

TCF Bank Stadium - Minneapolis, Minn.

Exterior and Interior Signage, Wayfinding and Donor Recognition

The goal for the University of Minnesota's new football stadium was to enhance the game-day experience for loyal Gopher fans. The bold maroon and gold palette and large historical photos added color, energy and a sense of history to the largely monochromatic concourse.

Michael Haug, while working as Larsen Design's Senior Designer, created the schematic design and managed the project from design development through the final fabrication and installation processes in collaboration with Populous and Architectural Alliance. The project encompassed everything from exterior building and site signage, stadium bowl and concourse signs, specialty graphics, donor recognition, recruiting displays, locker room graphics, room signs and directional signs.

