



University of Miami

Football locker Room
RFP Response

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Introduction

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Project Design Goals

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Preparation. This room represents the intersection of opportunity and action. Here is where it all begins. Preparation of mind. Preparation of body. Preparation of spirit. Building relationships for football and for life.

Sanctuary. Amidst the storm, this room is the eye of the hurricane. This room is a private place. Players and coaches enjoy respite from the field of play, the stadium filled with roaring fans, and the scrutiny of photographers, television cameras and commentators. This is a place to reflect on and recover from the rigors of daily practice. This is the place in which we prepare ourselves for the storm, but like the Ibis we are always last in and first out.

Impact. This room must reflect the true nature and philosophy of University of Miami football.

Courage
Knowledge
Strength
Speed
Leadership

It is a showcase of excellence for those who came before and of those who continue the tradition of victory. Ultimately, as the university requested, our design takes the locker room "to a level that will reflect the pursuit of excellence that the University embraces, while developing a timeless appeal."

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Project Approach

- Locker Room Functional Objectives
- Our Audience
- Integrating the Miami Brand Story
- Integrating Technology

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Project Approach

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Locker Room Functional Objectives

Our goal is to design a locker room that is fully functional and allows everyone to perform their job with greater ease.

This facility will support more than the obvious dressing and equipment needs. The new environment will help foster relationships and create the bonds that build championships. Coaching, Mentoring, Teaching, Inspiring. Winning.

Enhanced sightlines, more functionality, and a smoother flow for people moving around will meet the myriad demands and needs of the University of Miami football players, coaches, and others who enter it.

For players and staff, the locker room will have the setting and amenities that encourage the preparation necessary to win. For recruits, donors and others who enter the locker room for the first time, the environment will clearly say this is a top flight program - "Victory begins here for the Miami Hurricane football team."

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Our Audience

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Athletes and Coaching Staff

The University of Miami football players and coaching staff comprise the key audience for the locker room's design. They will spend more time in this space than any other group. The locker room must be a comfortable place — the calm eye in the storm — where players and coaches focus on the task at hand, where they prepare for victory.

Recruits

Nationally ranked recruits are the lifeblood of any program's continued success. Today's recruits compare every detail of a program's amenities with the other facilities they see. A state-of-the-art locker room plays a crucial role in the university's recruiting process, as it will be their home for the next four years.

Alumni

The University of Miami has put more players into the National Football League than any other school. These alumni often return to the university to train during their off season. A locker room that includes an area for alumni to dress, plays a significant role in building on the overall Hurricane family tradition. Current players interacting with Miami Alums / current NFL players on a day-to-day basis provides inspiration and pride.

Donors

The football program's financial viability, which is supplemented by generous donors, is as important to the program's continued success as quality recruits are. The locker room upgrade is a visible investment in the football program's continued success. Providing donors with a literal peek behind the program's doors into places such as the locker room is one way to illustrate the program's quality and the need for continued financial support. Besides engendering donor pride in the program, the new locker room offers additional fund-raising opportunities including naming rights for the room and other important elements within the facility.

Media

In some ways, the locker room is like the family dining room, where guests get a true sense of the family from those who assemble there. Members of the media particularly those on the University of Miami football beat sometimes spend time in the locker room with coaches and players, gathering material for stories. A professional, comfortable setting helps establish an atmosphere of respect for the subjects the media covers. As with the donors, the media also sees the university's investment in new facilities as an overall commitment to the program's on-going success.

Others

Friends of the program, representatives of governing bodies, and visiting dignitaries will periodically pass through the locker room. The locker room must be an effective representation of the quality education at University of Miami and the quality of Hurricanes football.

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Integrating the University of Miami Brand Story

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The University of Miami brand is strong. Our goal is to create a space that uses the proper brand elements to provide a functional space that makes a visual impact on its users and visitors.

Hurricanes

Relying on the intimidation of nature's most destructive force, Hurricane Football teams have won national championships, conference titles, and major bowl games. Playing with the ferocity of a category five storm, Hurricane athletes have won Heisman Trophies, recognition as the best position players in a given season, All-America honors, and more. And since 1984 the Hurricanes have stormed the NFL with more players selected in the first round than any other university, and more players selected in the first three rounds than any other program.

It's all about the U

Additionally, we will integrate the University's primary logo — the U. That's because alumni and fans across the nation readily recognize the university's distinctive logo.

The Tradition of the Ibis

The qualities of the Ibis are the pillars of success for Hurricane football players: Courage. Knowledge. Strength. Speed. Leadership. Five vertical graphics — each with one of the characteristics — will grace the ends of the locker blocks.

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Integrating Technology

University of Miami Football | Locker Room

Utilizing state-of-the-art technology, the locker room will include a beautifully integrated messaging system. This distributed digital signage system allows staff to communicate with players, recruits, donors and other VIPS as necessary. Coaches can easily announce a practice change, provide a motivational message or show the latest highlight reel to the entire team. Donors or other VIPS can be welcomed easily. Of course, the easy-to-use digital communication palette will readily incorporate the University of Miami brand and reflect the pulse of Hurricane football.

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Recommendations

- The University of Miami Football Experience
- Space Plan Concepts
- Graphic Design Concepts

The University of Miami Football Experience

University of Miami Football | Locker Room

Victory Begins Here

Our design directive is based on two simple branded ideas: The Eye of the Storm and Victory Begins Here. Both statements reflect our guiding principle of creating a space that facilitates preparation. Our space plan will integrate the concept of the Eye of the Storm with an environment that tells people that, indeed, Victory Begins Here.

We always look to integrate your brand and story into the environment. In this case, we sought a thematic approach that allowed us to tell a story within the architecture. Doing so enables us to connect rationally with the space's functionality emotionally with the design and story integration. Some of your key visitors have never been exposed to the University of Miami Brand in this way before. Our objective is to capitalize on the available opportunities to impact their experience, as we support the overall goals and reflect the vision of University of Miami football.

Victory Begins Here exemplifies one primary way we would approach the messaging and design for the proposed locker room renovation. Additionally, Eye of the Storm is a secondary theme that helps guide the space planning and environmental design approach. We developed both themes using the University of Miami Brand and tradition as our guide.

Visual illustrations are included to show how we bring these thematic approaches to life in the space.

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Space Plan Concepts

University of Miami Football | Locker Room

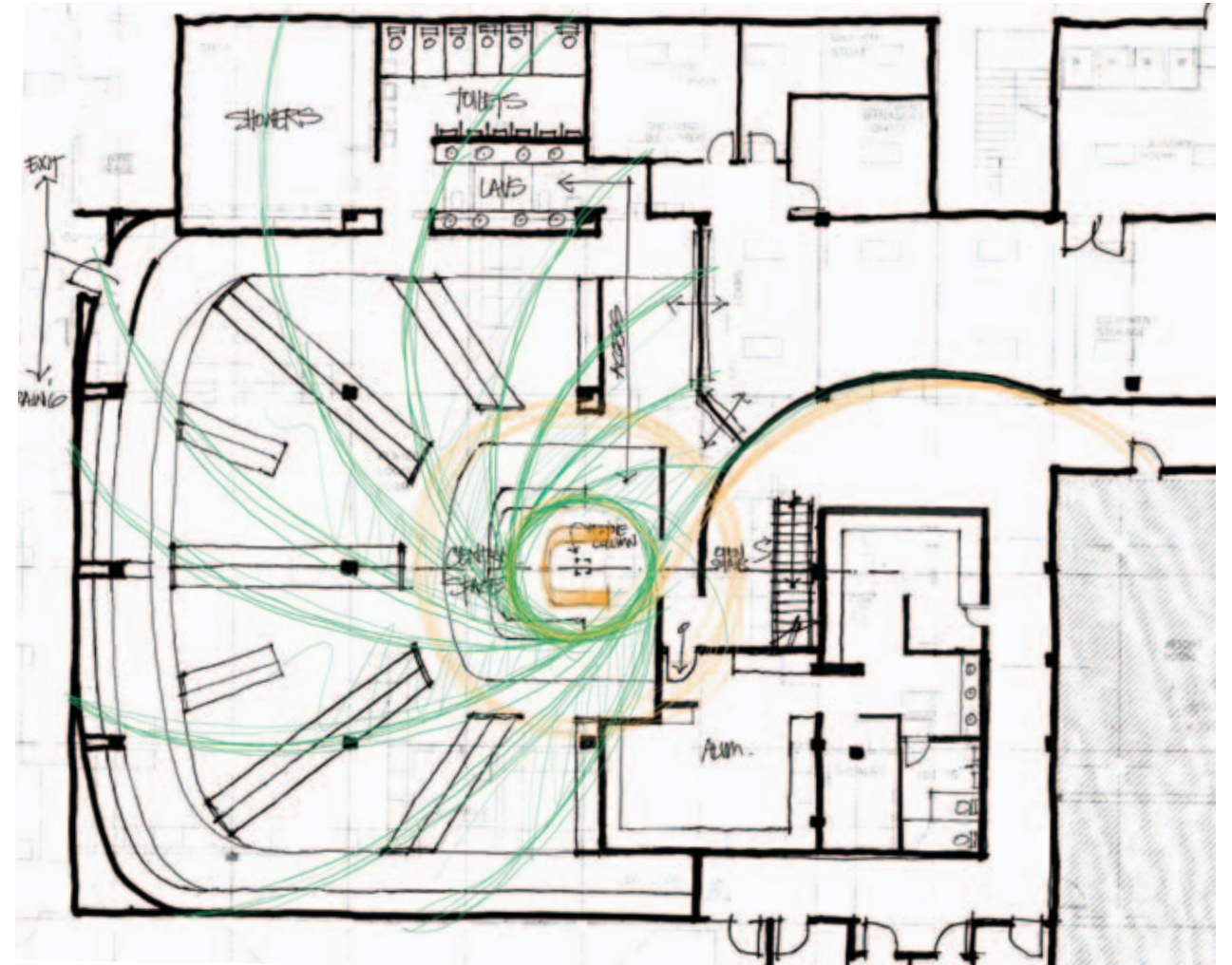
Space Plan

Our objective on the overall space plan was to create more direct site lines between the coaches and the players. We also wanted to provide a branded rationale for this design so it would allow us to integrate a compelling storyline.

To accomplish this, we started with the central thematic concept of being in the “eye of the storm”, or the calm area, preparing for the storm to come. We began by creating a central point of focus for the coaches. We then looked to extend from that point and create direct sightlines or alleys as we organized the locker configurations. All the while maintaining the central eye of the storm thematic.

Additionally, we have proposed to create a central, focused, entry point to allow us to create a dramatic and distinctive path to the locker room. We think this branded path will provide a level of anticipation and drama that makes the journey memorable for the visitors and users.

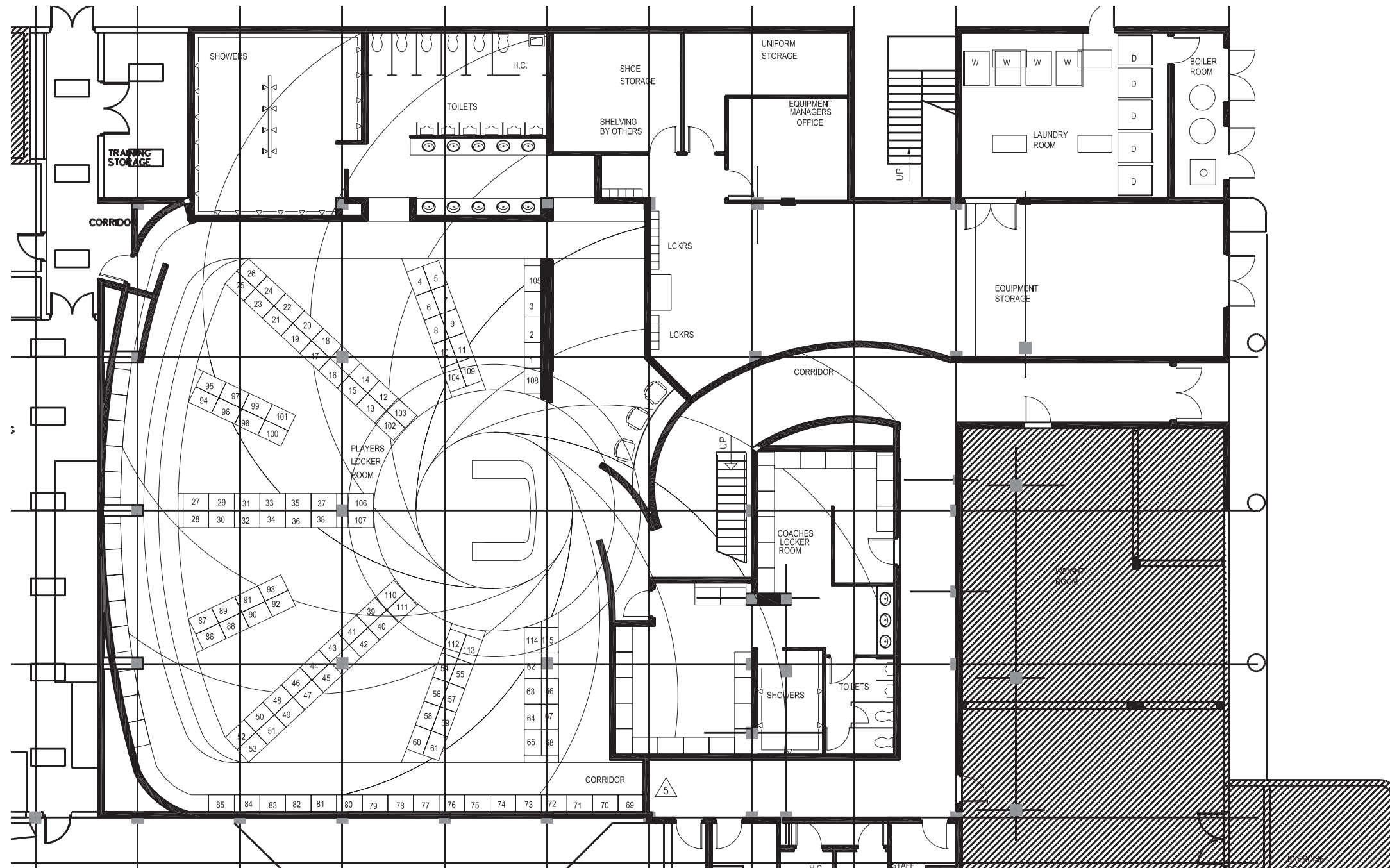
We have included separate locker areas for the coaches and returning players. We have proposed to incorporate shoe dryers in the custom lockers (detailed later in this document) to provide more floor space.



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Space Plan Concepts

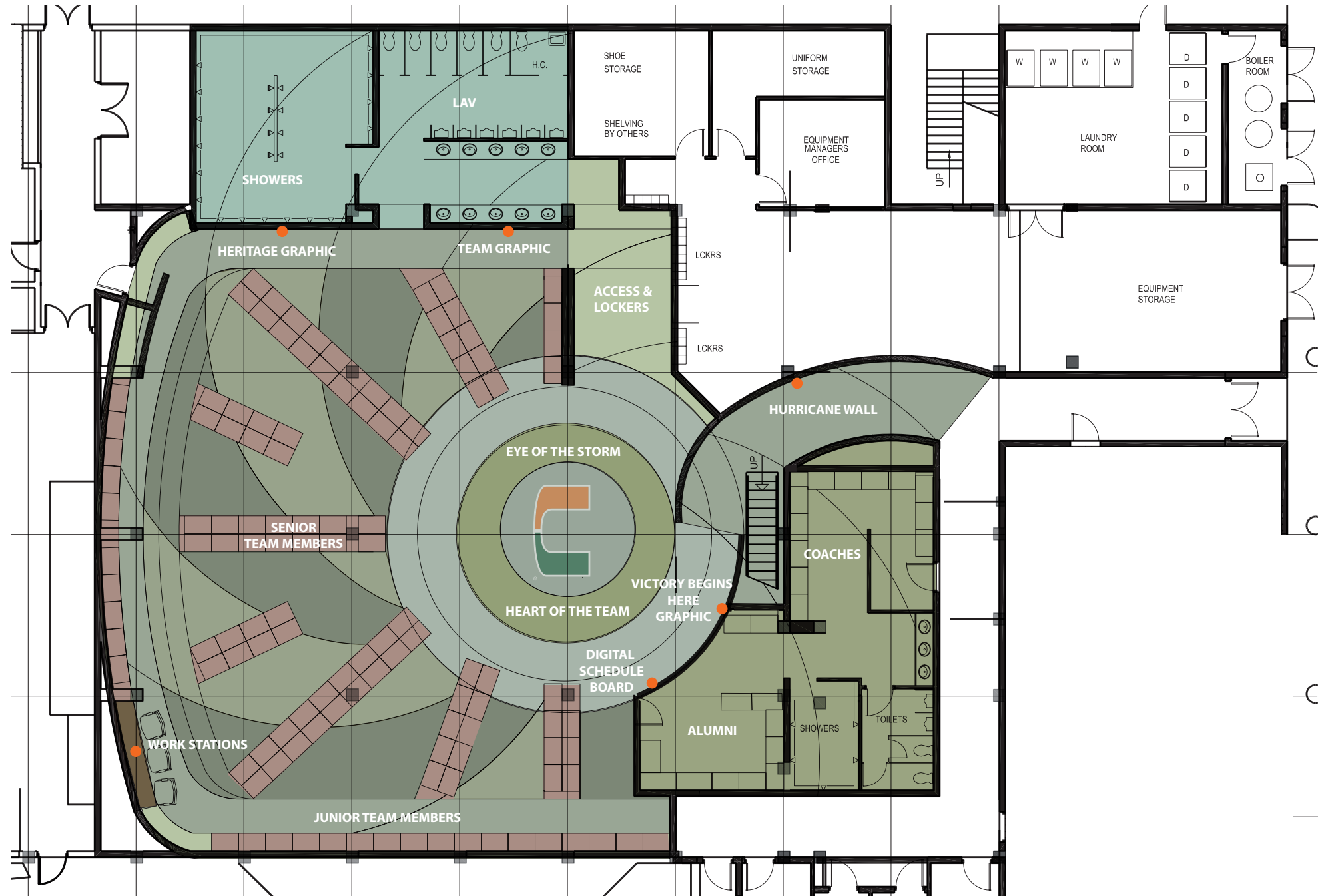
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Entry

One of our primary objectives was to create more of a distinctive and choreographed journey for the visitor and users of the locker room. The journey would help to provide the overall sense of "place" and the special nature of this sanctuary.

Our journey begins with the entry. In keeping with our thematic approach, as we head toward the "eye of the storm", our path takes on the form of the curvature of the outer hurricane ring, leading us into the "eye." This path is distinguished by the use of the Miami colors and features a dimensional "Hurricanes" logo. Architectural lighting will contribute to the overall sense that you are coming into a special place.

Space Plan Concepts

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The Coach's Ring

Once you enter the main room, you will immediately recognize that there is a central point of focus. This is the coach's ring or "eye of the storm". This area should serve as the "wow" moment as you enter the room. Standing in the doorway you will see a space that does not immediately feel like a locker room but that feels like a sanctuary and features important messages.

The central image will be the large "U" embedded into the central flooring design. The overhead circular feature will create a sense of shape and focus for this "ring". We see the possibility of additional messaging on this ceiling treatment or just branded color washes.

As you look down the spoke-like alleys of the locker configurations you will have a clear line of sight to most of the locker room space and as well as players. On the end of each locker bank there will be a branded graphic that features stylized action photography and one of the primary program attributes: Leadership, Courage, Strength, Speed, and Knowledge.

Space Plan Concepts

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The Coach's Ring

Space Plan Concepts

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The Lockers We are proposing a re-thinking of the basic locker design based on both functional needs and our desire to create a more distinctive branded design. The first thing you will notice about the proposed locker design is that they have doors. This is designed to allow for dedicated ventilation to each individual locker. We have incorporated this method in other lockers and the result is a

significant reduction in typical locker room odor. This also provides a drying component for wet clothes, etc. We have also designed the lockers to house individual shoe dryers, thereby, eliminating the need for a dedicated shoe drying area.

We think that having doors on the lockers provides a more individual privacy when the doors are open and the locker is in use. Each door could have mirrors and storage areas for personal grooming that might also help reduce traffic at the mirrors and grooming areas in the bathrooms. We could also incorporate power to each locker to support electric grooming and personal electronics.

Space Plan Concepts

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The Lockers (cont.)

Each locker would have personal storage and equipment storage. We would use portable stools made of resin or polymer to reduce degradation from sweat and other moisture that occurs now on all the wood surfaces where players sit.

With the dark wood finish, the integrated Miami branding and the unique functional design, these lockers can speak directly to the Miami brand story and deliver a compelling draw for visitor and users.



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1. Entry Team-Logo/Word Mark

Graphic Design Concepts

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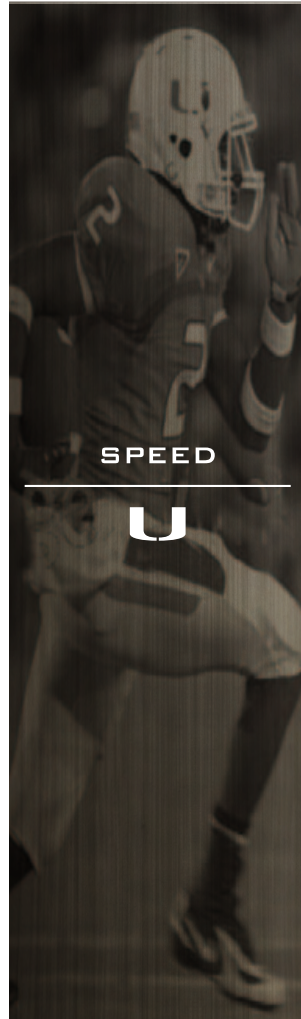
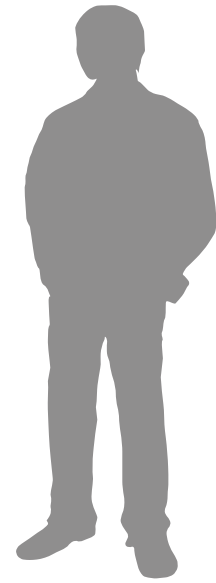


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2. Entry Team-Offense/Defense Graphic

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3. Five Pillars of Success

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4. Super Graphics