

Georgia Tech

**CREATIVE
COMMONS
PROJECT**



OVERALL STRATEGY

Make an impact by creating a world-class space and experience that Atlanta will celebrate and embrace. We will collaborate with Atlanta's top brands, organizations, and creative minds to bring this vision to life.

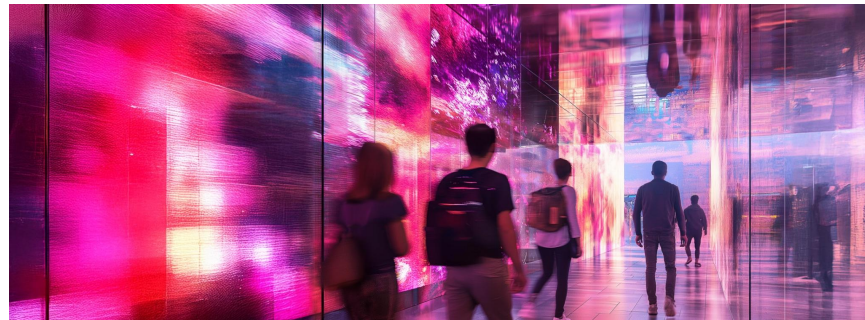
The Creative Quarter presents **two major opportunities** to shape the city's arts, cultural, and entertainment landscape.



1. Premier Outdoor Venue

A highly desirable and versatile space designed to host dynamic events, festivals, and activations.

To unlock the full potential of the outdoor space, we have designed a highly functional venue that supports a multi-faceted revenue strategy—driving profitability while maximizing cultural impact.



2. Landmark Attraction

A cutting-edge, culturally-significant destination that attracts tourists and locals through a unique, immersive experiences.

We will transform the Randall Brothers facility into a year-round cultural destination that celebrates Atlanta's rich creativity and artistic community. This first-of-its-kind experience will seamlessly integrate music and immersive audio, creating a dynamic attraction poised to draw an estimated 200,000+ visitors in its inaugural year.

OUR APPROACH WILL BE GUIDED BY THE FOLLOWING CORE OBJECTIVES

Rapid & Cost-Effective Activation: We will implement an efficient strategy to quickly establish the Creative Quarter as a fully functional and vibrant, versatile venue for outdoor festivals, concerts, film, and corporate activations.



Premier Events: We will actively program, promote, and produce events while leveraging industry relationships to attract top-tier partners—including music festivals, corporate gatherings, community events, and cultural activations—to elevate the complex's regional and national profile.



Ready for World Cup 2026: As an Atlanta FIFA World Cup host city, we will execute a strategic activation plan to attract ancillary events, corporate partnerships, and global fan experiences, maximizing the site's visibility and revenue.



Top Attraction: We will transform the 30,000- square-foot facility into one of Atlanta's most unique and authentic tourist attractions that operates year-round as a ticketed experience - enjoyed by visitors and embraced by locals. The only attraction in the city that honors our creativity and global cultural impact, inspired by Atlanta's own artists.



Cultural Relevance: We will engage some of Atlanta's most celebrated and influential musicians and artists to create instant interest locally and nationally. We will create cross-culture collaborations to spark innovation and excitement.

Diversified Revenue Strategy: Our approach focuses on developing multiple revenue streams to create a profitable, sustainable, and resilient business model. By leveraging our team's diverse expertise, we maximize revenue potential while minimizing risk and ensuring long-term success and adaptability in a dynamic market.



Sustainable & Professional Venue

Management: We will ensure seamless day-to-day operations by managing compliance, staffing, security, and financial oversight while maintaining the highest standards of professionalism and efficiency.



Integrate Georgia Tech Community

& Showcase Talent: We will also seek to develop relationships with campus and student-led organizations, programs, and initiatives to ensure this complex becomes the epicenter for applicable Georgia Tech events as well as a facility to showcase the intersection of art, music, and technology being developed by the Georgia Tech community.



CREATIVE QUARTER SITE MAP

World Cup-Ready: Artificial turf and circular designs inspired by soccer balls.

Art-Centric: Mural containers and sculptures create a compelling environment.

Flexible Design: Adaptable staging and layout configurations to accommodate diverse event sizes and formats, ensuring optimal use of space for any occasion.

Turf Field: A truly unique, multi-purpose field. Festival grounds for 8,000+ attendees, parking, activations, events.

Art Street: Striking, high-visibility installations along bustling Marietta St., designed to captivate attention, enhance brand exposure, and create an iconic visual landmark.

Randall Bros Pavilion: Reclaimed wood-beam pillars, portable stage structure, and flexible shade structures create a dynamic, multi-use space for vendors, food trucks, staging, activations, and more.

Container Park: a permanent mural village, vendor market, green room, VIP area and stand alone experience.

Stage: Modular structure with audio.

Facilities: Bathrooms, vendors, and administrative uses.

Entrance: Pedestrian entrance moved to tech parkway entrance on State Street.

Performance Landscapes: Bio-retention and stormwater feature. Connectivity with native ecological systems.

Versatile Event Space: Multiple flat areas allow for flexible event layouts and adaptable branded activations, both temporary and permanent.

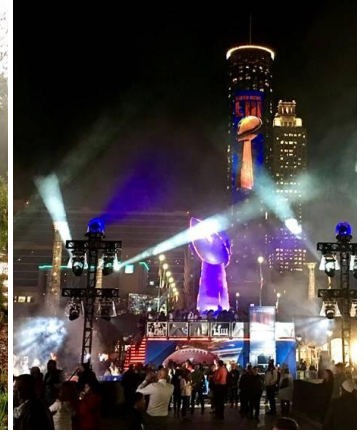
Walkways: 35ft wide to accommodate two-way traffic or possible vendors, food trucks, etc.

Arboretum: Georgia-grown crated trees provide shade and habitat for all. Mobile and capable of relocation for long-term growth.

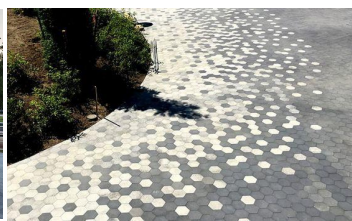
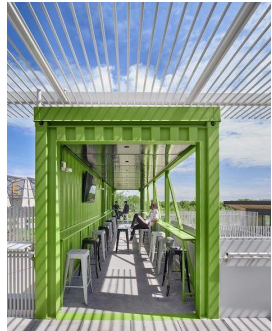
Art & Sculpture: Reclaimed railway platforms for movable sculptures and art installations.



INSPIRATIONAL IMAGES



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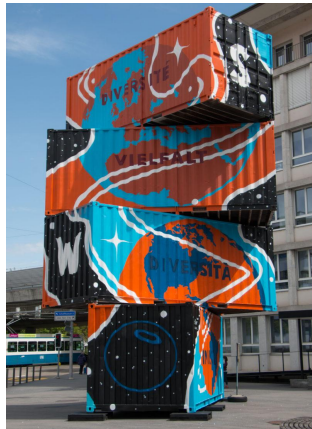
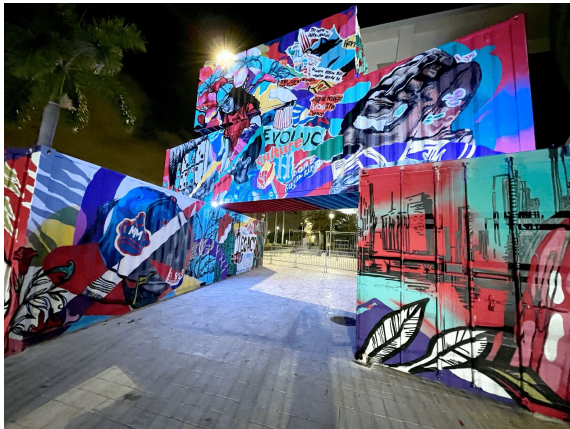
BREAKTHROUGH INSTALLATION

Create a jaw-dropping art installation that instantly becomes an **iconic Atlanta landmark**.

Designed to be **the most memorable activation of the World Cup**, this highly sponsorable piece captivates audiences and drives massive engagement.

With rotating art, the installation stays fresh, newsworthy, and doubles as a dynamic billboard for major events, initiatives, and sponsors.

A **premier sponsorship opportunity**—positioning a major brand at the heart of Atlanta's cultural moment, becoming a revenue-generating asset.



FIFA WORLD CUP OPPORTUNITY

The FIFA World Cup presents a transformative opportunity to position the Creative Quarter as Atlanta's premier hub for immersive fan experiences. Just 1.4 miles from Mercedes-Benz Stadium, its prime location and dynamic design make it the ideal setting to capitalize on this global event.

Atlanta is
expected
to see

\$200M-\$500M

in brand spending on activations, pop-ups, and events. The momentum begins with the 2025 Club World Cup (June-July 2025), marking the start of FIFA's marketing season.

The Metro Atlanta Chamber projects 300,000 unique spectators, with 75% traveling from outside Georgia, driving tourism and economic impact. William Pate, CEO of the Atlanta Convention and Visitors Bureau, **predicts "millions" will flood Downtown during the festivities.**

The **FIFA World Cup** (June 11 - July 19, 2026) will be hosted across 16 cities in three countries: the US (11 Cities), Canada (2 Cities), and Mexico (3 Cities).

It has been more than 30 years since the U.S. has hosted the World Cup (1994), and Atlanta has never previously been a host city.

7 matches at Mercedes-Benz Stadium between June 15 and July 15th.





[UNTITLED], is an immersive experience where Atlanta's music, art, and technology converge to bring sound to life. This space will pay homage to the city's creative legacy while shaping its future - an ever-evolving experience integrates embedded audio, interactive storytelling, and cutting-edge innovation.

Inspired by pioneers in immersive art, this experience blends Atlanta's cultural heartbeat with the creativity of 29Rooms, the interactivity of Meow Wolf, the discovery of SciTrek, and the digital innovation of Artehouse. A dynamic celebration of music, creativity, and technology—driven by Atlanta's music, multidisciplinary artists and Georgia Tech collaborations.

WHY ATLANTA?

Atlanta's greatest export is culture. A global capital of hip-hop music for decades and hub for film, fashion and tech - its influence is undeniable.

Yet, the city lacks a world-class attraction that authentically reflects its cultural legacy, present impact, and future innovation.



WHY GEORGIA TECH?

Georgia Tech is a globally recognized leader in engineering, technology, and innovation, consistently ranked among the top institutions driving advancements in research and industry. As North America's top public university for producing tech-driven graduates, Georgia Tech fosters cutting-edge creativity and interdisciplinary collaboration.

WHY NOW?

Atlanta is on track for continued rapid growth fueled by vibrant industries, rising investment, transformative infrastructure projects, and major global events. As the Southeast's leading economic and cultural powerhouse, the city is primed to expand its influence on the global stage.



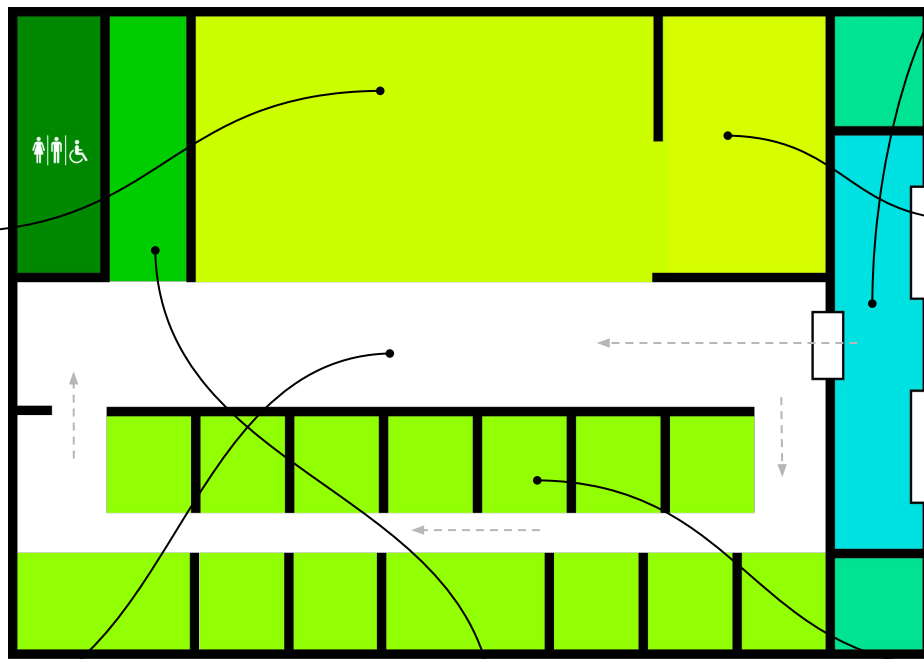
FEATURES

Beyond Sound—A Multisensory Experience: A first-of-a-kind music experience transforming the way we interact with music, and Atlanta culture.

Exhibit Space: This ever-evolving space blends art, technology, and sound through interactive exhibits, sculptures, and activations. Guests experience each piece through a corresponding audio track and headphones, deepening the connection between music and visuals. This location also serves as a **premier venue for private and corporate events.**



Museum, Artifacts & Gallery: Sets the stage, taking visitors through Atlanta's cultural legacy. Through artifacts, art, and storytelling, it answers key questions about the city's impact and its trailblazers, ensuring every guest leaves with a deeper appreciation of its influence.



Creator Studios: These studios will empower attendees to create their own music and videos. User-friendly technology will make it easy to produce, edit, and **share original UGC seamlessly.**

Entrance: A gateway that builds anticipation, introducing guests to a world of creativity, culture, and discovery from the moment they arrive.

Merch & Food Lounge: Merging retail and relaxation, this area offers exclusive merchandise, curated food and drinks, and a place to kick back. It blends interactive shopping, artistic design, and a comfortable lounge experience.



Immersive Music Boxes: Each 360-degree designed music room brings a full sensory experience to life. A rotating playlist is brought to life through sight and touch, redefining how guests connect with the sound of music.

IMMERSIVE MUSIC BOXES

Each Music Box is a **portal into a new reality, where sound becomes a fully immersive adventure**, allowing guests to experience music in ways they never have before.

Guests can step into spaces that are:

- **Artistic & Creative:** Visually stunning environments that blend music with immersive design.
- **Hi-Tech & Cutting Edge:** AR/VR, interactive LED walls, AI, haptic wearables & 3D mapping
- **Social Commentary:** Thought-provoking.
- **Interactive & Playful:** Puzzles, riddles, and experimental musical instrumentation
- **Surprising & Rewarding:** Hidden 'Easter eggs,' prizes, and keepsakes add layers of discovery.

Elements that bring the music to life:

- **Immersive Lighting & Projection Mapping:** Transforming spaces dynamically with each beat.
- **Interactive Music Technology:** Allowing guests to manipulate and remix sounds in real-time.
- **Robotics & Perpetual Motion Machines:** Creating mesmerizing, ever-evolving environments.
- **Custom Set Designs & Artistic Expression:** Designed by visionary artists

