

ROSSETTI WORK SAMPLES

BY LAUREN HUSSONG

WRITING SAMPLES

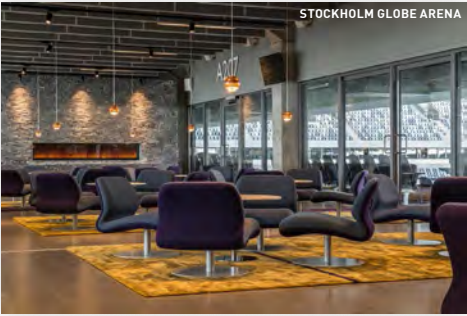
THOUGHT LEADERSHIP PIECE



From designing spaces that feel like home to creating engaging sports environments jam-packed with interactive technology and programming, today's designers are skilled at creating immersive entertainment environments. These new hospitality trends leave a lasting impression on guests while creating new revenue generating opportunities for your business.

METAMORPHOSIS OF LIVE/WORK/PLAY INTO EVERYDAY LIFE

Today's interior designers create a seamless balance of comfort and ease through domesticated environments. Interiors have evolved to feel more domesticated rather than institutional, with a cadence of experiences ranging from highly motivational or entertaining to quiet and spa-like. You now see restaurants, sports venues, and even corporate offices incorporating favorite places, like kitchens, living rooms, and libraries. It's important to prioritize these spaces to be perceived both cognitively and passively.



ROSSETTI 1



INTEGRATED TECHNOLOGY

Technology is becoming smarter and more intuitive. When designing a space it's imperative to examine technology's role in every interior for front-of-house entertainment and functionality, as well as a hidden presence in back of house operations. Technology must be widely available and democratic to connect, inform, promote, and entertain. In other situations, it may offer additional features for exclusive audiences.

At TD Garden, technology is integrated throughout the arena. More than 200 digital signage boards allow sponsor immersion in the concourse. In the premium Legends Club, glass signs hanging from the ceiling are embedded with LED technology that brand the

space for Bruins and Celtics, depending on the team in play.

MULTI-BRAND APPROACH

Within the concourse, it's important to create external view-ability that unifies distinct storefronts and brands. Modern malls and shopping centers across the country are a perfect example of this. Concourses in sports arenas and stadiums are adopting a similar model - becoming more approachable to maintain a cohesive backdrop while displaying a unique point of sale.



INDIGENOUS CULTURE INCORPORATED INTO THE DESIGN

In order to create themes that are believable and contextual, designers reinterpret local nostalgic icons and themes, using modern interior language. At Tele2 Arena in Stockholm, the indigenous Scandinavian design is captured through metaphors and materials with modern aesthetics to create the venue style guide. The Char Bar uses themes taken from ancient folklore stories about fire. The Corner Tap Room at Comerica Park creates an immersive experience that celebrates the phenomenal legacy of Tiger Stadium by incorporating original stadium objects and vintage graphics into the design.



GAME CHANGING TRENDS IN SPORTS HOSPITALITY

FOOD EXPOSE AND CULINARY STAGING

Showcasing the food in hospitality-oriented environments immediately communicates freshness and authenticity. Designers are staging culinary production, service, and retail by capitalizing on the gravitational pull of the kitchen. The chef is becoming a culinary wizard; providing delicious nutritional food to patrons. Markets are being designed to cater to palettes and preferences of even the most distinguished tastes. For example, the walls were taken down at the ultra premium Club Bell in the Canadian Tire Center to create energy and social interaction around a centrally located chef's kitchen and culinary display.



INNOVATIVE PROGRAMMING

Designers are skilled at identifying new or underused spaces that can lead to revenue generation. Concourses and storefronts present the opportunity to carve out islands of experiences that capitalize on pedestrian movement. Careful planning to meet ROI objectives helped the Pro Shop at CenturyLink Field double its retail space while creating an immersive multi-brand merchandise experience to for the Seattle Seahawks and Sounders. At Daytona International Speedway, interactive displays were installed at key locations throughout the injectors to engage race fans with the Sunoco brand.



SUSTAINABILITY

Millennials are the largest age group influencing design trends today. Creating beautiful, highly-functional hospitality environments using eco-friendly components is becoming increasingly popular. A new concept gaining traction in cutting edge culinary locations is Freight Farm. Freight Farm goes beyond farm to table with their high-volume crop producing units. This new-age hydroponic method of farming allows restaurants, hotels, and sports + entertainment venues to grow two acres of their own produce in a 20 foot long container. Growing their own crops directly on-site makes fresh produce easier to access in urban environments and acts as an eye-catching showpiece for the venues that utilize it.



BESPOKE DESIGN APPROACH

Designers must pay attention to details that create a seamless operation including smart seating layouts, efficient traffic patterns, comfortable, stylish, durable furniture, great lighting and acoustics.



Designers use a bespoke design approach by altering the design to fit the customs, tastes, and usage of sporting fans. Designing venues with a hospitality approach is imperative to ensure guests feel 'hosted' throughout their entire experience.

ABOUT ROSSETTI

Founded in 1969 and based in Detroit, ROSSETTI is a boutique 85-person sports and entertainment design firm with an international portfolio of innovative arenas, stadia, training centers, and a variety of creative hospitality, workplace, public realm and mixed-use developments. ROSSETTI's most recent projects include the Daytona International Speedway, a 10-year master plan to transform the United States Tennis Association's 46-acre campus into a cohesive 'Sports Spectacle', including the re-design of Arthur Ashe Stadium which will open for the 2016 US Open and feature the largest retractable roof of any tennis venue in the world, and the new headquarters and training center for the LA Lakers in El Segundo, CA.

ROSSETTI

PROJECT DESCRIPTIONS



DAYTONA INTERNATIONAL SPEEDWAY

LOCATION
DAYTONA BEACH, FL

SIZE
3,200,000 SF
101,000 SEATS

COST
\$400 M

PROGRAM
GRANDSTAND
FAN AMENITIES
SUITES
NEIGHBORHOODS
CONCOURSE
ENTRANCES (5)

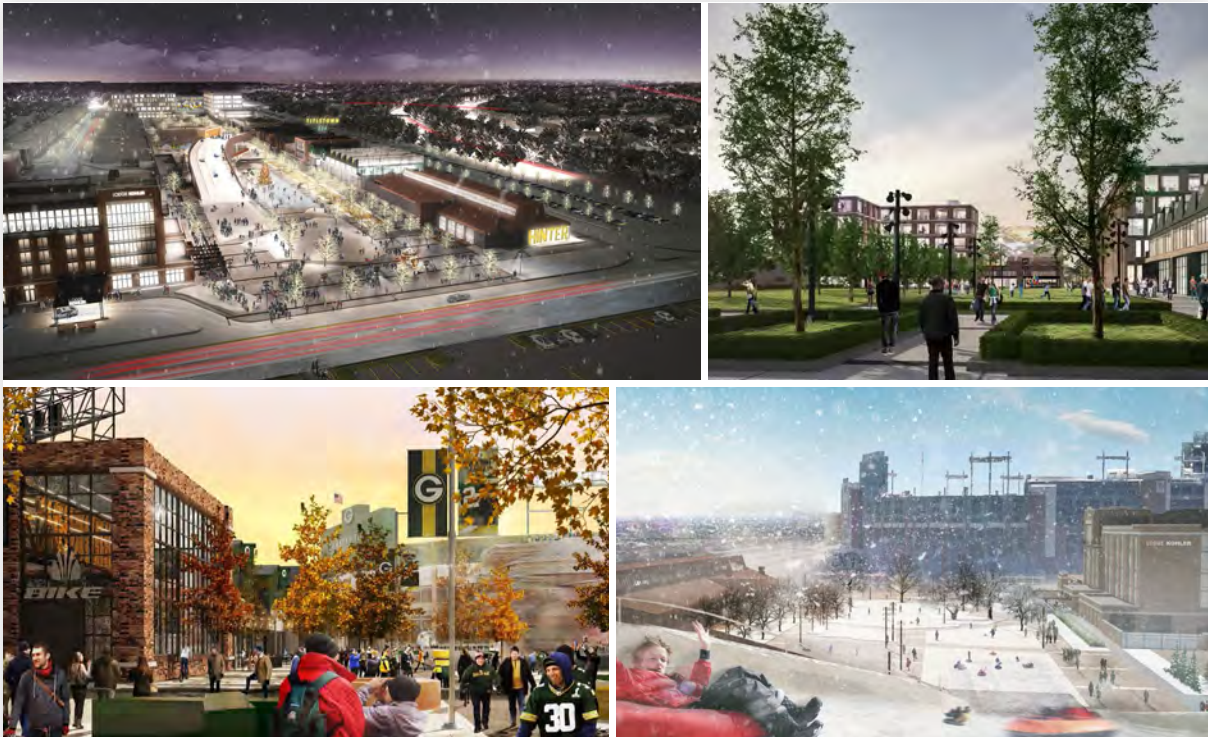
SERVICES
MASTER PLANNING
PROGRAMMING
ARCHITECTURE
INTERIOR DESIGN

AWARDS
SPORTS BUSINESS JOURNAL
SPORTS FACILITY OF THE YEAR
STADIUM BUSINESS AWARDS
PROJECT OF THE YEAR

CHALLENGE The Daytona 500 is one of the most celebrated annual sporting events in the U.S., generating a crush of drivers, teams, sponsors and fans during a one week period. International Speedway Corporation (ISC) came to ROSSETTI after completing a large market survey that indicated its fan base desired many upgrades in premium products and fan experience. Corporate partners - a primary source of revenue for the Speedway - were also requesting ways to activate their sponsorship and engagement opportunities.

EXPERIENCE Immersive Discovery Workshops explored 'what the venue could be' to reimagine the iconic Speedway and generate a new fan experience. ROSSETTI completely overhauled the arrival experience creating five "injector" entrances. The injectors create an immersive branded experience that welcomes fans to the site while promoting partner sponsors. The mile-long stadium features eleven neighborhoods, each a football field long, that create identifiable districts to consolidate themed concessions, retail socializing and non-seated viewing opportunities. ROSSETTI brought the hospitality into the stadium designing new loge boxes and a variety of hospitality options for corporate entertaining.

VALUE Besides painting a postcard image for Daytona Beach, the new facility provides \$1.6B each year in economic benefit for the State of Florida and ISC has reported a 200% increase in sponsorship revenue and a 25% increase in seat revenue. The re-imagined Daytona International Speedway has won over 13 awards for its design innovations since its completion in 2015, and is the first motorsports stadium in the world.



GREEN BAY TITLETOWN

LOCATION
GREEN BAY, WISCONSIN

SIZE
34 ACRE DEVELOPMENT

COST
\$125MM

COMPLETED
IN PROGRESS

PROGRAM
10 ACRES OF PLAZA
200,000 SF OF RETAIL
150 ROOM HOTEL
20,000 SF BREWERY + RESTAURANT
30,000 SF HEALTH CLINIC
50 TWO-STORY TOWNHOUSES
RESTAURANTS
RESIDENTIAL
ICE SKATING POND
EVENTS AREA
MOVIE THEATER

SERVICES
MASTER PLAN
PROGRAMMING
ARCHITECTURE
INTERIOR DESIGN

CHALLENGE The Green Bay Packers came to ROSSETTI to conceptualize a long-term vision for the redevelopment of the land west and east of Lambeau Field. They desired a development that would capture the passion of Packer fans that would create a community asset for the entire Green Bay region.

EXPERIENCE ROSSETTI developed the Titledown master plan to provide tailgating experiences on game day, while creating a destination district for the community. The master plan promotes flexible programming throughout each season and time of day. The design strategy focused on vibrancy of the public realm, and let the commercial elements play a supporting role. Packer Plaza is anchored by Lambeau Field and by Hinterland Brewery, with low-rise commercial buildings lining the Plaza to the north and townhomes along the southern edge. The architecture of the district reflects the industrial heritage of Green Bay, using a contemporary interpretation of local materials, such as brick, steel and cobblestone.

VALUE The master plan is designed to enhance the Packers brand, stimulate economic activity, promote a homegrown and authentic community and focus on family entertainment programming. The development is oriented toward a pedestrian promenade which terminates at a new plaza, creating a civic and cultural destination for the region. This dense mixed-use development focuses on creating a retail, entertainment, and housing amenity to Lambeau Field, home of the NFL Green Bay Packers.

PROJECT DESCRIPTIONS



INTERNATIONAL BANCARD

LOCATION
DETROIT, MI

SIZE
10,800 SF

PROGRAM
7TH FLOOR
8TH FLOOR
PROCESSING DEPARTMENT
CLIENT SHOWROOM
EXECUTIVE SUITE
CONFERENCE ROOMS
RECEPTION

SERVICES
ARCHITECTURE
INTERIOR DESIGN
GRAPHICS
FF+E SELECTION

BACKGROUND After 15 years of operating their business out of an outdated office building in a Metro-Detroit suburb, this Michigan-based credit card processing company moved their headquarters to an empty space in a historic Albert Kahn building in Detroit's Madison Block. The move to the thriving technology corridor of Detroit was a strategic decision to showcase the company's abilities on a local and national level.

EXPERIENCE ROSSETTI designers were challenged to create a functional environment that also doubles as a showpiece for potential client. The 7th floor, which houses the customer service and credit card processing department was designed to be functional + inspiring for employees through the use of bright colors, open workrooms, and a variety of third spaces. The 8th floor serves as a showpiece for clients, reflecting a more sophisticated aesthetic by pairing rough industrial remnants with brick and rich wood. A wood trellis runs through the core of the space uniting the reception, open offices, and the CEO's office. Both floors are unified by the use of slotted vertical wood paneling which was inspired by coding and data being transferred through wires. Orange piping installations by Detroit Artist, *Aaron Jones* embellishes each floors' ceilings, further unifying both spaces.

VALUE Their new headquarters in the center of Detroit will allow International Bancard to rapidly increase the growth of their business and position themselves as an international leader in credit card processing.



JIM BRADY'S DETROIT

LOCATION
ROYAL OAK, MI

SIZE
6,200 SF

PROGRAM
EXTERIOR
LOBBY
DINING ROOM
BAR
PATIO
GRAPHIC WALL
BATHROOMS

SERVICES
ARCHITECTURE
INTERIOR DESIGN
GRAPHICS
FF+E SELECTION

BACKGROUND ROSSETTI was hired by the grandson of Restaurateur, "Diamond" Jim Brady to completely transform the former Oxford Inn of Royal Oak, into a classy, vintage atmosphere with modern touches for the new Jim Brady's Detroit.

EXPERIENCE The American-style restaurant is based on the original Diamond Jim Brady's, embracing the nostalgia of the 1950's with contemporary interpretation. The arrival experience features glamorous 1950's era decor paired with subtle details, such as the asymmetrical hexagon tiled floor, floor to ceiling mirrors, custom lighting, and diamond patterned screens to create a swanky yet fun environment.

Many design elements pay homage to the original Jim Brady's. One side of the dining room features a lavish "gangster" booth adorned with ruby crushed velvet and accessorized with oversized toy jacks. On the wall, an oversized black and white mural of Jim Brady - made from an old newspaper photo - watches over the bar. The opposite side re-creates the former Jim Brady's booths and modern furniture with street lamps and street blade signs. The vintage pink pay phone and pink tiled floors in the woman's bathroom were both key features found in the original restaurant, while the hot pink graphic wallpaper was designed by ROSSETTI to add a pop of modern flair. The entire interior is rich and powerful, yet warm and inviting.

VALUE Open to rave reviews, Jim Brady's Detroit was voted "Best New Restaurant in Oakland County" by *Detroit Metro Times* readers. The success of this metro area mini-chain has paved way to further expansions. An Ann Arbor location is set to open in summer 2016 with an additional location coming to downtown Detroit in 2017.

WEBSITE

WEBSITE CASE STUDIES



USTA GRANDSTAND STADIUM

Grandstand Stadium, the Billie Jean King National Tennis Center's newest addition to campus. Loved by fans for its intimate atmosphere, the stadium was moved to the south west corner to solve circulation issues. The new 8,125 seat stadium features new fan amenities in a park-like setting and is part of the \$550 million re-design of the entire campus.

<http://www.rossetti.com/usta-grandstand-stadium>



USTA ARTHUR ASHE STADIUM

Every August for the US Open, Arthur Ashe Stadium hosts elite tennis athletes, crowds of fans, and sponsors for a two week period at the Billie Jean King National Tennis Center. The stadium was not designed to have a roof. For five consecutive years, rain hindered the play during the US Open, causing United States Tennis Association (USTA) to search for a solution that would shield the court and spectators from rain.

<http://www.rossetti.com/arthur-ashe-stadium>



2017 FORD FIELD RENOVATIONS

The \$100M Ford Field Renovation Project is a comprehensive re-envisioning of the fan experience throughout the stadium. As the architects of the original stadium in 2002, The Detroit Lions partnered with ROSSETTI to upgrade their hospitality spaces in order to align with the changing local marketplace. A total of 210,000 square feet of space, ranging from large social clubs to suites and loges, will be renovated in place or completely reconfigured with the goal of overall completion by August, 2017.

<http://www.rossetti.com/ford-field>

BLOG POSTS



FOUND REVENUE: OLD PRESS BOX TRANSFORMS INTO NEW SUITES

The ROSSETTI design team transformed an unused 221-seat press box at CenturyLink Field into four new suites with 210 seats at the 40-yard line.

The two traditional premium suites and two non-traditional mini-suites are adjacent to a 500 square foot communal area that provides food and beverage service. The Return on Design™ strategy has an ROI within five years, which exceeds the initial study....

<http://www.rossetti.com/about/news/posts/found-revenue-old-press-box-transforms-new-suites-centurylink-field>



BEFORE + AFTER: GREEKTOWN CASINO HIGH LIMIT GAMING

Fifteen years after ROSSETTI designed Greektown Casino-Hotel, the firm was engaged to rebrand the casino with fresh design for the high-stakes and high roller gaming rooms. The design goal was to renovate the spaces to appeal to millennials while still meeting the needs of existing customers...

<http://www.rossetti.com/about/news/posts/after-greektown-casino-high-limit-gaming>



ARTHUR ASHE ROOF: PROJECT STATISTICS

Not only is the complexity of the retractable roof over Arthur Ashe Stadium impressive, so are the numbers. Each of the roof's two retractable panels weigh one million pounds and move at a rate of 25 feet per second, resulting in a closed roof in about 7 minutes. At it's highest point, Arthur Ashe Stadium is now 55 feet taller than the Statue of Liberty...

<http://www.rossetti.com/about/news/posts/arthur-ashe-roof-project-statistics>

SOCIAL MEDIA

SOCIAL MEDIA STATISTICS



29%
INCREASE

In previous years,
Facebook following
increased on
average by 23%
each year



22%
INCREASE

In previous years,
Twitter following
increased on
average by 20%
each year



66%
INCREASE

In previous years,
Instagram following
increased on
average by 49%
each year



18%
INCREASE

In previous years,
YouTube following
increased on
average by 50%
each year



24%
INCREASE

In previous years,
LinkedIn following
increased on
average by 29%
each year

BRANDED GRAPHICS



INSTAGRAM POSTS

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ROSSETTI >

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Liked by detboxinggym, _grandcircus and 79 others

rossettidesign

Some fun stuff that's been printed on our new #3Dprinter...the possibilities are endless!
#architecture #rossettidesign #3Dprinting #technology #innovation #architects #designedbyROSSETTI

View all 2 comments

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Arthur Ashe Stadium >

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Liked by detboxinggym, bonbonbonchocolate and 37 others

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The amazing geometric looking structure of #arthurashe #retractableroof! Just 11 more days til this baby shields the court from rain at the #USOpen. 🚫🌧️
Photo Credit: @RafaelGamo #architectureporn

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Liked by detboxinggym, seedsdetroit and 42 others

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#TBT ROSSETTI circa the era of impeccable men's suits and when moustache = business.
#rossettidesign #moustache #70s #architects #vintagefashion

View all 2 comments

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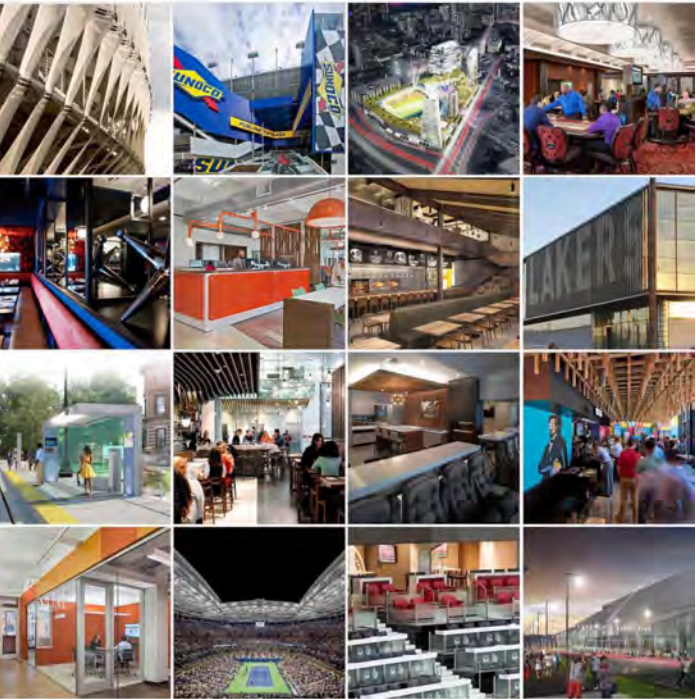
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Liked by eatattownhouse, ashventurini and 53 others

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Farewell 2016! It's been a year full of amazing projects ranging from designing some of Detroit's hottest restaurants to the world's first motor sports stadium. Cheers to another amazing year in 2017!
#architecture #architects #rossettidesign #architectureporn #design #architecture

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PRINTED MATERIALS

INVITATIONS



ROSSETTI-BRANDED SAVE THE DATE FOR THE 2016 DAYTONA 500



INVITATION TO OUR BUILDING NEIGHBORS, THE DETROIT FREE PRESS FOR A CASUAL MEET N' GREET.

ADVERTISEMENTS



KICK IT

At ROSSETTI, we leverage design to create a competitive advantage for our clients. We do this by addressing the underlying business goals of our partner clients first, then work to unlock hidden opportunities and imagine new experiential patterns that shape sports venue design. From the world's most unique retractable roof over Arthur Ashe Stadium to the first motorsports stadium at Daytona International Speedway, this strategic approach kick starts design innovation that leads to project success.

DESIGNING EXPERIENCES
GENERATING VALUE **ROSSETTI.COM**



NO BABY STEPS

ROSSETTI's successful partnerships with sports clients are fueled by taking giant design leaps versus incremental steps. From the new Daytona International Speedway to the forthcoming retractable roof at the USTA's Arthur Ashe Stadium, we disrupt convention + reimagine what venues can be. Our ideas address the underlying business goals of clients first, then use data-driven economics to unlock innovative design solutions. This results in new ways to envision sports + elevate fan experience.

DESIGNING EXPERIENCES
GENERATING VALUE **ROSSETTI.COM**

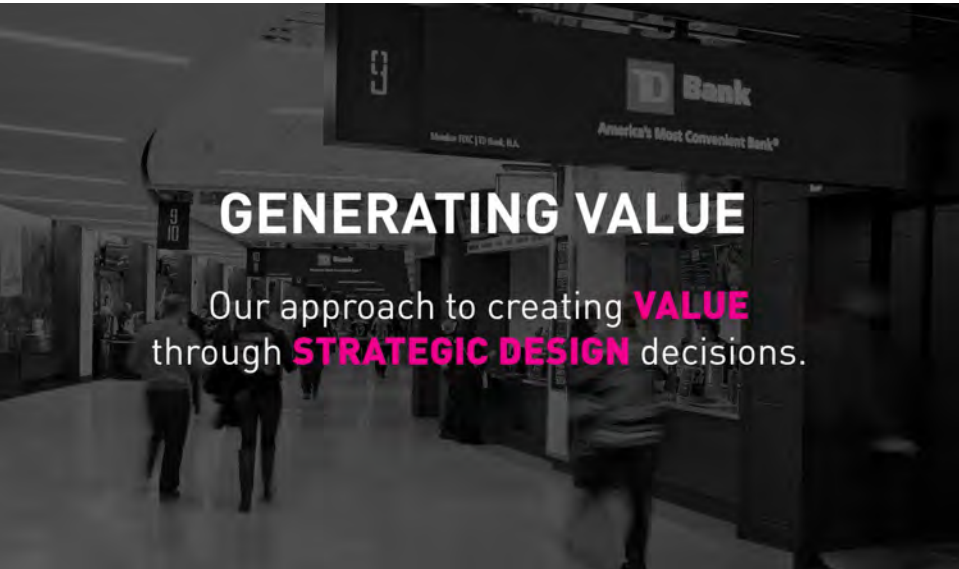
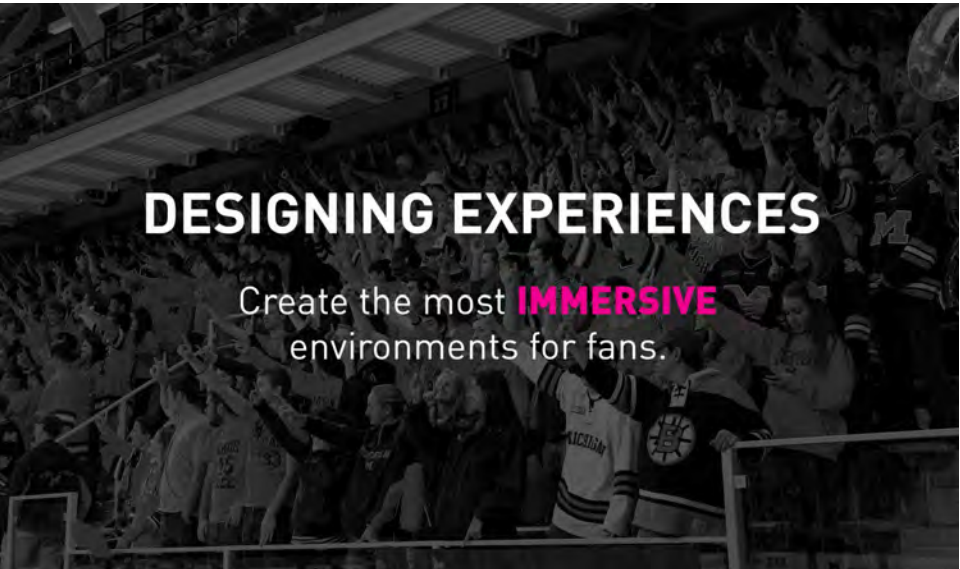
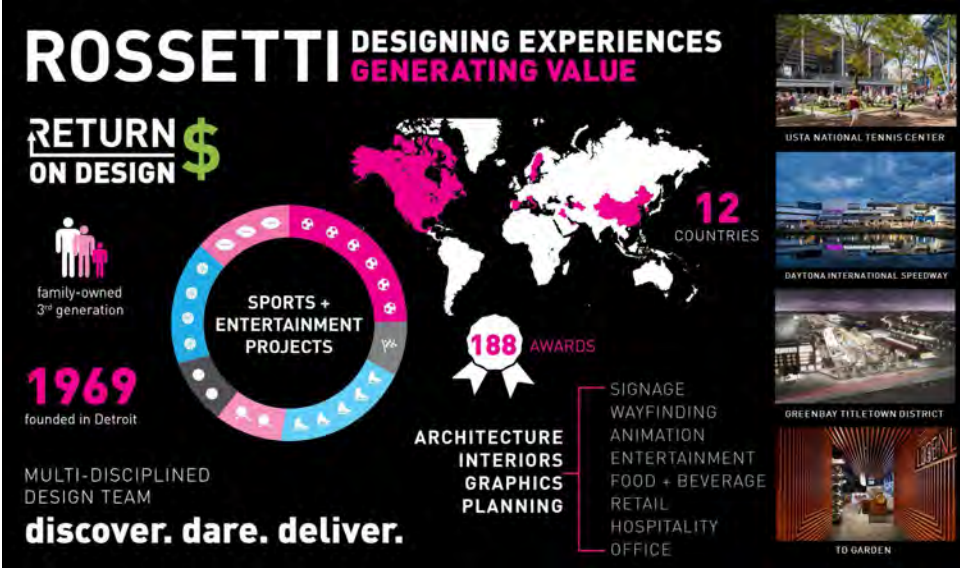
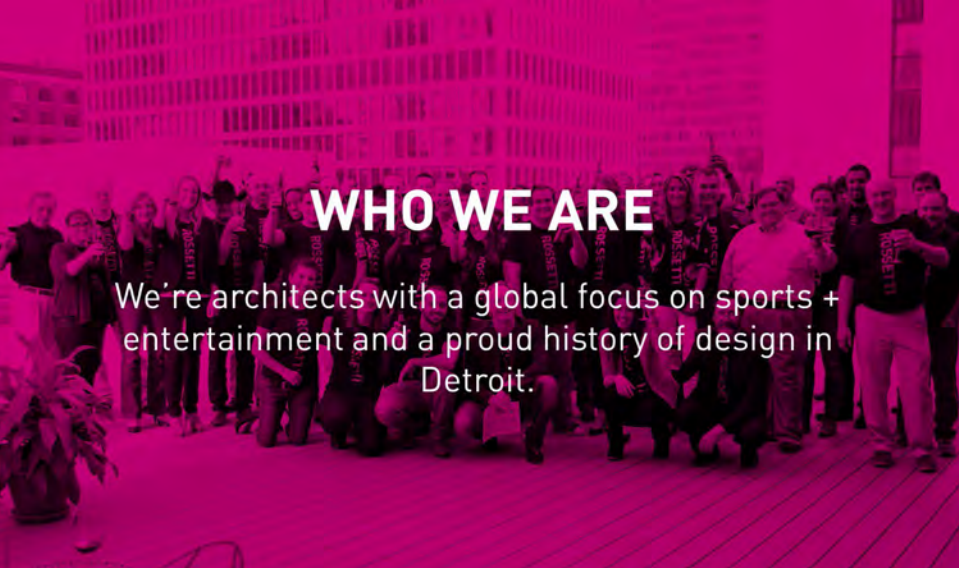
ANNUAL REPORTS



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PRESENTATIONS

BRANDED INTRO SLIDES



A SAMPLE OF ROSSETTI-BRANDED INTRO SLIDES FOR NEW CLIENTS.
OTHER PRESENTATION WORK IS CONFIDENTIAL

MARKETING PACKAGES



STADIUMS + ARENAS

ROSSETTI

ROSSETTI's mission is to design experiences that generate value, addressing the underlying business goals of our clients to reimagine what a venue can be.

DESIGNING EXPERIENCES GENERATING VALUE

ROSSETTI creates highly motivational spaces that stir emotions and imprint memories by engaging audiences in unique experiences. We challenge ourselves to shape places that have never existed before and to infuse them with energy, excitement, and activation.

Our emphasis on design strategies that amplify both experience and value positions us in the top-tier of entertainment design firms worldwide. Our client testimonials speak to this, as does four decades of experience surpassing anticipated metrics of success and advancing our clients' business models.

RETURN ON DESIGN™ APPROACH

Experts at creating next level entertainment architecture, ROSSETTI founded Return on Design™ as a strategic design approach to engage clients and their projects beyond the typical form and function conversation.

By understanding the investment and potential outcomes of each project, the ROD™ model bridges the gap between market, financial feasibility studies, and architectural design. It frees team owners, sponsors and investors alike from questioning the merits and cost/benefits of our design and program. Ever focused on experience and value, we customize every project to its market, target users, context and drivers to innovate at the core and from the start of each project.

STADIUMS



DAYTONA INTERNATIONAL SPEEDWAY

DAYTONA BEACH, FLORIDA

The Daytona 500 is one of the most celebrated annual sporting events in the U.S., generating a crush of drivers, teams, sponsors and fans during a one week period. ROSSETTI completely overhauled the arrival experience by creating five “injector” entrances. The injectors create an immersive branded experience that welcomes fans to the site while promoting partner sponsors. The mile-long stadium features eleven neighborhoods, each a football field long, that create identifiable districts to consolidate themed concessions, retail socializing and non-seated viewing opportunities. Besides painting a postcard image for Daytona Beach, the new facility provides \$1.6B each year in economic benefit for the State of Florida and ISC has reported a 200% increase in sponsorship revenue and a 25% increase in seat revenue.



DAYTONA INTERNATIONAL SPEEDWAY

ROSSETTI dared us to think beyond Daytona International Speedway as a motorsports venue and instead position ourselves as a sports phenomenon. Their bold design solution takes our brand to a new level.

DOUG BOLAS | VP OF DESIGN + DEVELOPMENT
ISC



ARTHUR ASHE STADIUM

FLUSHING MEADOWS, NEW YORK



Every August for the US Open, Arthur Ashe Stadium hosts elite tennis athletes, crowds of fans, and sponsors for a two week period. Rain hindered play during the US Open for five consecutive years, causing the United States Tennis Association (USTA) to search for a solution. The USTA considered proposals from multiple architectural firms before choosing ROSSETTI for their innovative solution. ROSSETTI's design was the only solution that met the USTA's four objectives: structural integrity, financial viability, operational, and aesthetically pleasing.

USTA ARTHUR ASHE STADIUM

ROSSETTI's design for the complex is one that has withstood the test of time. Besides being an award-winning international design firm, ROSSETTI is committed to understanding the needs of their clients.

**DANIEL ZAUSNER | CHIEF OPERATING OFFICER
UNITED STATES TENNIS ASSOCIATION**



GRANDSTAND STADIUM

FLUSHING MEADOWS, NEW YORK



GRANDSTAND STADIUM



The 8,125- seat Grandstand Stadium nestles into its new location within Flushing Meadows Corona Park and the trees along the edge of the campus. The design features a unique exterior skin pattern that metaphorically evokes the illusion of peering through the foliage of leaves and plays with opacity and translucence, offering glimpses into and out of the stadium. Fans are drawn into Grandstand from a set of grand staircases and along an upper walkway that provides an expansive view of the campus, including five tournament courts, the Alleé and the World's Fair Unisphere. The lower bowl is recessed into the earth creating an intimate tennis experience that highlights the player-fan relationship. New concessions, a picnic area and plazas surround Grandstand Stadium and provide fans with a comfortable, laid-back atmosphere as an alternative to the hustle and bustle of the rest of the campus.

GRANDSTAND STADIUM



TELE2 ARENA PREMIUM PRODUCT

STOCKHOLM, SWEDEN

*"ROSSETTI's design is unparalleled in Europe.
They have a deep understanding of what
an owner needs for return on investment."*

**MARIE LINDQVIST | FORMER MANAGER OF COMMUNICATION
STOCKHOLM GLOBE ARENAS**



TELE2 ARENA

The design for this soccer stadium was completed when AEG learned about ROSSETTI's Return on Design™ approach. ROSSETTI's design enhances the visitor's experience with stunning hospitality spaces using the clean, modern styling that Scandinavia is known for. An exclusive club for members-only features upscale decor with an adjacent lounge area and is the ultimate in business entertaining. The supporter clubs are open and offer a communal feel yet provide fanatic fans a space of their own to enjoy the game with other members. Restaurant concepts offer special ticketing options and incorporate indigenous Scandinavian design metaphors. Among the first European stadiums that tailored its premium products for revenue, it also targets specific fan groups and uses segmented ticket pricing strategies.



INCHEON STADIUM

INCHEON, SOUTH KOREA



INCHEON STADIUM



This soccer-specific stadium is part of a 22-acre sports anchored development. The stadium experience is choreographed from the subway station through circulation along the pedestrian pathways along commercial zones, and into the landscaped gardens and community. A dramatic view of the bowl through the open north end greets fans as they exit the subway or enter the plaza. The open bowl creates a sense of community belonging, while the plaza, transit platform and lawn extend viewing space for festivals or large events.



DETROIT MLS STADIUM

DETROIT, MICHIGAN



The City of Detroit poured \$200 M into creating a Wayne County Jail on a 15-acre site located at the corner of Gratiot Ave and I-375. However the project was left unfinished due to lack of funds to finish the project and it had become an eyesore in an otherwise rejuvenated downtown Detroit. ROSSETTI devised a plan to transform this important area of downtown Detroit into an active and healthy destination for a diverse mix of sports, entertainment, hospitality and retail. The design reflects a commitment to enhancing the public realm, balancing open pedestrian space and connectivity to adjacent areas and creating a world-class urban environment for the city. The project's next steps involve further discussions between the City of Detroit and the stakeholders to develop a solution that resolves the needs of the criminal justice system and the vision for this new district.

DETROIT MLS STADIUM



TALEN ENERGY STADIUM

CHESTER, PENNSYLVANIA



Once a blighted area, this sports anchored development now hums with activity. The sweeping roof canopy covers spectators, while providing views of the river, bridge and warehouse district. The stadium looks and feels like a part of the landscape. The stadium's seating bowl brings fans close to the action and places them in a friendly, family-oriented atmosphere. Covering over 75% of these spectators during inclement weather, the sweeping roof canopy also provides optimal positions for lighting and sound equipment. To accommodate other entertainment events, a performance stage was placed at the south end with the ability to add 8,000 additional seats on the pitch.

TALEN ENERGY STADIUM



RED BULL ARENA

HARRISON, NEW JERSEY



RED BULL ARENA

ROSSETTI adapted the intensity of a European-style soccer stadium for the U.S. market while integrating the Red Bull brand into the experience. Fans are fully enclosed on two levels by the cantilevered 360 degree roof canopy, the first of its kind in the U.S., which creates a thunderous roar for every game. ROSSETTI toured several European soccer venues and studied their roofs made of glass and poly carbonate and adapted the design for a more economical solution that still provides an authentic soccer stadium vibe.



FORD FIELD

DETROIT, MICHIGAN



FORD FIELD



Ford Field accommodates as many as 65,000 fans for Detroit Lions league games and expands to 80,000 seats for special events, such as the NFL Super Bowl in 2006, WWE events, and annual mega-star concerts. ROSSETTI incorporated the historic Hudson's warehouse into the design of its premium products and restaurants and seamlessly integrated the football stadium and entertainment district into the fabric of the surrounding community to provide a unique downtown experience. ROSSETTI developed an innovative premium product concept that oriented all of the hospitality on one side of the stadium adjacent to night clubs, restaurants and bars. The successful union between past and future are a model for integrating sports facilities into their urban context. The integration of the existing warehouses added over 500,000 SF of street level shopping and offices while trimming \$50 million from the budget. Additionally, the facility ellipsed it's cost in annual revenue; one of best paybacks in the NFL to date.



FORD FIELD

"ROSSETTI fulfilled my ultimate vision of integration of our stadium with the urban fabric. I wanted to stand on the 50 yard line and know I'm in the city of Detroit!"

**WILLIAM FORD JR. | VICE CHAIRMAN
DETROIT LIONS**



RIO TINTO STADIUM

SANDY, UTAH





RIO TINTO STADIUM

This stadium's open air design and breaks in the seating bowl expose patrons to the beautiful climate and stunning mountain backdrop. Built for soccer and a variety of entertainment events, it is as functional as it is beautiful. A variety of premium products, ranging from luxury suites to club seats and a restaurant, provide options for increased revenue and enhanced fan experience. Rio Tinto Stadium is designed to be an entirely new kind of facility in the InterMountain West, attracting a wide array of events that would not otherwise visit Utah. The stadium expands with 5,000 additional seats when needed. As host of the 2009 MLS All-Star Game, it was credited with bringing significant media attention to the state and positively attracting tourism.



ARENAS



CITIZENS BUSINESS BANK ARENA

ONTARIO, CALIFORNIA



ROSSETTI partnered with AEG to transform the former site of the Ontario Motor Speedway into a welcoming, community-based arena. The 225,000 SF arena's signature roof mimics an aircraft's wings giving the building the feel of speed and lightness. The innovative structural system expands space in the concourse and provides more usable square footage without expanding the building's footprint. The flexible design allows this state-of-the-art facility to host the Ontario Reign ECHL ice hockey team and a variety of other sports competitions, special events, and community activities. A constant flow of activities has transformed the area into the heartbeat of the region.

CITIZENS BUSINESS BANK ARENA

*"They listened to what we were trying to achieve.
We really appreciate ROSSETTI's collaborative style."*

**GREG DEVEREAUX | FORMER CITY MANAGER
CITY OF ONTARIO**



VAN ANDEL ARENA

GRAND RAPIDS, MICHIGAN



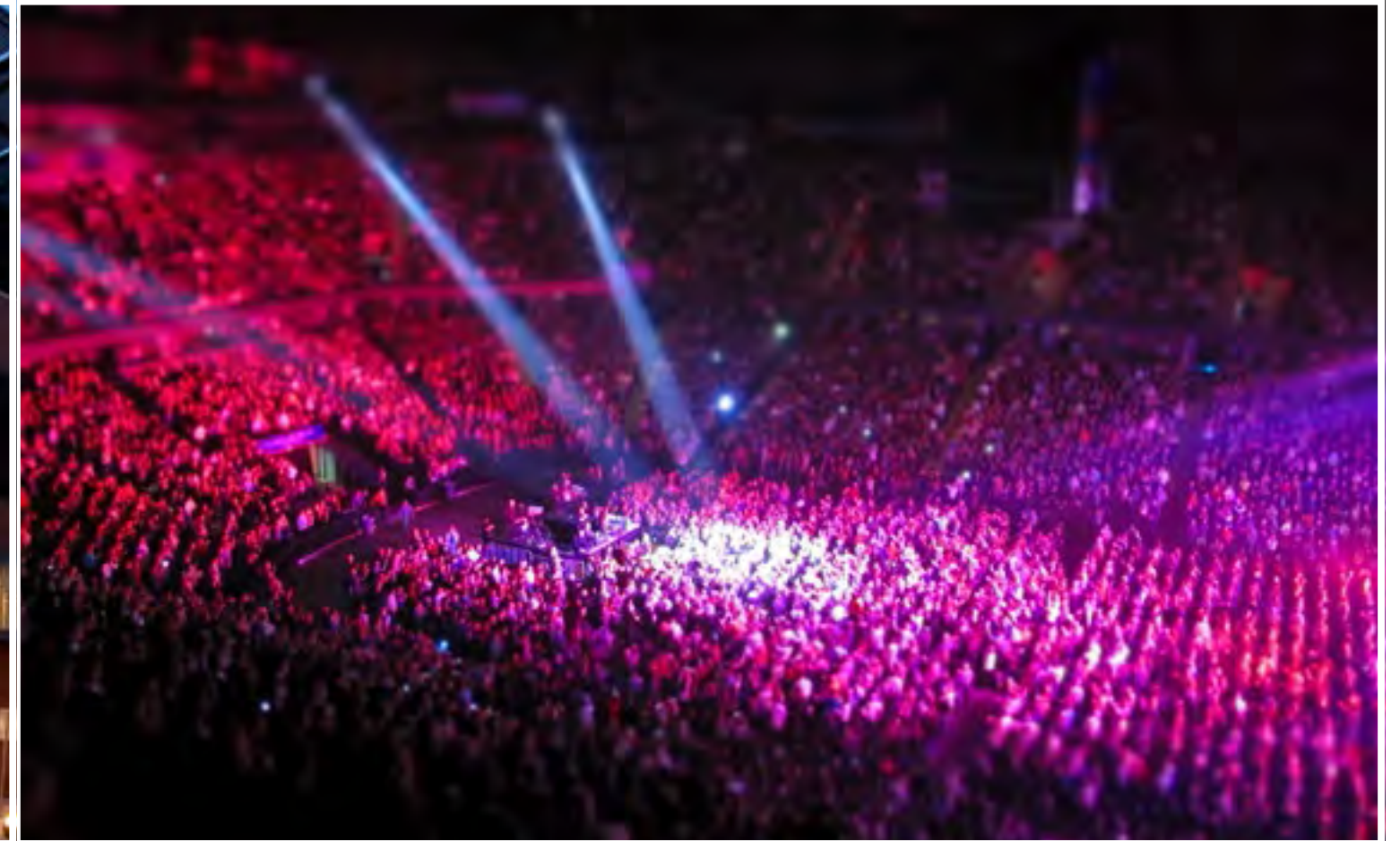
ROSSETTI developed a new seating bowl configuration, specifically designed to enhance the patron experience for concerts, the prime use for the arena. ROSSETTI's master plan centered around the area's strong cultural heritage to create a civic downtown development that would enhance and not overwhelm the neighborhood. The design visually invites the community into the building with a soaring glass facade at the entrance. Our strategic design approach stripped the arena of most of the usual amenities, including bars and restaurants. Open concourses now host crowds for additional events, year-round.



VAN ANDEL ARENA

*"What i enjoyed most was watching them turn
our wish list into stunning reality."*

**DAVID FREY | EXECUTIVE BOARD
GRAND ACTION COMMITTEE**



CALGARYNEXT

CALGARY, ALBERTA



CALGARYNEXT



Working with the Calgary Flames, ROSSETTI has developed a number of master planning options for a new entertainment district in downtown Calgary. The proposed West Village District will include an 18,500 seat multi-purpose NHL arena and event center, a 45,000 seat combination football stadium/fieldhouse, high-rise commercial/retail structures, and residential housing. To capture the intensity of hockey and provide fans with a never been seen before experience, ROSSETTI created an innovative seating bowl design that features an incredibly intimate experience for fans and players, as well as a significant home ice advantage. The patented design will be loud and intimidating, and completely geared for the culture of hockey.

CANADIAN TIRE CENTRE

OTTAWA, CANADA



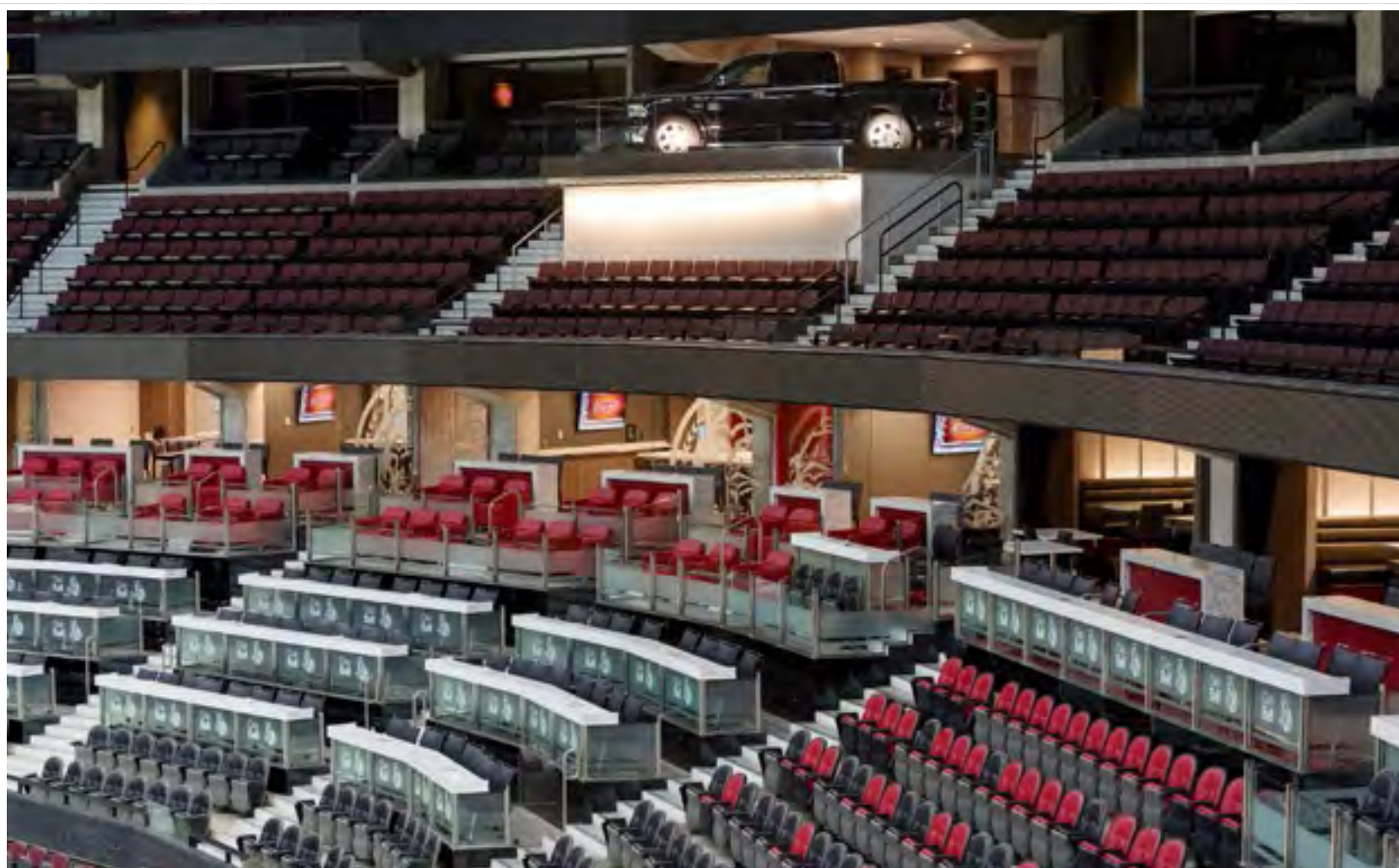
We set an incredible goal for ROSSETTI to meet and the economics have exceeded our most optimistic expectations.

**CYRIL LEEDER | PRESIDENT
OTTAWA SENATORS**



CANADIAN TIRE CENTRE

Considered to be the “best sightlines in hockey,” as noted by Gary Bettman, Commissioner of the NHL, the arena bowl was designed to be the steepest configuration in any arena at that time. This enhances the intimacy and intensity of experience for hockey games, concerts and other events. The addition of Club Bell, the new 20,000 SF suite for premium ticket holders has been a huge hit. Not only does the arena provide a fantastic viewing experience, ROSSETTI capitalized on all aspects of revenue generation. Before the completion of Club Bell, membership sold out immediately and more than tripled the expected revenue. amenities.



PALACE OF AUBURN HILLS

AUBURN HILLS, MICHIGAN

No one had the lower-level suites before us. People said it couldn't be done. ROSSETTI had a way to do it. It makes the building work. The fact that they listened changed the entire industry.

TOM WILSON

FORMER PRESIDENT + CEO | PALACE SPORTS + ENTERTAINMENT



PALACE OF AUBURN HILLS

ROSSETTI and The Palace created a sensation with game changing hospitality design two decades ago, which revolutionized the economics of the sports industry. The firm continues to assist with the evolution of the facility to maintain an outstanding fan experience. Its Return on Design™ approach identifies smart investment upgrades that meet the needs of fans and sponsors while generating an ROI of 3-5 years. For The Palace's 10th anniversary, ROSSETTI designed a \$15 million addition, featuring retail and fan attractions. Eight years later, ROSSETTI designed an addition that included food court, upscale restaurants, clubs and suites. In 2011, when Platinum Equity assumed ownership of the team and arena, ROSSETTI was retained to rebrand the facility from top to bottom. ROSSETTI developed a new identity that meshed Platinum Equity with the Pistons. Beginning with the West Lobby entrance, ROSSETTI dialed up the approach experience with video boards and LED lighting. Clubs were transformed into social experiences, and concourses were streamlined with a spare palette to highlight venue sponsors. The Piston's locker room and "Walk of Fame" showcase team history using bold graphics, and the players' lounge is the first in the industry.



TD GARDEN RENOVATIONS

LEGENDS CLUB Renovation of the Legends Club, the private high-end restaurant for Bruins and Celtics season ticket holders, celebrates the legacy of both teams. This new premium product highlights special culinary experiences created by Delaware North Companies. The first-ever installation of non-optical particle diffusion displays creates the effect of championship banners waving overhead.

HUB BAR The Hub Bar renovation turned a dated concourse bar, with spectacular views of the Charles River, into a destination beer hall with an indigenous aesthetic. By opening up the perimeter, it creates a new connection between the City and the bowl.



BEFORE



AFTER



SAM ADAMS BAR | BEFORE

TD GARDEN RENOVATIONS

“ROSSETTI transformed the Legends Club to deliver a high-energy atmosphere and new dining experience. Their creative sports design and technology applications give our fans an incredible experience.”

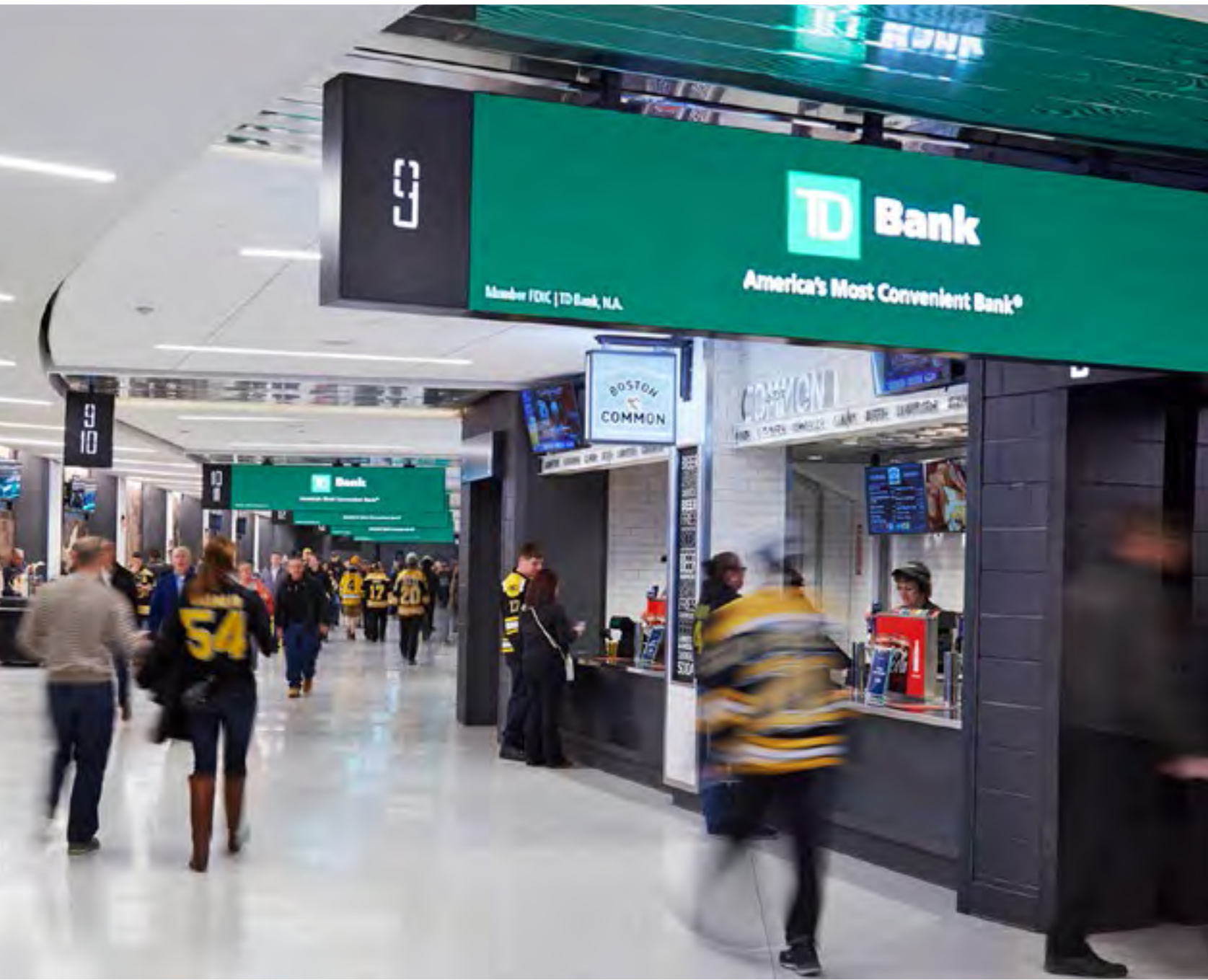
**AMY LATIMER | PRESIDENT
TD GARDEN**



SAM ADAMS BAR | AFTER



TD GARDEN RENOVATIONS



STAPLES CENTER RENOVATIONS

LOS ANGELES, CALIFORNIA



STAPLES CENTER RENOVATIONS

As the home of four professional sports franchises and host to a variety of high-profile events, Staples Center is an entertainment destination. ROSSETTI was asked by AEG to evaluate its fan experience and premium products in order to help the center maintain its high-profile image. ROSSETTI significantly upgraded the interior, arrival and concourse spaces, as well as updated and strengthened the overall graphic presence. New hospitality concepts were designed for the San Manuel Club, Lexus Club, and patio to enhance the viewing and entertainment experience for VIP guests. The renovations significantly increased guest experience at every ticket level, especially for VIP guests.



QUICKEN LOANS ARENA

CLEVELAND, OHIO



The new owner of the NBA Cleveland Cavaliers hired ROSSETTI to help rebrand Quicken Loans Arena and re-establish itself as a premier sports and entertainment venue in the Midwest. ROSSETTI recommended a hospitality approach to focus the arena upgrades on fan experience from “street to seat.” A new, glass-enclosed entrance hall was designed to create a welcome, open space for social interaction before and after the game. The fan experience continued with ideas for innovative restaurants and diverse premium products that included a hip, exclusive club with views to both the bowl and of the Cleveland skyline. The new master plan also takes advantage of the surrounding downtown area to create a new urban lobby at the arena’s front door as well as a team store.



"It's not often that I get to work with an architect that listens, but one that can take your suggestions and build upon them."

**JEFF COHEN | VICE CHAIRMAN
CLEVELAND CAVALIERS**



UNIVERSITY OF MICHIGAN YOST ICE ARENA

ANN ARBOR, MICHIGAN



By using new glazing technology, ROSSETTI removed decades-old coverings on the original arched window openings and transformed this dark ice hockey barn into a bright, modern arena while retaining its historic feel. The \$16 million renovation also includes a dramatic face lift to the public spaces, including concourses, concession stations and more. ROSSETTI renovated and repurposed 16 Champions Boxes from former offices as well as the arena's East Club. The unique "Ice Box" is a corner platform used for corporate entertaining or sold with four tops. The University's famous maize and blue colors are prominently used in the environmental graphics throughout the arena.

UNIVERSITY OF MICHIGAN YOST ICE ARENA



RABOBANK ARENA

BAKERSFIELD, CALIFORNIA



RABOBANK ARENA

The City of Bakersfield had a threefold vision: to create a structure that would enhance the quality of life for its' community, become the hub of activity for the downtown district and provide a catalyst for further development. The city itself sought to reinvest in the community with the expansion of its municipal complex which included a convention center and 3,000 seat concert hall. Full-time tenants of the arena include minor league hockey's WCHL Condors and the men's basketball team of California State University - Bakersfield, a perennial NCAA Division II powerhouse. To unify all the elements of the community complex, ROSSETTI weaved an elaborate pedestrian plaza complete with water fountains, art displays and performance areas.



"I would characterize ROSSETTI's creative and artistic ability as beyond exceptional. Rabobank Arena is beautiful, functional, and dynamic."

**ALAN TANDY | CITY MANAGER
CITY OF BAKERSFIELD**

UNIVERSITY OF NOTRE DAME COMPTON FAMILY ICE ARENA

NOTRE DAME, INDIANA

ROSSETTI designed a “cathedral for hockey,” using the University’s strong brand and Gothic architectural vernacular to weave tradition throughout the state-of-the-art facility. Team members experience professional-level facilities including shooting stations, a stick prep room and a weight training room available to all student athletes. The arena features collegiate ice and community ice surfaces connected by a wide concourse that allows views between the two. Packed with themed fan amenities, the arena features suites, club seats, retail and an Irish pub. The new home for the Fighting Irish hockey program offers a platform to enhance recruitment and training. Opening the arena for public use allowed for an additional revenue source, and created value within the community. The Compton Family Ice Arena has received LEED Silver certification. It was voted the #1 Collegiate Arena in the U.S. by Stadium Journey and is the new site for the NHL Chicago Blackhawks training camp.





UNIVERSITY OF NOTRE DAME COMPTON FAMILY ICE ARENA

“This is a beautiful addition to our campus. it will serve generations of Notre Dame students, athletes + the thousands involved in local + regional hockey, as well as become a new architectural icon on our campus.”

**DOUG MARSH | ASSOCIATE VP, FACILITIES DESIGN
UNIVERSITY OF NOTRE DAME**



BGSU STROH CONVOCATION CENTER

BOWLING GREEN, OHIO



BGSU STROH CONVOCATION CENTER



ROSSETTI is the only firm that said “Yes” to delivering a state-of-the art facility for \$36M for Bowling Green State University. While the former athletics program lacked identity for its sports facilities, the new facility immediately establishes school pride and a sense of place with its grand arrival experience and strong branding and color. The multi-purpose basketball first arena offers a central facility for games, with an adjacent practice court and training rooms while providing an outstanding student environment. Comfortable and activated hospitality areas, such as clubs, lounges and concourse areas create a lively fan experience. Since the facility was built, it’s become a focal point of campus and community activities increasing revenue by 127% annually.



THANK YOU!

LAUREN HUSSONG

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