Fox Sports Project Narrative

Located in a multi-tenant high rise office building in downtown Cleveland, Fox Sports is the regional affiliate of an international broadcast company. Locally, the Cleveland branch carries the network broadcast rights to the Cleveland Cavaliers and Indians, in addition to other sports teams and events. The broadcast studios and information technology services are contained within 10,900 square feet on the second floor of the host building, while the executive management, development, advertising, marketing and creative resources are housed in 19,900 square feet on the twenty fifth floor of the tower. The scope of this submission is limited to the corporate center on the twenty fifth floor.

The operational structure of Fox Sports places great emphasis on internal communication and collaboration. Primary paths of circulation terminate in the glazed exterior corners of the building, providing a sense of orientation, exposure to natural light, and places for impromptu meetings between staff members. In some instances these spaces permit views to the primary sports venues, all of which are also located in downtown Cleveland. The egalitarian exposure to natural light for all employees of Fox Sports is enhanced through an abundance of glass partitions. Internal offices thus have borrowed access to light and views, and the entrances to these spaces employ oversized barn doors in lieu of conventionally sized hinge doors to enhance the notion of team connectivity.

The palette is kept intentionally minimal and understated to enhance the qualities of natural light and give visual precedence to content. Both broadcast monitors and heritage artifacts take center stage and animate the environment. Charcoal hued modular flooring and white drywall are offset by bleached oak cabinetry and doors that recall the wood used for baseball bats. Deep orange upholstery suggests the color of basketball skins. The corporate color of deep royal blue is used as a backdrop for vintage black and white photographs and is also carried into ceilings and plenums as a reference to the black box esthetic of the actual broadcast studios on the second floor.