

## Notable Project Profile

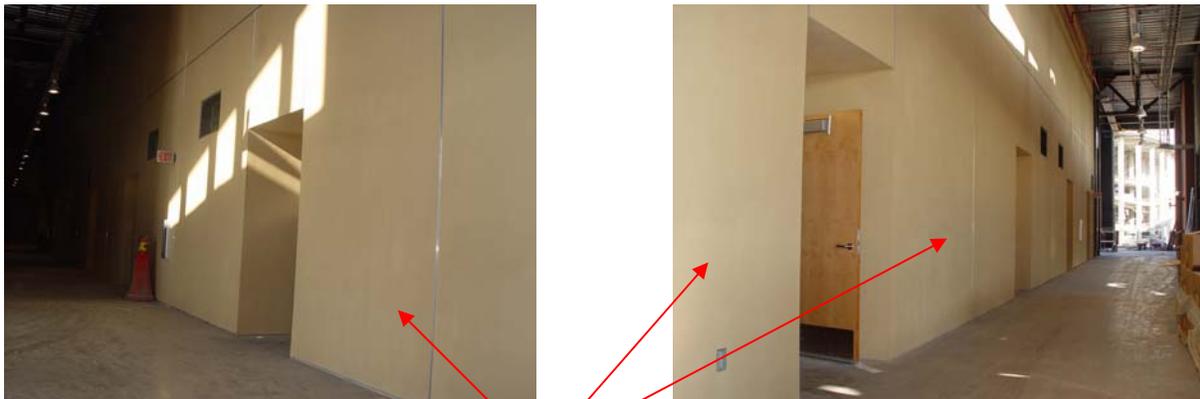
Job Name: **BUSCH STADIUM**  
Location: **St. Louis, MO**

Product/Texture: Duroplex Antigua DSII  
Duroplex DDM

A/D firm: HOK Sports Venue, now called Populous  
Kansas City, MO  
<http://www.populous.com/>



*World Series 2011* seems like an appropriate time to remember Busch Stadium in St. Louis, home of the St. Louis Cardinals. Duroplex covers much of the vertical surfaces throughout the stadium with our Antigua DS II and Alexandria DMM finishes.



Typical Duroplex Antigua DS II finish in a primary corridor

True enough, the Duroplex installation happened about 5 years ago. HOK Sports Venue, the Kansas City office, specified the Duroplex, has itself gone through a management buyout and changed its name to Populous. Populous is a global design practice specializing in creating environments that draw people and communities together for unforgettable experiences. In addition to the Kansas City office, Populous maintains offices in London, Brisbane, New York, Denver, Rio Los Angeles, Norman, Auckland, Hong Kong and New Delhi.

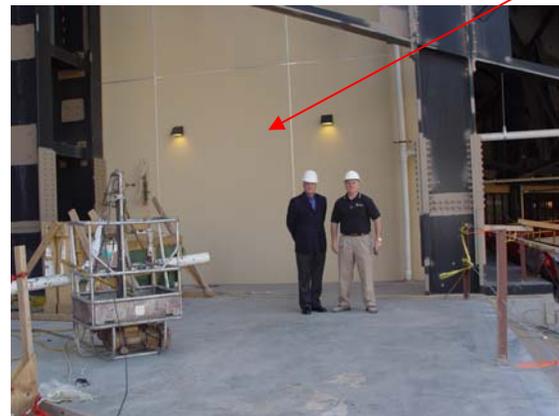
The old St. Louis stadium was from an era like Wrigley Field in Chicago, or the old Yankees Stadium; where the smell of hot dogs, the popping of popcorn, and the electricity of the outdoor experience before domed stadiums was an integral part of *the baseball experience*. HOK Sports strived to maintain that experience that is part of Americana.

Yet today's teams and fans demand larger venues, more up-to-date facilities that promote the sport and provide increased creature comforts. Designing a stadium that meets these general criteria requires careful thought in the selection of materials; materials that will stand the test of time and large numbers of people passing through the turnstile. Duroplex was selected for its versatility and high performance features. A variety of substrates are underneath the several hundred thousand square feet of Duroplex. Substrates include Georgia Pacific's DensGlass using fiberglass tape on the seams, and various forms of masonry.

As an open air stadium, the Duroplex not only has to withstand the several million people per year that move through the stadium, but it has to withstand all the elements that St. Louis might have to offer, driving rain, sleet, snow, sub freezing temperatures and some very hot summers. According to our rep, Jeff Alldredge, a huge Cardinals fan, today the stadium looks as good as the day it opened in 2006. My only question is: how much credit can Duroplex take for the Cardinals game?



Typical G-P DensGlass substrate



Sales Rep Jeff Alldredge(r) at jobsite

- **Busch Stadium Firsts**

- Groundbreaking - January 17th, 2004
- Grass Installed - March 15, 2006
- Inaugural Game - April 10, 2006
- Opening Opponent - Milwaukee Brewers
- **In 2009, the Cardinals drew 3.343 million fans, with 49 sellout games - ranking 4th in MLB in terms of ticket sales**
- In one year, the Stadium sells:
  - 540,000 hot dogs;
  - 181,000 pounds of nacho chips; and
  - 32,000 gallons of nacho cheese.



Duroplex Antigua DS II

