

New Meadowlands Stadium Opens for First-Ever Event

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NEW MEADOWLANDS STADIUM / INGENUOUSLY ADAPTIVE, FAN-CENTRIC

Kansas City, MO – The New Meadowlands Stadium opens April 10 for its inaugural event, providing the first-ever opportunity to experience the \$1.6 billion stadium's dynamic and intimate environment, state-of-the-art technology, and unique, fan-friendly amenities.

360 Architecture is the Design Architect for the ingeniously adaptive New Meadowlands Stadium. As the new home field for the New York Jets and New York Giants, it is the only stadium designed to serve as the home field for two National Football League (NFL) teams. At least 20 NFL games per season will be played in the stadium, more than any other venue, including the stadium's first football game when the Jets and Giants face each other in their preseason openers late this summer. In addition to accommodating the two teams, their fans and sponsors, the New Meadowlands Stadium serves as a preeminent year-round venue for marquee sports and entertainment events, including international soccer matches and world-class concerts.

The 82,000-seat stadium holds the distinction of being the largest privately financed stadium in U.S. history. Through a partnership between the stadium's principal owner and the U.S. Environmental Protection Agency, the New Meadowlands Stadium is also one of the most environmentally friendly venues in sports.

The April 10 event is the Konica Minolta Big City Classic, a lacrosse tournament expected to draw more than 20,000 fans with five of the top college teams in the nation competing.

360 Architecture is an innovative architectural practice widely recognized for excellence in planning, design and execution across a wide range of project types, including corporate and commercial office buildings, sports arenas and stadiums, mixed-use districts, recreation centers, residences, restaurants and municipal facilities. 360 Architecture is headquartered in Kansas City, Missouri and has offices in Dallas, San Francisco, and Columbus.