



COWBOYS STADIUM

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Cowboys Stadium Opens

Largest NFL stadium incorporates Cowboys tradition in an iconic modern form

ARLINGTON, TEXAS – Cowboys Stadium officially opens on June 6 as George Strait takes the stage at the venue's first public event. The new sports and entertainment venue in Arlington, Texas, between Dallas and Fort Worth, is the home of the Dallas Cowboys, the country's most-watched NFL team.

Designed by the HKS Sports & Entertainment Group, the venue enhances the international Cowboys brand with its modern, progressive architecture while incorporating elements of Texas Stadium's heritage such as the shape of the roof's opening and the Ring of Honor.

The 3 million-square-foot stadium has an approximate capacity of up to 100,000 fans. As the largest NFL venue ever built, the new stadium boasts the most spectacular column-free room in the world, stretching a quarter-mile in length.

"As a team of firsts, this new stadium represents the Dallas Cowboys' innovation and progressiveness for the future while upholding the traditions of Texas Stadium," said Jerry Jones, owner and president, Dallas Cowboys. "The iconic design is architecturally significant and reflects the Dallas Cowboys worldwide brand."

"In recognition of the time-honored traditions and timeless dynamic nature of the Dallas Cowboys, we chose a modern palette of simple forms and materials that creates a fittingly progressive architectural expression for the new stadium," said Bryan Trubey, AIA, principal designer, HKS Sports & Entertainment Group. "Swift form, powerful structure, agile movement and emulated colors serve as a strong link between the architectural form of the building and the primary use of the venue – the home of the Dallas Cowboys."

HKS Brandspace helped the Dallas Cowboys achieve an awe-inspiring sponsor presence to match that of the stadium. Working with Dr Pepper, Ford and Miller, the team created what they call a World's Fair-quality experience for those brands. "No other stadium has a more fitting architectural brand expression created for a team and its sponsors," said Trip Boswell, director of HKS Brandspace.

Designed to be open or closed, depending on weather conditions, the expansive retractable roof is the largest of its kind in the world and measures approximately 660,800 square feet. When closed, the roof encompasses 104 million cubic feet of volume, making it the largest enclosed NFL stadium in the world. The retractable roof is designed specifically to emulate the current Texas Stadium opening which is recognized around the world and allow views inward and outward. Each panel can open or close in 12 minutes. From directly above, the entire playing field can be seen and the opening itself is visible from an elevation of five miles.

The stadium features two monumental arches, soaring 292 feet above the playing field, which support a retractable roof. As the longest single span roof structure in the world, each boxed arch is 35 feet deep by 17 feet wide.

Weighing 3,255 tons each, these impressive structures span 1,225 feet in length. The arches form a striking silhouette on the Arlington landscape as sunlight reflects against the metallic surface during the day and a tailored lighting system reflects the form at night.

The stadium features the largest retractable end zone doors in the world. Each has a five-leaf, clear, retractable opening measuring 120 feet high by 180 feet wide. The five 38-foot panels take only 18 minutes to open or close.

By using clear glass for the door panels, spectators experience panoramic views from within the seating bowl and when circulating through the stadium concourses. Moreover, the operability provides air circulation during game-day and non-game-day events.

One of the most compelling architectural features of the stadium design is the canted glass exterior wall. The 86-foot-high glass, curtain-wall surface slopes outwardly at a 14-degree angle to create a luminescent glow, day or night. A fritted glass system transitions up the elevation to create a dynamic, ever-changing aesthetic depending on the time of day. At night, a series of internal lights gently wash the glass wall to create a glow across the façade.

Within the seating bowl, Cowboys fans will be provided with a one-of-a-kind feature, a center-hung video board.

Hanging approximately 90 feet above the field from the roof structure, the innovative video center spans between the 20-yard lines and features four individual boards – two facing the sidelines and two facing the end zones.

The sideline boards measure 72 feet tall by 160 feet wide, while those facing the end zones measure 27 feet tall by 48 feet wide. All four boards are angled toward the stands for optimal viewing. The stunning combination of these boards will immerse spectators with video imagery, creating a premium on upper level seats and presenting the game in a way never before experienced. Streaming across the interior seating façade is a vivid 360 degree matrix board, which offer advertisers “moments in time” during the game.

A signature architectural element for the new venue is the 365 entry. The elongated arch form stretches 224 feet and is detailed with steel plating. It simulates the monumental arches while framing the Dallas Cowboys Pro Shop and box office. This entry is framed by two dramatic 30-foot-tall light walls, providing an upscale, vertical space for both game days and events during the week. Metal canopies are attached to the light walls while fountains activate the space.

The stadium is designed to allow every fan a great view of the action – whether in the general admission seats or luxury suites. The venue also offers a wide range of other fan functions including party platforms, exterior plazas, a variety of concourses, suites and clubs, the Cowboys Hall of Fame, a pro shop and numerous food options.

The exterior end zone plazas serve as key gathering and entertainment spaces. Unique among NFL stadiums, these broad boulevards offer a combination of permanent hardscape and green spaces to accentuate game-day celebrations and year-round activities. The locations support a variety of functions: main entries for stadium spectators, sponsorship platforms for Cowboys' corporate partners and secured VIP tent areas, among others. The end zone plazas offer fans interactive experiences with concerts and entertainment, while tailgating before or after events. Each exterior plaza has been designed with perimeters for special events such as the Super Bowl.

The new stadium design extends a small portion of seating through both end zones. Behind these seats are extended concourses to be used as standing room only areas or additional party platforms. These novel spaces offer complete flexibility and can accommodate a number of game-day related events. With stunning views to the playing field as well as the exterior plazas, the platforms offer one of the most distinctive and valuable viewing elevations in the NFL.

“The Dallas Cowboys’ new venue represents an innovative culmination of sports, entertainment and high design,” said Mark Williams, AIA, principal and project director for HKS Sports & Entertainment Group. “The architecture provides fans with an unprecedented immersion into the world of sports.”

About the Dallas Cowboys:

Headquartered in Irving, Texas, the Dallas Cowboys Football Club has won five Super Bowls, eight NFC crowns and 19 division titles in 49 years of existence. Founded in 1960, the Cowboys played their home games in the Cotton Bowl in Dallas, Texas, from 1960 to 1971. The club, which moved to Texas Stadium in Irving, Texas midway through the 1971 season, played at the stadium through the conclusion of the 2008 season. In his 21st season as the club’s owner and general manager, Jerry Jones helped direct the team to Super Bowl victories in the 1992, 1993 and 1995 seasons. In 1995, Dallas also became the first team in NFL history to win three Super Bowls in four seasons.

About HKS Sports & Entertainment:

HKS Sports & Entertainment is internationally known for its modern sports venues and entertainment projects including Cowboys Stadium in Arlington, Texas; Metrodome Next Venue in Minneapolis, Minn.; Liverpool FC Stadium in Liverpool, England; Lucas Oil Stadium in Indianapolis, Ind.; Miller Park in Milwaukee, Wis.; and major renovations and additions for U.S. Cellular Field and Dodger Stadium in Chicago and Los Angeles, respectively. These venues enhance and leverage team identity, deliver an exciting fan experience and serve as destination environments. HKS, Inc., headquartered in Dallas, is among the top-three architectural firms in the U.S., operating from 25 worldwide offices.

Key Design Highlights:

- Designed to be open or closed, depending on weather conditions, the **expansive retractable roof** is the largest of its kind in the world and measures approximately 660,800 square feet. When closed, the roof encompasses 104 million cubic feet of volume, making it the largest enclosed NFL stadium in the world. The retractable roof is designed specifically to emulate the current Texas Stadium opening which is recognized around the world and allow views inward and outward. Each panel can open or close in 12 minutes. From directly above, the entire playing field can be seen and the opening itself is visible from an elevation of five miles.
- The stadium features **two monumental arches**, soaring 292 feet above the playing field, which support a retractable roof. As the longest single span roof structure in the world, each boxed arch is 35 feet deep by 17 feet wide. Weighing 3,255 tons each, these impressive structures span 1,225 feet in length. The arches form a striking silhouette on the Arlington landscape as sunlight reflects against the metallic surface during the day and a tailored lighting system reflects the form at night.
- The stadium features the largest **retractable end zone doors** in the world. Each has a five-leaf, clear, retractable opening measuring 120 feet high by 180 feet wide. The five 38-foot panels take only 18 minutes to open or close. By using clear glass for the door panels, spectators experience panoramic views from within the seating bowl and when circulating through the stadium concourses. Moreover, the operability provides air circulation during game-day and non-game-day events.

- One of the most compelling architectural features of the stadium design is the **canted glass exterior wall**. The 86-foot-high glass, curtain-wall surface slopes outwardly at a 14-degree angle to create a luminescent glow, day or night. A fritted glass system transitions up the elevation to create a dynamic, ever-changing aesthetic depending on the time of day. At night, a series of internal lights gently wash the glass wall to create a glow across the façade.
- Within the seating bowl, Cowboys fans will be provided with a one-of-a-kind feature, a **center-hung video board**. Hanging approximately 90 feet above the field from the roof structure, the innovative video center spans between the 20-yard lines and features four individual boards – two facing the sidelines and two facing the end zones. The sideline boards measure 72 feet tall by 160 feet wide, while those facing the end zones measure 27 feet tall by 48 feet wide. All four boards are angled toward the stands for optimal viewing. The stunning combination of these boards will immerse spectators with video imagery, creating a premium on upper level seats and presenting the game in a way never before experienced. Streaming across the interior seating façade is a vivid 360 degree matrix board, which offer advertisers “moments in time” during the game.
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Fan Amenities:

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- The exterior end zone plazas will serve as key gathering and entertainment spaces. Unique among NFL stadiums, these broad boulevards will offer a combination of permanent hardscape and green spaces to accentuate game-day celebrations and year-round activities. The locations will support a variety of functions: main entries for stadium spectators, sponsorship platforms for Cowboys’ corporate partners and secured VIP tent areas, among others. The end zone plazas will offer fans interactive experiences with concerts and entertainment, while tailgating before or after events. Each exterior plaza has been designed with perimeters for special events such as the Super Bowl.
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