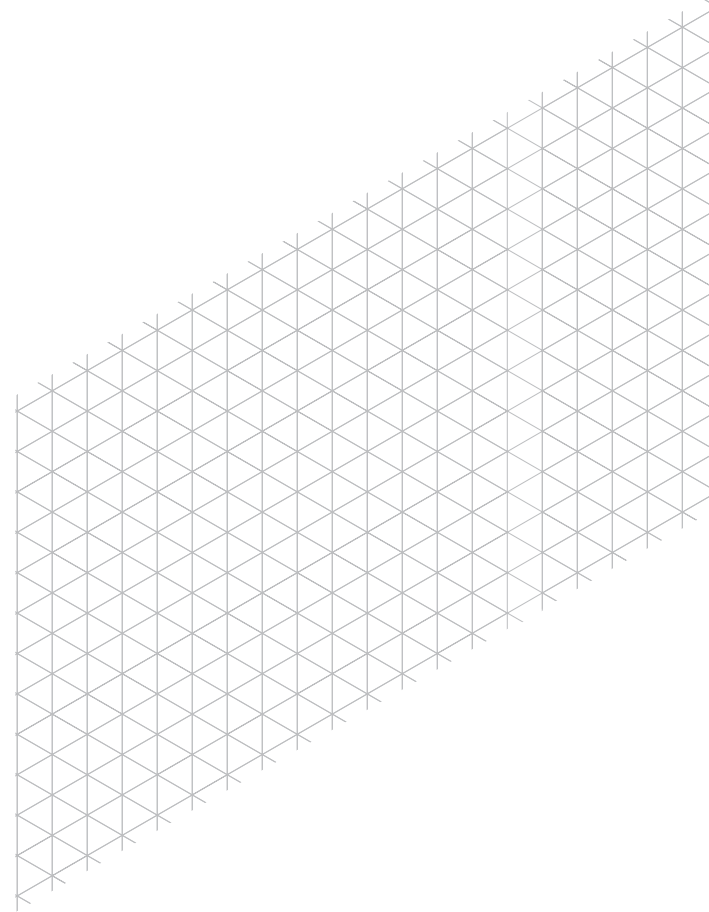




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Creating an

# Esports Arena?

**To be a great Esports venue, you need to design with **community** in mind. Designing intimate spaces where fans and players can connect is vital to success. This differs from traditional sports venues.**

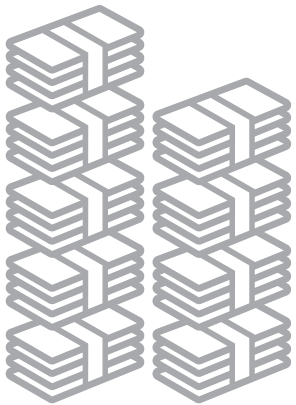


# One.

Here's what you need to know:



# Esports is expected to be a \$1.8 Billion industry by 2022



2022

- > While venues are similar to traditional sports arenas, Esports arenas have very unique aspects that require much more than simply erecting stands and a stage.
- > Because Esports can sometimes last 12 hours a day for three to four days, spaces need to be compelling and comfortable.
- > Spaces also need to be flexible so you can switch to a Street Fighter event soon after a Overwatch League ends.



Two.

What type of spaces should you plan for?



**Your spaces need to accommodate the breadth of your audience, from casual to the most competitive gamers**

“As we look back on our first year of operation, we’re thankful that the spaces we created in our esports facility are flexible. The current state of esports is full of chaotic energy and future scenarios are difficult to predict. Your spaces need to accommodate the breadth of your audience, from casual to the most competitive gamers as well as supporters and spectators. You need to expect that the types of games being played, the equipment on which they are played and the methods by which people observe these things will change over the coming years. Choose room layouts and furniture systems that allow for privacy for team meetings and practices, but also open access to the general public for growing numbers of social events.”

Brandon D. Smith  
Office of Student Life  
Esports Director  
The Ohio State University





Esports / Types of spaces you should plan for

### > Central Stage:

This is where all of the excitement of battle collides. This is of utmost importance and should be complete with informational gaming stations (including performance seating) and a large display system for spectators.

### > Training Room:

Create a set of rooms that can be used before competition or during training. You can even rent these out during the week for additional revenue.

### > Players Lounge:

Provide a great experience for the players with a place to relax before, during, and after the games. They can socialize with other players and observe the competition so you'll want couches, TV's, computers, and food and drinks.

### > Concessions:

Any sports event is incomplete without food! Plan for concession stands with food, drink, and merchandise.



## > VIP Zone:

As Esports becomes more mainstream, you'll want to plan ahead for VIP accommodations with a dedicated lounge to attract more high-paying clientele.

## > Entertainment Zone:

While some Esports arenas are complete with malls and movie theaters, other simply provide fun games and family activities to attract more people and increase revenue. It's something to consider for longevity of your space.

## > Open Play Zone:

This is a great space for console/casual gaming. Many higher ed facilities are implementing these zones today.





## > Press Room:

Will millions of viewers and thousands of gamers tuning in, media attention has grown. You should prepare for press accommodations like a lounge and media room with amenities and live broadcast capabilities. Don't forget bloggers who would take advantage of a laptop and dual monitors.

## > Maintenance Room:

Be sure to plan for a technician's room complete with repair tools and spare parts. With so many mechanical and electronic components, something is sure to need TLC at some point.

## > Full Broadcast Studio:

It takes a lot of people to broadcast tournaments and more. Make sure to create a space for people and equipment.

## > Standard Office Space:

Don't forget to add workstations and private spaces like conference rooms and workshops for the day-to-day tasks at hand.





**Teams want great  
looking spaces  
designed for  
training and high  
performance.**



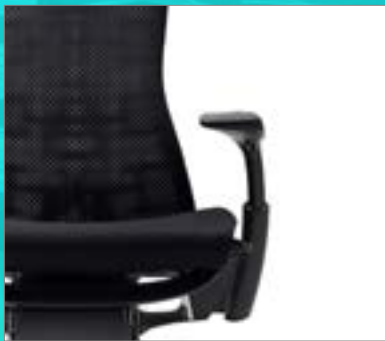
Three.

What should you outfit it with?



➤ Seating:

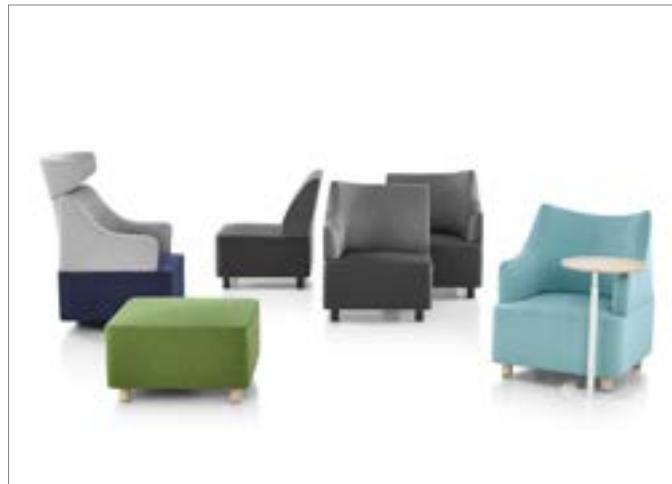
Comfort is essential. Look for ergonomic furniture that supports sitting for long periods of time like adjustable dual monitor arms and the right seating.



Herman Miller Embody

## > Lounge Seating:

Lounge seating for players, press, and VIPs as well as common areas where attendees roam.



Herman Miller Plex



Herman Miller Chadwick



## ➤ Tables and Furniture:

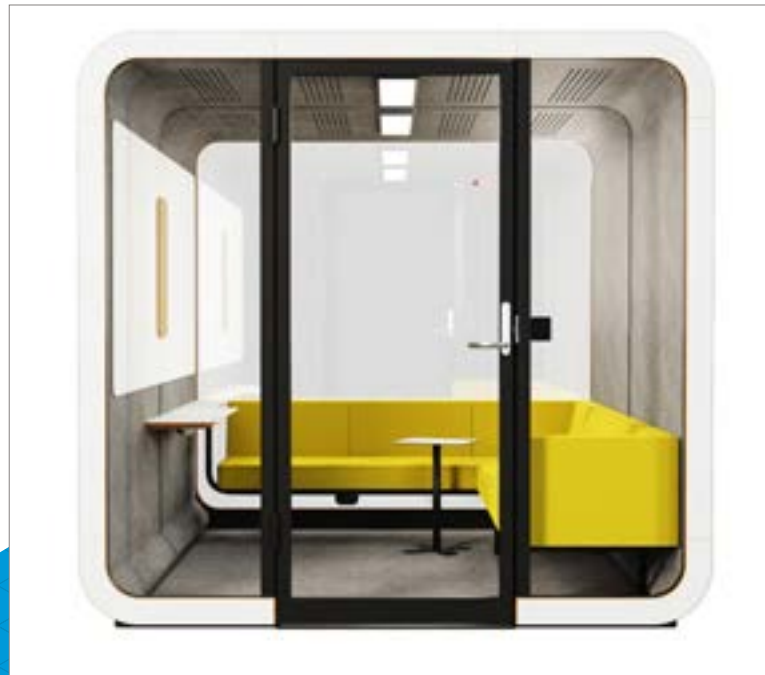
You'll want a completely wireless experience for fans and players. This goes beyond ticketing, purchasing, and merchandising so you'll want to think about wire and cable management. Consider tables and furniture that have built in charging stations and can hide your wires.



Herman Miller Headway

## > Sound Proof Booths:

For Stealth Modes, think of it like poker where you don't want to see the other players to see your hand. Audiences could easily shout out hints and ruin the games. Consider sound proof booths.



Framery Booths





DIRTT

## ➤ Facility Flexibility:

Flexibility is critical. Being able to easily reconfigure areas to fit your current needs is important and should be quick and easy. For example, details like these walls that can be opened up and expand a room for a larger audience add flexibility.





## > Durable Flooring:

Durable flooring that easy to maintain and clean and will last with high volume traffic. A great example is polished concrete or epoxy coated floors.



Polished Concrete

## ➤ Custom Branding:

Custom branding is a must-have for any Esports facility. Custom graphics increase team pride while also providing recognition for team members, championships, and what games are being played.





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Thank You