

ON THE ROAD: TAILGATER

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Master Thesis FS23

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Tailgating:

The activity of cooking food and having drinks out of the back of your car in the car park before going in to a public event such as an American football match.

disapproving: the act of driving too closely behind the vehicle in front

CAMBRIDGE DICTIONARY

THE FOOTBALL CULT **02**

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SOCIAL EXCLUSION
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THE FOOTBALL CULT

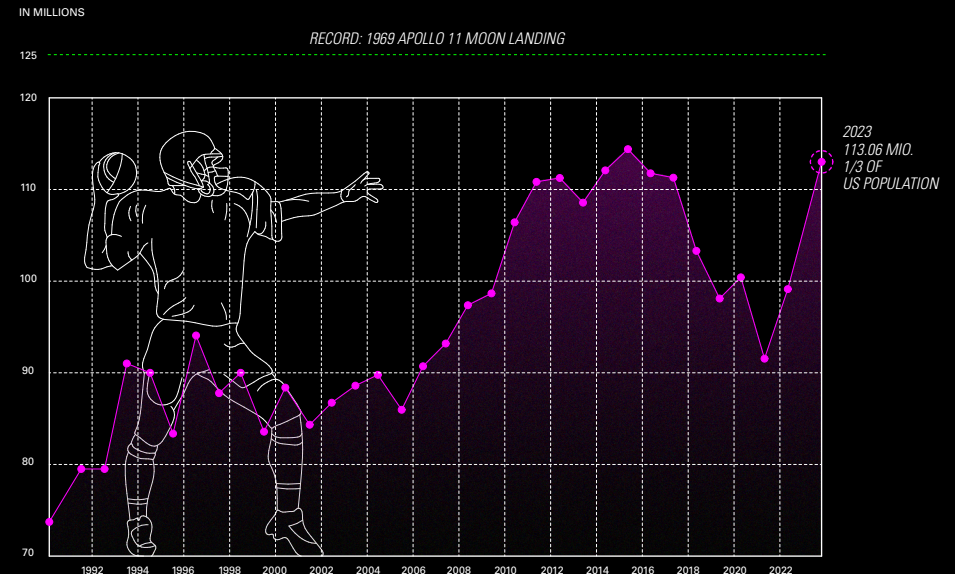
THE FOOTBALL CULT

While recent developments have turned the profitable mass events of American Football into an entertainment business, it is no longer just entertainment. It's religion. Today, it's reached supernatural importance in the American psyche.

In 2023, 113.06 million US citizens – a third of the population – sat in front of a glowing altar and preached the gospel of American exceptionalism. Only the Apollo 11 Moon Landing in 1969 gathered more spectators in front of the TV.*

* Nielsen ratings, List of most watched television broadcasts in the US
https://en.wikipedia.org/wiki/List_of_most_watched_television_broadcasts_in_the_United_States
(accessed 19 May 2023).

RELIGIOUS EVENTS





RELIGION

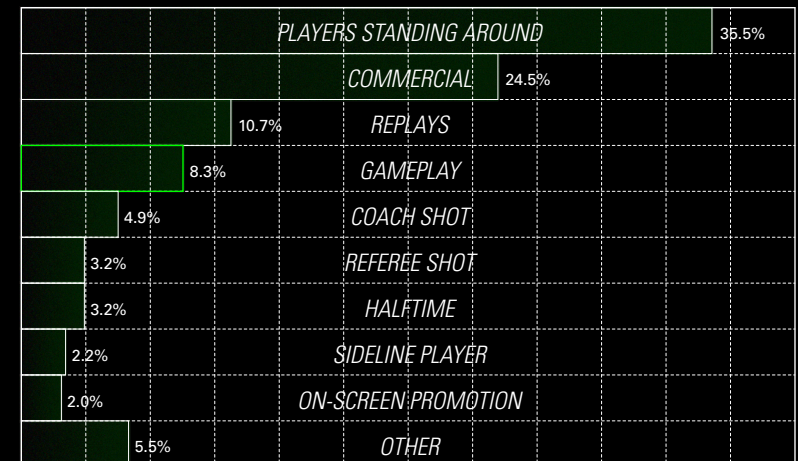
THE FOOTBALL CULT

Whereas an average NFL broadcast consists only of 8% actual playtime, the overall surrounding and settings resembles the religious cult. Fans celebrate a collective experience with shared spirits and moments of ecstasy. Spectacular sports as desire engines and its mediated images serve to manage and regulate fantasies within the spectator. After Freud's sublimation it is a process of modifying instinctual desires into recognized interests, activities and productions.*

Class-dominant theories suggest that the upper class has significant influence in shaping cultural perceptions, whereas culturalist theories reject the notion that the audience is merely passive and instead view them as active participants in constructing their own perceptions.

* Sigmund Freud: Neue Folgen der Vorlesungen zur Einführung in die Psychoanalyse 1932, p. 103.

DESIRE ENGINE



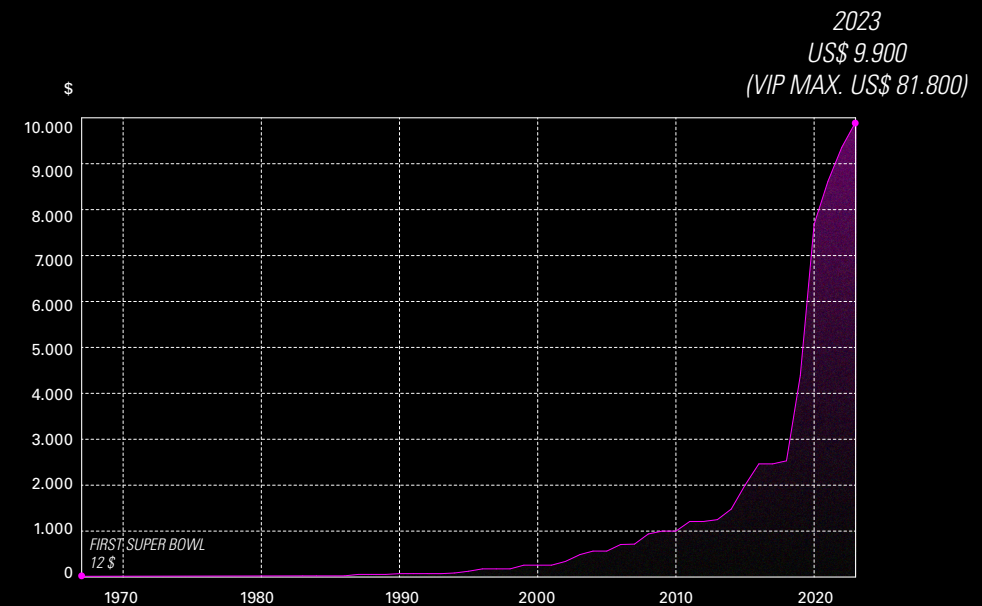
EXCESS

THE FOOTBALL CULT

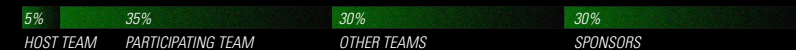
If the Super Bowl has become a religious experience for those watching at home, then it is a pilgrimage for the wealthy and well-connected few who get to go. Exploding ticket prices, a set rule of ticket distribution as well as a bigger offer of luxurious VIP suites within the stadium keep off the typical fan. The traditional NFL product derived from team production and the game-day stadium experience is thus becoming more and more obsolete.

The Dallas Cowboys for instance have millions of fans. Still, only a tiny percentage of that base will ever see a game in person. Today's high-priced venues have been reduced to an expensive backdrop for a huge media production where two thirds of NFL revenue is derived from media.

SOCIAL EXCLUSION



TICKET DISTRIBUTION



A wide-angle photograph of a baseball stadium filled with spectators. In the foreground, two men are standing in a pool of water, celebrating with their arms raised. The man on the left is wearing a baseball cap and sunglasses, while the man on the right is wearing a baseball cap and sunglasses. A hand holding a smartphone is visible in the bottom center, taking a picture of the two men. The background shows the stadium seating, the field, and a large scoreboard displaying the game's progress. The text "ELITE INDULGENCE" is overlaid in large, white, bold letters across the center of the image.

ELITE INDULGENCE

THE FOOTBALL CULT

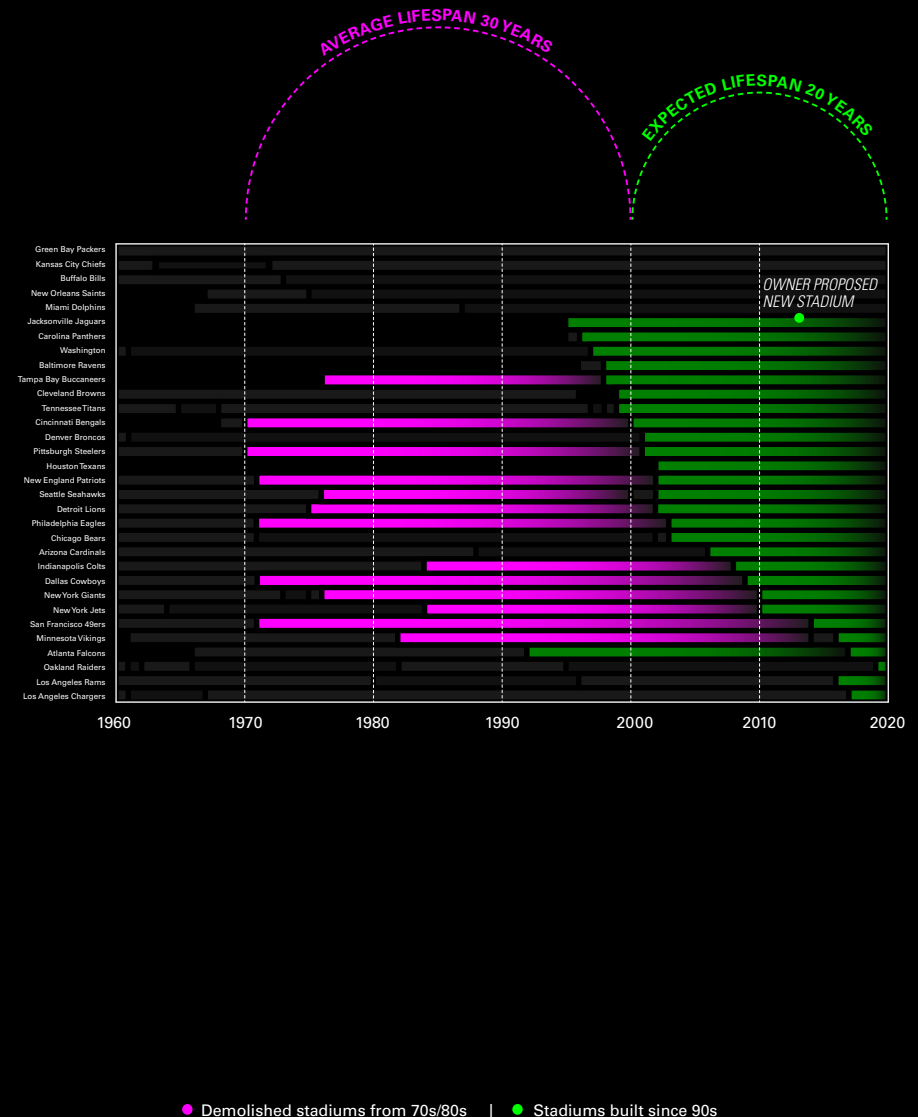
Not long after the Dallas Cowboys debuted the NFL's largest video board at their new stadium in 2009, the Houston Texans rolled out an even bigger screen. Then the Jacksonville Jaguars went even bigger at their new venue, throwing in an in-stadium swimming pool as a bonus – the building of NFL stadiums has become an arms race.

Major stadium projects today start at a billion dollars and go up from there. Compounding the situation, certain sports venues have a relatively short lifespan of 20 to 30 years. An example of this is seen in Atlanta, where a new stadium costing \$1.4 billion was constructed in 2017, despite the fact that the Falcons' previous home, the Georgia Dome, was inaugurated in 1992.

The propagated economic benefits of these megalomaniac projects can be invalidated, as they may only be used 20 times per year which is eventually comparable to an all year used retail store.*

* Jeff Beckham, The Future of Stadiums Might Be No Stadium at All, 2015
<https://www.wired.com/2015/11/the-future-of-stadiums-might-be-no-stadium-at-all/#:~:text=Unless>
 (accessed 19 May 2023).

STADIUM-MANIA





STADIUM-MANIA

Georgia Dome demolition, National Demolition Association, 2018

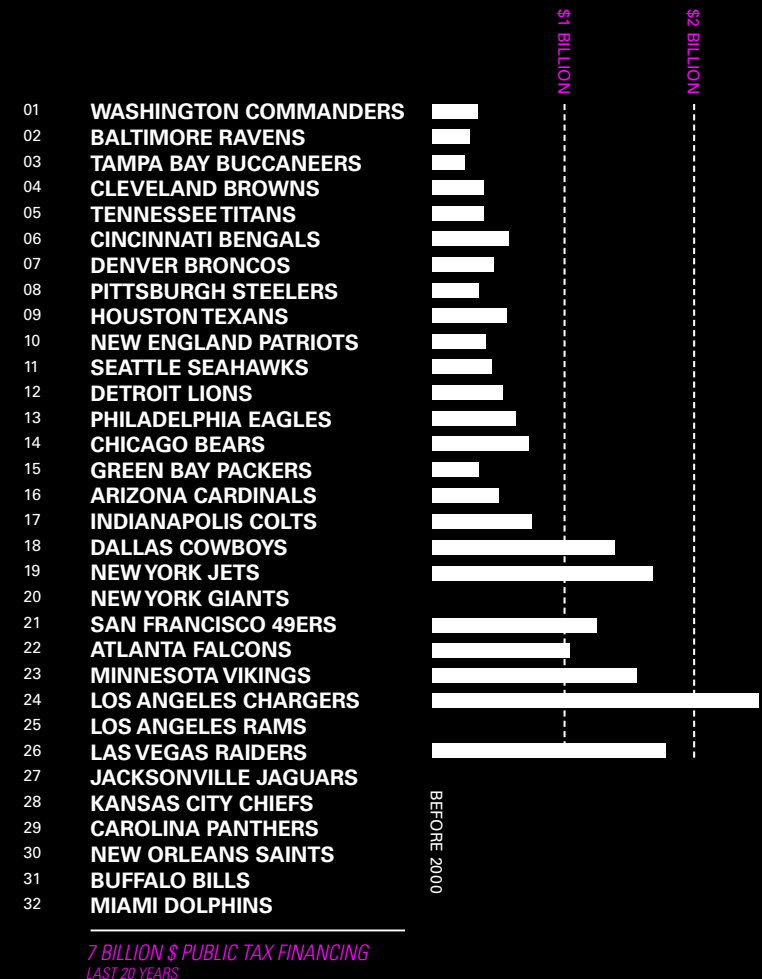
THE FOOTBALL CULT

Cities end up paying for stadiums because of the issuance of tax-exempt bonds from state and local governments that the federal government has signed off on for decades. The Tax Reform Act of 1986 aimed to end the exemptions for private use, including stadiums. Instead, the bill inadvertently created a loophole allowing stadiums to be backed by tax-free public bonds.*

As a result the NFL's "stadium-mania" is financed by taxpayers with money for roads, hospitals and schools. However, a shared identity links NFL teams and their fan bases and the teams can reflect a city's persona. Die-hard fans from all 30 major cities continue to fight hard to ensure their teams stay in their hometowns, even if that means they have to foot the bill.

* Darren Geeter, Taxpayers are paying billions for the renovations and construction of NFL stadiums, 2022 <https://www.cnbc.com/2022/12/22/taxpayers-are-paying-billions-for-nfl-stadiums-heres-how.html> (accessed 19 May 2023).

STADIUM SUBSIDY



THE FOOTBALL CULT

Through Super Bowl LVI (2022), teams were allowed to bid for the rights to host Super Bowls. The cities submitted proposals to host the event and were evaluated in terms of stadium renovation and the city's capability.

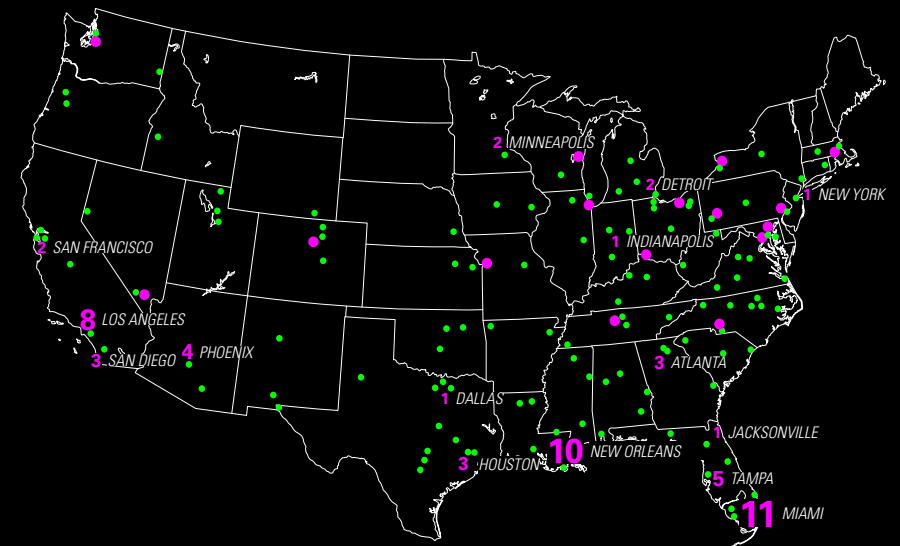
Since 2018, this competition was rescinded: Now the league chose a potential venue unilaterally and votes upon the teams hosting proposal.

A document lists the specific requirements of Super Bowl hosts giving a clear list of what was required for a Super Bowl host*, such as:

- minimum of 70,000 seats
- stadium of NFL team
- average game day temperature >10 °C: roof necessity
- nearby golf courses and bowling alleys
- hotel spaces within one hour's drive of the stadium equaling 35% of stadium's capacity
- practice space within a twenty-minute drive of team hotels
- etc.

* Calum Roche, How are Super Bowl cities selected?, 2022
https://en.as.com/en/2022/02/08/nfl/1644284110_443528.html
 (accessed 19 May 2023).

SUPER BOWL



MIAMI HARD ROCK STADIUM 1989, 1995, 1995, 2007, 2010, 2020 ORANGE BOWL 1968, 1969, 1971, 1976, 1979 NEW ORLEANS CAESARS SUPERDOME 1978, 1981, 1986, 1990, 1997, 2002, 2013 TULANE STADIUM 1970, 1972, 1975 LOS ANGELES ROSE BOWL 1977, 1980, 1983, 1987, 1993 LOS ANGELES MEMORIAL COLISEUM 1987, 1973 SOFI STADIUM 2022 TAMPA RAYMOND JAMES STADIUM 2001, 2009, 2021 TAMPA STADIUM 1984, 1991	PHOENIX STATE FARM STADIUM 2008, 2015, 2023 SUN DEVIL STADIUM 1996 SAN DIEGO QUALCOMM STADIUM 1988, 1998, 2003 HOUSTON NRG STADIUM 2004, 2017 RICE STADIUM 1974 ATLANTA GEORGIA DOME 1994, 2000 MERCEDES-BENZ STADIUM 2019 DETROIT PONTIAC SILVERDOME 1982 FORD FIELD 2006	SAN FRANCISCO BAY AREA STANFORD STADIUM 1985 LEVI'S STADIUM 2016 MINNEAPOLIS HUBERT H. HUMPHREY METRODOME 1992 U.S. BANK STADIUM 2018 JACKSONVILLE ALLTEL STADIUM 2005 DALLAS-FORT WORTH METROPLEX (NORTH TEXAS) AT&T STADIUM 2011 INDIANAPOLIS LUCAS OIL STADIUM 2012 NEW YORK/NEW JERSEY METLIFE STADIUM 2014
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● No Super Bowl Host | n Number of Super Bowl Hosts | ● College Football stadium

THE FOOTBALL CULT

Large flat-screen TVs, the Internet, social media, rising ticket prices etc. have changed the nature of fandom excluding the couched spectator from the stadium event. Nevertheless, a large number of fans tries to follow their teams on the road leading to immensely high traveling distances. Additionally many 'displaced fans' who live in a sport diaspora still retain their values, traditions, identity and sports preferences (NFL: 74% of fans live in other geographical locations) and thus contribute to the car miles.

A NFL fan travels an average of 296 miles for an away game during the regular season; the fan base of the Los Angeles Rams holds the record with an average of 483 miles.*

* Wayne S. Desarbo, Sports diaspora: A national survey of NFL fan dispersion, 2017
<https://www.sportsbusinessjournal.com/Journal/Issues/2017/10/16/Opinion/Diaspora.aspx>
 (accessed 19 May 2023).

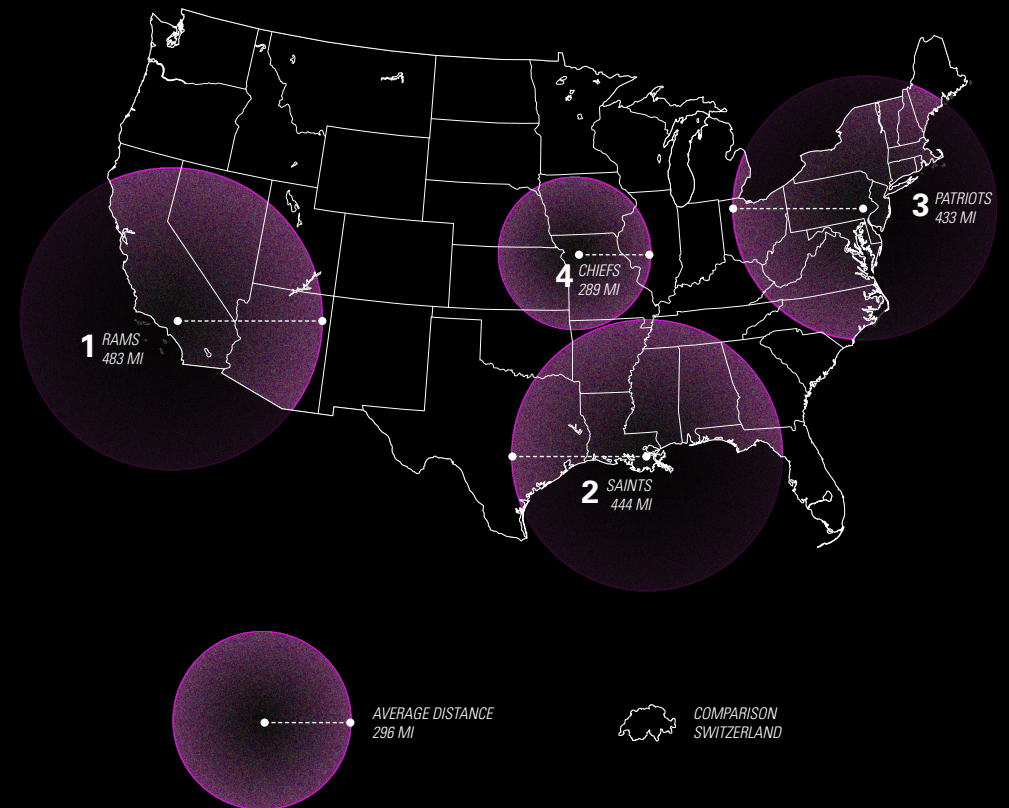
FAN TRAVEL DISTANCES

Games _{Road}	128x / season
∅ Fans _{Road}	25%
∅ Crowd _{Stadium}	69,442
∅ Road-Fans _{Stadium}	17,360
∅ Car occupancy	1.5 persons / car
Commuter / game	11,573 cars
∅ Stadium distance	296 miles

$$128 \text{ Games}_{\text{Road}} \times 296 \text{ miles} \times 11,573 \text{ cars}$$

$$= 438.4 \text{ mio. car miles / season}$$

(17,600 x around the globe)





THE FOOTBALL CULT

However, fans are dealing with some of the fastest inflation that have been registered in decades. Travel expenses are expected to have the biggest strain on consumer wallets, which is further excluding the fan from the event.

The only alternative to follow the Football cult seems to be the investment of a TV for which the price has experienced a notable decline of 15% over the course of the past years. Simultaneously, cable and satellite prices have seen a comparatively modest increase of 3.6%.*

* Olivia Rinaldi, Inflation blitzes football season, raising tailgating costs, 2022
<https://www.cbsnews.com/news/inflation-football-season-tailgating-costs-food-gas-prices/>
(accessed 19 May 2023).

US INFLATION



SOLITARY PURSUIT



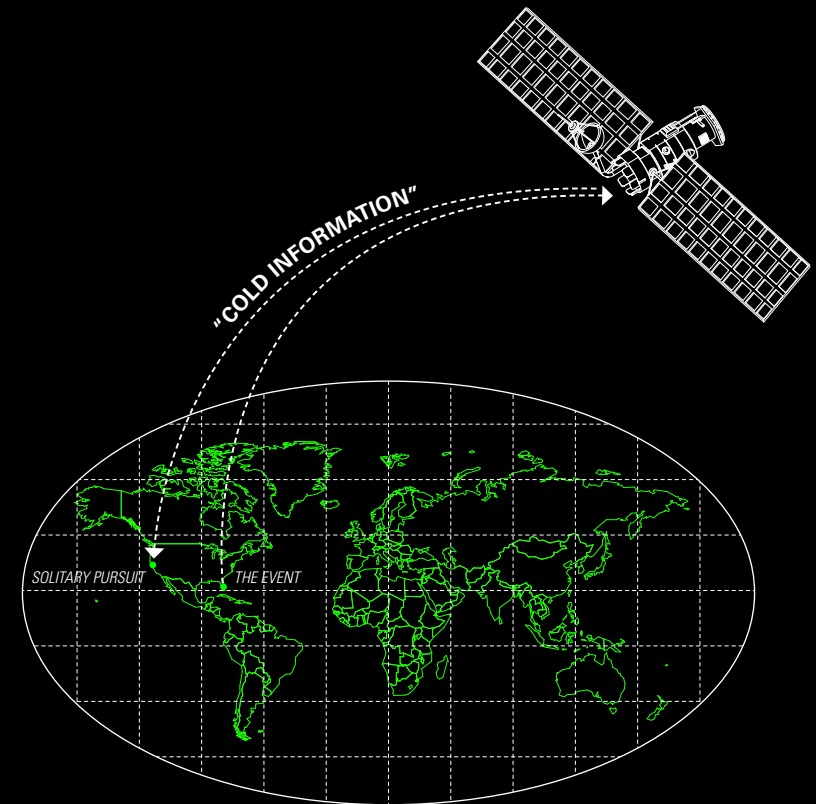
THE FOOTBALL CULT

One important influence of the technology on communication is the compression of time and both geographical and social space. A live television image of a sport event that takes place hundreds of kilometers away from where it is shown is an astonishing manipulation of time and space: "We can be 'there' without actually being there".* This compression of time and space has made physical distance irrelevant.

Though, there is no question that the rise of mass entertainment has turned leisure into a more solitary pursuit. The transmission of media to the screen can only be perceived as a cold information system that is neither alive nor settled within a social context.

* David Croteau, William Hoynes, Media/Society: Industries, Images, and Audience, 1997, p. 311.

SOLITARY PURSUIT



CULTURAL LOSS



VSBA'S SOLUTION

VSBA'S PROPOSAL

The Football Hall of Fame by Venturi Scott Brown (VSBA) from 1967 is a failed competition entry of a never built venture.

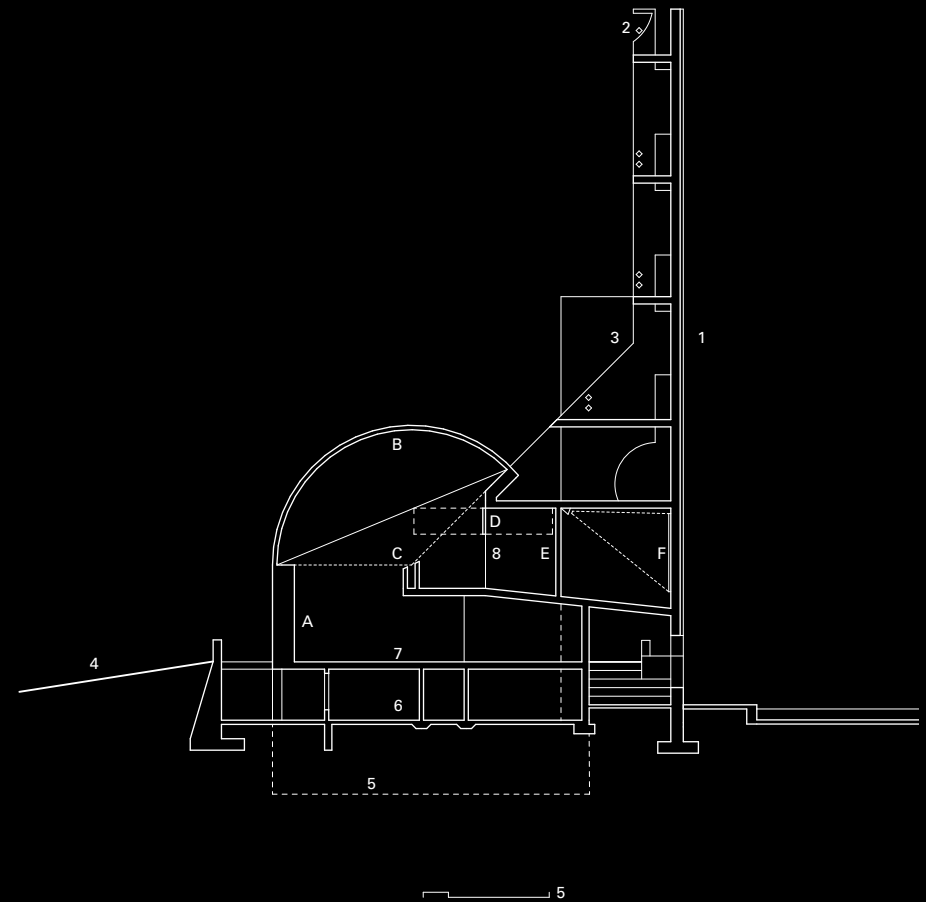
Even though the first Super Bowl happened in the same year on January 15, the architects already celebrated the Football events as a religious cult which is expressed in their proposal by the extraordinary means of the main two elements: The nave and the over sized screen.

The Hall of Fame was supposed to be located in the remote Football island of the Rutgers University in New Brunswick, New Jersey within a network of already existing infrastructure: A desolate landscape covered in numerous parking lots. The urban layout of the design proposed even more additional space consuming surfaces. Like the typical Football architecture, it's a monument for a remote site characterized by low uses around the year with only few peak events.

After the location in New Brunswick was relocated, the built Halls of Fame only survived some years, as they lacked to keep the collective Football spirit all year long. Resulting low attendances concluded in the closing and demolition of these facilities.

VSBA's idea of a pilgrimage site to attract the masses is thus challenged.

HOLY ELEMENTS



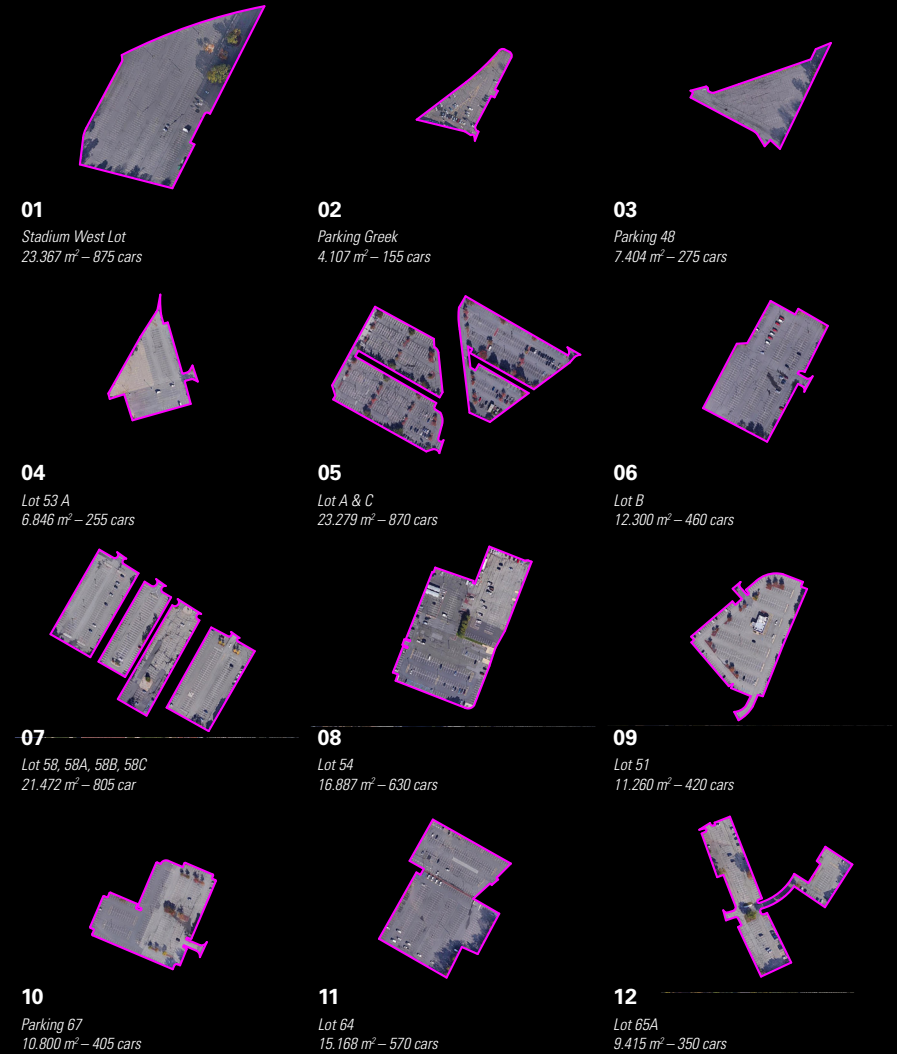
1 screen of 200.000 electronically programmed lights, 2 field lights, 3 buttressing,
4 observation berm, 5 basement, 6 ground floor, 7 Hall of Fame, 8 The Game
A back projected screens, B vaulted ceilings as screen, C projectors, D flip panel, E display space, F audio-visuals

VSBA'S PROPOSAL

PILGRIMAGE



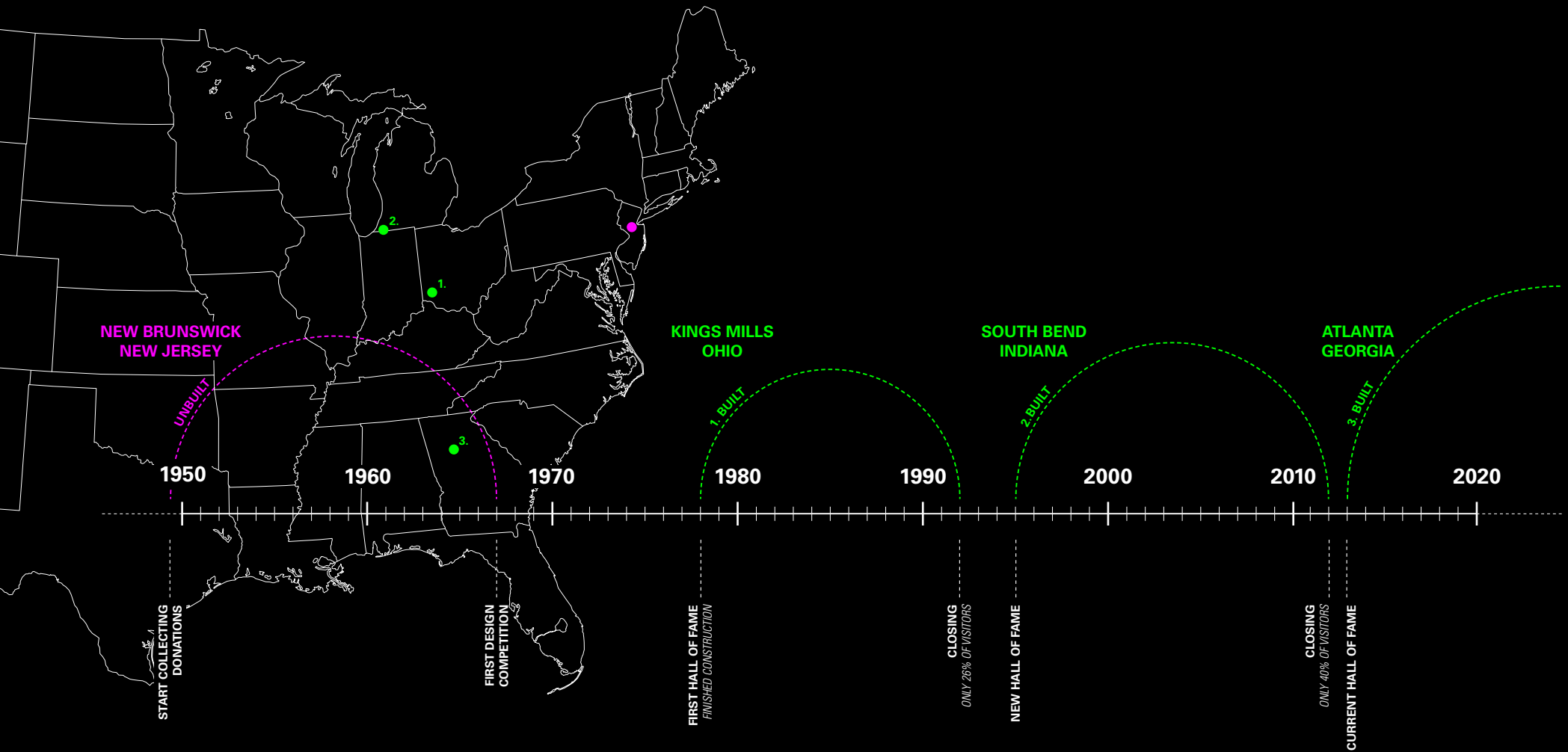
- RUTGERS PARKING
- HALL OF FAME
- RARITAN RIVER
- 1 SHI STADIUM
- 2 SOCCER STADIUM
- 3 N18 HIGHWAY
- 4 ECOLOGICAL PRESERVE
- 5 GOLF COURSE
- 6 JOHNSON PARK



Numerous parking islands on the Busch Campus

VSBA'S PROPOSAL

MONUMENTS OF A GONE ERA

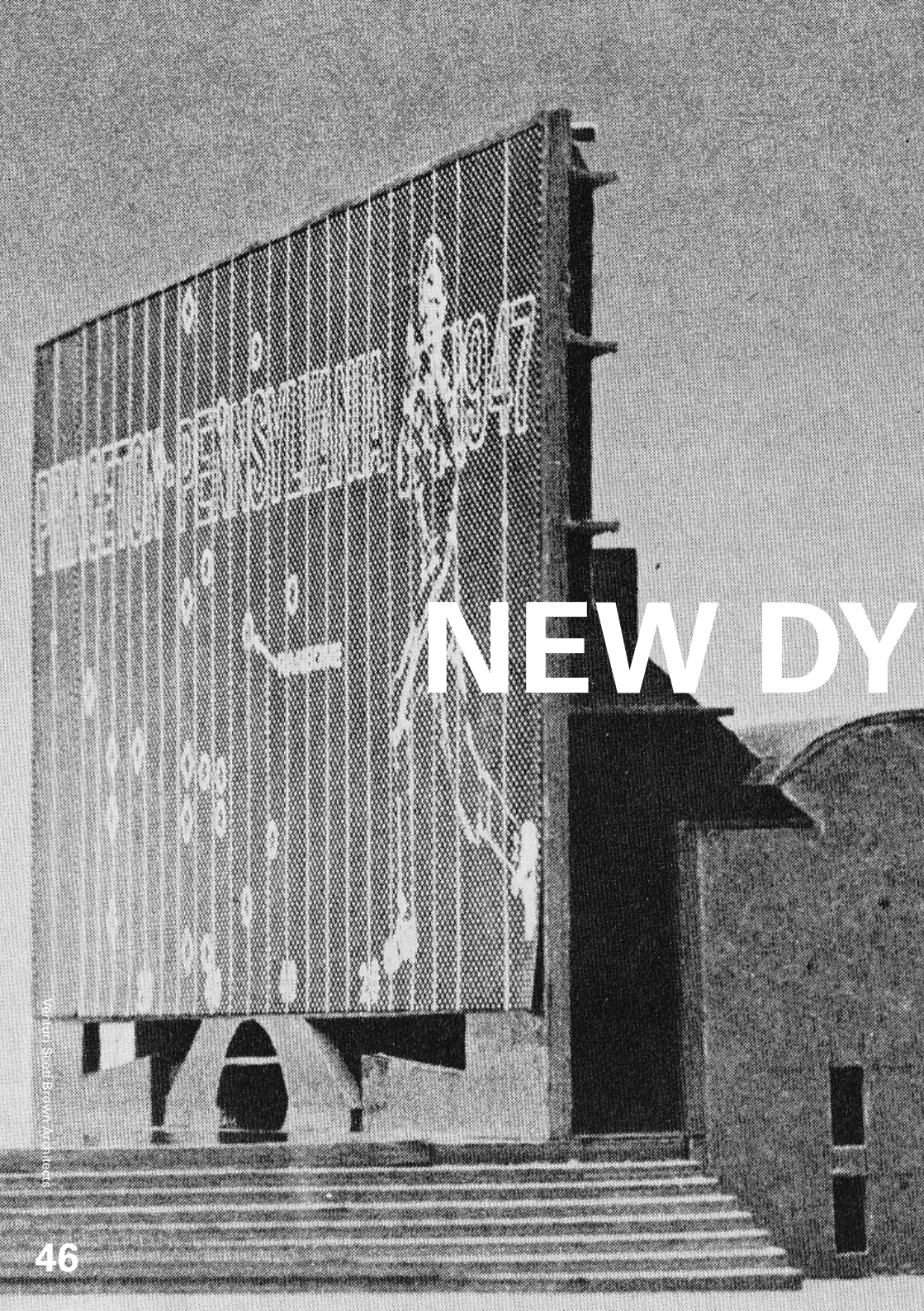


1967 – NOW

**ROADSIDE
ARCHITECTURE
ATTRACTING
VEHICLES**

AND/OR CHANGE

**ROAD
ARCHITECTURE
COMMUTING TO
USER**

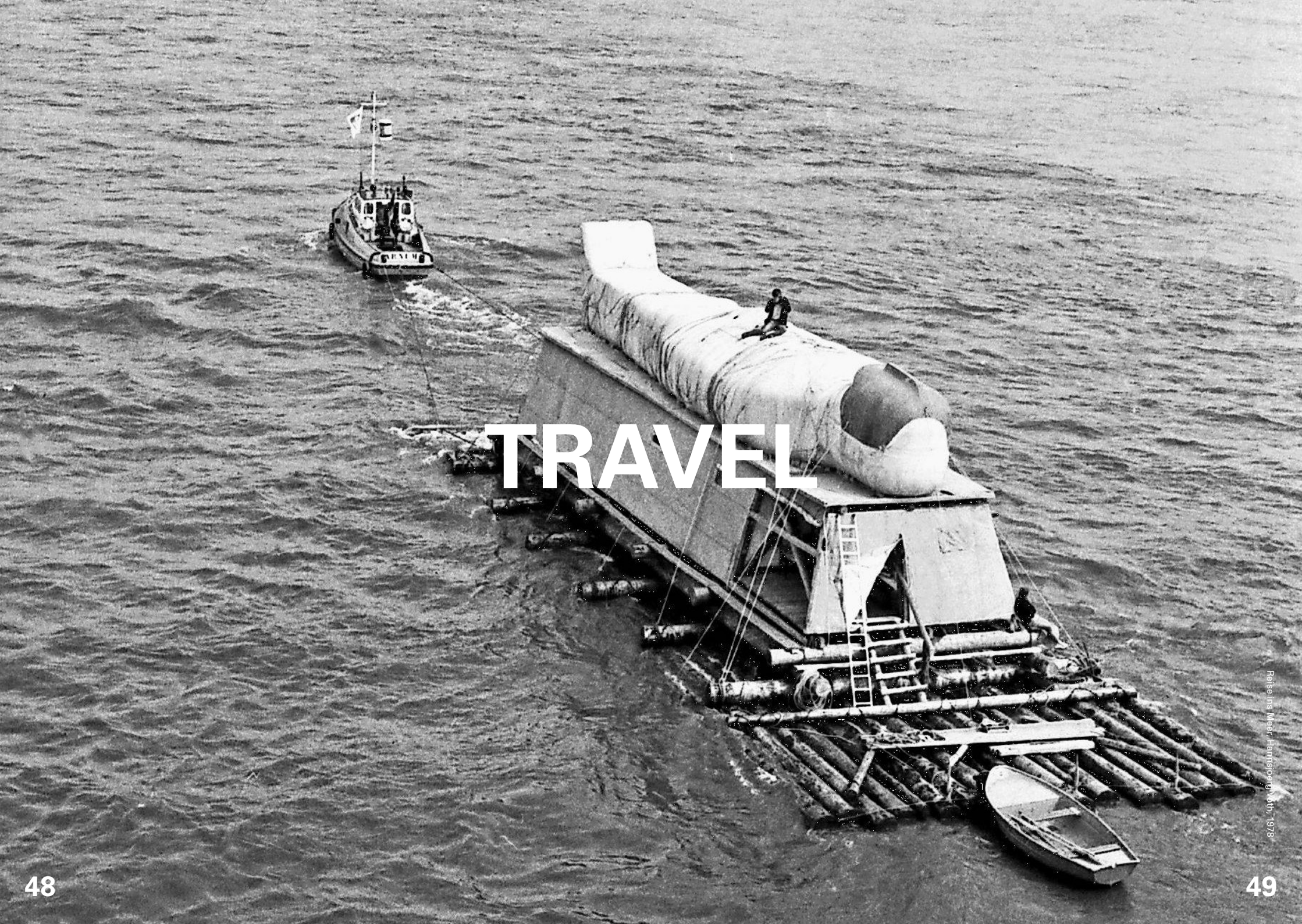


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NEW DYNAMICS



The Jaiqater, 2023



TRAVEL

Reise ins Meer, Hentschoff, oth, 1978



NOISE

The Door Warrior, Mad Max: Fury Road, Georges Miller, 2015

PERTURBATION

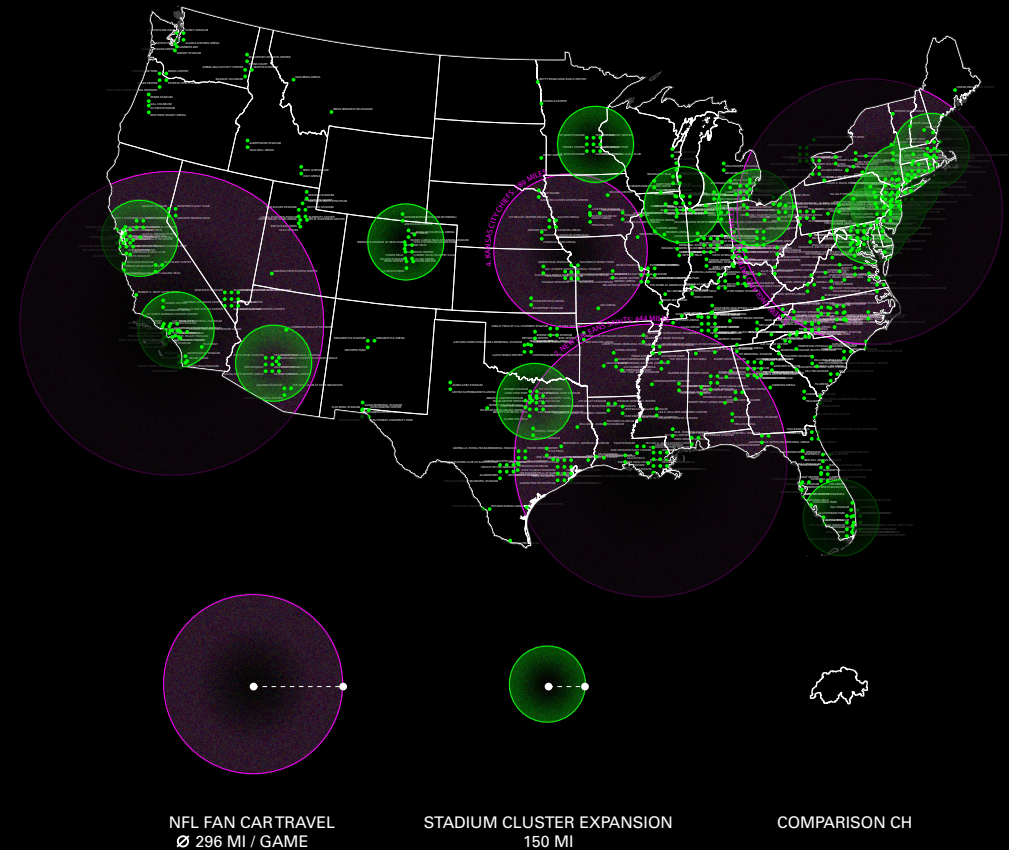
THE TAILGATER

THE TAILGATER

If the Super Bowl has become a religious experience for those watching at home, then it is a pilgrimage for the wealthy and well-connected few who get to go. Exploding ticket prices have changed the nature of fandom excluding the typical fan from the stadium event. Instead of attracting the masses on a fixed location, the Tailgater is commuting to excluded areas celebrating the holy events like a procession. The traveling “circus” is a wandering spectacle all year in use for the four most popular sport leagues. As a joined venture of the NFL, MLB, NBA, and NHL over 6000 games with events in every month can be displayed.

So far, 13 metropolitan areas share all major leagues. Each of these clusters within the stadium network is extended by a 150 Miles radius – the maximum range of an electronic truck. The numerous commuting structures hijack under-used and existing parking lots around the US. As such, the stadium and the events are brought to remote areas and enable social fan base moments for excluded people who do not have to means to enter the exclusive venues.

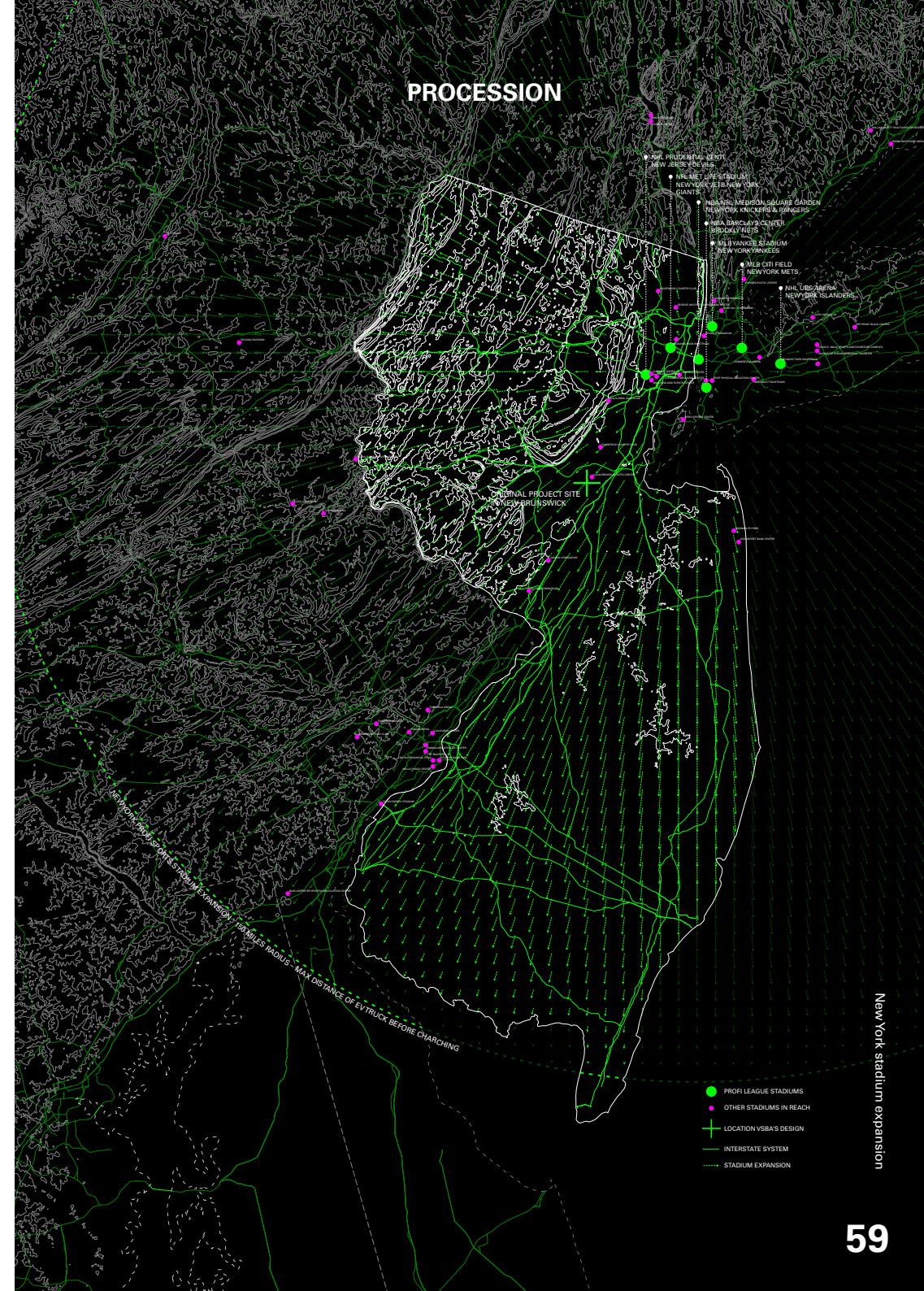
PROCESSION



THE TAILGATER

The proximity of the Rutgers Busch Campus in New Brunswick (the original project site of VSBA's proposal for the Football Hall of Fame) to the NFL Met Life Stadium for instance shows the possibility of using the traveling screen as an extension of the stadium.

As the campus in New Jersey already offers plenty of existing parking lots – like most similar facilities – no further changes of the surrounding are necessary for the temporary events the Tailgater is creating. This kind of collective follow-up in a circle of unknown like-minded people has only existed in the stadiums so far.



ON THE ROAD

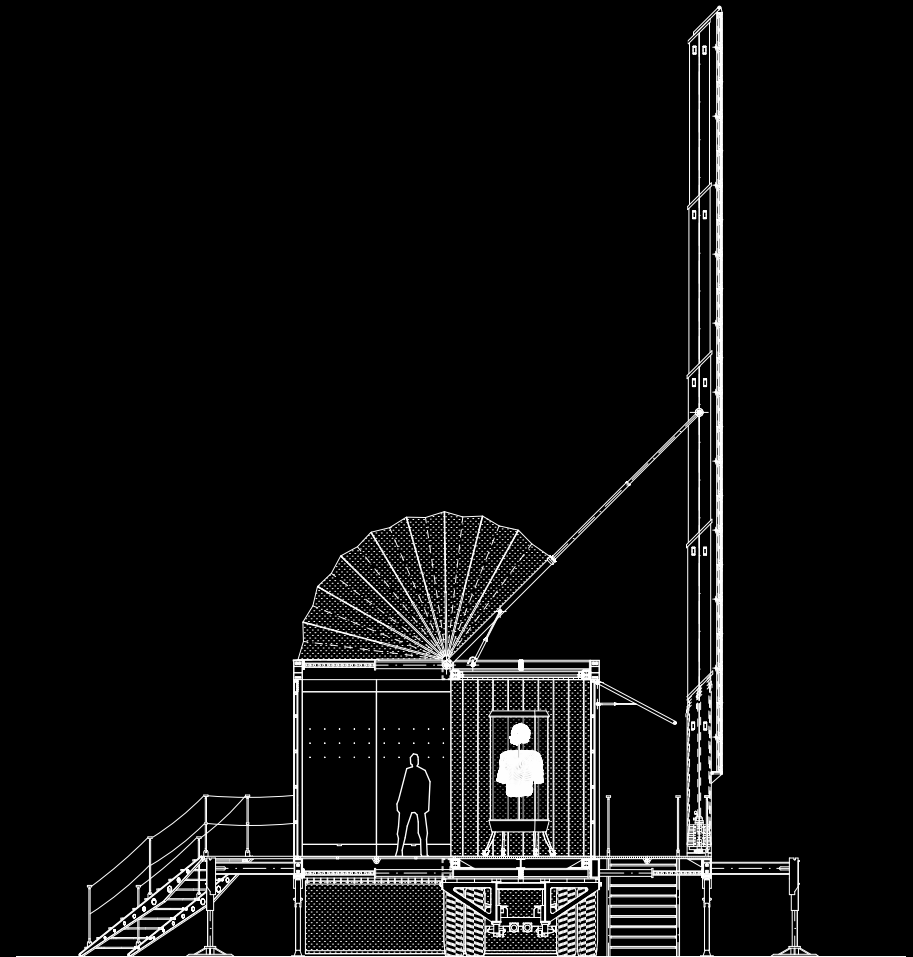


THE TAILGATER

A tailgate party is a social event held on and around the open tailgate of a vehicle before a game. The electronic semi trailer truck follows the logic and can transform and open up as soon as it arrives on site. Once unfolded, the Tailgater creates a stadium atmosphere to share common and simultaneously arising emotions.

Mimicking and adapting the formal idea of VSBA's proposal, the deployable truck transforms into a basilica – the Hall of Fame on the road – and a giant screen as the glowing altar. The roadside architecture by VSBA from 1967 which aimed to attract vehicles is transformed into a road architecture commuting to the user.

BASILICA

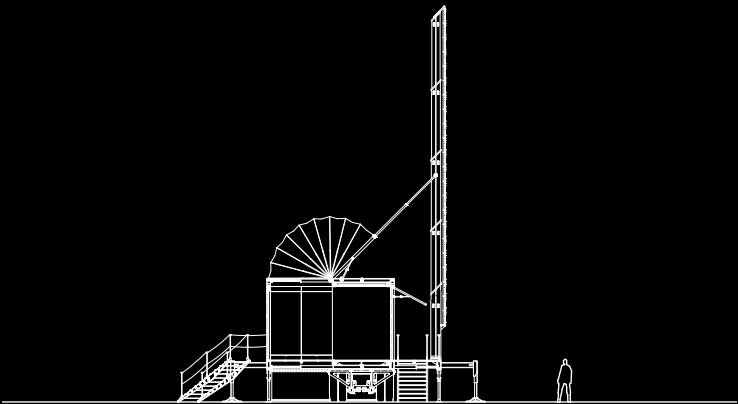
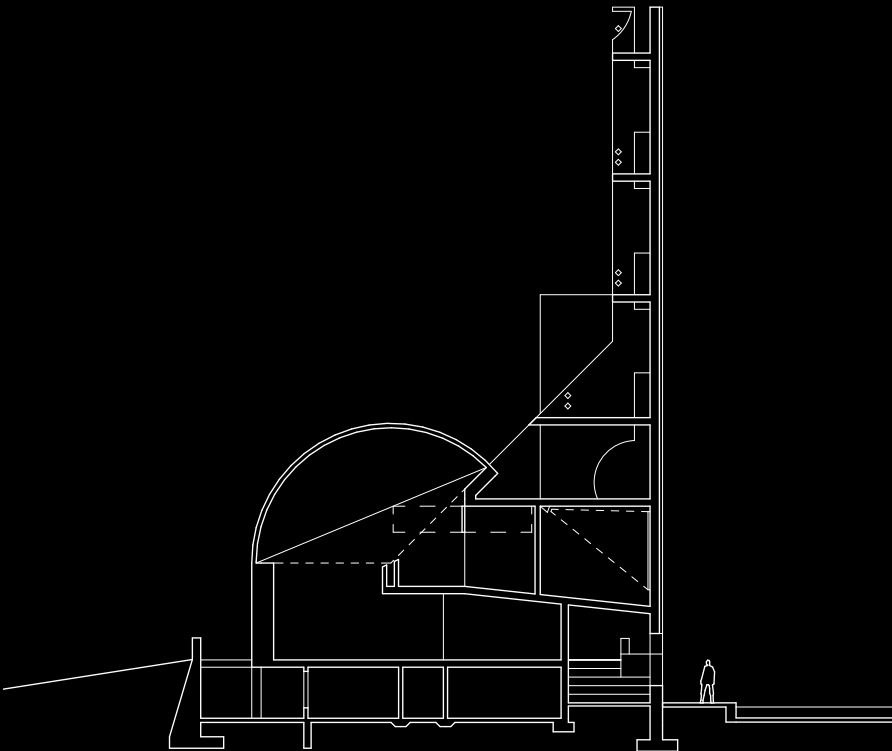


2

Unfolded section

THE TAILGATER

BASILICA



VENTURI SCOTT BROWN, 1967

LOCATION	NEW BRUNSWICK, NJ	SPEED	0 mph
TYPE	PILGRIMAGE SITE	SCREEN SIZE	1'540 m²
CATEGORY	MONUMENT	FLOOR AREA	1'780 m²
QUANTITY	1x	SOIL SEALING	1'027 m² (+ 22'860 m² Parking)
REFERENCE	BILLBOARDS	ENERGY PRODUCTION	/

THE TAILGATER, 2023

LOCATION	USA	SPEED	60 mph
TYPE	PROCESSION	SCREEN SIZE	345 m²
CATEGORY	AUTOMOBILE / SCULPTURE	FLOOR AREA	172 m²
QUANTITY	13x	SOIL SEALING	/
REFERENCE	VENTURI SCOTT BROWN	ENERGY PRODUCTION	PV-ROOF

Comparison

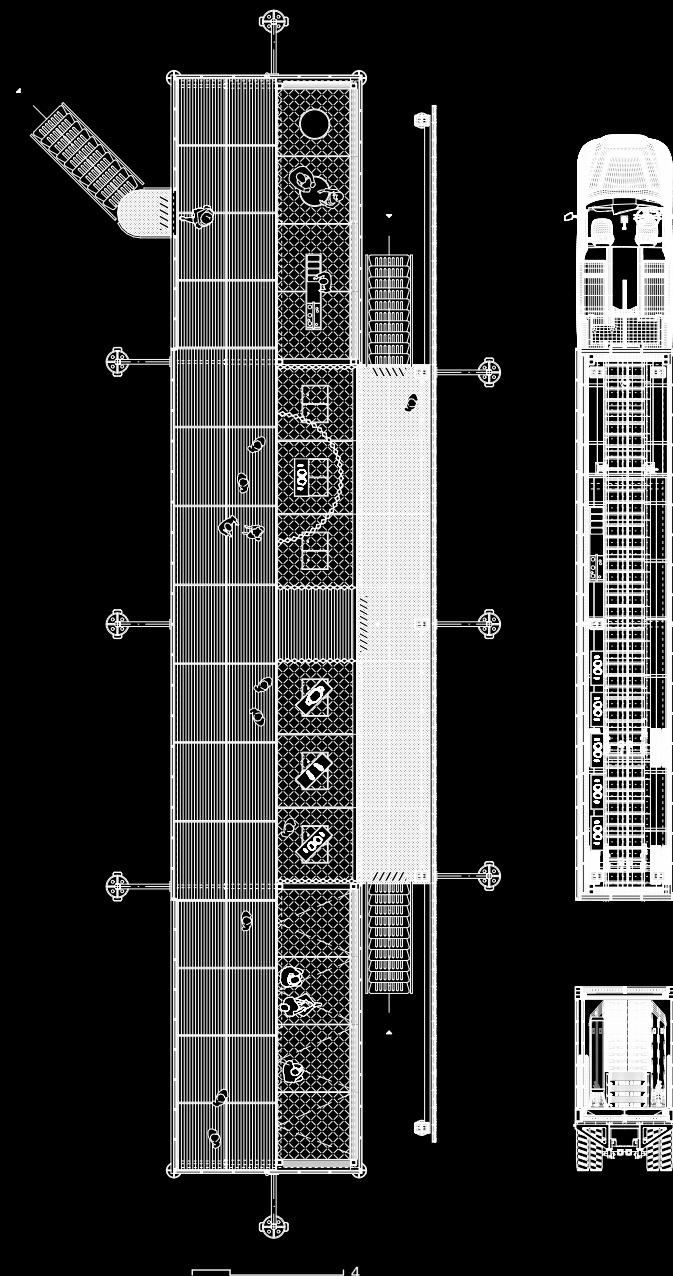
THE TAILGATER

The electronic 5-axle semi-trailer truck consists of a truck tractor, which is a non-cargo-carrying power unit used in combination with a semi-trailer. Being the most common type in the US it is legal to operate on all American Interstate Highway Systems. In its folded condition the Tailgater takes the typical shape of an American trailer unit measuring 14,6 m x 2,6 m x 3,4 m (LWH). The LED-screen, the expandable walls, ceilings, floors, additional stairs and the team's relics and textiles are all stored efficiently within the unit.

After the transformation, a 172 m² Hall of Fame and a 345 m² LED-screen turn any parking lot around the US into a mini stadium creating a different kind of consciousness of both under-used spaces and sport perception as a collective experience.

The nave offers spaces to showcase different holy relics of the teams, projection walls as well as a hot dog booth, which can also be reached from the rear side of the Tailgater.

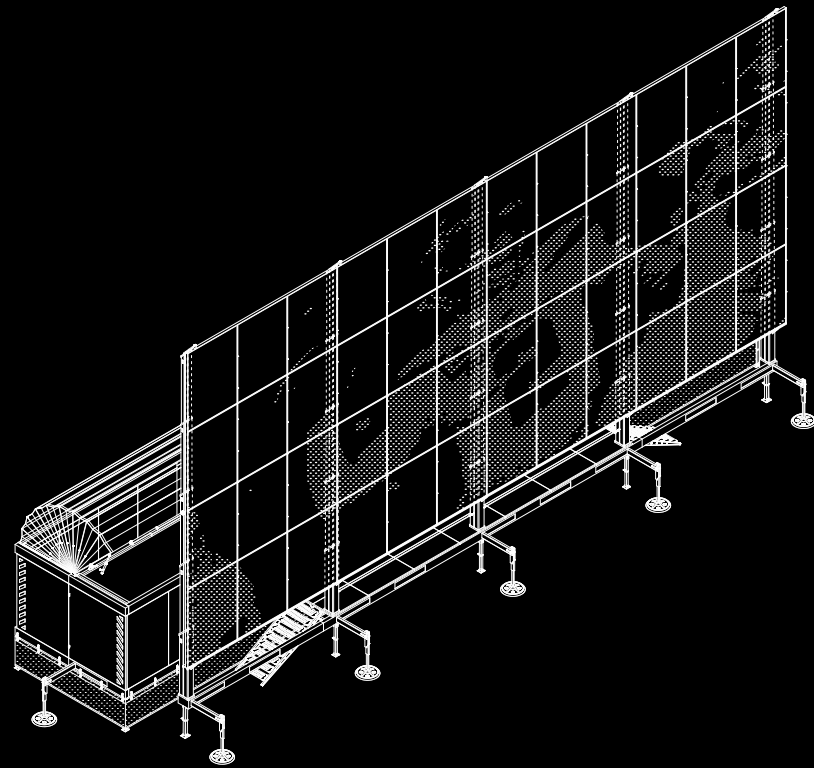
BASILICA





GAMETIME

THE TAILGATER

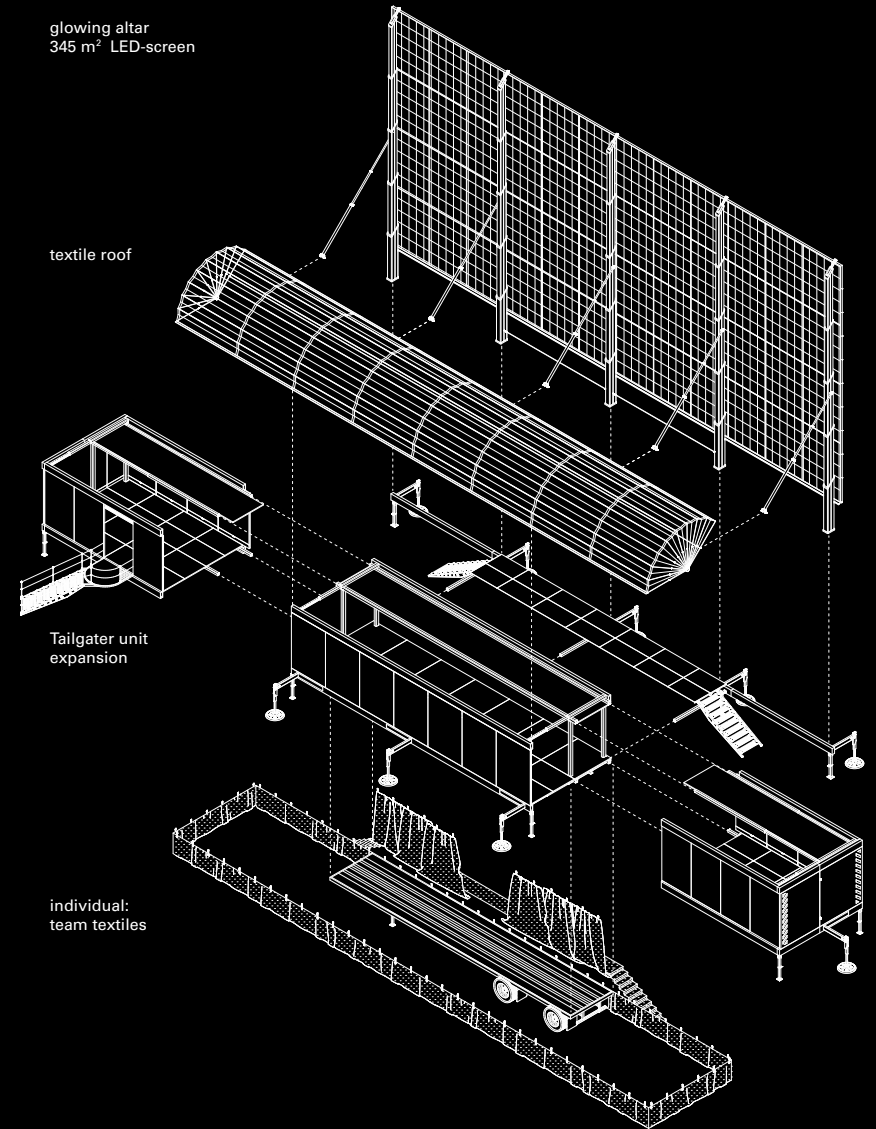


5

Isometric view

GENESIS

glowing altar
345 m² LED-screen



textile roof

Tailgater unit
expansion

individual:
team textiles

5

Explosion



REPLAY

THE TAILGATER

USER MANUAL

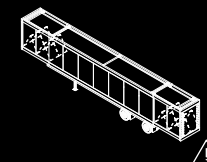
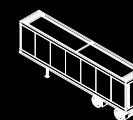
- 0 The Tailgater transformation works nearly fully automatic. Still, carefully pay attention to the mentioned comments to allow a smooth unfolding. ⚠
- 1 Place the Tailgater on any desired parking lot which offers enough space for the audience and let the truck tractor unload the unit.
- 2 The construction starts with the erection of the semi-trailer's longitudinal direction. Simply use the control board and press (L) after ensuring a free movement on both sides.
- 3 Unfold the support feet on both end walls using (LF) before starting the cross expansion with the button (C). The surface should again be free of any obstacles. ⚠
- 4 Use (CF) to unfold the support feet, close both end walls manually and press (S1) to slide out the foldable LED screen. Rotate the screen in its position and wait for the locking sound.
- 5 The telescopic booms can be vertically expanded with (S2) which will unfold the LED wall.
- 6 (R) controls the hydraulic cylinders on the roof which will automatically move in position to support the screen.
- 7 Simultaneously, the closing of the roof membrane is linked to the movement of the cylinders.
- 8 The Tailgater is ready to be covered in the team's textiles which can be attached to the provided suspension devices.

If you have any questions or need assistance, please contact Tailgater Technologies Inc. at 1-800-800-3610 (for all incoming calls within the United States). Keep these documents in the Tailgater at all times. Ensure that all documents are in the vehicle or passed on in the event of sale or rental.

Tailgater Technologies New Brunswick, NJ, USA, , Inc.

TOUCHDOWN

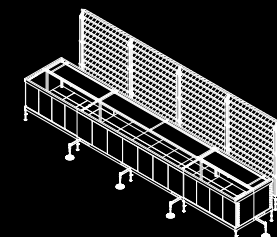
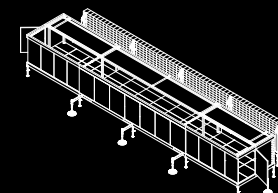
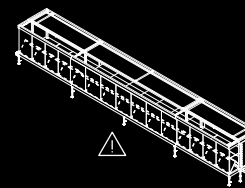
- ⚠ DO NOT ASSEMBLY THE TAILGATER ALONE
to avoid any risks of overseen problems
- ⚠ UNFOLD ON LEVELED GROUND
typical parking slope for drainage can be neglected
- ⚠ DO NOT USE IN STORMY CONDITIONS
the tailgater is not designed for extreme weathering



0. GENERAL WARNING

1. GETTING STARTED

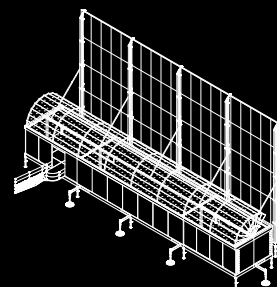
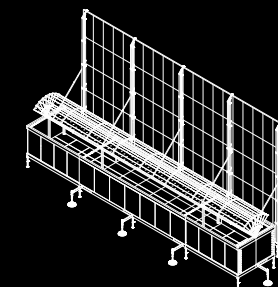
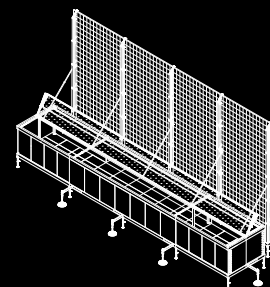
2. LONGITUDINAL EXPANSION



3. CROSS EXPANSION

4. SCREEN PLACEMENT

5. SCREEN EXPANSION



6. SCREEN SUPPORT

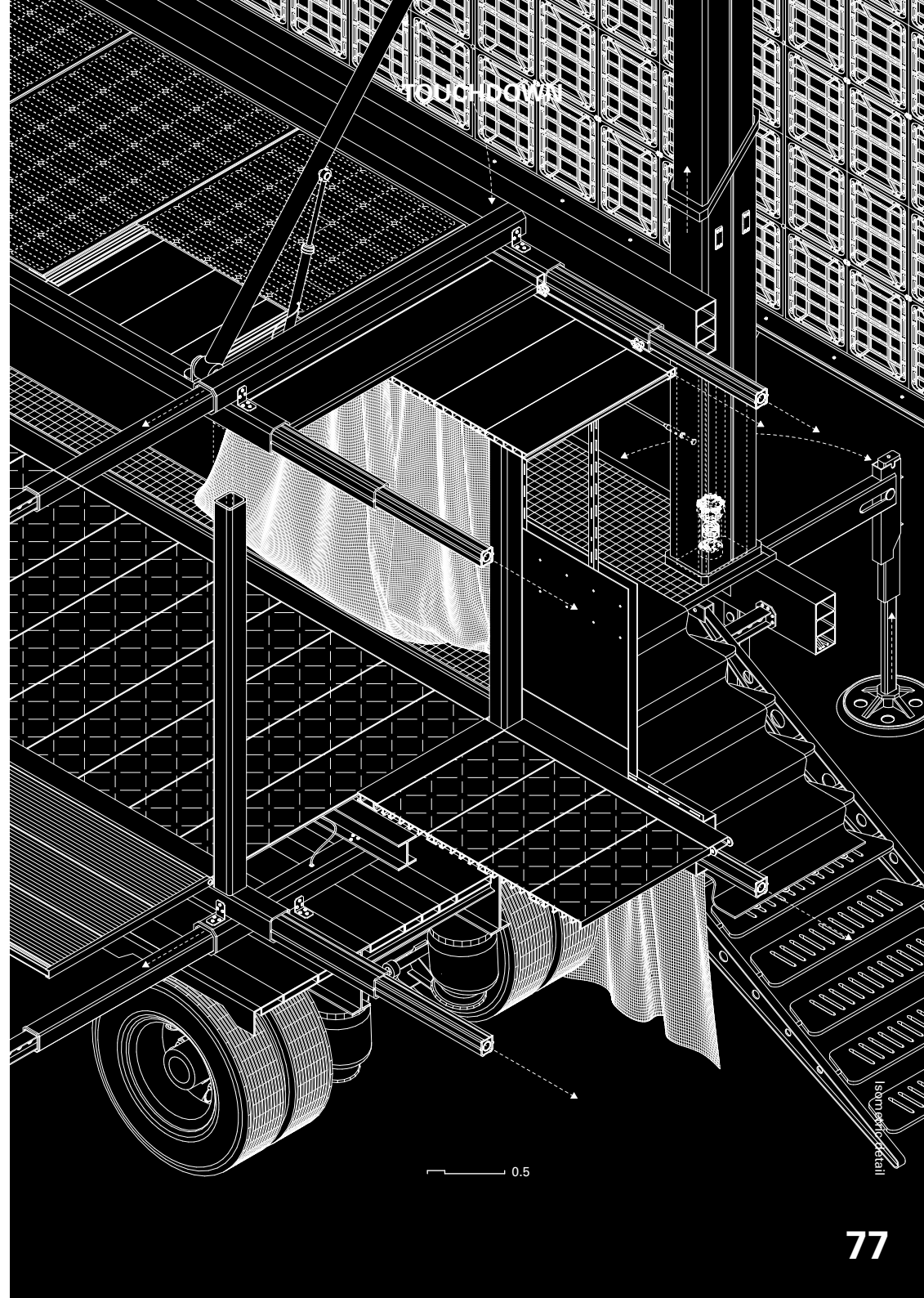
7. ROOF CLOSING

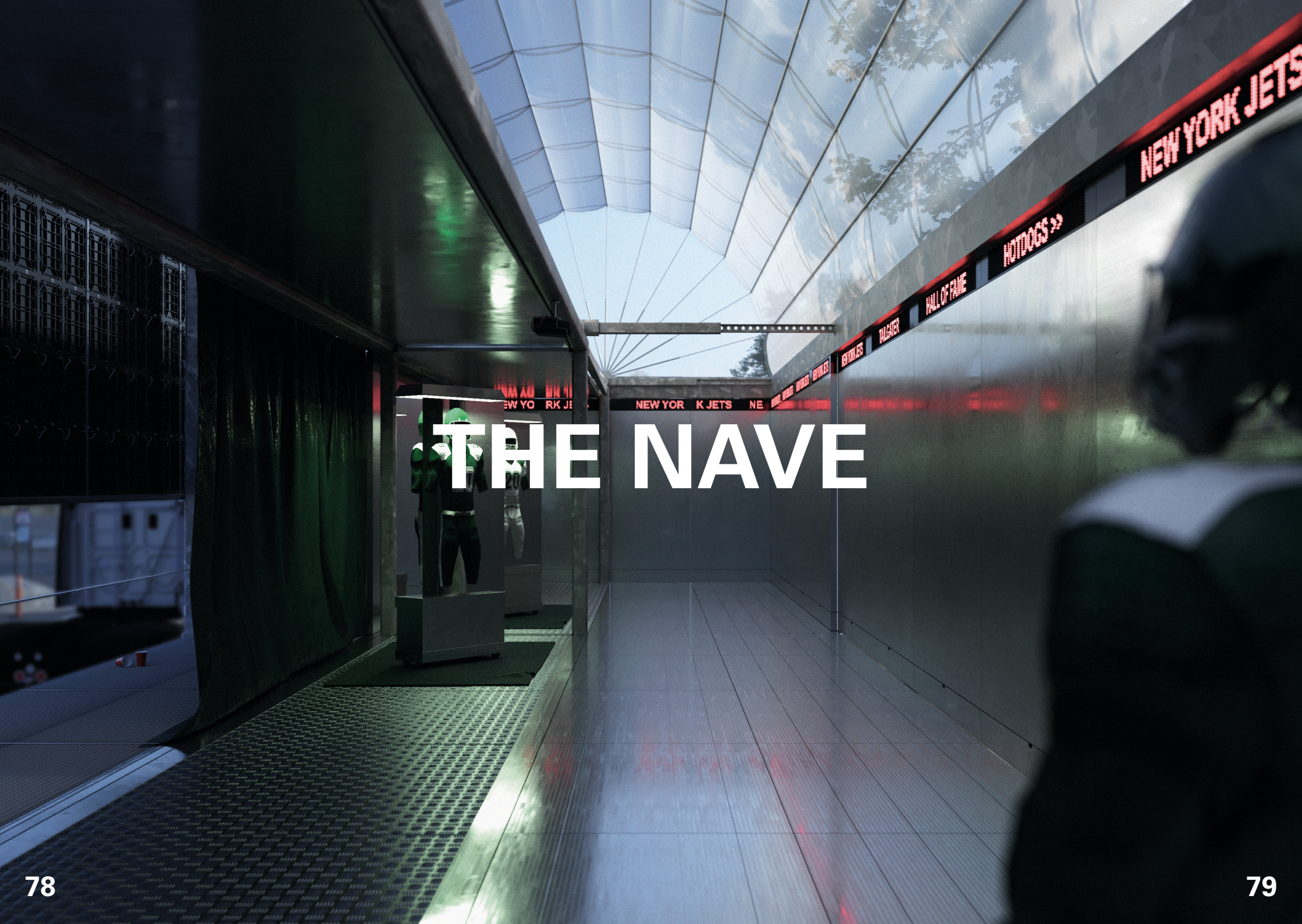
8. TEAM TEXTILES

THE TAILGATER

Digital media embodies the paradoxical problem as it aimed increased connectedness, but eventually increasingly alienated us from locality resulting in social exclusions and solitary pursuits. Because the transmission of media to the screen can only be perceived as a cold information system, the information should become more alive : The cold medium of television should become hot.

While class-dominant theories argue the society's elite shape and create cultural perceptions, the audience should not be perceived as a passive consumer and rather as active agents. The Tailgater should create a framework in which the user truly is central, preventing and limiting processes of social exclusion.





THE NAVE

VOLUPTAS Chair Charbonnet / Heiz ETHZ
Chair of the Theory of Architecture Prof. Laurent Stalder
Assistants : Davide Spina / Marina Montresor

