

THE IDEA X REEDGE X OLYMPIC STADIUM

DESIGN BRIEF - 15.09.19

About The Project

The Idea Consultancy Co., Ltd has been given the rights to manage the public areas and media rights at the iconic Olympic Stadium to bring in operational efficiency as well as take necessary steps to make the stadium more inviting and easy-to-access for businesses as well as the general public.

The Idea's Vision & Mission For The Olympic Stadium

Vision

To create a dynamic community centre for sports, recreation, arts, commerce and healthy living in central Phnom Penh.

Mission

To change the lives of the Cambodian people by standardizing and innovating the Olympic Stadium so people are healthier and happier. This space and team should want people to live, work and play there.

Approach

1. Collaboration with specialists

This prestigious project requires a wide variety of skills to do due diligence to the iconic structure comprising design, wayfinding, refurbishing, facility audit + management, vendor training and sales & marketing. For each of these skills, we are collaborating with the best in town.

2. Phased implementation

We are looking at a phase-wise execution approach to ensure effectiveness without overwhelming the current administration and ourselves.

Architecture Design - Phase 1

INFORMATION CENTER

Currently known as the Ticket Booth/Center.

The objective is to convert this to a one-stop-information centre which will be managed by The Idea team

i. Public-facing facilities

- a. It will continue to act as the ticket booth
- b. Additionally - this will also have a counter for general, media & event enquiries and lost & found
- c. Is it possible to mount a LED display on top of the information centre - which announces upcoming events and games? We are not sure of the strength of the roof.

ii. Internal facilities

- a. Office space for (Now 10 people)
 - 2 ticket sellers on game days
 - 1 person for general, media & event enquiries and lost & found
 - 1 graphic designer + community manager

- 1 project manager

b. Meeting room for 5 people

c. Revamp toilet

The expectation from the facility design

a. As much natural light and breeze as possible + air conditioning

b. How do we make not-very-big-space joyful and (feel) spacious for a young and dynamic team?

Note: We cannot break the whole structure down, but breaking down a wall to make it better lit, airy and to add some more space should be okay.

c. The meeting room will be used by the team and the Under Secretary of MoEYS to meet external clients and collaborators. In a way, this space will be the visitors' introduction to the stadium. It should set the right expectations, rather meet the expectations one has when visiting a heritage site.

d. In the future, we will host stadium tours. Is there any way we could incorporate a waiting area in the vicinity of the Information Center.

Funding

The Idea will look for sponsors. All referrals are welcome.