

NASCAR Hall of Fame

Atlanta, Georgia

Role: Museum Planner and Architect for Conceptual Design Phase

Program: Interactive and immersive history exhibits, changing exhibits, live tv studio, lobby, gift shop, cafe, underground parking, classrooms, special events areas, offices and support areas.

Building Area: 105,000 sf

Status: Planning services completed in 2005; NASCAR decided to build their Hall of Fame in Charlotte, NC instead of Atlanta.

Description: VernerJohnson lead an extensive planning team that worked with Atlanta's business leaders to develop Atlanta's bid to host the NASCAR Hall of Fame. The final bid documents included architectural programming, conceptual designs, and 3D models developed by VernerJohnson. We also coordinated the work of the exhibit design team, food service, retail, and other consultants and assembled, edited, and designed the final bid book that was submitted to NASCAR's selection committee.

The design of the NASCAR Hall of Fame combines speed, color, and drama with honor, memory, and tradition. The sweeping lines of the NASCAR Hall of Fame flow out from the substantial granite block wall along Andrew Young International Boulevard. This solid wall represents strength, tradition, permanence, honor, and distinction. The curved metal bands flowing from this solid foundation suggest the raw power and dynamic spirit of NASCAR racing. The NASCAR phenomenon engages guests from the moment they walk through the door. The facility serves as a theatre where the drama progressively builds until guests reach the entrance of the Hall of Honor. Each experience zone emphasizes different emotions, values, and types of knowledge about NASCAR. Guests will experience the thrill of race day, learn the complex demands of winning, and learn how to translate a live race into a great television event. Knowledgeable fans leave feeling proud and reaffirmed in their passion for the sport. Potential new fans leave feeling connected to the excitement and shared values of NASCAR.

