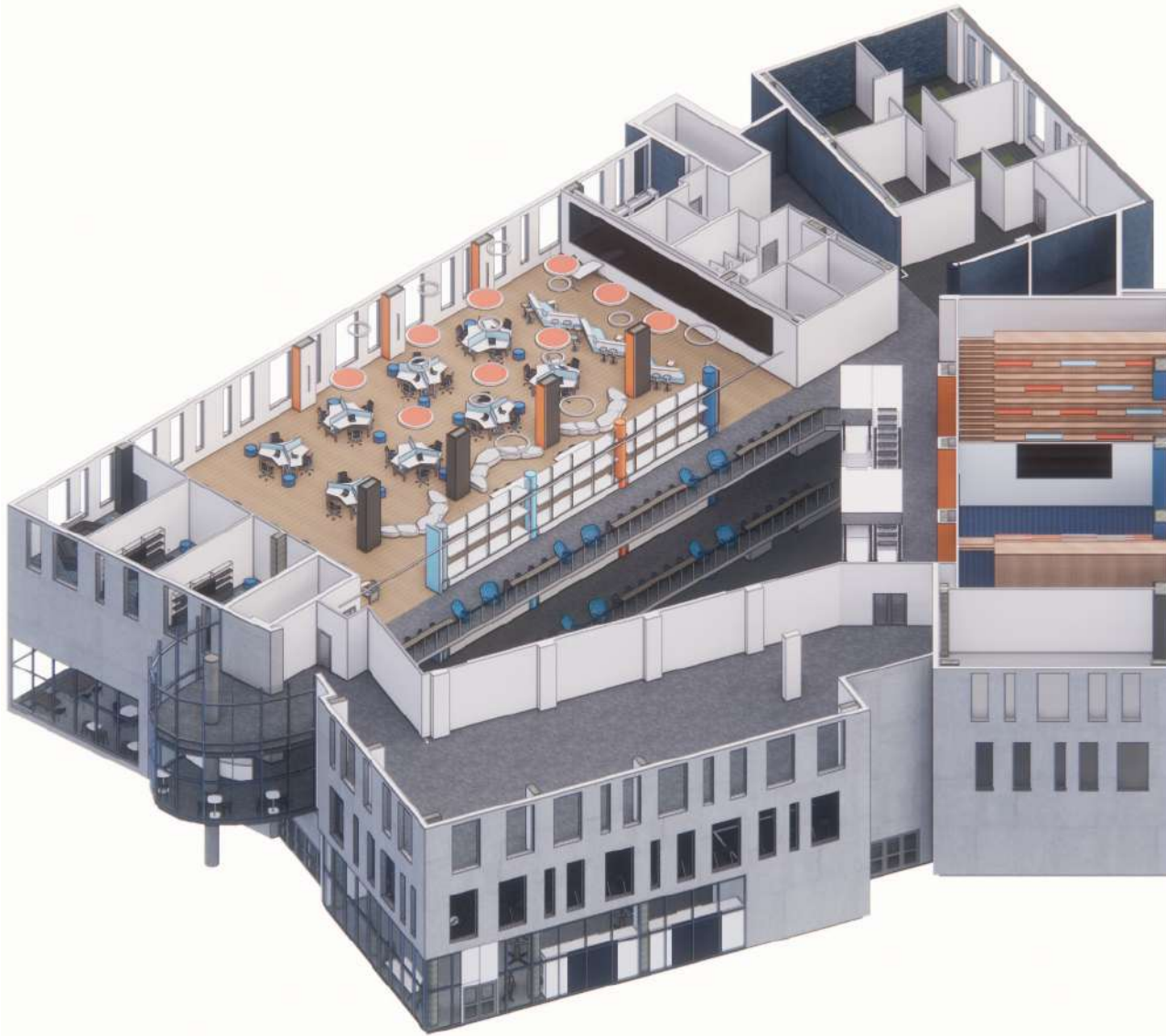
BALCONY VIEW



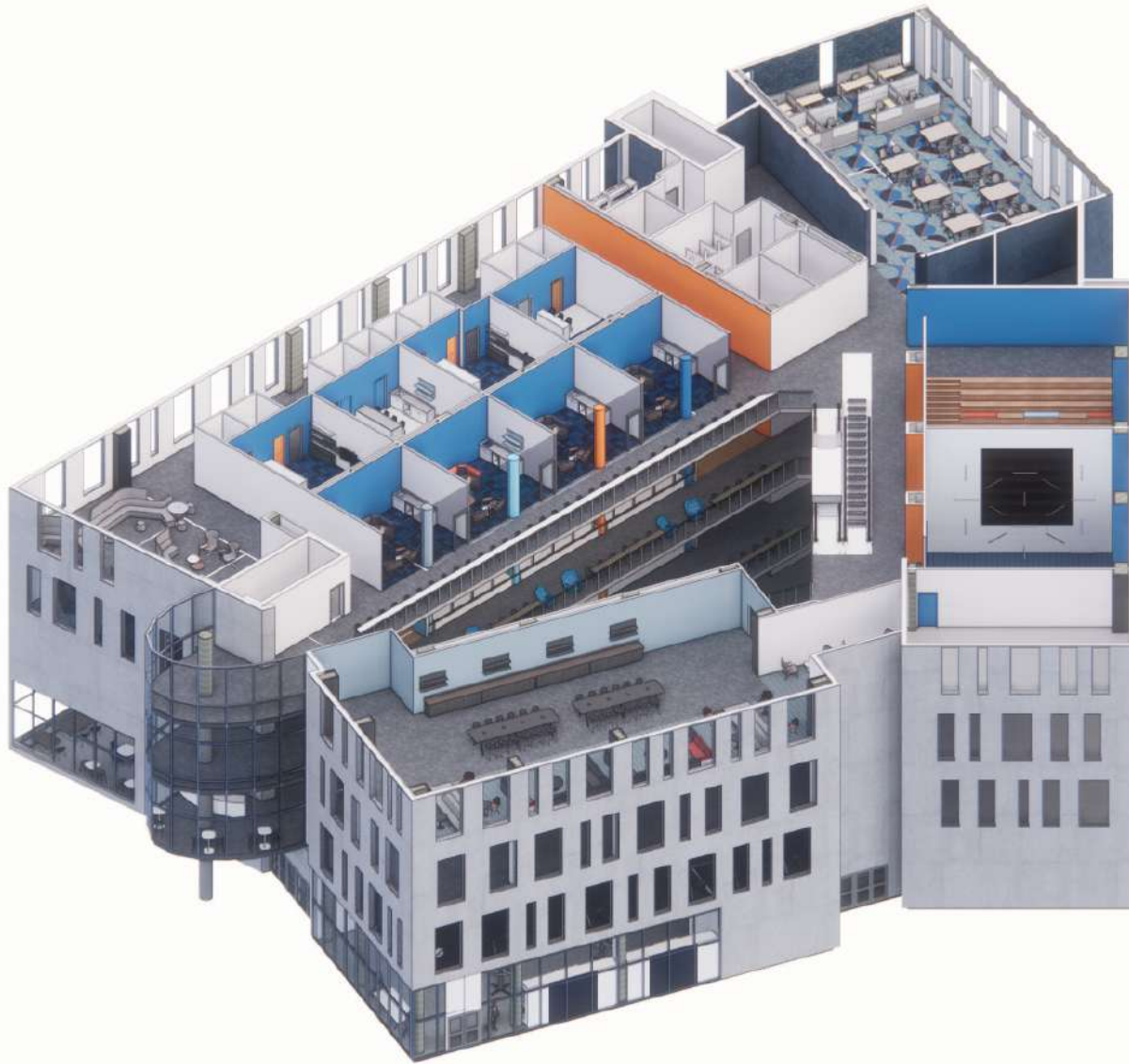
ZONE 1: FUEL



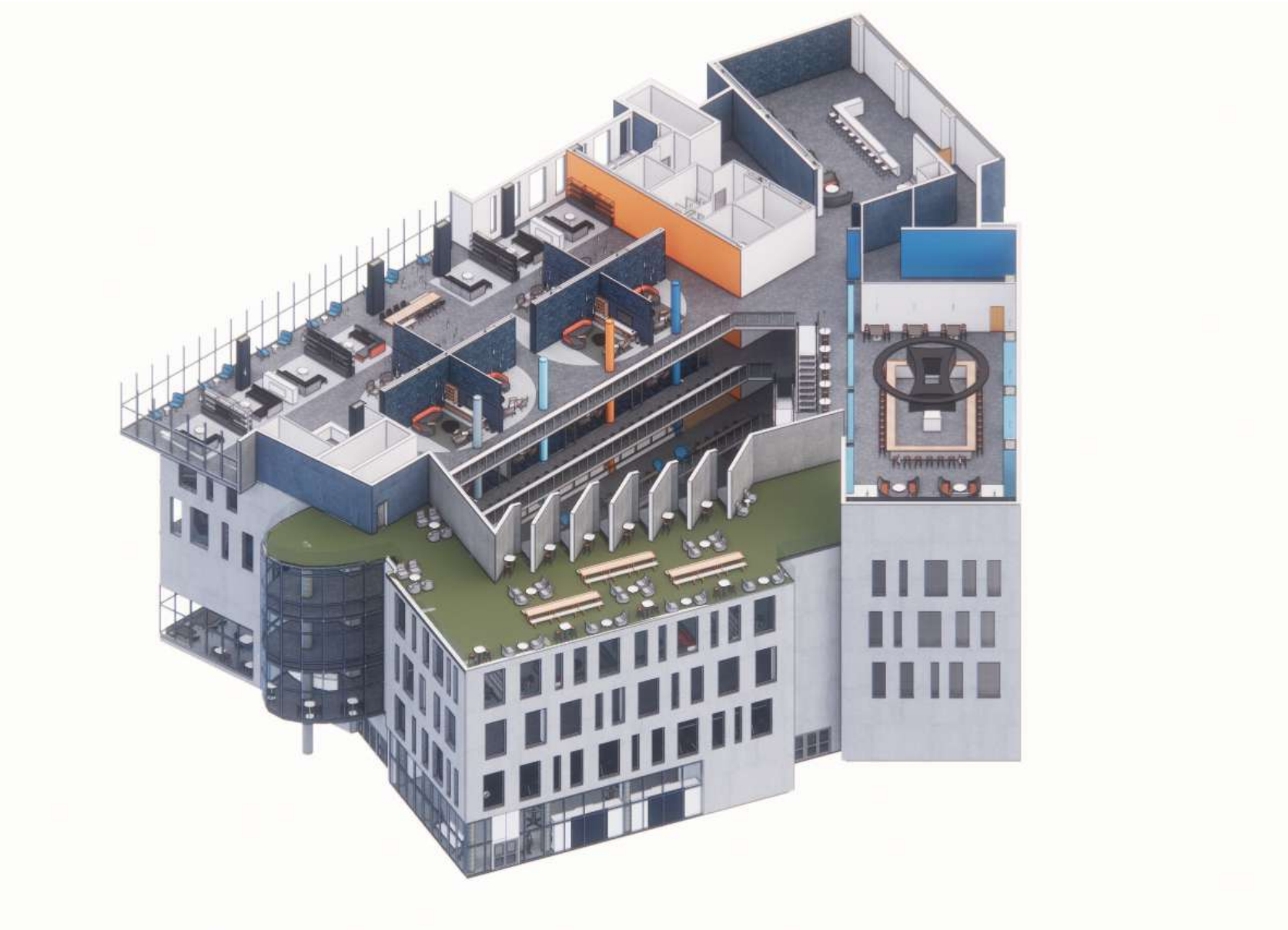
ZONE 2: TRAIN



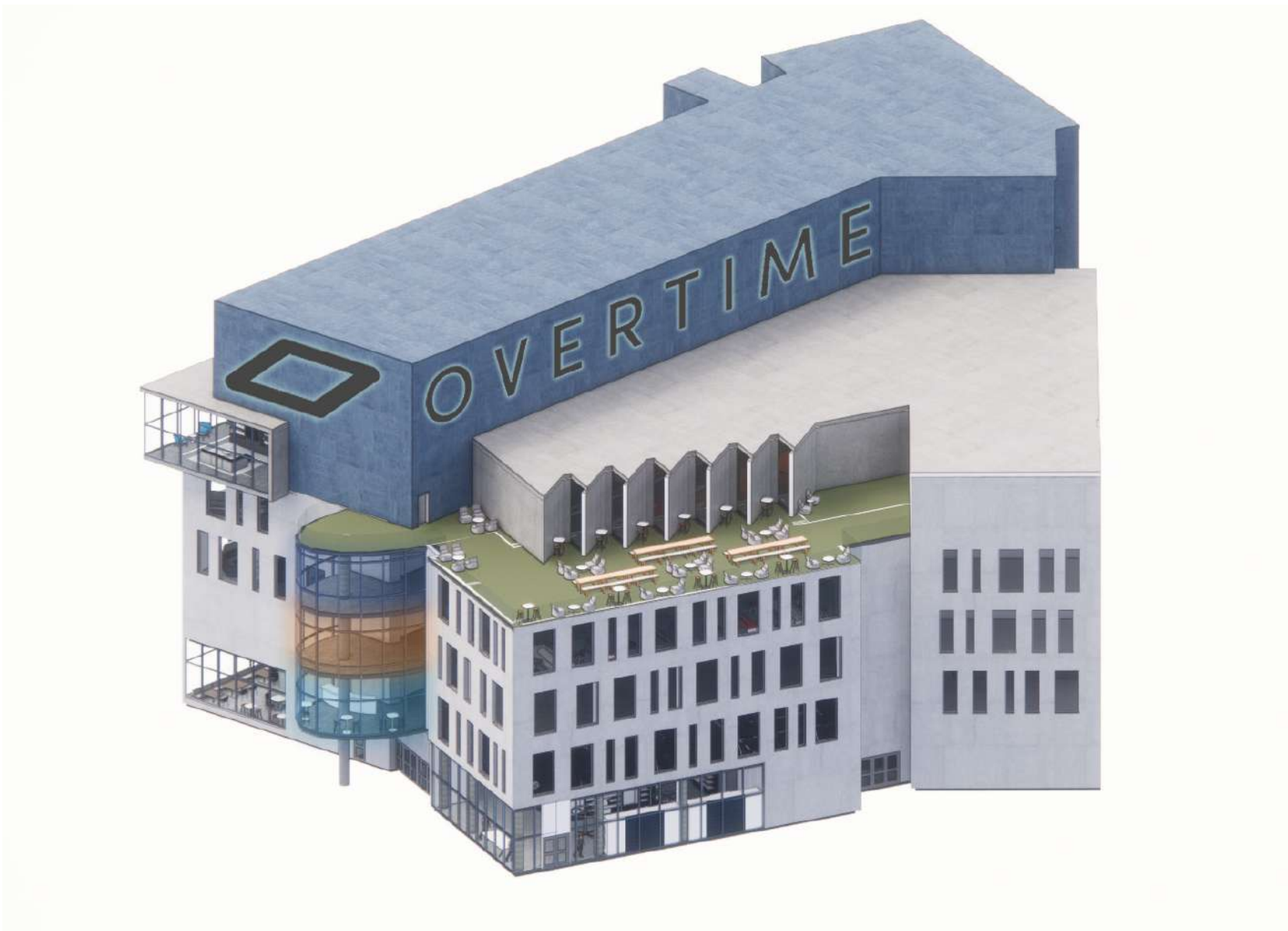
ZONE 3: UNWIND



ZONE 4: REVIEW



ZONE 5: GAME TIME



OVERTIME