

## Atlanta, Georgia

1996 Centennial Olympic Games



*Look of the Games* is the signature of an Olympiad. A program dedicated to the aesthetic presentation of the Olympics, *Look of the Games* encompasses banners, landscaping, field of play graphics, and environmental structures.

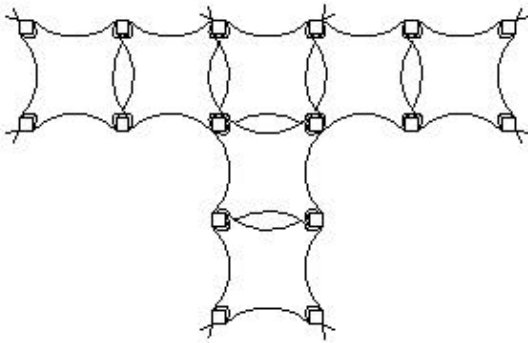
As Senior Architect at FTL/Happold, Andrew Formichella was part of the Look Design Team. David Burke, functioning as Job Captain, produced the design and technical documents.

Formichella worked closely with Olympic organizers and Look Design Team members to create a unique environmental graphics program “Kit of Parts” that captured the magnificence of the Olympics and provided services to spectators.

Towers designed from standard scaffolding, covered with fabric depicting graphics, were configured into systems of shade structures that were safe, aesthetic, and functional.

*Above:* The shade structures were erected in spectator plazas and at entrance ways to competition venues.

*Below:* Modular designs permitted the shade structures to have many configurations and adapt to many locations.



- Project: Look of the Games  
1996 Centennial Olympic Games
- Location: Atlanta, Georgia
- Owner: The Atlanta Committee for the Olympic Games (ACOG)
- Details: 12' - 18' scaffold towers designed for shade structures
- Design Team: Copeland Hirthler Graphic Design, Patent Construction