



DAWNVALE
GROUP

RESTAURANT+BAR
DESIGN+BUILD

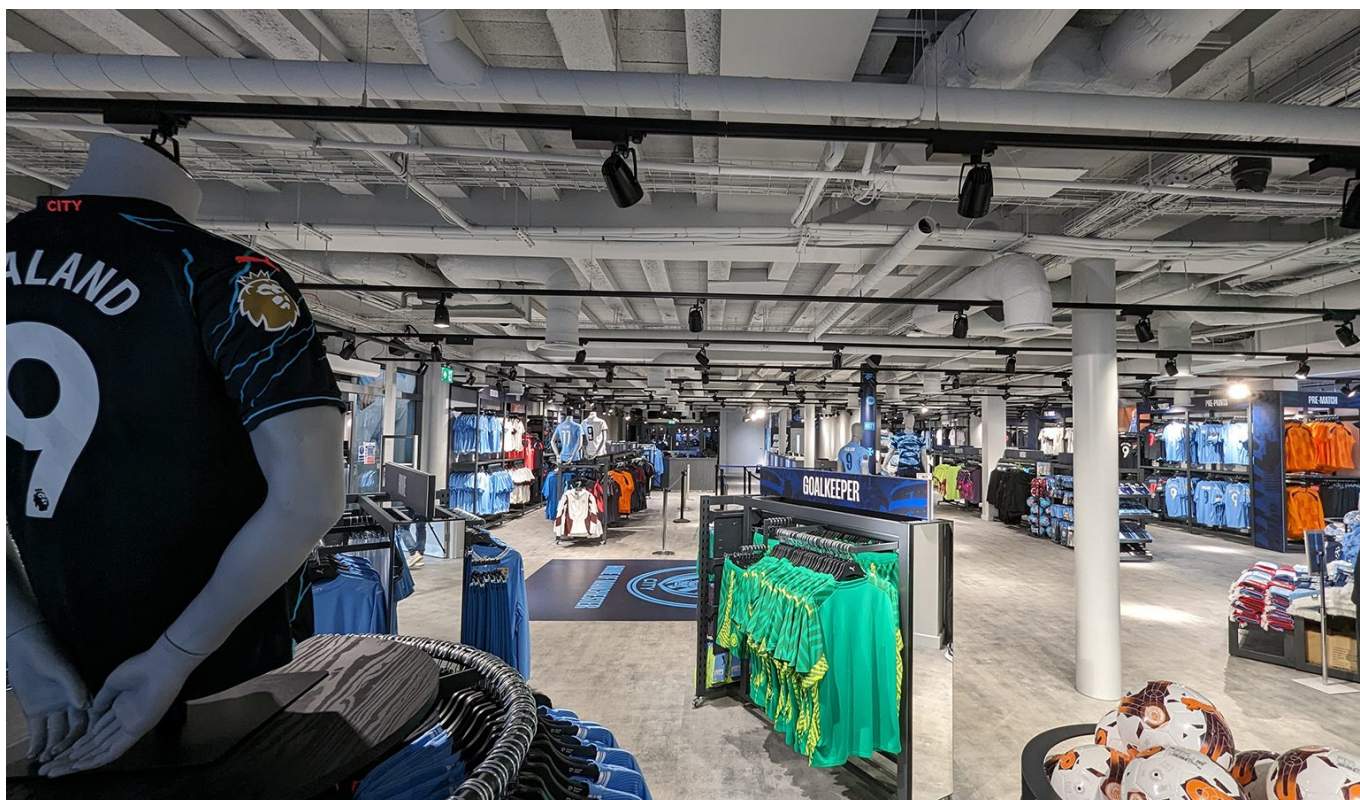
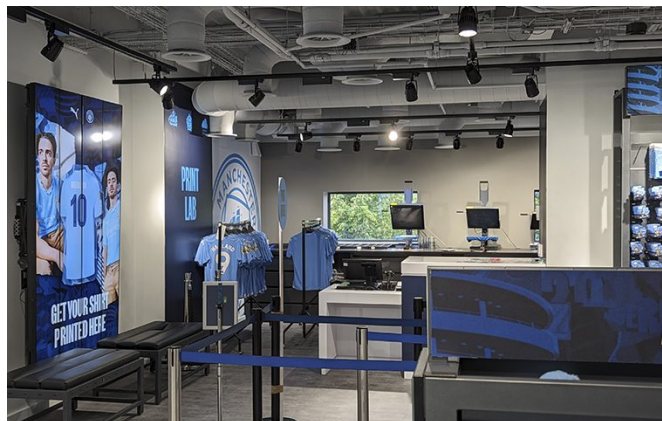


City Store, Etihad Stadium

Dawnvale embraced the challenge of transforming the City@Home building, a project that involved relocating and revamping the existing Manchester City store.

Spanning two floors, the goal was to develop a more dynamic and superior version of the store, an endeavour focused on elevating the stadium's retail experience. This initiative stands as a clear demonstration of our commitment to enriching the fan experience through innovative design and collaborative effort.

Name: City Store, Etihad Stadium
Location: Etihad Stadium
Scope: Stadia Fit Out



STRUCTURAL RENOVATION

The building underwent a significant overhaul. We stripped it to its core, enabling key structural enhancements like roof repairs and drainage improvements. This essential renovation prepared it for the modern demands of stadium retail.

COMMERCIAL COLLABORATION

This endeavour was our most extensive collaboration, involving Manchester City, Puma, Stitchd, and Space Invader. We aimed to make the new store a progressive upgrade, aligning with the club's evolving progress and standards.

WELCOMING SPACE

Our aim was to create a profitable retail area that could also manage the rush of fans on matchdays with ease. Moreover, as a key point in stadium tours, providing a welcoming space for visitors to enjoy the Manchester City experience was crucial.

REIMAGINED SHOP FRONT

The project's standout feature was a new, expansive glass-fronted shop front with branded decals. This eye-catching design not only attracted attention but also brightened the store with natural light, making it a more inviting space.



