

Fieldhouse Marketing Center
City of Indianapolis / Indianapolis, IN



RATIO

Year: 1998
Sq. Ft.: 3,200
Reference Contact: Barney Levensgood
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Interior Design

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The Fieldhouse Marketing Center was a temporary space to market suites for the new Fieldhouse arena while the arena was under construction. Located on the first floor of an historic building adjacent to the Fieldhouse construction site, the space had an open loft feel, and included a reception area, conference room, staff work area, catering kitchen, and a full size model of an arena suite. Finish materials evoke images of basketball. The maple plank floor gives the feeling of being on a basketball court. Lounge chairs are upholstered in textured brown leather that evoked the color and feel of basketballs. Pacer colors - gold and navy - were used throughout the space. The overall atmosphere is sporty yet sophisticated, and care was taken to select furnishings that could be relocated to the new Fieldhouse arena offices once construction was complete.