



DAWNVALE
GROUP

RESTAURANT+BAR
DESIGN+BUILD



The Sponsors Lounge, BIRMINGHAM CITY F.C.

As part of the St Andrew's Park Summer 2024 stadium improvements, we had the privilege of transforming the former Legends Suite into a dynamic, open-plan hospitality space.

Designed by SpacelNvader, this technology-led venue is built for flexibility. On matchdays, it immerses fans with live stats and highlights, while its multiple screens make it ideal for events, conferences, and business use—ensuring it remains in demand seven days a week.

This project was one of seven new hospitality suites we delivered, alongside three kitchens and a range of additional upgrades—all completed within an ambitious 12-week timeframe.

Name: The Sponsors Lounge,
BIRMINGHAM CITY F.C.
Location: St Andrews Stadium
Scope: Stadia Fit-Out



IMMERSIVE TECHNOLOGY TRANSFORMATION

Technology takes centre stage in this transformation. Designed by SpacInvader and inspired by the glitz and glamour of Vegas, the lounge is packed with cutting-edge features. TV screens wrap around the supporting pillars, dynamic banners encircle the ceiling, and giant screens on every wall create an immersive, captivating experience for guests.

MAXIMISING SPACE & CAPACITY

Using the same innovative approach as The Boardroom, we cleared the lower floor beneath the stadium and installed mezzanines on the first floor. This smart redesign increased capacity by 50 covers and added much-needed storage, enhancing service efficiency and creating a more functional, dynamic hospitality space.

STRIKING BAR DESIGN

The bar is a striking focal point, featuring a blue mirrored tile frontage that makes a bold statement. A sleek white stone top adds elegance, while dark stone-effect shelving provides contrast. Mirror backing enhances the sense of space, and LED lighting creates a sophisticated ambience, elevating the lounge's overall glamour and atmosphere.

VERSATILE SEATING DESIGN

The seating combines style and function, with banquettes along the walls and large circular tables with stone-effect tops and brass edging. These foldable tables store easily for events. Italian-style chairs, some featuring player numbers, offer comfort and can be stacked for versatility. A table along the panoramic windows enhances the room's spacious, open feel.



