

DAWNVALE  
GROUP

RESTAURANT+BAR  
DESIGN+BUILD

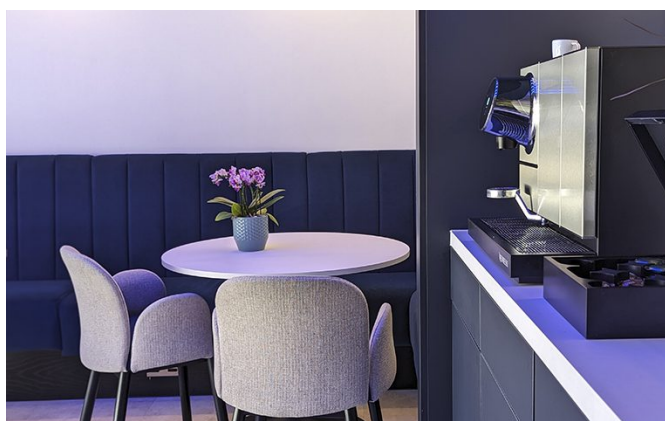


## Reception, Birmingham City

With new ownership at Birmingham City Football Club, there was a renewed commitment to excellence and a desire to make a lasting first impression.

Recognising the need to modernise their traditionally styled reception area, the club enlisted Dawnvale to bring about a transformation that would usher in a new era.

Name: Reception, Birmingham City  
Location: Birmingham  
Scope: Stadia Fit Out



## FULL TURNKEY SOLUTION

The project began with demolition, followed by comprehensive construction involving a full range of mechanical and electrical services. Our team managed the entire four-week programme, covering design, drawings, manufacturing, installation, and finishing touches.

## DESIGN HOMAGE

Subtle white ribbed joinery adorns the main desk and other features, paying homage to 'The Blues,' which were formed in 1875. The new reception area blends the club's original cricket heritage with a modern aesthetic, adding a touch of classic elegance to the contemporary space.

## MAXIMISING FUNCTIONALITY

While the floor plan underwent subtle alterations, the true transformation focused on optimising the functionality and ambiance of the reception area. The waiting area has been expanded and modernised, now serving as a versatile breakout and meeting space for staff.

## STUNNING CENTREPIECE

At the heart of the reception area, a custom-designed trophy cabinet stands as the centrepiece, proudly displaying the club's rich history and achievements. Upon entering, guests are immediately greeted by this visual celebration of the club's legacy, creating a captivating focal point.



