



W E N N E S D A Y

SPECIAL EDITION

The Stadium Experience

Designing for the Fans



OUR LOCATIONS

Santa Fe Springs, CA
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Santa Fe Springs, CA 90670

Newport Beach, CA
1375 Dove Street, Suite 300
Newport Beach, CA 92660

Downtown Los Angeles, CA
527 West 7th Street, Suite 1204
Los Angeles, CA 90014

Fresno, CA
7700 North Palm Aveue, Suite 110
Fresno, CA 93711

Dallas, TX
300 S. Pearl Expressway, Suite 200
Dallas, TX 75201

Coppell, TX
301 Southwestern Blvd
Coppell, TX 75019

Lubbock, TX
6510 70th Street
Lubbock, TX

ABOUT TANGRAM

Tangram is an innovator in the design and execution of highly creative interior environments and workspaces. The firm collaborates with clients as a creative partner to create and manage environments that enhance the client’s brand and culture through the expert integration of technology, furniture, floor coverings and service solutions. It creates extraordinary value by providing a remarkable experience throughout each customer’s life cycle of needs. A flagship dealer for Steelcase, Tangram also represents hundreds of other well-known leading brands.

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SECTION

Hospitality Zones



here now
TIFFANY LOUNGE



Andreu World
REVERSE



Andreu World

GIRO SOFT



Richardson
Seating
Corp.

SIGNATURE BAR STOOL



KINTRA

west elm
COSMO SIDE TABLE





 venue industries
WINNIE LOUNGE





lapalma
SCREEN



Spacestor
PALISADES

L/GHTCORP
TESS PLANTER





NOIR

HERA CHAIR



KYLE BUNTING

SILHOUETTE RUG



stylex

STILL SCREENS



PHASE
BRIDES VEIL STOOL



WILLIAMS-SONOMA
VERONA STOOL



LOCK LOUNGE



coalesse®
SISTEMA



Hightower®

TETON



SitOn.It • Seating®
SABLE

stylex

YOOM





viccarbe
FUNDA BOLD

**Tom
Dixon.**
FAT BAR STOOL





lapalma

WOD



Greenmood

G-DIVIDER

Greenmood

MODULOR





Steelcase

CIRCA



viccarbe
COPA



WILLIAMS-SONOMA
VERONA BAR STOOL



ARHAUS
ANIMA END TABLE



west elm
COSMO SIDE TABLE

B E R N H A R D T
QUIET





DAVIS[®]
CAPAS



DAVIS[®]
SEBA



B E R N H A R D T
CLUE TABLE



B E R N H A R D T
ALBANY TABLE

DAVIS[®]
LIFT



Hightower[®]
NEST



west elm
JOVIE



moooi
KNITTY



CUMBERLAND
ISLA



SECTION

Outdoor Seating

extremis®
INUMBRA



VONDOM
FAZ



akula
FULHAM



Andreu World
REVERSE



NUNNS
DRAGE



NATIONAL
QUANTUM SERIES



kettal
LODEN

DEKKO
BELMONT



west elm
COZY SWIVEL



RAD
CUSTOM



TRIBÙ
TOSCA + TAO



TRIBÙ

UKIYO

TRIBÙ
MOOD





rs barcelona
OMBRA STOOL

VONDOM
AFRICA





 **emeco**
NAVY LOUNGE



SECTION
Suites



ARHAUS
RHODES MARTINI TABLE



coalesse®
POTRERO415



ARMADILLO
LATHE



ENWORK
EQUILIBRIUM

NK
NORDIC KNOTS
PATCHWORK





Spacestor.

SIGNATURE STORAGE WALL



CHARTER
FURNITURE

CHEYENNE SWIVEL LOUNGE



Andreu World
NUEZ



Andreu World
ORU CHAIR



B E R N H A R D T
BECCA



afra
FURNITURE
MACARO BAR STOOL



B E R N H A R D T
DYMEN

west elm
HORNE BAR TABLE
SLOPE STOOL





CHARTER
FURNITURE
WESTON LOUNGE CHAIR



CHARTER
FURNITURE
ELLINGTON BAR STOOL



ERG
HERMOSA



Martin
/ Brattrud
CAPRA



viccarbe
SHAPE TABLE



ERG
CUBE PLUS TABLE



ENWORK
ACCENT LIGHTING



ENWORK
LUNA



NUCRAFT
PERFORMANCE CREDENZA



SLING CHAIR

coalesse®
ENSEMBLE





viccarbe
CUBOW LOUNGE

Tom
Dixon.
FAT BAR STOOL





SECTION

Sports Related Admin



AMQ

FL-X

Andreu World
NUEZ



BISLEY
NOTE PEDESTAL



AMQ

SIYA



coalesse™
MONTARA650 CHAIR



Bolia
SWING CHAIR



Humanscale
VISION LIGHT

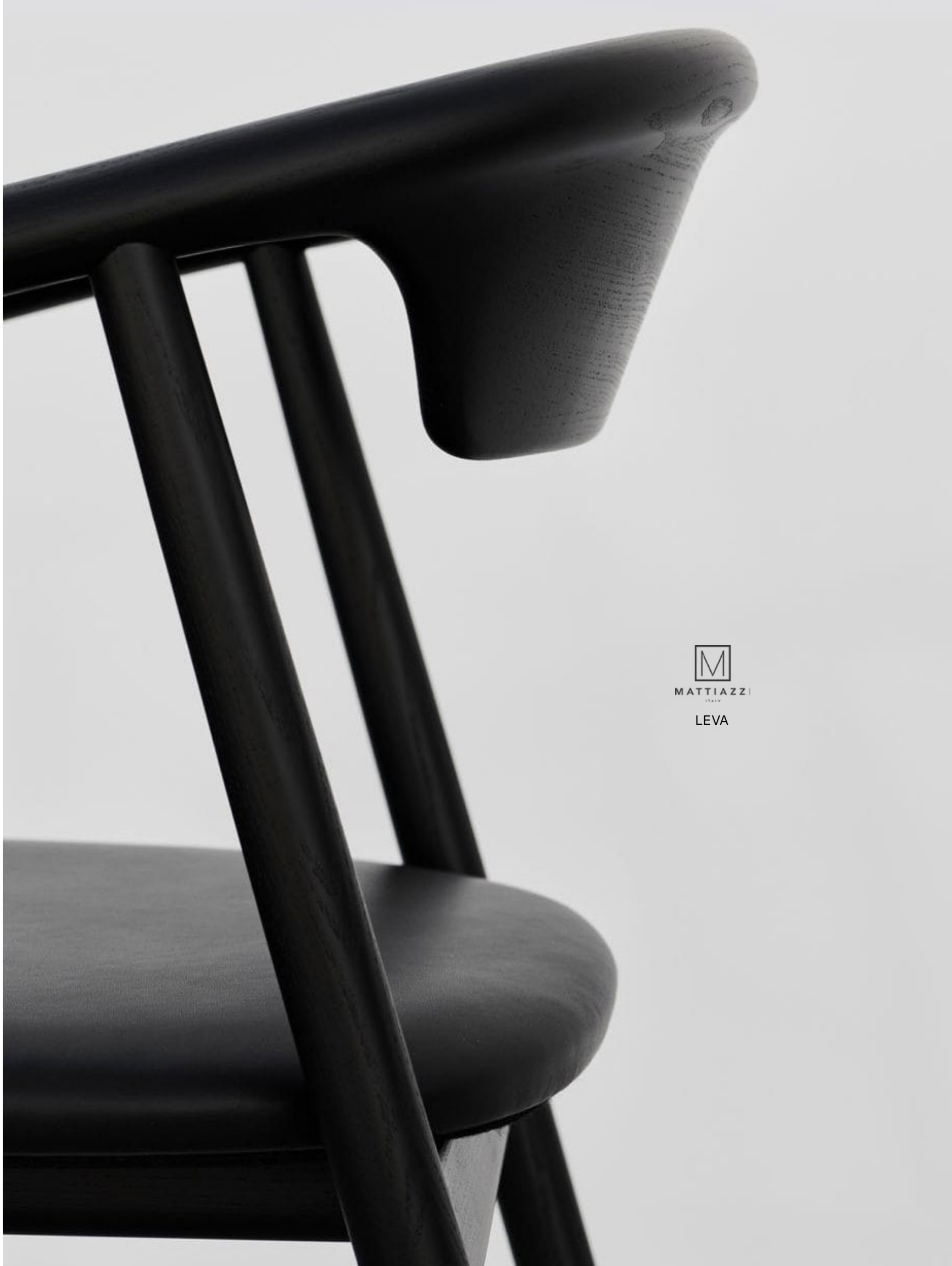




BISLEY
PRIMARY LOCKERS



vitra.
CDS



M
MATTIAZZI
ITALY
LEVA

Steelcase
MIGRATION SE



ENWORK
FOUNDATION CONFERENCE TABLE



ENWORK
LANDING TABLES





H A L C O N
VESPER



NUCRAFT
HIGH TECH LECTERN



coalesse®
MONTARA650 TABLE



ENWORK
CAYMAN

vitra.

ID MESH CHAIR



Steelcase

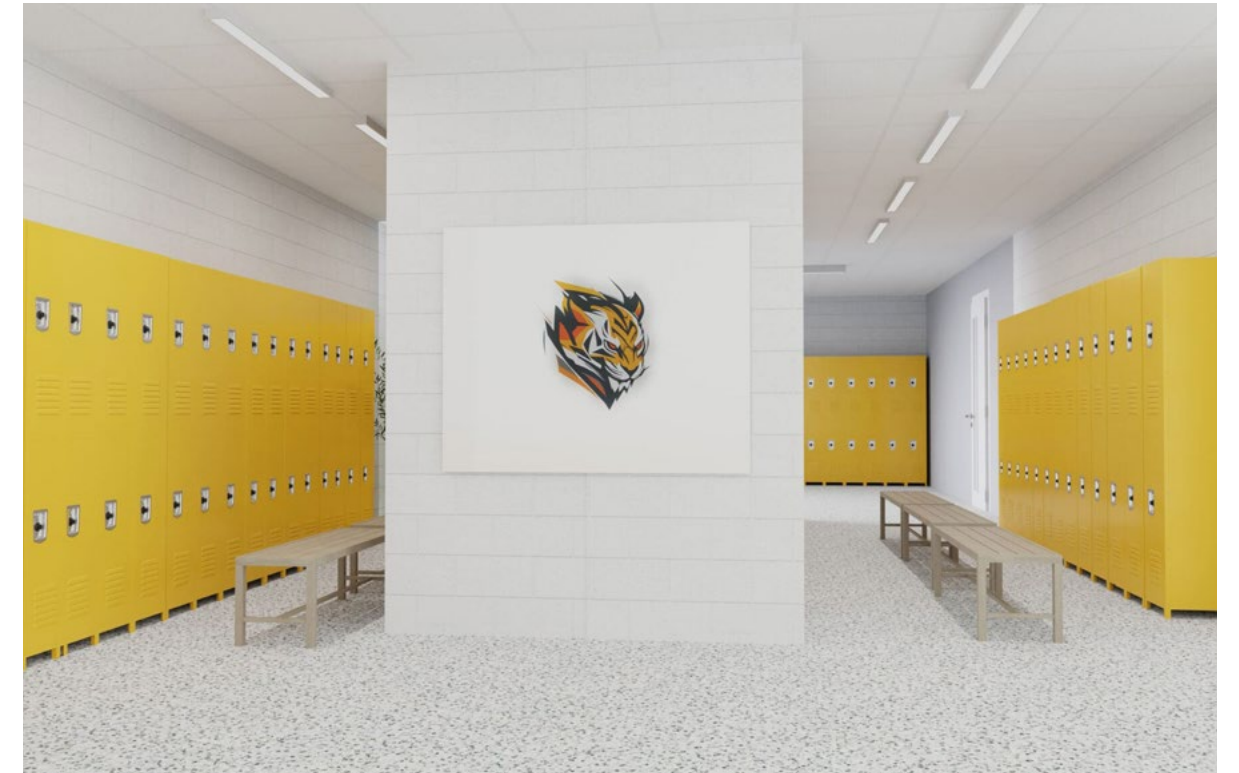
SERIES 2



DRIFT



NUCRAFT
ASCARI



Claridge
CUSTOM PRINT WHITEBOARD



clarus⁷
GO! MOBILE





TAPING STATION



TREATMENT TABLE



EXAM TABLE





LINTEX
OFFSET MOBILE



HALCON
LEX



H A L C O N
HUGO TABLE



ENWORK
LANDING TABLES



Steelcase
UNIVERSAL

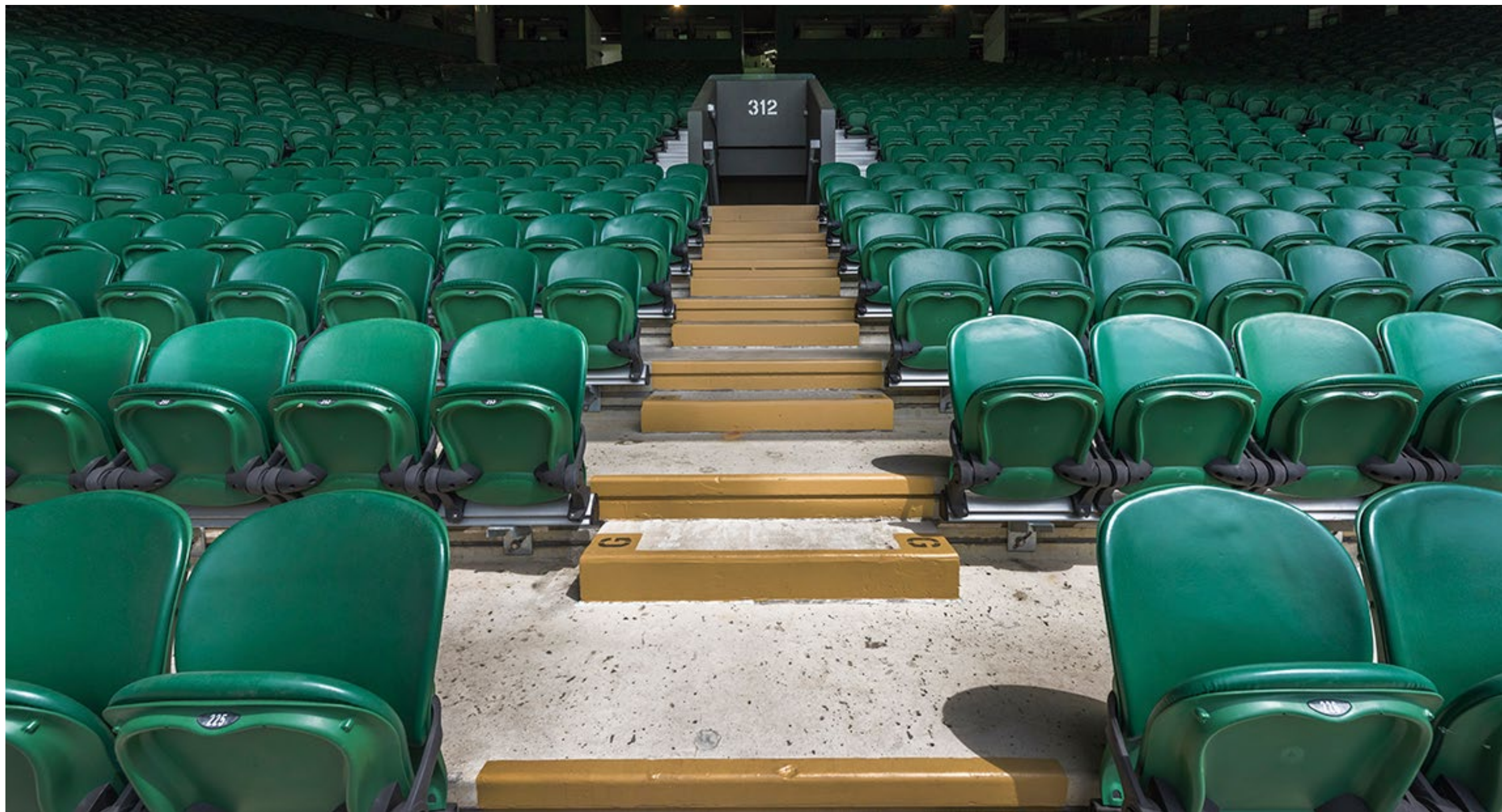






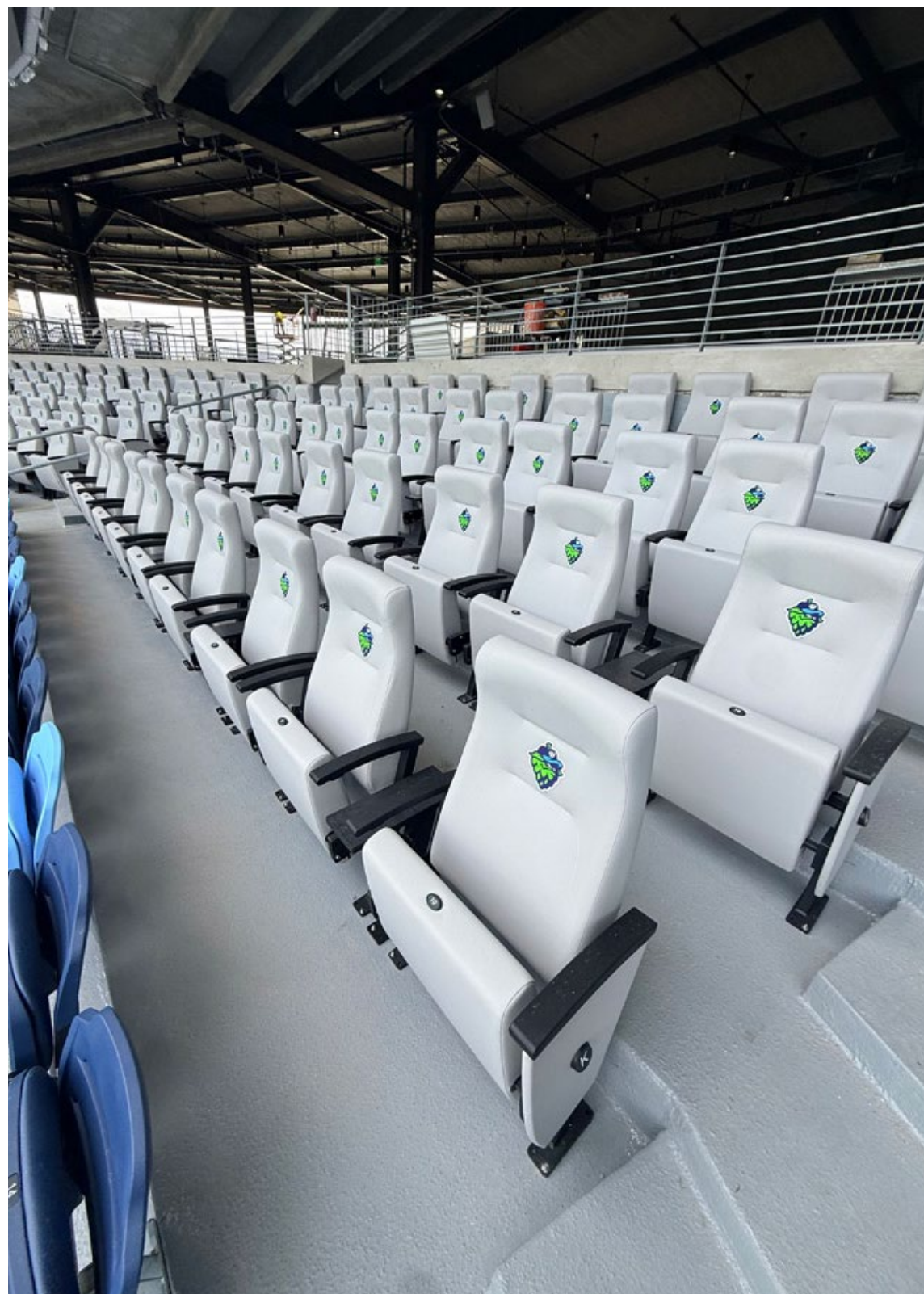
Steelcase
CURRENCY

SECTION
Stadium Seating



husseyseating™

QUANTUM SERIES



DREAMSEAT 20 YEARS
CLOUD CHAIR



DREAMSEAT 20 YEARS
OLARTE 40

DREAMSEAT 20 YEARS
VERA





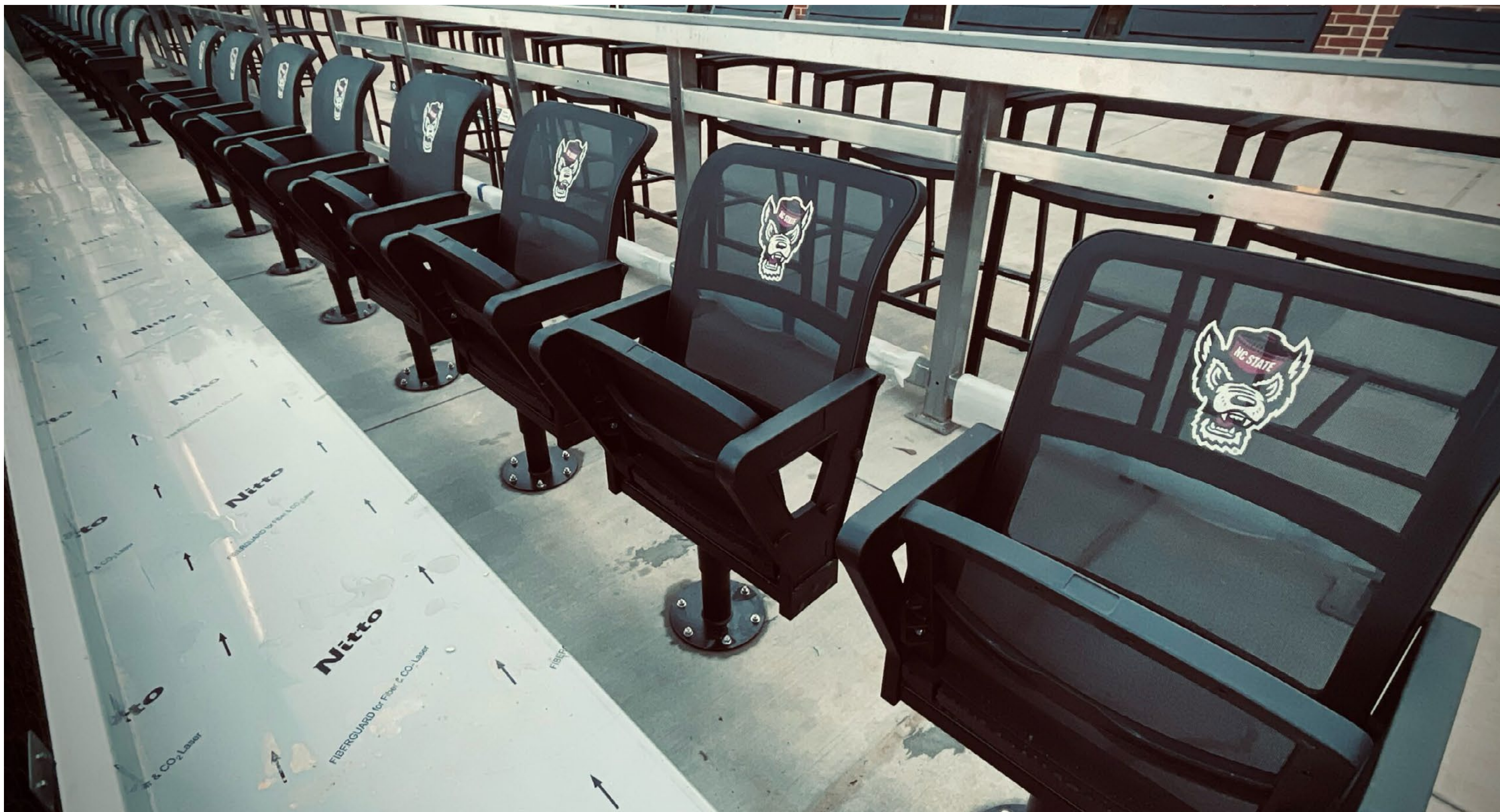
Irwin.
INTEGRA



DREAMSEAT 20 YEARS
AZE BEAM



Irwin.
MILLENNIUM



DREAMSEAT 20
YEARS

OLARTE 40



Irwin.
MARQUEE

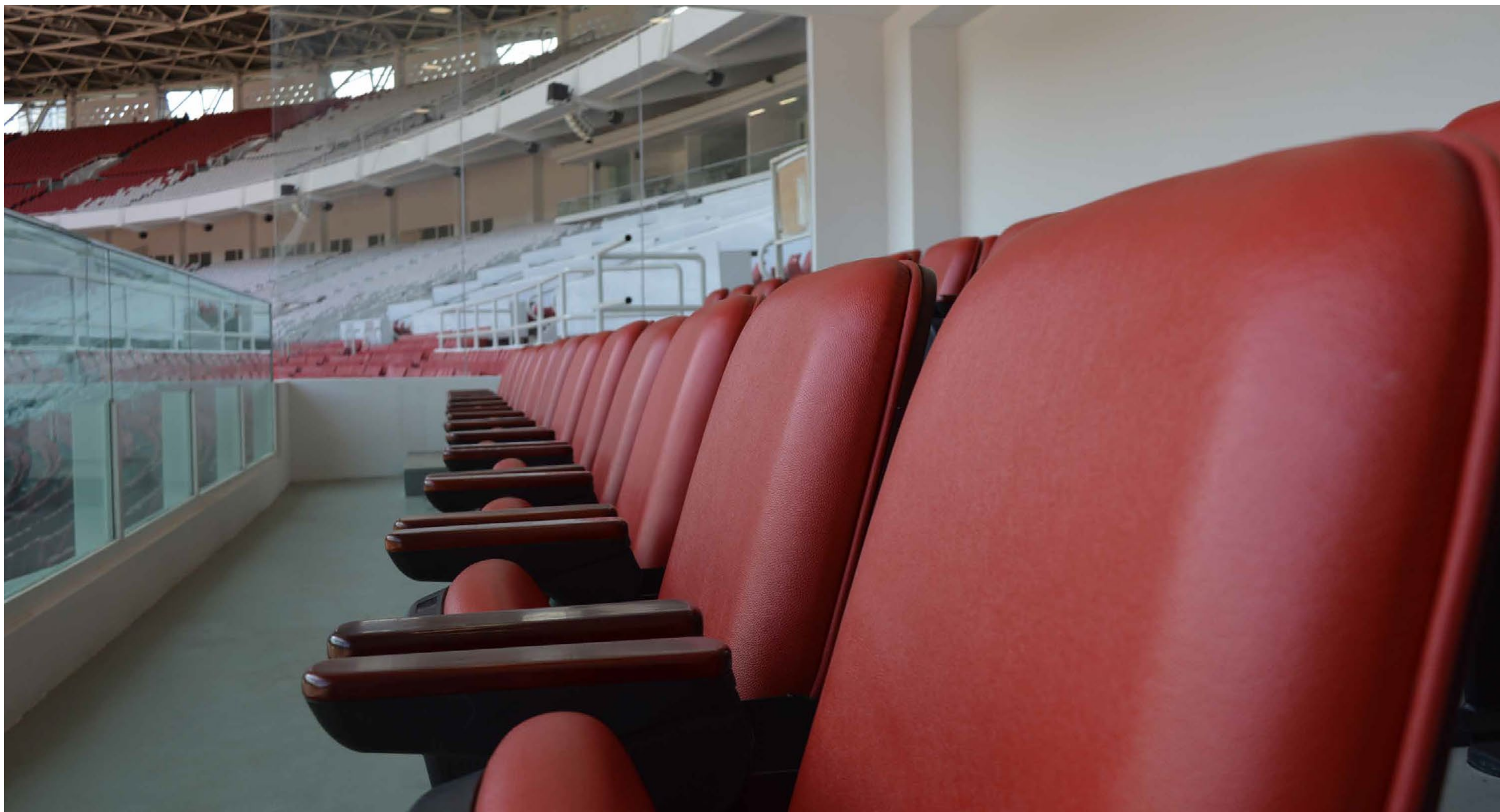


husseyseating
YOUR PARTNER FOR SEATING SOLUTIONS
QUANTUM SERIES



HUSSEY husseyseating™

QUANTUM SERIES



Xvant Sports

HORIT



SECTION

Tech Integration

ARTICLE

Beyond the Broadcast:

Rethinking the Stadium Experience for Today's Fan

There is a version of this conversation that comes up in nearly every stadium planning meeting. Someone points out that the fan at home has a better view, better audio, better stats, and a refrigerator. They are not wrong. But competing with the living room was never the goal. The goal is to give people something the couch cannot and build an environment that makes the trip feel worth it.

That starts with understanding where the experience falls apart.





The Attention Economy Hits the Turnstile

Fans are on their phones before they reach their seats. They are checking stats mid-play, posting clips before the buzzer sounds, deciding in real time whether to wait in the concession line or order from the app. Stadiums that have not caught up to this behavior do not just feel dated, they create friction. And friction, more than anything else, is what makes staying home feel reasonable.

The question we bring to every venue project is not “what technology should we add?” It is “where does the experience break down?” The answer drives everything else.

Displays: More Than a Scoreboard

What display technology is doing in well-designed stadiums today is closer to environmental storytelling. Curved LED panels wrapping structural columns. Transparent screens that show content without blocking sightlines. Wayfinding that updates in real time when gate assignments change. These are not features layered on top of a building. They are how the building communicates.

There is also a revenue conversation that does not get enough attention. Digital displays carry advertising that pays the venue on a per-play basis, with built-in proof-of-play reporting for sponsors. Surfaces that used to be walls become income-generating endpoints, but only if the infrastructure behind them was designed to support it.

AR: Useful, Not Just Novel

The challenge with augmented reality in stadium settings is not the technology; it’s the use case. Fans are already on their phones. The question is whether the venue gives them a reason to engage with something specific.

When AR is implemented with a clear purpose, it stops being a gimmick and starts being a service.

A fan who can pull up a depth chart, order a drink to their seat, or navigate to the nearest restroom without leaving the app is more engaged, spends more, and leaves with a better story. The data those interactions generate has lasting value too. Understanding where fans go, what they do, and where they drop off is something traditional ticketing systems were never built to capture.



Suites: The Stakes Are Different Here

Suite holders are not just fans. They are often clients and colleagues of whoever signed the lease, which means the room needs to work as a conference space, a watch party, and a hospitality environment, sometimes in the same afternoon.

That demands real integration. A display that switches between the broadcast and a presentation deck. Conferencing that works without a call to IT. Audio that makes the crowd feel present, not corner speakers, but spatial systems that put you in the game even through glass. When that level of immersion is there, the suite stops feeling separate from the action. It feels like a premium version of it. That distinction matters at renewal time.

Infrastructure: The Part No One Sees

Good connectivity is not a differentiator anymore. It is a baseline. But what it enables goes well beyond streaming. It is what cuts concession wait times from twenty minutes to under one. It is real-time wayfinding, in-seat upgrades, and a building that earns revenue on non-game days through corporate events and private bookings.

Operators who have built premium spaces with conferencing capability are finding those rooms have value all week. The infrastructure that makes game day work is the same infrastructure that keeps the calendar full.

The Integration Question

Technology decisions and design decisions have to happen together. That sounds obvious, but it often does not work that way. Displays get specified before anyone thinks about sightlines. Audio goes in after the millwork is done. Connectivity runs under a floor that was not designed for it.

The venues that get this right start with the full picture. What does the fan see, hear, and feel at every moment of the visit? When furniture, display, acoustics, and connectivity are planned as a system from the beginning, you stop solving problems after the fact.

No single piece of technology is the answer. How it fits together is.

Putting it all Together

The technology. The expertise. The team that makes it work.

Every conversation about fan experience technology leads back to the same question: who executes it? The displays, the audio, the connectivity, the suite integrations — none of it performs the way it should without a team that understands how the pieces fit together. Tangram Technology handles the full scope, from initial design through long-term system management, so operators can focus on the experience and let us manage the infrastructure behind it.

01

INTEGRATED AV SOLUTIONS

We design, engineer, integrate, and manage technology environments end to end. One team, one point of accountability, from the first site visit through post-installation support.

02

DISPLAY + DIGITAL SIGNAGE

LED video walls, wayfinding, live production switching, and video-over-IP distribution. The visual layer of the fan experience, built to perform at venue scale.

03

SUITE + PREMIUM SPACES

Conferencing, wireless presentation, immersive audio, and large-format displays — fully integrated before the first event. Built for the tenant who expects the room to just work.

04

NETWORK + INFRASTRUCTURE

The bandwidth, connectivity, and IoT backbone that makes everything else possible. Designed for the density of a live event and the demands of a year-round calendar.

CAPABILITIES

Audio Solutions

Voice + Music Reinforcement
Conferencing Audio
Wireless Audio Solutions
Sound Masking Systems
Biophilic Soundscapes
Acoustical Treatment

Video Solutions

Fine-Pitch LED Video Walls
Conference Room Displays
Interactive Touch Displays
Video-Over-IP Distribution
Live Production Switching
Digital Signage + Wayfinding
Wireless Presentation Systems

Collaboration + Conferencing

Microsoft Teams Integration
Zoom Room Integration
Bring-Your-Own-Device (BYOD)
AI-Enabled Room Cameras
Room + Desk Reservation Systems
Distance Learning





2024

The Bolt | LA Chargers

Location
El Segundo, CA

Size
140,000+ sq ft

Service Offerings
AV Technology + Contract Furniture

Partners
Gensler

The Challenge

The Los Angeles Chargers' new headquarters and training facility in El Segundo was envisioned as a 140,000+ square-foot, world-class environment designed to support both elite athletic performance and overall well-being. The organization sought to establish a permanent home that reflects the energy, identity, and ambition of the LA Chargers brand.

The challenge extended beyond a typical workplace. The facility needed to seamlessly integrate training, recovery, collaboration, and administrative functions. Spaces had to perform at a high level, from locker rooms and team meeting areas to executive offices and hospitality environments, all while fostering team connection and mental wellness. Equally important was delivering a space that felt distinctly Chargers-driven—infusing the brand's personality into every touchpoint while providing the amenities and flexibility required for a modern NFL organization.





Our Approach

Tangram partnered with Gensler to deliver a fully integrated furniture and technology solution that supports both performance and experience across the facility. Our approach focused on creating high-performance environments tailored to the diverse needs of players, coaches, and staff. Across workspaces and administrative areas, Steelcase workstations provide ergonomic, flexible solutions that support daily operations and collaboration. In key gathering and strategy spaces, Studio Other custom conference tables anchor meeting rooms with a bold, tailored presence that aligns with the Chargers' identity. Ancillary furnishings from Global Furniture Group and ERG International were layered throughout the facility, bringing comfort and durability to lounges, meeting areas, and support spaces.

These selections ensure that every environment—from executive suites to team collaboration rooms—feels cohesive and purpose-built. Technology integration played a critical role in enabling communication and performance. Meeting rooms, media spaces, and collaboration areas were equipped to support film review, strategy sessions, and real-time communication, ensuring teams can operate efficiently at the highest level. Across hospitality-driven spaces like the café, reception, and rooftop environments, furniture solutions were curated to encourage connection and relaxation, supporting the holistic wellness goals of the facility. Every space was designed to balance intensity with recovery—creating environments where players and staff can recharge, collaborate, and perform.

The Results

140,000+ sq ft

A fully integrated headquarters and training facility designed for elite performance

Brand-forward design

Furniture solutions reflect the energy and identity of the LA Chargers

Holistic wellness supported

Spaces designed to balance performance, recovery, and mental well-being



2021

Boston Celtics

Location
Boston, MA

Service Offerings
Custom Furniture

Partners
Gensler & Studio Other

The Challenge

Located steps from home court, the Boston Celtics' new headquarters at The Hub on Causeway presented a unique opportunity to design a space that captures the energy of the game and embodies one of the NBA's most iconic brands. The organization sought to create a true "home" for every staff member—one that supports the rhythm of game-day operations while fostering daily collaboration and connection.

The challenge extended beyond a traditional workplace. The facility needed to balance a wide range of functions, from focused individual work and creative collaboration to game-day prep, hospitality, and content production. Spaces had to perform at a high level across locker rooms, a café with sweeping city and harbor views, a video-production studio, and dedicated areas for in-person and virtual staff alike.

Equally important was delivering a space that felt distinctly Celtics—translating the team's winning legacy and visual identity into every touchpoint, from materiality and millwork to the workstations themselves.





Our Approach

Studio Other partnered with Gensler and the Celtics organization to co-design and install 120 custom workstations and 33 private office systems—a fully tailored solution that puts the brand at the center of the employee experience. Our approach focused on expressing the team's identity in its purest, most literal form. Each workstation incorporates signature basketball elements—parquet wood, basketball net, basketball leather, and an understated play on the team's iconic green—creating a workplace that feels unmistakably Celtics from every angle. The design process began with rigorous material testing. Studio Other sourced 20 different basketball net styles and evaluated each for durability and knot design before landing on the right solution. From there, the team hand-knit

every panel frame in-house, turning a functional component into a distinctive, craft-driven design feature. Each workstation was outfitted with a custom storage cabinet that closely imitates a basketball, with a wood portion wrapped in leather. The team paired gray metal—evocative of a grungy locker room aesthetic—with walnut veneer panels for a layer of sophistication, finished with a rope-detail window as a subtle nod to the net. Recognizing that many Celtics employees are former athletes, the team also engineered the private office systems around a generally tall and athletic user. A seven-foot-tall tower cabinet was integrated into each work wall, providing concealed storage for gym bags, winter coats, and other personal items.

The Results

120 Custom workstations + 33 private office systems

A fully co-designed solution built around the daily needs of Celtics staff

Purpose-built for the user

Workstations and offices tailored to an athletic workforce, with custom storage and ergonomic considerations throughout

Brand forward design

Every detail, from hand-knit basketball nets to leather-wrapped storage, reflects the energy and identity of the team



2019

Los Angeles Memorial Coliseum

Location	Size
Los Angeles, CA	1,000,000 sq ft

Service Offerings
Contract Furniture

Partners
DLR Group

The Challenge

The University of Southern California's Los Angeles Memorial Coliseum renovation was a landmark project—reimagining a 1,000,000+ square-foot historic stadium while preserving its legacy as one of the most iconic venues in the world. Originally built in 1923, the Coliseum has hosted decades of global events, from the Olympics to Super Bowls, making its modernization both highly visible and deeply sensitive.

The challenge was to enhance the fan and guest experience without compromising the stadium's historic integrity. Every intervention needed to respect the architectural heritage—including the famed peristyle—while introducing modern amenities expected of a world-class venue.

From a furniture perspective, the scope required outfitting a wide range of premium hospitality and support spaces—including suites, lounges, concourses, and club areas—while ensuring durability, comfort, and aesthetic alignment with the elevated design vision. These environments needed to support year-round use, large-scale events, and high guest expectations, all within a complex, phased renovation.





Our Approach

Tangram partnered with DLR Group and the team at USC to deliver furniture solutions across the majority of interior and hospitality spaces throughout the Coliseum—excluding stadium seating—ensuring a cohesive, elevated experience for guests, patrons, and staff. Our approach focused on balancing heritage and modern hospitality. Furniture selections were curated to complement the Coliseum’s historic character while introducing refined, contemporary elements. Across premium spaces such as suites, lounges, and club areas, we provided solutions that support both comfort and flexibility, allowing spaces to accommodate a range of events—from game days to private functions. In high-traffic areas like concourses and shared environments, durability and performance were key. Furniture

was selected to withstand heavy use while maintaining a polished, upscale appearance that aligns with the overall modernization effort. Within the newly introduced Scholarship Tower and premium hospitality areas, furniture plays a central role in shaping the guest experience—supporting social interaction, dining, and premium viewing environments. These spaces were designed to feel elevated and inviting, reinforcing the transformation of the Coliseum into a 365-day destination. Throughout the project, Tangram ensured that furniture solutions integrated seamlessly with architectural elements, finishes, and branding—enhancing the overall sense of place while respecting the venue’s historic significance.

The Results

1,000,000+ sq ft enhanced

Furniture solutions integrated across a landmark stadium renovation

Premium hospitality environments activated

Suites, lounges, concourses, and club spaces elevated for guest experience

Historic preservation achieved

Modern amenities introduced while maintaining architectural integrity

Enhanced fan experience

Comfortable, durable furnishings support large-scale events and daily use



2024

Big 12 Conference

Location
Irving, TX

Size
12,000 sq ft

Service Offerings
AV Technology + Contract Furniture

Partners
Gensler

The Challenge

When the Big 12 Conference made the strategic decision to relocate their headquarters to Irving, Texas, they faced a pivotal moment in their organization's evolution. The move coincided with unprecedented growth, as the conference expanded to 16 member schools, requiring a workspace that could accommodate this new scale while honoring their deep legacy in collegiate athletics. The leadership team knew their new headquarters needed to do more than house operations—it had to serve as the symbolic and functional heart of one of college sports' most recognized conferences.

The challenge was multifaceted: create a premium yet efficient environment that would impress visiting university representatives, support high-stakes meetings and media operations, and provide a collaborative workspace for their growing team. They needed a centrally located facility that balanced accessibility with sophistication, where every element from furniture to technology would work in perfect harmony. Most critically, they required a partner who could deliver this complex vision on time and within budget, without compromising on the quality that befits an organization representing elite collegiate athletics.





Our Approach

Tangram embraced the unique opportunity to serve as both furniture and technology partner, recognizing that this dual role would be essential for creating the seamless integration the Big 12 required. Working closely with Gensler and the conference leadership team, we developed a comprehensive design strategy that wove together branded environments with cutting-edge functionality. From the moment visitors enter the bold reception areas with their strategically placed digital displays, every space tells the Big 12 story while supporting specific operational needs.

Our design philosophy centered on creating distinct zones that each served multiple

purposes: executive offices that blend luxury with performance capabilities, conference rooms equipped for high-impact collaboration with large-format displays and integrated video conferencing, and flexible team hubs that adapt to everything from informal huddles to formal presentations. The technology integration went beyond simple installation—we developed customized AV packages featuring wireless screen-sharing, 360-degree conference cameras, and studio-quality audio systems that make every interaction professional and effortless. This unified approach ensured consistent design language throughout the 12,000 square feet while maximizing both form and function.

The Results

12,000 sq ft

Modern headquarters delivered on time and under budget

100% integration

Seamless furniture and technology solution from single design partnership

16 member schools

Scalable workspace designed to support conference expansion

Studio-quality

Professional-grade audio and video capabilities for media and conference operations



SPECIAL EDITION

The Stadium Experience

Designing for the Fans