



## **Georgia World Congress Center Authority votes to approve lead architect**

ATLANTA (April 30, 2013) The Georgia World Congress Center Authority (GWCCA) Board of Governors voted unanimously to approve a contract for the lead architect on the new stadium project, signaling the official start of the design process. The vote is a major step forward in building a new multipurpose, world class stadium in Atlanta.

On April 17, 2013, the GWCCA and the Atlanta Falcons jointly selected architectural firm 360 Architecture as its Apparent Awardee to provide lead design services. “We collectively selected 360 Architecture, an exceptionally qualified firm. Their design approach as evidenced throughout the evaluation process, reflected their design goal to ‘Challenge Everything, Embrace Change and to Reject current thinking’ for stadium design,” said GWCCA Executive Director Frank Poe.

The Request for Qualification (RFQ) process, which began late last year, vetted professional services based upon their qualifications and fit for the new stadium project. By definition, it was not a design competition. The contract for architectural services agreement identifies EEO participation and establishes \$35 million as the gross maximum price for design. With a contract executed, 360 Architecture can now begin engaging the stadium owner and developer on specific programmatic elements and design preferences.

“Selecting a lead architect is a very significant decision in the new stadium process,” said Falcons President and CEO Rich McKay. “360’s creativity and qualifications made them the best fit for this project, and we believe they will put us in the best position to deliver the ultimate game day experience for our fans, as well as serving at the highest level the needs of current Georgia Dome events and other new events in the future.”

“A progressive spirit of innovation exists here in Atlanta. Together, we have the opportunity to set the bar for dynamic, flexible, and sustainable stadiums by which all others will be measured,” said Bill Johnson of 360 Architecture.

360 Architecture designed the most recent NFL stadium - Met Life Stadium in New Jersey, home of the New York Jets and Giants. The firm also has extensive experience developing innovative sporting venues for collegiate and professional teams, including for international soccer.

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1. Will 360 partner with any local architects for this project?

**360 is prepared to work with the Authority and Falcons in establishing the best possible team. As lead architect, 360 is committed to crafting a team to ensure the best results, and they are open to talking to one or more local groups.**

2. The agreement for the new stadium calls for minimum levels of minority participation in the design and construction process. How will 360 approach this requirement?

**360 shares a commitment to minority participation, and it is a focus of all the projects they do. 360 is prepared to meet the minority participation best efforts laid out in both the MOU and in the architectural agreement.**

3. Can the concepts you presented be built within the budget presented in the request for qualifications?

**The concepts developed were intended to show 360's qualifications and creativity, and they should not be taken as an actual design for the new stadium. The targeted budget was taken into consideration, but was not fully vetted in creating the designs presented to the Evaluation and Review Committee and the board.**

4. Do you have any preferences, or see any challenges one way or the other, in designing a stadium for the south vs. north site? How do you feel about the potential relocation of the churches from the south site?

**360 agrees with the pros and cons expressed to date by others involved in the project. However, the firm is prepared and fully capable of creating a design for either site. 360 is not involved in negotiating with the churches on the south site.**

5. What is the timeline for the design phase of the project?

**A detailed timeline is included in the design contract. Key dates include: 1) conceptual design approval in early June, 2) schematic design approval at the end of October, and 3) design development approval in mid-April 2014.**

6. What is 360's commitment to the community as it relates to the design of the stadium?

**The surrounding communities are a key consideration in designing the new stadium, in areas such connectivity, engagement, and construction mitigation efforts. The design phase, which is just beginning, will begin to more clearly define each of these areas.**