

Shaping the Future of Football

Kansas City is internationally recognized as the sports architecture capital of the world. The 2026 World Cup affirms this reputation, with 12 of the 16 stadiums having a direct connection to Kansas City design firms and/or University of Kansas architecture alumni.

To celebrate this legacy, the University of Kansas School of Architecture & Design presents *Shaping the Future of Football*. In this exhibition, we examine football as a holistic ecosystem, from the urban scale of the stadium to the experience of the fan in the stands, through the combined work of our Sports & Leisure, Design-Build, Interaction Design, and Visual Communication studios.

Visitors will encounter physical models of approximately 30 global stadiums, including all 16 World Cup venues, each paired with urban data visualizations drawn from spatial analytics research. These 3D-printed models document how stadiums are embedded in their cities, offering a comparative portrait of sports infrastructure at a global scale. Surrounding this, seventeen capstone projects from the Sports & Leisure Studio trace several years of student work on sports venues and stadium design. These include an award-winning proposal for a new home for the Chicago Fire and a retrofit study of Serra Dourada stadium in Brazil, alongside this year's studio focus on Atlanta's future NWSL team, producing a full design proposal for the new stadium and the entertainment district surrounding it.

Complementing this work, the Interaction Design studio presents a series of projects exploring how digital tools connect fans and athletes, including smart shin guards that capture real-time performance data and the stadium interfaces that bring that data to the spectator experience. The Visual Communication studio presents the graphic identity developed for Atlanta's future women's soccer team.

The work is displayed around a monumental thin-shell concrete structure, affirming that at the heart of every fan experience is an act of architecture.

Shaping the Future of Football presented by the University of Kansas School of Architecture & Design will be held in the East Crossroads, in partnership with the Keystone Innovation District.