

[Between us, ideas become reality.]®

case study

PROJECT . . . East Club, Neyland Stadium
LOCATION . . . Knoxville, TN
ARCHITECT . . . McCarty Holsaple McCarty,
Knoxville, TN
PRODUCT . . . WoodWorks® Custom
Curved Clouds

The Challenge:

McCarty Holsaple McCarty was charged with the design of the East Club, a new 14,000-square-foot hospitality space atop Neyland Stadium, the home of the University of Tennessee football team.

According to MHM Interior Designer, Barbara Tallent Bach, the space required a sports theme located as it is inside a football stadium. At the same time, however, the school also wanted to establish the club as an upper echelon space, including a luxurious feeling that would create a “wow” factor as guests got off the elevator.

The Solution:

To help attain that “look,” the MHM design team created a visually striking ceiling comprised of 40 WoodWorks® custom curved ceiling clouds ranging in size from 6’x 8’ to 8’x 12’.

“There were a variety of ceiling heights, plus we had to work around a number of structural elements,” states Stuart Butcher, MHM Project Designer. “As a result, we knew a continuous, wall-to-wall suspended ceiling was not going to be the best answer.

“We had seen the ceiling cloud concept before, but the ability to impart that look in wood really grabbed our attention,” he adds. “The clouds provided us with the opportunity to hide the HVAC, plumbing and electrical systems above them while still providing the warmth and richness of wood we desired.”

To attain its design goal, the MHM design team worked with the Armstrong Architectural Specialties Group. “We submitted our concept to them and they replied with recommendations regarding a custom up-turn treatment of the perimeter edges,” Butcher states.

According to the designer, reaction to the club’s interior by university officials and ticket holders alike has been “ecstatic.” “The responses range from quiet awe to totally blown away,” he says.

