



Activating The Concourse

Little Caesars Arena Olympia Entertainment

DESIGN:
Infinite Scale Design



At the heart of the District Detroit – a development creating 50 blocks of thriving businesses, parks, restaurants, bars, and event destinations, is the Little Caesars Arena.

This modern sports and entertainment facility makes strategic use of audiovisual and interactive and physical elements and activations throughout the concourse elevating the fan experience.

Bluewater and Bluewater Studio worked alongside the stadium, sponsors, and Infinite Scale Design to provide these unique multisensory and physical experiences for four of the five sponsored entryways - Huntington Bank, Comerica, Meijer, and Belfor.

Throughout the concourse Bluewater deployed over a dozen LED walls. Each wall provides a canvas for game feed, sponsor content, other advertisements, and more. The walls vary in size and shape as each was purpose-built for the space it lives in.

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