



# CASE STUDY



GRAND STAIRCASE - MOSAIC STADIUM, 120mm LIGHT BOXES

## S A S K A T C H E W A N R O U G H R I D E R S - C O M P L E T E

Mosaic Stadium is the newest, state of the art facility in the Canadian Football League. Home to the Saskatchewan Roughriders, this venue is the envy across the country emulating the famous “Rider Pride” in every nook and cranny. From Football and Business Operations, through the luxury suites and concourses, all the way down to the field of play, our design team created the optimal expression of this storied franchise including Grey Cup Championships and the memories of many historical Alumni.

### The Ask

The Roughriders, & the City of Regina, were looking for a turn-key stadium branding solution for their new, state-of-the-art 30,000 capacity stadium build. In addition to the standard application of graphics, the project needed a wow factor to include their revenue-generating partners, while heightening the fan experience.

### The Solution

To create custom environments, The Look Company was there to help from the planning and conceptual stage through scoping, design, engineering, production

and installation to ensure quality and consistency. Over 150,000 square feet of material was printed for the project including these special features:

### The Grand Staircase

The custom lightbox stairway was the pinnacle of installation and design ingenuity. Originally slated to be a digital display wall, the proposed fabric lightbox solution became the preferred option because of the visually impactful graphics and colour vibrancy. The lightboxes were built using proprietary 100 mm extrusion designed for even light distribution and wall mounting. We then produced all backlit fabric prints (B1 FR polyester) and tested them on each frame. Once constructed, it was considered the focal point of the Football Operations.

### The Helmet Wall

Housed in the Harvard Lounge, this feature wall showcases 92 football helmets from a variety of teams around the community with a 17mm framed, custom fabric printed background. Specialty fixtures were designed in house & manufactured to secure the helmets.

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PIL COUNTRY - MOSAIC STADIUM, 13 oz. LOOKSport Framing

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### The Countdown Clock

A unique feature placed behind a large fabric wall, the clock displays a 6' high, 25' long set of numbers digitally synced to countdown to each game. The innovative part of this system is its digital clock style and system of custom controllers and modifiers to control light spill and maintain sharpness. The Countdown Clock exterior was built with 100 mm frame and FR rated polyester fabric. The clock internals consist of TLCs' proprietary LED strips, all wired to a custom programmed control module that connects to a miniature computer.

### Pil Country

A favourite party spot, this tiered, open space fills up the entire south endzone and is the most visually impactful within the bowl. TLC created an amazing image for one of the Founding Partners that spans across multiple levels. Pil Country is larger than life when filled with the Riderville faithful, and has often seen players celebrating with fans after a touchdown. The graphic was printed on 13oz vinyl and secured with our LOOKSport framing system.

### SaskTel Gate Players

These spectacular, big hit images can be seen from a distance by everyone walking up on game day. They display exciting, large-scale player images while integrating them in fulfillment for another founding partner. These were also constructed using 13oz vinyl and secured through even the windiest conditions, with our LOOKSport framing system.

### What the Roughriders Had to Say:

*"Your approach and results delivered are, in a word, outstanding. It is an absolute pleasure to showcase our building and our facilities and proudly tell everyone that the look of our facility was delivered exceptionally by your team."*

**Craig Reynolds, President, and CEO**  
Saskatchewan Roughrider Football Club

Speak to our sports and events group today & find out how The Look Company can transform your sports stadium, arena or event. Email: [Sport@thelookcompany.com](mailto:Sport@thelookcompany.com)