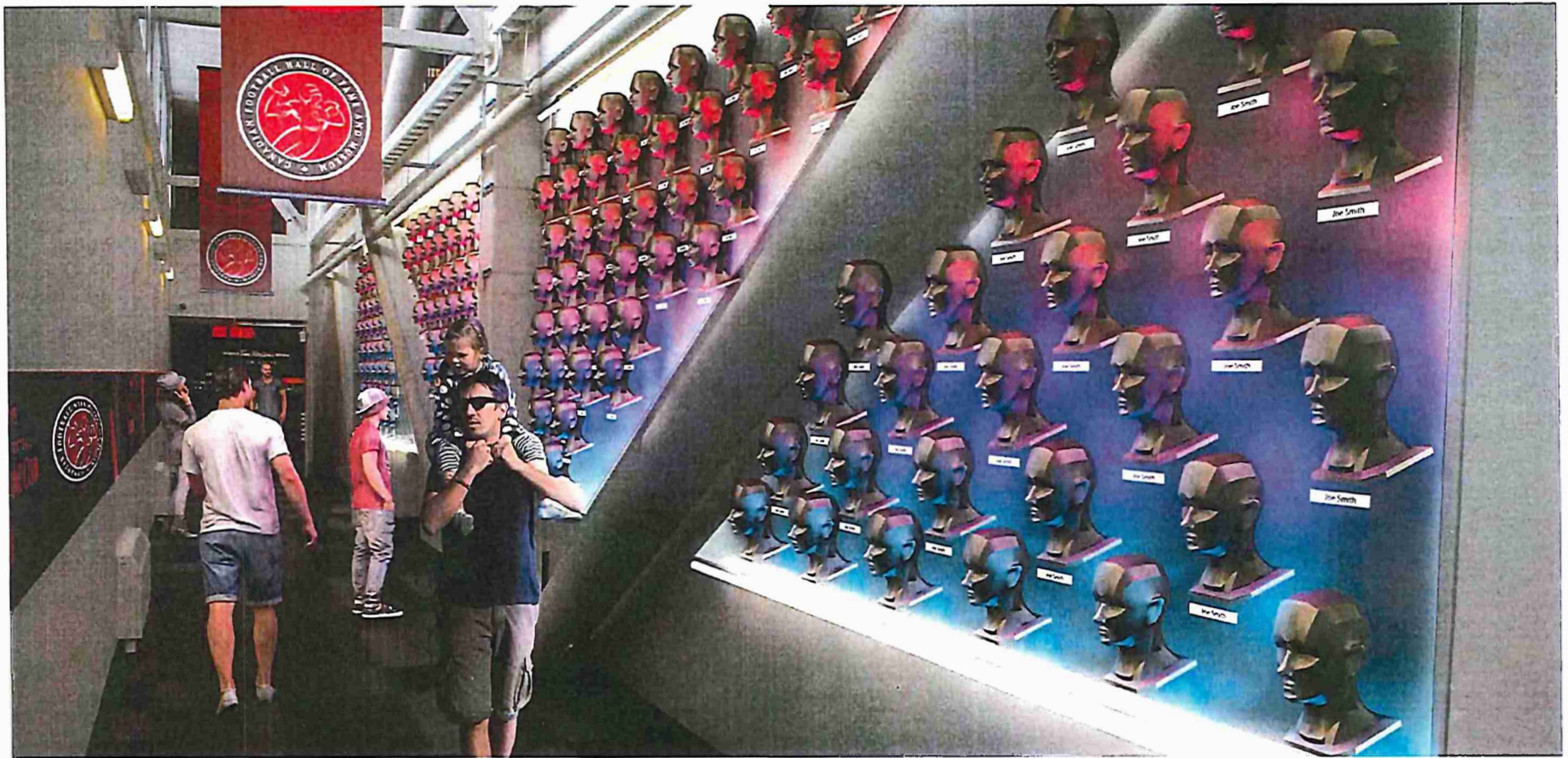


APPROACH — CANADIAN FOOTBALL HALL OF FAME MUSEUM

Hall of Fame Busts

The stories of the Canadian Football Hall of Fame members will be brought to life by contextualizing the busts of the 289 members (and allocating space for future inductees) within a storyline that celebrates their achievements. Incorporating visuals and employing some variety to the way the busts are displayed will create a dynamic presentation that enlivens the Club Level corridor. A modular approach will allow for the effective integration of the busts of future inductees and their stories. The design will incorporate a variety of textures and materials including millwork, metalwork and glass. Integrated visuals and programmable lighting will add a layer of movement and flow that draws fans through the story and highlights Canadian Football Hall of Fame imagery and text. An interactive station will allow guests to learn more about each Hall of Fame member.



APPROACH — CANADIAN FOOTBALL HALL OF FAME MUSEUM

Hall of Fame Artifact Exhibit

The space between columns on the Club Level provides a perfect opportunity for an exhibit 'in the round', allowing fans to move from one side to the other. The display will be designed to showcase artifacts from the collection using a variety of techniques including display cases and – where possible – securely displayed on stands where fans can examine things from all sides. Cabinetry and displays will be designed to allow for rotating exhibits curated by the Hall of Fame. The floor area and overhead space will be used to create a cohesive and unique feel to the space. A raised platform will define the space and create a vertical break within the long horizontal corridor. Lighting will also be used to focus the space and on the exhibits themselves.



APPROACH — CANADIAN FOOTBALL HALL OF FAME MUSEUM

Hall of Fame Digital Exhibit

A large interactive touch-screen kiosk will be the portal into the digital Hall of Fame Exhibit. Directional audio will allow for a personalized and focused fan experience with minimal spill into the busy surrounding corridor. A customized media interface will provide fans with the ability to simply navigate their way through layers of information, allowing them to go from the most basic facts to a deep dive depending on their level of interest. The screen itself will be integrated into a graphic display that supports and reinforces the storytelling and echoes the visual language used within the media content.

Hall of Fame Bar Display

The Club Level bar located within the Hall of Fame provides the perfect space to showcase additional stories – using visuals, artifacts and integrated lighting. Artifacts will be displayed appropriately to ensure they are protected in this high traffic area. Storytelling might focus on fans and their traditions with large-scale, bold graphics to match the fun, celebratory character of this area.

Food Service Areas

The two new food service areas will anchor each end of the Club Level space. The re-use and re-configuration of existing food station fixtures and furniture will be updated with the integration and direct application of graphic branding. A consistent brand experience will be created by extending the overall look and feel to the wall spaces, building on some of the stories and exhibits featured throughout the space.

General Environment Branding

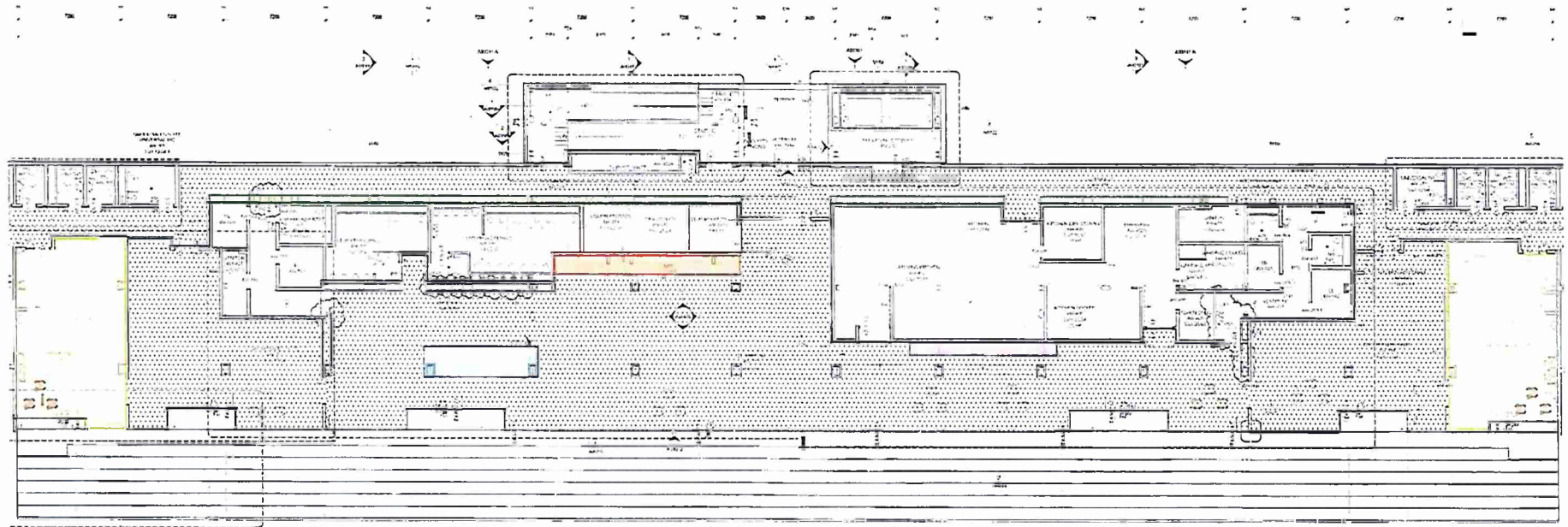
An overall look and graphic identity will be applied to the space, enhancing the Canadian Football Hall of Fame Museum guest experience. This will be integrated around the exhibits and displays utilizing the existing aluminum frame system for fabric applications as well as some adhesive vinyl treatments. Priority areas will be confirmed within the Design Development phase and it is possible some of the existing frames will be removed.

Entrance Sculpture Relocation

The relocation of the existing entrance sculpture powerfully connects the history of the Canadian Football Hall of Fame to its new home at Tim Hortons Field. This iconic structure will be placed outside Gate 3 in a convenient location to provide wayfinding to the entrance. A concrete footing / base will create a sense of prominence and scale.

APPROACH — CANADIAN FOOTBALL HALL OF FAME MUSEUM

The following pages provide some initial thinking on how best to develop a revived fan experience and new home for the Canadian Football Hall of Fame. The site plan below indicates preliminary thoughts on the placement for experience elements.



1 Floor Plan Diagram
1.0.0 Scale: NTS

- LEGEND
- HALL OF FAME BUSTS
 - HALL OF FAME ARTIFACT EXHIBIT
 - HALL OF FAME DIGITAL EXHIBIT
 - HALL OF FAME BAR DISPLAY
 - FOOD SERVICE AREAS