



Contacts:

Brad Parker
Tourism and Sports Authority
480-603-1061

Paul Jensen
Arizona Cardinals
602-379-0101

New Exterior Look for Stadium Unveiled

Multipurpose Stadium in Glendale Could Become One of Most Recognizable In Country

TEMPE, Ariz. -- (Mar. 14, 2003) -- The Arizona Cardinals and the Tourism and Sports Authority (TSA) yesterday unveiled a new exterior look for the multipurpose stadium. The distinctive design was created by international architect Peter Eisenman specifically for the Glendale location.

"The previous exterior of the stadium has been totally redesigned to better reflect the Glendale site," said Michael J. Bidwill, Arizona Cardinals vice president and general counsel. "Now that the stadium has a permanent home we wanted to give it a fresh start with a fresh look."

The basic form of Eisenman's design takes its cue from a barrel cactus. The result is an outer skin featuring dramatic vertical slots that alternate with large, smooth panels. In addition, the design uses a fabric roof allowing light to penetrate, maintaining an airy feel inside.

While presenting the visual elements of the stadium, Eisenman stated, "I believe this stadium could become one of the most recognizable in the country."

The basic structural elements of the stadium remain unchanged. The stadium will have a fixed seating capacity of over 63,000 and is designed to accommodate a temporary seating increase to 73,000 for mega-events like the Tostitos Fiesta Bowl and NFL Super Bowls. The stadium's retractable roof and rollout field combination is a first in North America.

"The redesigned exterior does not add any cost to the project and, in fact, has the potential to save money," said Ted Ferris, TSA president/CEO. "Furthermore, the new exterior has no negative impact on the construction schedule."

-more-

New Stadium Look

-2-

Ferris indicated the new exterior is a less complex design than the previous one and requires less steel. An updated project scope, budget and timetable will be completed next month for presentation to the TSA Board of Directors.

"Glendale is thrilled with the new design of the stadium," said Ed Beasley, city manager. "It is our belief that the project will gain world-wide recognition and will provide our neighborhoods and surrounding communities what they were hoping for in a stadium design -- one that complements the area and is pleasing to look at."

"The Cardinals deeply appreciate the energy and vision of our friend Peter Eisenman and the hospitality and partnership with the great city of Glendale," said Bidwill. "We look forward to next week's groundbreaking, the construction process and moving into the permanent home of the Arizona Cardinals."

The new \$355.3 multipurpose stadium will host multiple events -- Cardinals football, Tostitos Fiesta Bowls, and future Super Bowls - and other events such as the NCAA Basketball Tournament "Final Fours" that Arizona currently cannot host. It is chiefly financed through a combination of a hotel bed tax, a surcharge on rental cars and contributions from the Cardinals.

###