

Carpet Scores with Mile High Design

at INVESCO Field at Mile High Stadium

public space

Nestled in the heart of the snow-mantled peaks of the Rocky Mountains is a revered sanctuary. For the thousands who flock to the site each week to observe and participate in the breathtaking experiences and outdoor adventures, it's one of the most spectacular sites in Colorado. No, it's not the Continental Divide. It's INVESCO Field at Mile High Stadium.

The
Antron[®]
D I F F E R E N C E

only by INVISTA

CASE STUDY:

INVESCO Field at Mile High Stadium, Denver, CO

public space

In 1996, the Metropolitan Football Stadium District and the Denver Broncos assembled the largest joint venture of its kind to renovate the respected Mile High Stadium. The goal was to design a new stadium that would serve as a source of pride for Denver and the National Football League team. HNTB was hired to design state-of-the-art facilities for the Broncos patrons, including first-class amenities such as private suites, clubs, two museums and a retail store.

Constructed primarily of brick, glass, aluminum and steel, it was important that INVESCO Field reflect Denver's high technology culture, natural resources and love of the outdoors. It was also critical that the stadium generate year-round interest, allowing the facility to be used beyond football season.

Finally, it was mandatory that the design team incorporate the many Mile High traditions to which Broncos fans had grown so sentimentally attached.

The horseshoe-shaped design makes INVESCO Field the most intimate stadium in the NFL, positioning up to 76,000 fans per game right on top of the action. "Rocky Mountain Thunder" seating was created on steel treads allowing fans to stomp their feet to create the Broncos' famous intimidating rumble.

On the United Club Level inside the stadium, HTNB created two identical 38,000 square-foot spaces, each accommodating up to 3,000 people. Expressing field action on numerous levels, the carpet patterns and architectural forms were

designed and positioned to convey a sense of tension, motion and collision.

With the west club overlooking grand views of the Rocky Mountains and the east club providing panoramic views of the downtown skyline, the local Denver personality was a key design element. High soaring spaces, sweeping wood walls, and tensioned stainless steel sails communicate the tectonic forces that formed the mountains enveloping the stadium. Custom carpet constructed of Antron® Legacy nylon was used as the predominant floorcovering, providing both unity and diversity among the two large spaces.

"Antron® carpet fiber was the predominant floor material and became the integral component that bound together the multifaceted architectural design of the clubs," said Marilyn Brewster, principal, HNTB. "The carpet patterns and colors helped delineate smaller defined spaces in what would have been an otherwise overwhelmingly large club space."

Bold stripes of contrasting colors are broken up by large-scale "swoosh" shapes set into the carpet. Reflecting a bronco's mane, the design creates a sense of movement throughout the hospitality zone. The monolithic carpet patterns and textures are not only proportionate to the voluminous club space, they also express a sense of tension, motion and collision – the very essence of gridiron play.

HTNB's design was recognized by its industry peers with the 2002 Antron® Design Award for hospitality design. The competition honors architects and designers whose creations set new standards of originality in commercial spaces.

INVESCO Field at Mile High was officially unveiled in 2001. Since its opening, the club rooms have been used for hundreds of non-sporting events, and well received by the clients and media. But perhaps the greatest testimony comes from the thousands of fans who sing its praises nearly every Sunday during football season.

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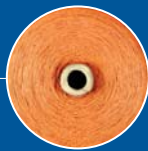
– Marilyn Brewster
Principal, HNTB Architecture, Inc.

Performance



Antron® uses the four hole hollow filament shape which minimizes the soil trapping area of the fiber and enhances soil resistance. The four holes refract and diffuse light to hide the effects of soil, while the smooth outer surface makes it easier for soil to be released during cleaning.

Color



Antron® Legacy nylon fiber offers the widest range of lusters, fiber sizes and dye levels available in the commercial market.

With the variety of Antron® Legacy fibers offered and the outstanding tufting technology available, the opportunity to meet creative needs is virtually limitless.

As a third party certified Environmentally Preferable Product, Antron® is identified as having a reduced effect on the environment when compared to competing products. Antron® is not only made with a lower environmental impact, but it is engineered to stay newer looking longer. After all, when a carpet can stay on the floor for a longer period of time, less energy is used, fewer raw materials are consumed and less waste is generated.



For more information about Antron® carpet fiber, please call 1-877-5-ANTRON or visit antron.invista.com.

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