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CambridgeSeven designs \$25m reno. for Basketball Hall of Fame

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Springfield, MA As sports fans are welcomed back to stadiums across the country, The Naismith Memorial Basketball Hall of Fame (1000 Hall of Fame Ave.) recently reopened with an all-new visitor experience and reimagined museum designed by CambridgeSeven architecture and exhibit design firm. The \$25 million museum refurbishment includes immersive and interactive visitor experiences for a new generation of visitors. A ribbon-cutting was held to celebrate the re-opening of the museum.

Nearly every exhibit in the Hall has taken on a new look and added interactive elements, in addition to the refurbishment of its iconic dome:

- High Above Center Court, a brand new exhibit set beneath the dome, features a series of photo

opportunities where guests can “measure up” against cutouts of their favorite players and take a tour through artifacts highlighting key moments in history, such as the “Phenom” exhibit featuring LeBron James or the “Fashion” exhibit featuring Dennis Rodman.

- The Tip-Off Pavilion welcomes guests into a fully reimagined lobby experience featuring large environmental graphics, lighting, artifacts, and media. Spend time prior to entering the main galleries by viewing legends’ “lockers” that tell the stories of the game in an exciting new way.
- Interactive exhibits encourage visitors to engage with each other while testing their skills in a virtual medium.
- The Nike Theater offers an impactful and emotional film experience introducing guests to the legends and legacy of the game.
- The Hall of Honor delves into the game’s legendary players through a series of multimedia kiosks with infinite video content.
- The 1891 Gallery presented by MassMutual Foundation explores the game’s invention by Dr. James Naismith. Learn about the original rules and see artifacts such as a piece of the hardwood from the original YMCA and uniforms worn by the first female trailblazers of the game.
- The James F. Goldstein SuperFan Gallery pays tribute to loyal superfans such as James Goldstein and Nav Bhatia, including memorabilia from the collection of late Superfan Penny Marshall.
- The Jerry Colangelo Court of Dreams invites visitors to show off their moves underneath a wowing LED screen that runs highlights of legendary players and moments in basketball history.

“I want to express what a thrill it was to partner with the Basketball Hall of Fame team on the inspirational reimagining of the museum,” said Timothy Mansfield, AIA, principal at CambridgeSeven. “Our team and the Hall have enjoyed a long-standing partnership from the design of the original museum to this latest evolution, creating an immersive and highly interactive visitor experience. The new Hall celebrates the amazing game of basketball, uniquely tying thematic narratives from the game’s very beginnings in Springfield in 1891 all the way to the present-day action. We are proud to join in the celebration of the grand re-opening of the Hall!”

The Hall of Fame proudly partnered with regional contractors on this project, with roughly 85% invested with vendors from Massachusetts and northern Connecticut.

Vendors include: CambridgeSeven (Cambridge, MA); Cortina Productions (McLean, VA); Natalie Zanicchia Graphic Design (Denver, CO); EOS Lightmedia (Vancouver, BC); Hallam ICS (Hartford, MA); Goldstein-Milano Structural Engineering (Reading, MA); Northern Lights Production (Allston, MA); Richard Lewis Media (Watertown, MA); Mystic Scenic Fabrications (Norwood, MA); Western Builders (Granby, MA); Chandler Architectural Products, Inc. (W. Springfield, MA); Kent Brothers Excavating (Southampton, MA); Superior Caulking & Waterproofing, Inc. (Palmer, MA); Collins

Electric (Chicopee, MA); Managed Air Systems LLC (Aircraft Grade Paint Refinisher, Bloomfield, CT); Healey & Associates (Belchertown, MA); and Project Management by Colebrook Realty Services (Springfield & Holyoke, MA). Additional vendors were Design & Production, Inc. (Lorton, VA); and Ntension Corporation (Hermon, ME.)

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