

STREET & SMITH'S  
**SportsBusiness**  
**JOURNAL**<sup>®</sup>

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SEPTEMBER 4-10, 2017  
VOLUME 20 ISSUE 20 • \$7.95

THE PROMISE OF  
**TITLETOWN**

## Renovation project puts \$55 million into Lambeau suites

BY DON MURET

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Lambeau Field is often ranked No. 1 among NFL stadiums in fan experience. For Green Bay Packers premium seat patrons, the experience has been turned up a notch after the team completed a \$55 million renovation of 175 suites.

The two-year project upgraded most suites with new furniture, food equipment and televisions, but the most noteworthy tweak has been the installation of operable windows, according to Packers President Mark Murphy.

The ability to open the large windows facing the field to hear the crowd noise and get a taste of the outdoor weather has topped the list of suite holders' requests over the years.

Those were fixed windows in the past. Now, suite patrons can feel the blast of cold air late in the season and the crowd's roar after another Aaron Rodgers touchdown pass.

"That's the biggest change," Murphy said. "Before, it was just the [20] largest

suites that opened up."

Overall, it was time for a refresh, he said. Most of the suites have gone largely untouched since Lambeau Field went through a \$295 million renovation completed in 2003. Somerville Architects of Green Bay designed the improvements.

As part of revamping the suites and club spaces, the Packers launched an art program on the premium levels. The team hired Sports and the Arts, a consultant that has worked with the New York Yankees, Minnesota Vikings and San Francisco 49ers on similar projects, to help plan the program.

Together, they selected 500 pieces of original art, historic photographs and graphics for display, bringing new life to Lambeau's highest-price inventory.

"We worked with a lot of local artists," Murphy said. "Most of the photos came from the [Green Bay] Press-Gazette newspaper, our archives and the local museum. It really changes the look of the club and suite areas."



The updated look includes new furniture and artwork. Most of the suites had not been updated since a \$295 million renovation that was completed in 2003.

