RE-IMAGINING SOCCER STADIUM DESIGN



CURRENTLY, SOCCER IN THE UNITED STATES PALES IN COMPARISON TO THE ENRICHED FAN EXPERIENCE OF EUROPEAN SOCCER. PASSION REVOLVING AROUND THE CITIES' SOCCER TEAMS DEVELOPS AT A YOUNG AGE AND IS CELEBRATED THROUGH THE EUROPEAN CULTURE, EVEN MORE SO THAN THE AMERICAN EQUIVALENCE OF THE SUPERBOWL. SOCCER IS THE MOST TELEVISED SPORT IN THE ENTIRE WORLD. GIVEN THAT THE SPORT HAS SLOWLY GAINED MORE RECOGNITION AND POPULARITY, AMERICAN CITIES ARE BEGINNING TO UNDERSTAND AND PARTAKE IN THE CELEBRATION THAT COMES WITH THESE GAME-DAY EXPERIENCES.



Existing Site:

Proposed Site:



Concourse Legend:

Stadium Entrances
Concession Stands

3. Information Office

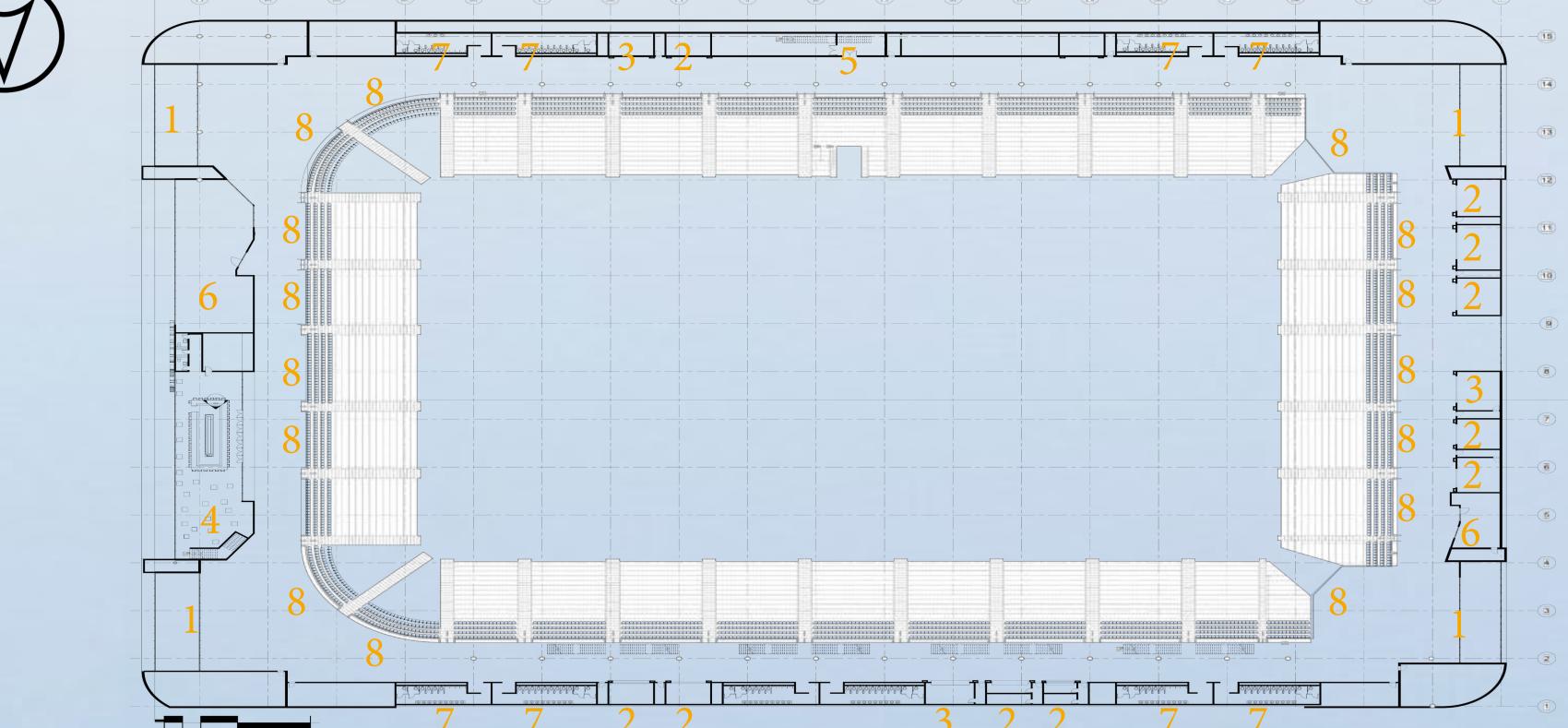
5. VIP Entrance

6. Team Store

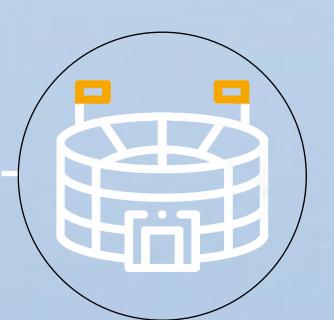
7. Public Restrooms

8. Accessible Seating



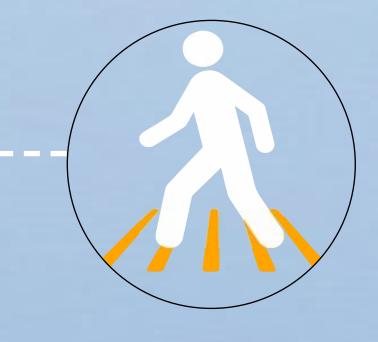


LACK OF INFRASTRUCTURE:



the stadium, rather than the sport

MINIMAL FOOT-TRAFFIC:



The area lacks any structure to draw community engagement; consequently, the site has experienced a substantial loss of foot-traffic, defaulting the site to an abandoned

DULL SOCCER-FAN EXPERIENCE:

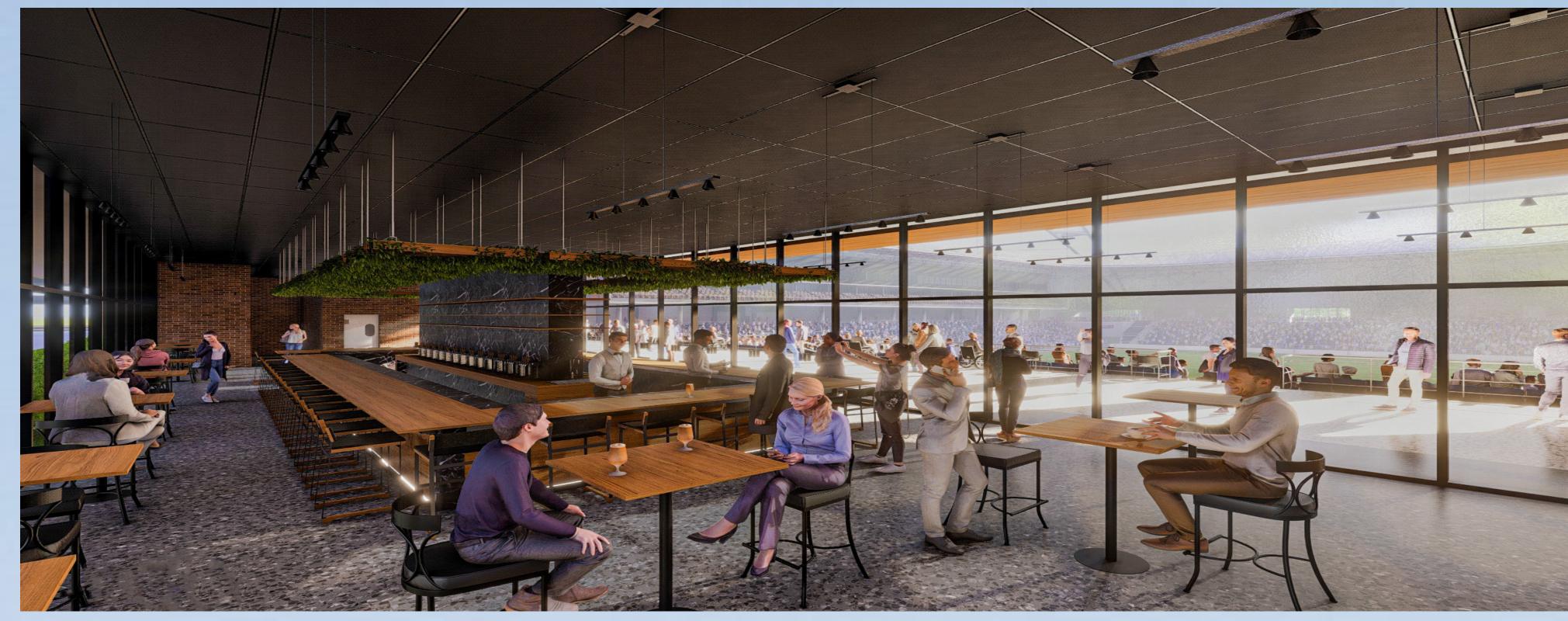


Currently, the Milwaukee area lacks a professional soccer team, and therefore the city is missing the enriched culture and community of





POINT-OF-VIEW: VIP ROOM

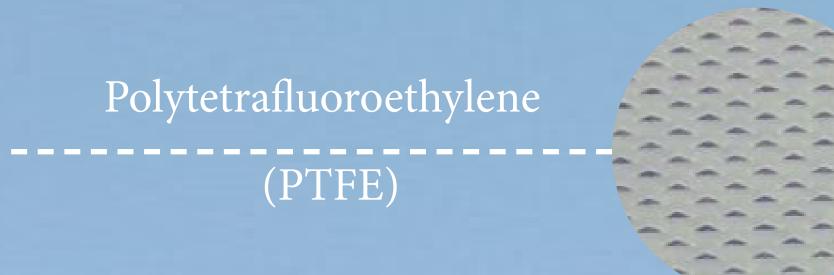


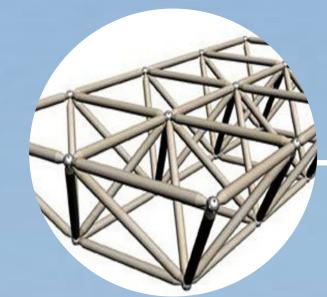


MATERIALS:



Weldox 1100





Space Trusses



Reclaimed Wood



SUSTAINABILITY:

The Iron field design and construction heavily emphasizes the importance of sustainability. Sourcing materials from neighboring areas within 500 miles to reduce pollution caused by travel, as well as the consideration of material life-cycle costs were taken into account. Kentucky bluegrass, the sod used for the playing field, was sourced from the upper part of Wisconsin. The steel used to construct the infrastructure is specifically manufactured for high strength, flexibility, and resistance to abrasion and corrosion. The steel trusses can bear heavy loads and endure extreme temperatures while supporting the roof. Other interior materials, such as the wood ceiling finish and acoustical ceiling tiles, are composed of recycled materials and recyclable for future uses.

ENERGY CONSUMPTION:

The concept of energy conservation was introduced to the project by incorporating a polytetrafluoroethelyene-covered roof. This material allows sunlight to pass through in a diffused form without obstructing the spectators' view of the field, therefore reducing the amount of artificial light consumed throughout the day.

WATER CONSERVATION:

The concept of water conservation was implemented through the installment of water cisterns residing within the ground floor. The site has an irrigation system that collects grey water to be used for lavatories and lawn maintenance. The site design also implements low-flow fixtures that reduce the amount of water per flush.

