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MEDIA KIT

TOTTENHAM HOTSPUR STADIUM



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TOTTENHAM HOTSPUR STADIUM
Press Release

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03.04.2019

POPULOUS-DESIGNED TOTTENHAM HOTSPUR STADIUM OPENS

In a pivotal moment for sports venue design, the new Tottenham Hotspur Stadium will host its first game on Wednesday 3rd April, when Tottenham Hotspur meet Crystal Palace in the Premier League.

Designed by Populous, the stadium heralds a new era for Tottenham Hotspur Football Club and has created a major landmark for both Tottenham and London.

With a capacity of 62,062, the new stadium becomes the biggest club stadium in London and, by incorporating a fully retractable pitch, the first in the world to be custom-built to stage football and NFL games.

The stadium will host its first NFL game in Autumn 2019, showcasing its unique ability to accommodate the technical and operational requirements of the world's two most popular sports. The retractable pitch will also enable the Tottenham Hotspur Stadium to host concerts and a range of other events, fulfilling the club's ambition to create a major sports and entertainment destination that will support the on-going regeneration of Tottenham, 365 days a year.

The stadium has been designed to generate one of the best match day atmospheres in the world, with uninterrupted sightlines and spectators closer to the pitch than at any comparable ground in the UK. The stands are angled at 35 degrees — the steepest angle that UK guidelines recommend — to create a tighter, atmospheric stadium bowl which focusses towards the southern 'home end', where 17,500 spectators will come together to generate a 'wall of sound' in the largest single-tier stand in the UK.

The areas at the front of the stand, as well as the away support's section, have been future-proofed for safe standing, with a first-of-its-kind design that gives equal precedence to safety and comfort. The rows of seating are separated by an ergonomically profiled bar set at 900mm for clear sight lines. Each of the seats, which provide the same levels of comfort and leg room as in all other areas of the stadium, is fitted with a lock to ensure it can be securely fixed in the upright position.

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A concert-hall inspired acoustic set-up, which amplifies the noise inside the stadium, will add to the atmosphere and spectator experience. Wireless connectivity is available across the venue and will enable fans inside the stadium to connect with and share their live event experiences with other fans across the globe.

Now completed, the stadium's sculpted appearance has become clear; wrapping and folding its way around the stadium before reaching the home end, where a glass façade arches upwards to reveal the huge single-tier home stand, and a curved roof, which melds together with the stadium structure to create a graceful and elegant clean cover over the seating bowl. The façade is dynamic, responsive to the changing light. By day, the façade's perforated screens partially shroud what's going on inside, but at night they act like a lantern, highlighting the activity within.

A five-storey high glass atrium at the south end will provide a new meeting place for home supporters before and after the match including an open food court bathed in natural light. This spectacular entrance provides a glimpse of life within the stadium and has been designed to create a sense of arrival from the station.

Populous' design responds to Tottenham Hotspur's brief to create memorable experiences for its supporters and everyone else who visits the multi-use stadium. To achieve this, unrivalled views of live Premier League action have been supplemented with a vast range of food and drink, retail and premium experiences, which will add to the match day experience.

Notable features include:

- 17,500-seat single-tier 'home end' stand — the largest of its kind in the country
- A fully retractable turf pitch with a state-of-the-art artificial playing surface beneath for NFL matches and other large-scale events
- The Market Place, a new fan zone in the South Stand atrium, with street-food style market stall, the 65m Goal Line Bar — Europe's longest bar — and a microbrewery operated by local brewer Beavertown
- A choice of fine dining premium experiences including the H Club, a Michelin star calibre Members' Club
- The Tunnel Club, a glass-walled private members club allowing fans a "behind-the-scenes view" of the players making their way to and from the pitch, as well as access to seats located behind the First Team technical area
- The Sky Lounge, where guests can enjoy the panoramic views across London from the highest point available in the stadium

Daniel Levy, Tottenham Hotspur Football Club Chairman, said: "Our new stadium and wider scheme has been developed to deliver an unrivalled fan experience and significant benefits to our local community. We want to make this venue a world class sports and entertainment destination for everyone, in our birthplace of Tottenham."

Christopher Lee, Managing Director of Populous (EMEA), said "This is a game changer. There is no doubt in my mind that the new Tottenham Hotspur Stadium is the best stadium in the world, and has set an incredible benchmark to follow. Daniel has challenged us at every point in the journey, but this has led to a stadium which will be the crucible of the club's passion for generations to come."

- ENDS -

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About Populous

Populous is a global architecture and design firm that designs the places where people love to be together, like Wembley Stadium, Yankee Stadium, and the new Tottenham Hotspur Stadium. Over the last 30 years, the firm has designed more than 3,000 projects worth $40 billion across emerging and established markets.

Populous' comprehensive services include architecture, interior design, event planning and overlay, branded environments, wayfinding and graphics, planning and urban design, landscape architecture, aviation and transport design, hotels and hospitality, and sustainable design consulting. Populous has 18 offices on four continents with regional centers in Kansas City, London and Brisbane.

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TOTTENHAM HOTSPUR STADIUM

Tottenham Hotspur Stadium represents a major new landmark in club stadium design, offering one of the finest spectator experiences in the world, as well bringing the NFL to north London for the very first time.

Designed to perfectly accommodate both elite football codes, the natural turf pitch is fully retractable, splitting into three pieces before sliding underneath the South Stand to reveal a state-of-the-art artificial pitch beneath. This unique design provides full flexibility for the venue to host a range of sports, concerts and events without compromising the integrity of the grass playing surface.

The stadium has a total capacity of 62,062, with a 17,500-seat single-tier 'home end' stand – the largest of its type in the UK – that will enhance the atmosphere during matches by creating a 'wall of sound and a feeling of unity among home supporters. Specially designed reflective panels on the underside of the roof minimise the loss of crowd noise from the stadium bowl.

The five-storey atrium space in the South Stand provides a vibrant area for the home support to gather before and after matches, with a range of food stalls, a microbrewery, and a 65m bar – the longest in Europe – which mirrors the full length of the goal line on the pitch behind. The East Stand includes a double-height banquet hall, which will be used for conference events and will be supported by the introduction of a new 180-bedroom hotel in the south-west corner of the site. As well as being a unique destination for fans and visitors, the hotel will also be a training and educational facility for local young people.

Key facts

- Total Capacity: 62,062
- Single-tier South Stand capacity: 17,500
- Premium capacity: 8,000
- The UK's first two-pitch stadium, with retractable natural grass playing surface
- South Stand fan zone with food stalls, Europe's longest bar and a microbrewery



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The full stadium masterplan also includes the Tottenham Experience (an integrated retail and museum facility, incorporating the
Grade II listed Warmington House), as well as a proposal for an extreme sports building, a community health centre, a commercial space and 222 new affordable homes, which will be completed in the second phase of the project.

Once complete, the full development scheme will support an estimated 3,500 jobs in the local area – 1,700 of which are new.



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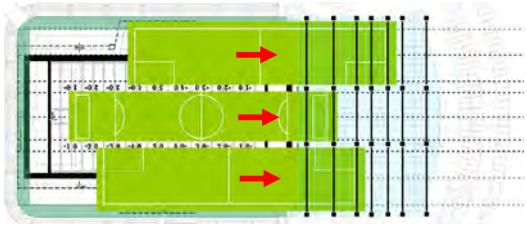
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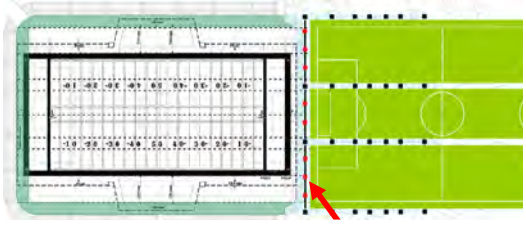


TOTTENHAM HOTSPUR STADIUM
Multi-Use Stadium Design

Key facts

- The Premier League's first fully retractable natural turf pitch with an artificial playing surface beneath for NFL matches
- The stadium includes separate facilities for NFL, including home and away team locker rooms and a media centre
- The artificial pitch will also be used to host concerts and other mass participations events with minimum disruption to football-related activities





Tottenham Hotspur Stadium has been designed as a world-class venue for both football and American football, with designated facilities tailored to meet the specific requirements of each sport. In a landmark agreement between the NFL and a UK football club, the stadium will play host to a minimum of two NFL games a year during a 10-year partnership.

Central to the multi-use functionality of the stadium is the retractable natural turf playing surface (the first of its kind in the UK), which sits in three pitch-long steel trays weighing more than 3,000 tonnes each. Powered by 68 powerful electric motors, these trays separate and roll underneath the South Stand to reveal a state-of-the-art artificial grass pitch beneath in a process that takes around 25 minutes. Cooling and irrigation systems along with special lighting that mimics sunlight keep the grass alive and help it to grow while underneath the South Stand.

This two-pitch system has three key benefits. First, it preserves the natural turf playing surface for soccer while providing the preferred playing surface for American football and a durable surface on which to host mass-footfall events such as concerts. Second, it means that markings and logos on the artificial turf can be easily changed well in advance of NFL matches, reducing the turnaround time between events. And third, it improves sightlines for American football by raising the front row of spectator seating relative to pitch level.

To further enhance its suitability for hosting NFL matches, Tottenham Hotspur Stadium features separate locker rooms for NFL teams. The NFL 'home' team locker facility also includes a separate media room for pre- and post-game press conferences, while the NFL away team has access to the main soccer media centre within the stadium.

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TOTTENHAM HOTSPUR STADIUM
General Admission

Key facts

- Food and drink available pre- and post-match
- 60 food and drink outlets
- Three feature bars inspired by White Hart Lane and the local area
- Fan zone with street-food-style outlets and Europe's longest bar
- Microbrewery and multi-purpose events spaces

The design brief for the Tottenham Hotspur Stadium was to create a world-class matchday experience for every fan, no matter what ticket they hold. In response to this brief, Populous took inspiration from high street concepts to create attractive and functional communal spaces that emphasise quality and freedom of choice, where fans will enjoy spending time pre- and post-match.

General admission home team ticket holders are able to explore the full length of the general concourse with a wide range of food and drinks options and three pub-style bars inspired by the club's former home, White Hart Lane, and the local area. In addition, the general concourse also features a series of pop up and brand activation spaces, including a club merchandise shop.

Located underneath the 17,500-seat single-tier South Stand, within a stunning five-storey atrium flooded with natural light, is the Market Place. Offering a range of diverse experiences available for fans to try throughout the season, designs for food and drink outlets take inspiration from London's vibrant street food market scene.

Also included in this area is a 65-metre bar – the longest bar in Europe – tracking the full length of the goal line on the pitch behind, as well as a fully operational micro-brewery and a multi-purpose events space. The microbrewery will be operated by local firm Beavertown Brewery, which brings its unique energy and a great beer to the space.





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TOTTENHAM HOTSPUR STADIUM
Premium Experiences

Populous' world-leading concept designs for the premium facilities at Tottenham Hotspur Stadium focus on unlocking the latent potential in typically underutilised spaces within a stadium, creating unique experiences for fans as well as driving innovative new revenue opportunities for the club. The range of private suites, lounges, bars and dining areas — designed to suit a wide variety of price points and preferences — can accommodate 8,000 guests on event days.

Key facts

- Premium experience concept designs by Populous
- 8,000 premium guests accommodated on event days
- Glass-walled Tunnel Club offering views of the players going to and from the pitch
- 520-seat Banqueting Hall
- Michelin star-calibre dining
- 55 Premium Suites and four 900 square-foot Super Suites





The Sky Lounges

Set at the back of the seating bowl at the top of the East and West stands, the Sky Lounges offer spectacular panoramic views of the pitch and across London from the highest spectator vantage point in the stadium. With a clean, contemporary design and a range of catering options to choose from, these spaces provide a relaxed setting for guests to mingle pre- and post-match. Stadium seating is located at the front of the upper tier with a superb view of the action.

The Tunnel Club

Membership to this exclusive club offers one of the most immersive football experiences available anywhere in the world. A glass-walled restaurant and bar area provides guests with a unique, behind-the-scenes view of the players as they walk from the changing rooms to the pitch, and a private vomitory gives access to premium seats located directly behind the home team dugout.

Level 4 Premium Suites

Each accommodating up to 21 people, the Premium Suites can be fully customised to reflect a company's brand or an individual's personal taste through a fully managed interior design service. Use of these suites is not restricted to match days, with all the technology available for these spaces to be used as a London work base or for private functions.

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The H Club

This exceptional members' club offers a range of Michelin star calibre dining experiences, including the opportunity to dine at the table of world-renowned chefs, or with Tottenham Hotspur legends on a privately hosted table. Before dining, guests are invited to order a drink in the Luminaire Bar, which takes design inspiration from the 19th century street lights that illuminated the local area when the club was founded 136 years ago.

On non-match days many of these facilities can be used for conferencing and corporate events, supported by a double-height 520-seat Banqueting Hall located on Level 3 of the East Stand.



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TOTTENHAM HOTSPUR STADIUM
Tottenham Experience

Key facts

- 38,000 square-foot visitors centre with the largest club retail space in Europe
- Includes the club museum and archives
- Open year-round
- Restores and incorporates the Grade II listed Warmington House
- Publicly accessible café with outdoor seating area

The Tottenham Experience contains the largest retail space of any club in Europe, an interactive museum, the Tottenham Hotspur Archive and a café, as well as being the starting point for stadium tours and other visitor activities.

Situated in the south-west corner of the stadium site, it forms a natural extension of the historic Northern Terrace, bookending the stadium and 'holding' the line of the High Road.

The brief when designing the Tottenham Experience was to present the past, present and future of Tottenham Hotspur FC and to promote a wider appreciation of the local community's role in shaping the club's identity over the course of its 136-year history. To this end, the building materials have been carefully chosen to complement the Grade II listed Warmington House, which has been renovated and incorporated into the design.

After many tests and mock-ups, cast iron was chosen as the primary façade material. The pattern for the panels was CNC cut in large foam pieces to create a positive mould. This positive mould was then used to generate a negative sand mould, into which the liquid cast iron was poured. The metal work has a surface finish that gives it a beautiful dark brown finish which complements the light yellow brickwork of Warmington House. .

To further enhance the Tottenham Experience's year-round offer, the stepped roof terrace above the northern building is publicly accessible from podium level and will be used to stage events, while the area above the museum features an outdoor café that looks out over the newly landscaped Park Lane Square.



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TOTTENHAM HOTSPUR STADIUM
Brand Activation

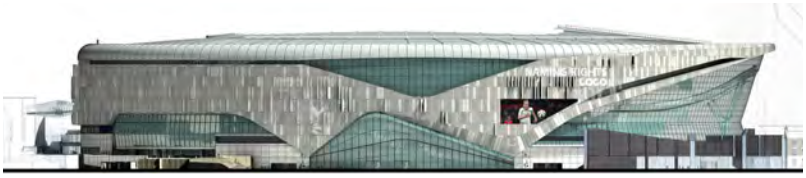
Key facts

- Branding embedded into the fabric of the building
- Tottenham Hotspur club mottos featured on the elevations of the stadium
- 15-metre rendering of the club's logo in the south-west façade
- Subtle use of the club's colours throughout the interior spaces

The design for Tottenham Hotspur Stadium incorporates key aspects of the Tottenham Hotspur brand to reinforce a sense of belonging and create an environment where fans, players and staff alike will feel instantly at home.

On the stadium's western elevation, the club's logo – a cockerel standing on a football – is rendered from perforations in the facade cladding. Towering 15-metres tall, it stands guard over the main approach to the stadium from the High Road.

The wayfinding system design sets white text against a navy blue background – Tottenham's famous colours – and uses the club's preferred typeface, Apex. While inside the stadium the Tottenham logo appears again, debossed in the concrete walls of the main stairwells alongside the club's Latin motto "Audere est Facere", which is also translated into English: "To Dare is to Do".





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TOTTENHAM HOTSPUR STADIUM
Wayfinding

Key facts

- Wayfinding strategy developed for the full 81,000-square-metre site
- Digital LED signage allows the stadium operators significant flexibility
- The signage has been designed as an extension of the Tottenham Hotspur brand and has been fully integrated into the overall stadium design

Key to the wayfinding strategy for the Tottenham Hotspur Stadium was the collaboration between designers and architects at an early stage in the project. This allowed a system to be developed that incorporated signage into the building without causing any obstructions, in a way that complements the overall stadium design.

In addition to Tottenham Hotspur home games, the stadium will also play host to NFL matches and mass-footfall events such as concerts and conventions. To meet the varied needs of event organisers, state-of-the-art LED screens have been used to create variable digital signage throughout the stadium site. These screens, which appear on signposts and on the archways above gate entrances, allow stadium operators a significant degree of flexibility, enabling bespoke event-specific information to be displayed and last minute changes or messages to be quickly programmed in.

Particular attention has been paid to ensuring that the design aesthetic of the wayfinding system is an extension of the Tottenham Hotspur brand. The club's famous colours of white and navy blue are used to reinforce a sense of place and complement key design elements in the interior spaces. In premium areas, a bronze colour is used in place of white to emphasise the luxury of these spaces.

The wayfinding signage uses Tottenham Hotspur's preferred modern typeface, Apex, and perforations in the signboards and support posts echo those in the façade of the stadium to further integrate the wayfinding system with the overall architectural design.

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