

# Smart Sports Stadia

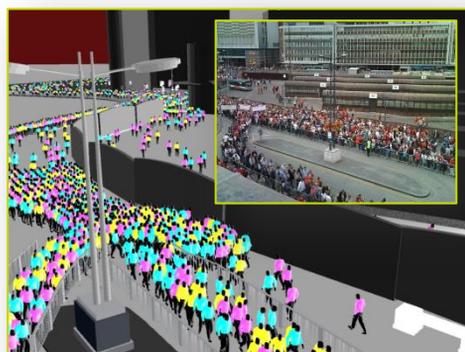
## Enhancing comfort, safety and experience of visitors



Sochi Winter Olympics Stadium



New Stadium, Abu Dhabi



Cardiff Millennium Stadium Egress



London 2012 Olympics Media Centre

Design for efficient and effective crowd flow at sports venues is crucial to the experience of the spectators and also to the revenues and design and operational costs.

Smart Space, BuroHappold's specialist consultancy team, has expertise in all areas of stadia circulation design: including demand forecasts, capacity planning, emergency evacuation, and operational planning. Our 'people centred' design approach supports architects, developers and clients during all stages of a project to design and manage sports venues so that they function at their very best, through all crowd movement scenarios.

The benefits of our services are:

- Saving design costs through efficient circulation
- Saving operational costs through effective management
- Improving visitor experience
- Optimising normal and emergency operations
- Maximising revenue and profit
- Improving accessibility

Our range of experience includes Ascot racecourse, Lords stadium masterplanning, London 2012 Olympics Media Centre, Sochi Winter Olympics, and Abu Dhabi National Stadium.

Using sophisticated commercial and in-house modelling tools we have developed a modern approach to how sports venues are designed and managed – from the spectator's perspective – with a focus on comfortable, safe, and efficient environment for effective crowd flow. The resulting designs are therefore extensively tested with a minimised risk of undesirable and/or unsafe congestion. It is also usual to achieve cost savings through the optimisation of design. Our work also enables planning approval and promotion using high quality visualisations of crowd flow.

Our depth of experience means we can provide rapid one-off assessments, or ongoing design support from concept to detail design stages and post-occupancy evaluation.

**BuroHappold Engineering | Smart Space**  
**Optimising the Interface between People and Places**

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