

The playbook for building the future of football

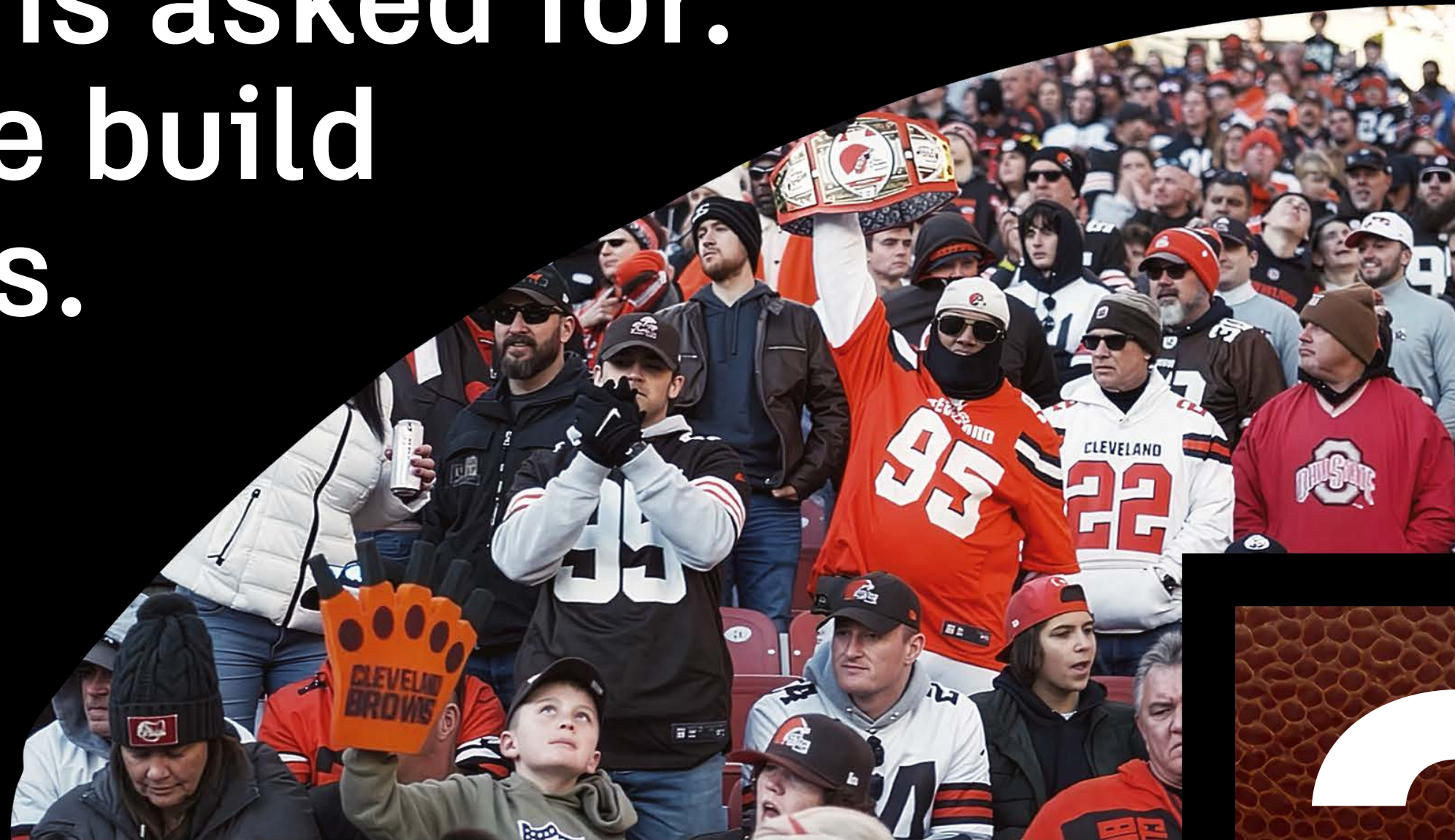
How fan vision, design ambition, and connected data are shaping the next-generation stadium experience



Official **Design & Make** Platform of the Cleveland Browns



What fans asked for. What the build demands.



One connected
workflow across owner,
design, and
construction teams



Autodesk Forma
enables full job
simulations before a
shovel hits the ground



“The fans of the
Browns are at the
center of every
design decision.”

— Andrew Schluterman
Project Architect, HKS

3.6 BILLION DOLLARS

The largest project in Northeast Ohio history
(stadium and development)

Twice the size of
the current stadium's
concourses



Autodesk solutions
used: Revit,
Navisworks, Forma



From vision to reality: The connected workflow

Innovation. Collaboration. Connected workflows.

“Visualization is really at the heart of communication.”

– Andrew Schluterman
Project Architect, HKS



“The Autodesk design and make platform really allows our team to have one source of truth.”

– Phil Dangerfield
VP Operations, Haslam Sports Group

01 – Vision

Align stakeholders around a shared vision and project goals

02 – Design

Turn vision into informed design decisions

03 – Coordination

Connect teams, data, and workflows to improve collaboration

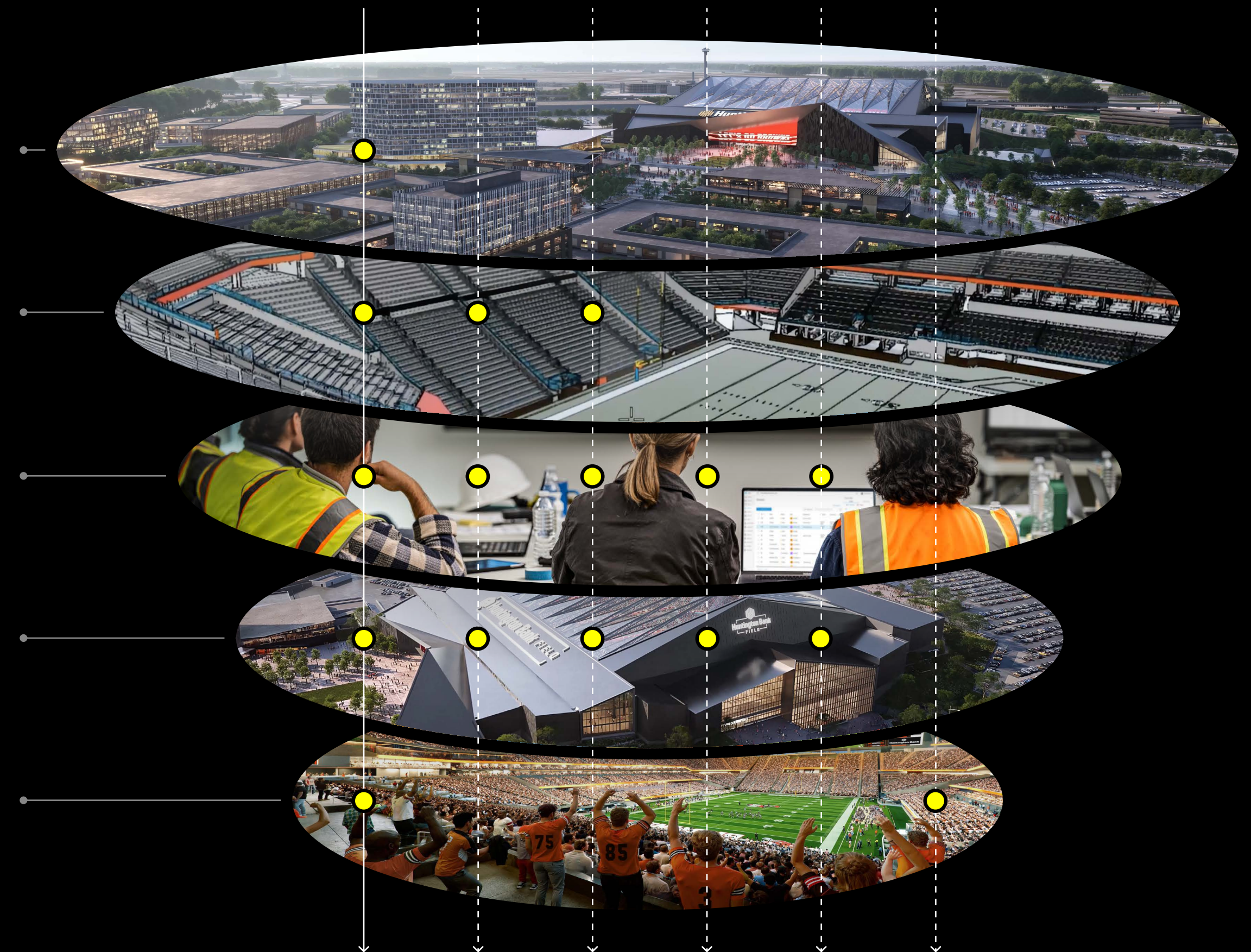
04 – Construction

Planning and delivery increase confidence through planning, simulation, validation, and execution

05 – Operations/Fan Experience

Deliver better experiences and long-term operational value

Forma Data Management Forma Revit Build Navisworks Tandem



Autodesk solutions work together across the entire project lifecycle

Building tomorrow's traditions

The legacy extends beyond opening day—to community, fans, and generations to come



Long-term community impact

Year-round destination beyond football

New opportunities for concerts and major sporting events

Civic asset designed for future generations

Economic growth across Northeast Ohio: 6,000 construction jobs, 5,000 ongoing jobs, \$1B+ annual economic impact, and 75% local workforce



Fan experience evolution

Fan feedback informed every stage of design

Gathering spaces designed around the full fan journey

Intimate seating bowl with closer connections to the field

Six acres of gathering/plaza space



Sustainability/operational efficiency

Data-driven facility operations

Preventative maintenance through connected data

Improved energy performance

More efficient game-day workflows



Future stadium innovation

Connected lifecycle data

Faster stakeholder decisions through visualization

Shared digital foundation from design through operations

