



ICON VENUE GROUP



# PROGRAMMING

ICON Venue Group was retained to assist in developing a program for the new Edmonton Arena. Great design starts with a well informed program. Programming is a distinctly different exercise from design and involves the identification of the goals and opportunities for the project. The program evolves with the design and is refined by it. A robust program draws from successful experiences and lessons learned elsewhere and is tailored to the local environment.

Fundamentally, the new Edmonton arena must be much more than a hockey facility. It must be designed to accommodate all manner of sports and cultural events and to quickly transition from one to another. It must provide world-class fan experiences and a vehicle to take entertainment in the Capital Region to another level. It must integrate into the downtown core, function as a catalyst for broader redevelopment and have the flexibility to evolve over the decades to come.

# PHOTOS OF MODERN ARENA FEATURES

- › SEATING BOWLS
- › ARRAY OF SEATING OPTIONS
- › CONCOURSES
- › RESTAURANTS AND CONCESSIONS
- › GATHERING SPACES
- › FAN EXPERIENCE ZONES











MODERN ARENA BOWL

CONCERT CONFIGURATION



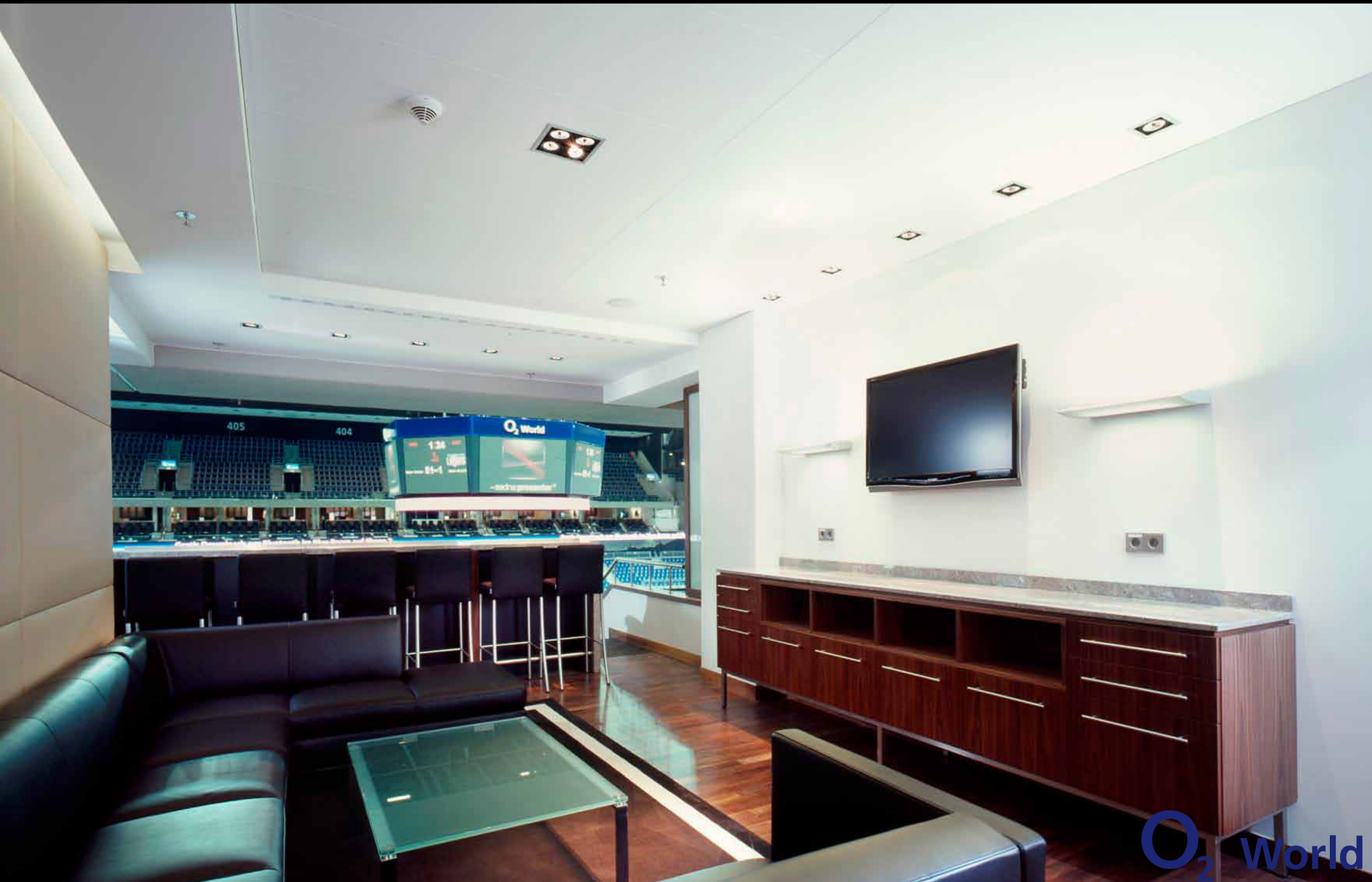


MODERN ARENA BOWL

VARIETY OF SEATING OPTIONS





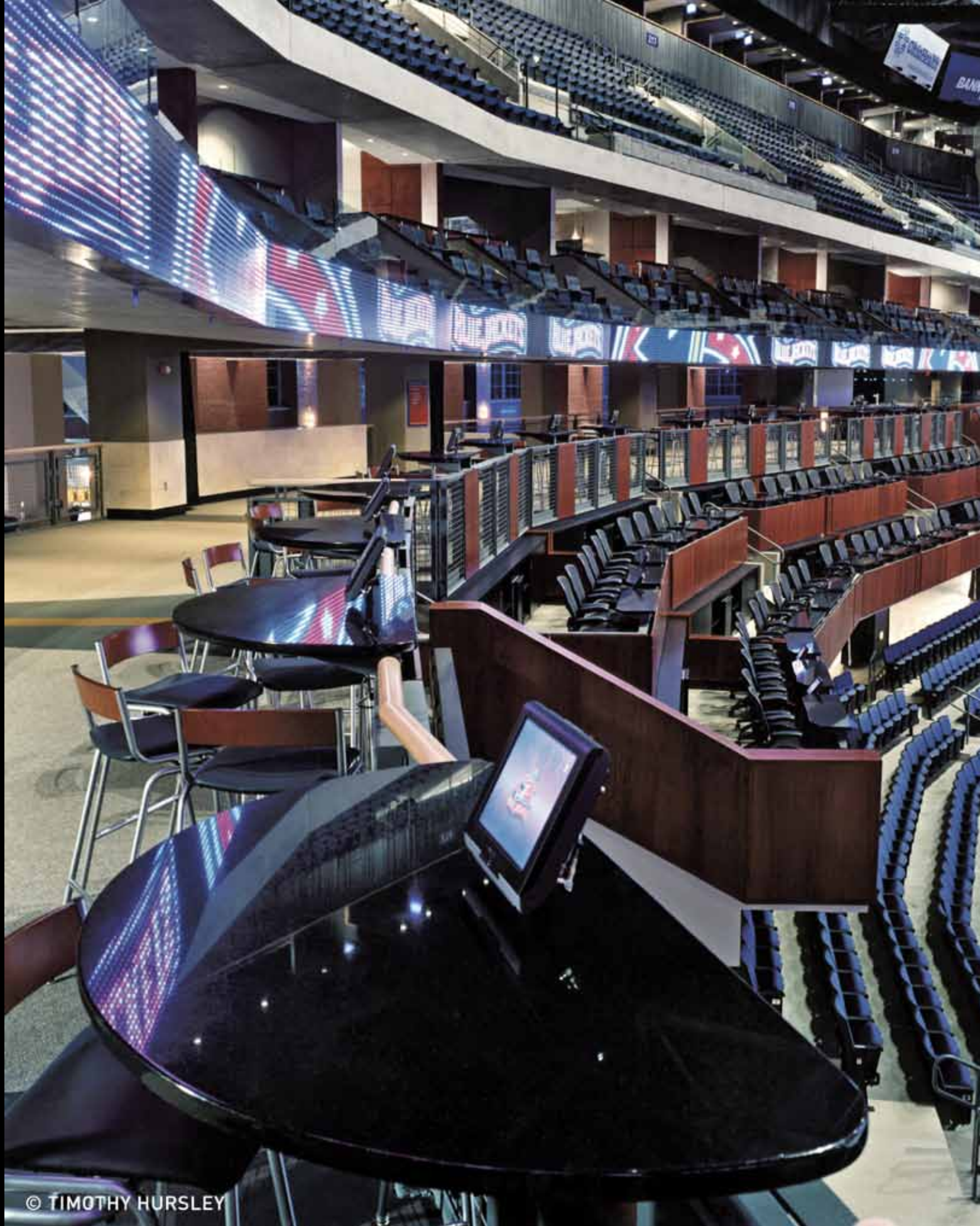


O<sub>2</sub> World

SUITE

MID BOWL LOCATION





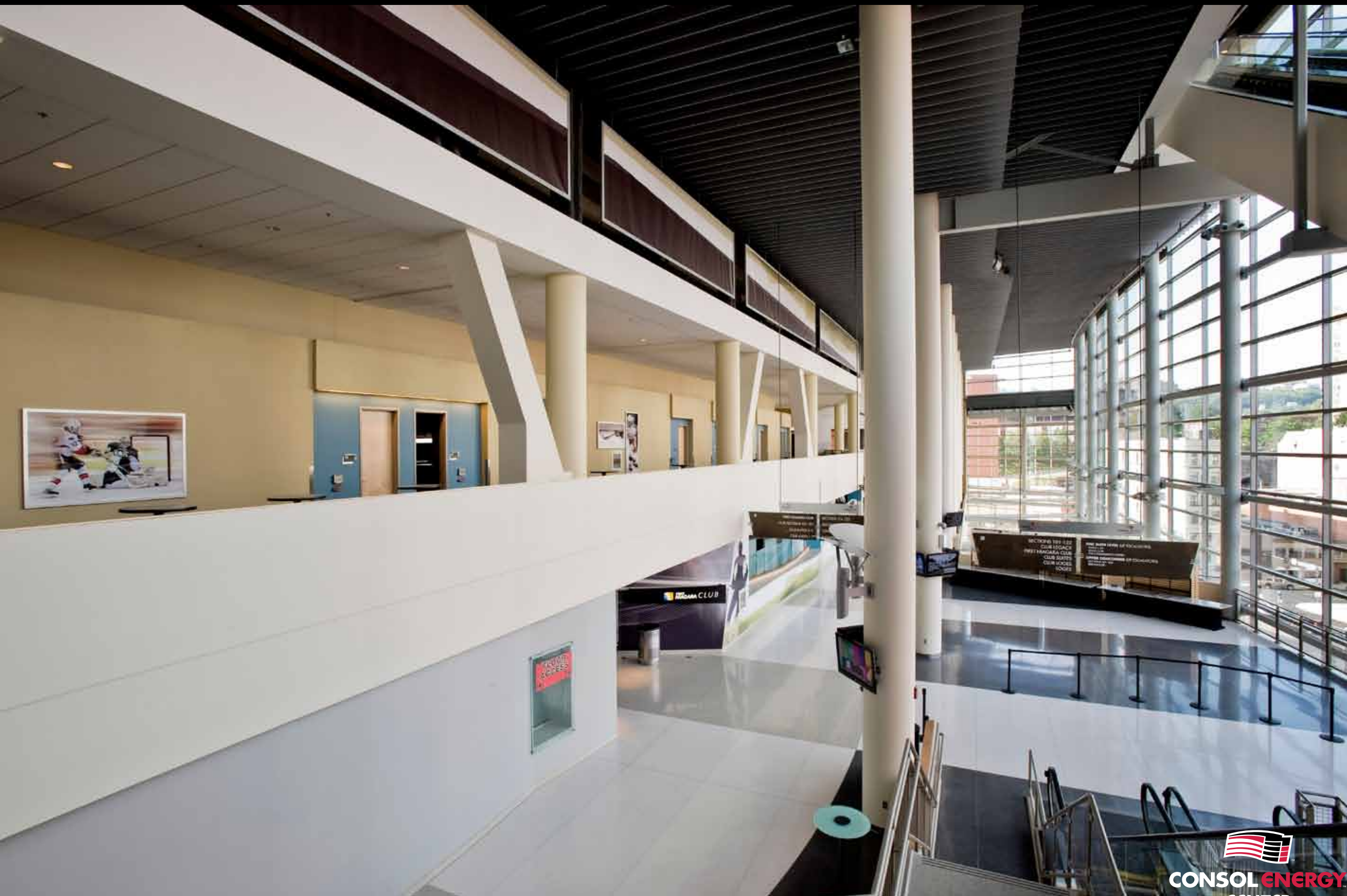
© TIMOTHY HURSLEY

 Nationwide  
Arena

LOGE SEATING

MID BOWL LOCATION





CONSOL ENERGY  
CENTER

CONCOURSE

OPEN COMMUNICATING LEVELS





CONCOURSE

WIDE, OPEN COUNCOURSES





CONSOL ENERGY  
CENTER

CITY VIEW

RESTAURANT





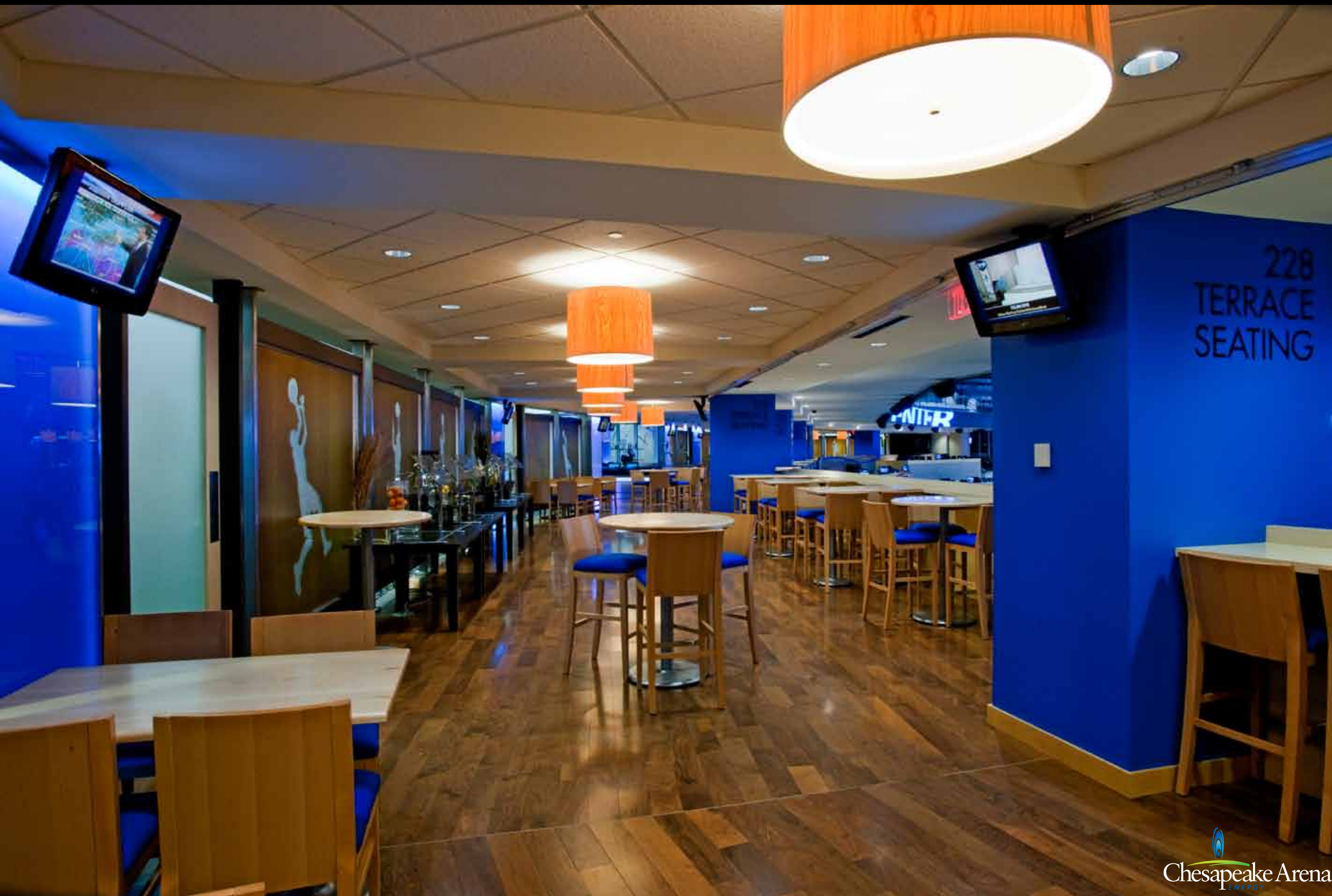
RESTAURANT

MID BOWL LOCATION - EVENT VIEW





















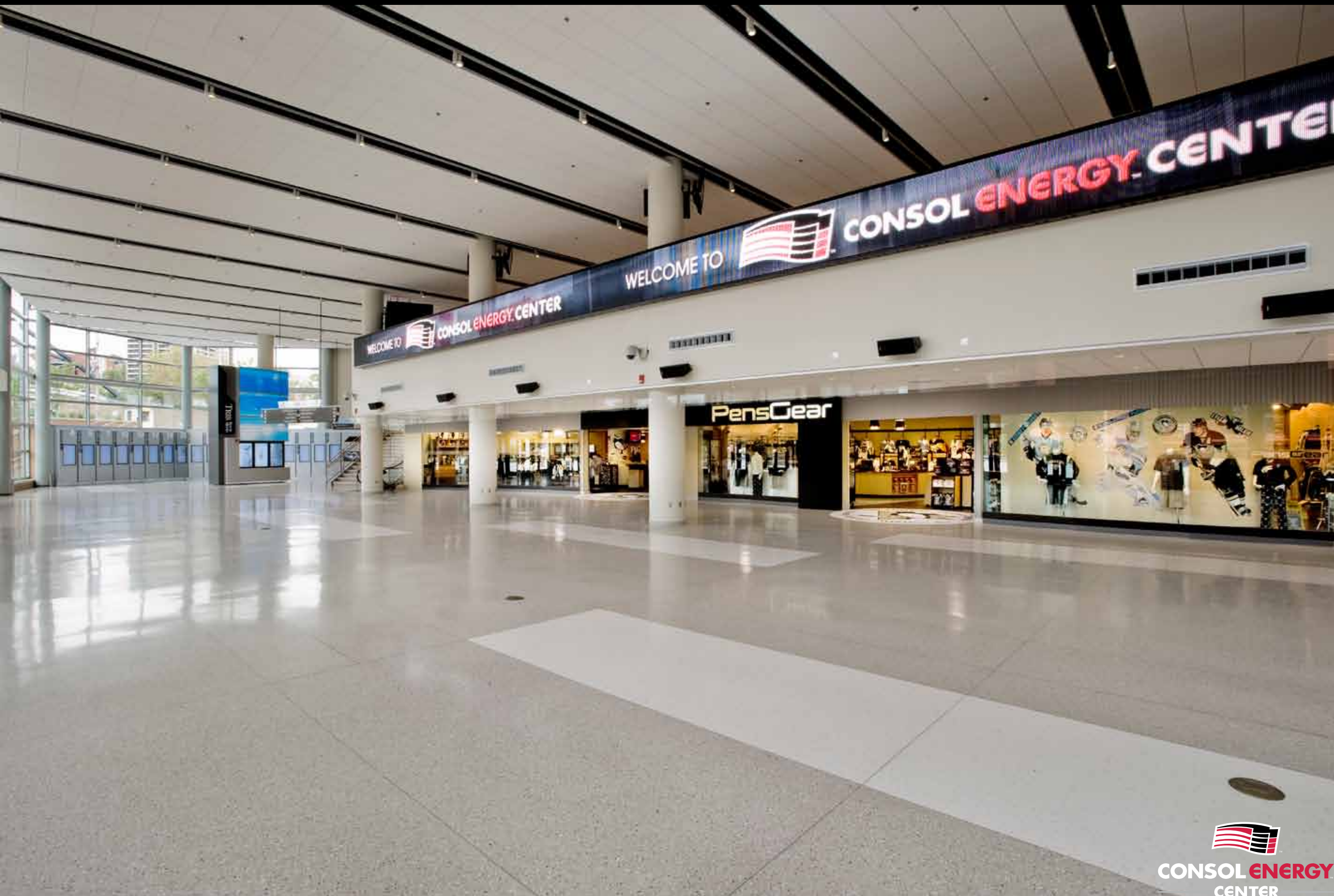




CLUB SEAT HOLDERS BAR

UPPER BOWL LOCATION





CONSOL ENERGY  
CENTER

FAN EXPERIENCE ZONE

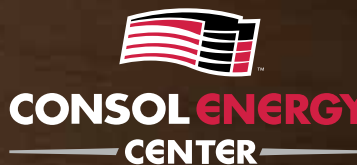
INTERACTIVE KIOSKS





FAN EXPERIENCE ZONE

HISTORICAL TRIBUTE AREA







CONSOL ENERGY  
CENTER

FAN EXPERIENCE ZONE

INTERACTIVE FAN ZONES





KANSAS CITY DOWNTOWN CORE



EDMONTON DOWNTOWN CORE



# PROGRAMMING



What follows are a number of conceptual renderings that are intended to illustrate aspects of the programming that are responsive to the following local considerations:

- The substantial majority of ticket buyers for this facility will purchase tickets individually, as opposed to corporately.
- The relatively few large corporations in the Edmonton marketplace.
- The relative depth and sophistication of the Edmonton hockey fans.
- The desire for enhanced social experiences and a wider variety of food and beverage offerings.



## CONCEPTUAL ILLUSTRATION

## MAIN CONCOURSE EXPERIENCE



The concourses will be both spacious and open to the seating bowl to allow patrons to feel like they are part of the action, even when they are out of their seats enjoying food and beverages from one of the many, varied concession stands. Wherever possible, the building will be designed to promote natural light and city views.



## CONCEPTUAL ILLUSTRATION

## BISTRO BAR EXPERIENCE



Enhanced food and beverage options will be spread throughout the building and service both premium and general admission customers. Bistro Bars are one concept that promotes mix and mingle opportunities from a vantage point overlooking the bowl.



## CONCEPTUAL ILLUSTRATION

## LOGE LEVEL EXPERIENCE



It is anticipated that the number of corporate suites will be reduced in favor of loge seating. A separate loge concourse will feature private terrace tables and/or drink rails and premium food and beverage offerings. An ideal location for business and social networking, loge seating is well suited to small to medium sized corporations and avid hockey fans.



# CONCEPTUAL ILLUSTRATION

# SKY TERRACE SEATING



The media ring is brought off the end walls and closer to the action below. Recognizing that it is no accident that this is the preferred viewing location for hockey operations personnel, it also provides an opportunity to create a premium seating option for the most hard core of hockey fans.



## CONCEPTUAL ILLUSTRATION

## OVERALL SEATING BOWL - CONCERT CONFIGURATION



The new arena will be designed to accommodate even the most demanding concert configurations with a state-of-the-art audio-visual system and excellent acoustics. This rendering depicts the performer's stage recessed into the stands maximizing sight lines in the bowl and creating a 20,000-seat concert venue.



## CONCEPTUAL ILLUSTRATION

## REDUCED BOWL - CONCERT CONFIGURATION



A specialized curtaining system will be incorporated that will allow the facility to easily transition from a 20,000-seat venue down to a more intimate configuration of 2,000-seats. This rendering illustrates a 6,000-seat concert configuration utilizing one half of the lower bowl.