

NASCAR Hall of Fame

Atlanta, Georgia

Planning and Conceptual Design

Our planning team worked with Atlanta's business leaders to develop Atlanta's bid to host the NASCAR Hall of Fame. The final bid documents included architectural programming, conceptual designs, and 3D models developed by Verner Johnson. We also coordinated the work of the exhibit design team, food service, retail, and other consultants and assembled, edited, and designed the final bid book that was submitted to NASCAR's selection committee.

