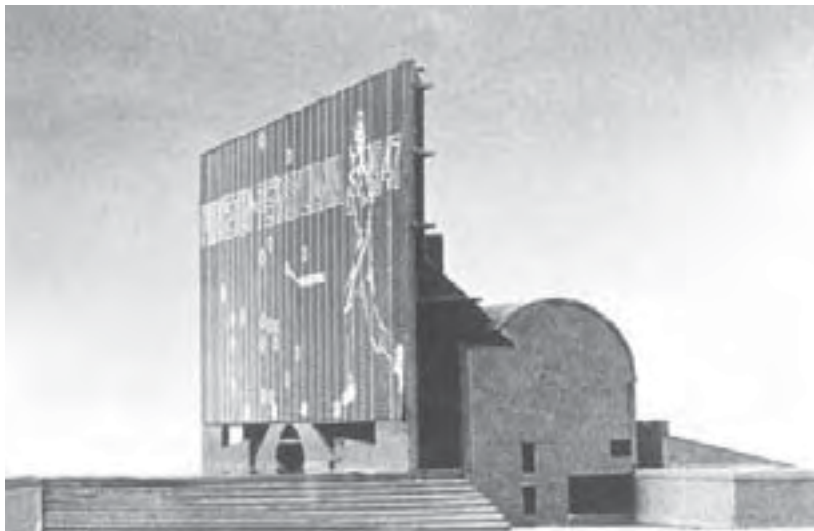




Perspective collage of hall interior



Model of hall with electronic billboard

NATIONAL COLLEGE FOOTBALL HALL OF FAME COMPETITION

Architects: Venturi, Scott Brown and Associates, Inc.

Location: New Brunswick, NJ

Client: National Football Foundation

Completion: 1967

The program for the College Football Hall of Fame called for precise and elaborate relationships for administrative, research, library and dining facilities within the exhibition spaces. The method of display was unrestricted.

The design combined projection, graphics and traditional architectural space to create a media iconography -- to teach as well as to entertain a large audience. The scheme emphasized a high degree of interaction. Films of great moments in college football history were projected over the interior surfaces. A rich mix of motion and changing scales was used to recreate the excitement of the sport. The exterior of the building was designed to create an arrival sequence which heightened the tourist's sense of anticipation. The rear of the building was integrated with a grandstand facing the Hall of Fame Football Field.

The idea that a space can be transformed by light and pictures is an old one in the theater but a relatively recent concept in architecture and the commercial world. This innovative design was widely discussed and published, although never built. Many of the ideas initiated in it were later realized, at least in part, actually implemented in 1967 at the Montreal Expo and in large-scale international expositions ever since. Continuing to develop rapidly with recent advances in technology and electronics, many of the concepts used in this design have become widely used and even expected by the public.