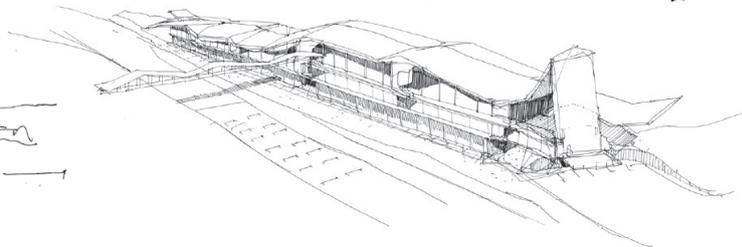
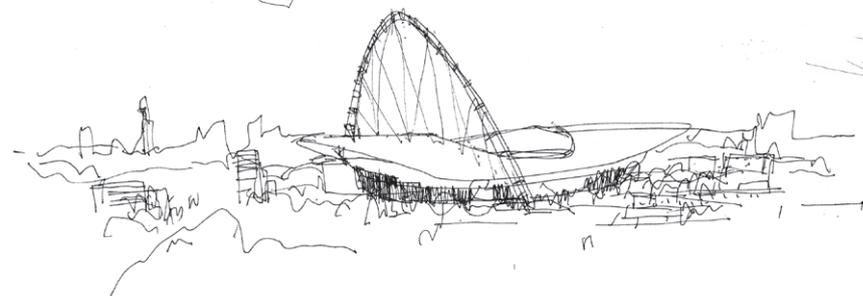
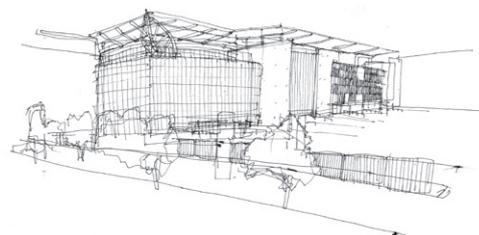
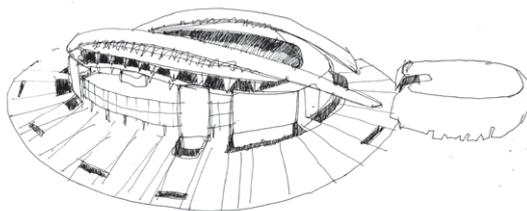
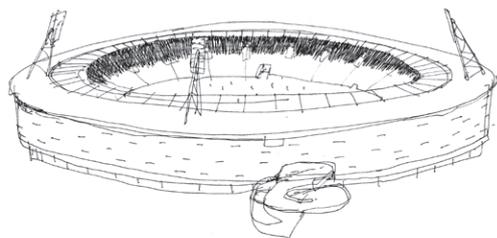
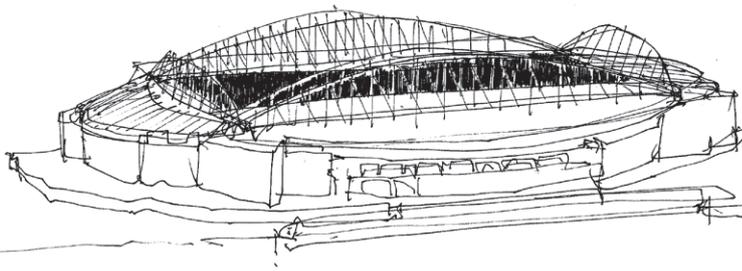
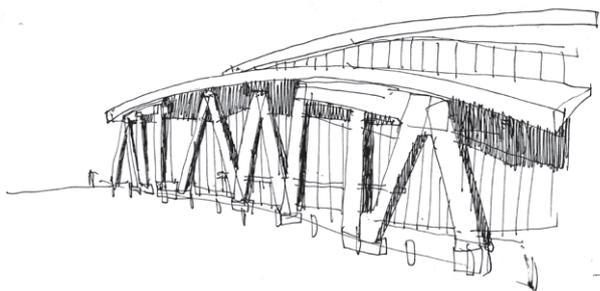
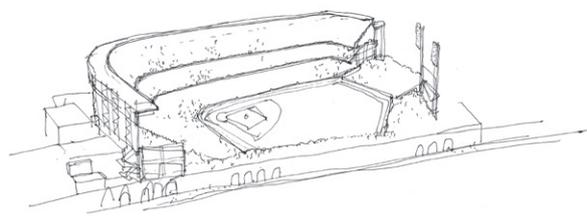
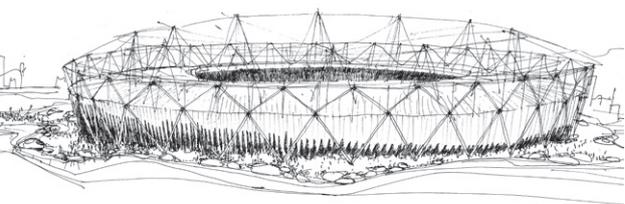
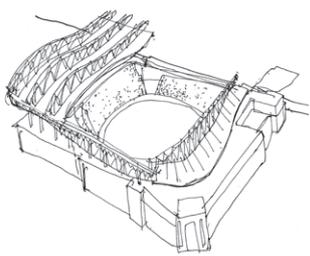


# WHAT WILL SHAPE THE VENUES OF THE FUTURE?



The experiences that draw people together have been at the heart of Populous' 32-year history and form the starting point for the 'Tomorrow's Together' project. As they think about what the future of venue design will bring, three leading Populous designers – Chris Paterson (Australia), Greg Sherlock (USA) and Paul Shakespeare (UK) – begin by asking themselves two important questions...

**Q1. What has the potential to reshape the way we design sports and entertainment venues?**

Trends directly related to sport, entertainment and beyond are reshaping what it means to be an athlete, a musician, a fan, to attend a game and to design venues for these future audiences. Part of the equation is access to high quality broadcasting, as Chris Paterson notes:

*"Broadcast media and the revenue impact of live sport will drive significant changes to the design of future venues, as the venues compete with – or offer an alternative to – a sophisticated broadcast product."*

Greg Sherlock adds that *"as technologies are changing the world and society, environments which are versatile enough to adapt, accept and manifest innovation are the future."*

In the UK, Paul Shakespeare raises the nature of the activity as another factor in attracting fans to the physical space; *"Content is why we go to these venues in the first place. It is the event that informs the physical form of the venue that houses those events. How this could change is really exciting."*

**Q2. What trends are having the greatest impact by region?**

It's clear that regional differences offer opportunities for learning and this is an ideal

place to start a conversation on future venue design. From a European football perspective, Paul Shakespeare suggests that:

*"Differences in finances, salary caps and TV rights deals results in divergent operational and development models. In Europe, for example, financial fair play regulations are encouraging clubs to invest in their stadia to increase match day revenue."*

In the United States, Greg Sherlock agrees and Chris Paterson notes that in Australia and Oceania, these investments are particularly visible in hospitality and technology trends. Chris sees the potential for more multi-purpose venues and suggests that *"the need for venues to host multiple sporting codes and teams is strong in the Australian market."*

Greg adds that *"the impact of university athletic programs is the most evident differentiator between regions. The US collegiate platform and grooming of student athletes serves as evolutionary grounds to inspire the youth to perform – and results in additional investments in stadia and trickle-up trends, or trends that have started on the collegiate level and are now shaping professional athletics."*

All three designers are excited to see how the conversation progresses in the coming weeks and months.

Meet the Populous design team

Populous are a group of innovators, thought-leaders and visionaries from all around the world, who share a passion for creating the places where millions of people unite.

What the team says: *'This project has given us the opportunity to dive deep into the trends that are shaping the way we communicate, enjoy events and view sport and entertainment.'*



CHRIS PATERSON  
Principal, Australia



GREG SHERLOCK  
Principal, USA



PAUL SHAKESPEARE  
Associate Principal, UK

In the next issue... An interview with Populous' design team on the biggest trends in venue design and experience. If you have questions you'd like PS&AM to ask the team, please send them to [katie@aladltd.co.uk](mailto:katie@aladltd.co.uk)



Discover more...

For a behind-the-scenes, in-depth look at the conversation our design team is having about the venues of the future, visit [www.populous.com/venuesofthefuture](http://www.populous.com/venuesofthefuture) for exclusive videos, updates and information.

