



## Creating Year-Round Hub for Academics and Student Life at Iconic Stadium

### Case Study

University of Notre Dame  
<https://www.nd.edu>

### Summary

Seeking to optimize the University of Notre Dame's iconic football stadium, Notre Dame introduced the Campus Crossroads project. Serving as the largest building initiative in the history of the university with the expansion of approximately 800,000 square feet, the intent of the project was to help make the stadium a year-round hub for both academic and student life.

### Challenge

To provide unique solutions that optimized an 800,000 square foot expansion, provide resolutions for an 80,000 seat stadium within a limited timeframe, and assist in the fine-tuning of design and functional needs in balance with a project budget.

### Solution

New Era's contributions included stadium and concourse audio, as well as nearly 120 AV systems that are utilized for classrooms, conference rooms, locker rooms, and music rooms. New Era also contributed IPTV, digital signage, CCTV, access control, broadcast cabling, and theatrical rigging and lighting. This project resulted as the most integrated collection of AV Systems on the entire campus.



## Process

New Era worked in partnership with the Design-Builder selected for the project, Barton Malow. The magnitude, complexity, and variety of systems demanded an intense team effort to assemble a comprehensive plan that demonstrated the elements designed by the Consultant Team had been understood and captured.

“Working with New Era was a well-planned and well-delivered experience. New Era provided value-engineering options that were forward-thinking in design and respectful of the project budget.

-Neal Morton, Vice President, Barton Malow

Over a year and a half, New Era’s contributions to this massive expansion helped make Notre Dame’s vision a reality. While each space required a unique blend of technology to meet the broad wingspan of functional needs, the sophistication of audio, video and control transport also demanded the integration throughout to be manageable by various Notre Dame support staff and departments following project completion.

Contributions included stadium and concourse audio, and 120 AV systems for classrooms, conference rooms, locker rooms, and music rooms. New Era also contributed IPTV, digital signage, CCTV, access control, broadcast cabling, theatrical rigging and lighting and an audio network that included over 300 streams and robust IP Video networking.

Derrick Hall, Project Manager for the Indianapolis office shared, “IPTV allows digital signage, emergency alerts, and broadcast TV to be housed within one central hub. This one solution allows flexibility to any user across the entire stadium, which supports the initial mission of the expansion.”

When combining the renovation of an 80,000-seat stadium with the addition of 800,000 square feet of new adjoining buildings, a close partnership between Owner, Consultant, and Contractor Teams was critical for success to coordinate over one-million square feet of job site for this massive project.

Neal Morton, Vice President of Barton Malow shared, “Working with New Era was a well-planned and well-delivered experience. New Era provided value-engineering options that were forward-thinking in design and respectful of the project budget.” Morton added, “Not only did we work collectively on multiple complex systems, but they were able to provide uniquely-qualified staff on systems critical to the UND Campus crossroads project.”

## Outcome

The intent of this project was to make the stadium a year-round hub to include academic, performance, digital media, hospitality, and student life. Providing the functional width of such spaces inherently required an enormous variety and volume of technology systems across the continuum of entertainment to life safety. New Era worked closely with the Project Team to provide a full spectrum of technology solutions that met the performance requirements while respecting the aesthetic integrity within each space. The result was the most integrated collection of AV Systems on the entire campus.

