



Shawmut Design and Construction named construction manager for Barclays Center's Suite renovations

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Brooklyn, NY BSE Global unveiled a future transformation of Barclays Center's Suite Level B and its existing suites, which includes two new and distinct open concept, premium membership clubs, The Row and The Key. As part of the largest renovation in the arena's history, this project will diversify Barclays Center's premium offerings and increase overall club capacity.

Membership to both The Row and The Key will include access to all Brooklyn Nets and New York Liberty games, as well as Barclays Center concerts and events.

The North Side of Barclays Center's Suite Level B will be reimagined as The Row, a 12,060 s/f space. Accessible exclusively to 184 guests, the high-end club will incorporate design details and décor inspired by the brownstone row homes found throughout Brooklyn - from herringbone floors to

velvet furnishings and wainscot paneling. Members of the space will have access to a private VIP entrance, reserved seating, a full-service private bar, as well as a dessert station serving fresh gelato and filled with complimentary sweets.

Barclays Center's Suite Level B South will become The Key, a vibrant club space featuring communal tables repurposed from previous Brooklyn Nets courts, a full-service private bar serving beer on tap (the only space in the arena where tap beer will be served), interactive games and a 44' wide media wall that can show up to five views at once or be used as one full video takeover. The 11,185 s/f space will also include luxurious suite reserved seating for 252 guests.

Both clubs will feature an all-inclusive private dining experience with food stations. Each space will serve items from a rotating menu curated by the arena's food and beverage team. The Row will offer items such as ceviche, lettuce wraps, pasta, as well as a carving station, while members of The Key will offer sliders and mini brats, as well as a BBQ table and mac and cheese bar.

"Barclays Center is one of the most notable arenas in the world. As we just celebrated our tenth anniversary, we thought it was the perfect time to reflect on our customer experience and the ways in which we can continue to stay ahead of the curve to create lasting memories for our guests," said Shanon Ferguson, chief hospitality officer at BSE Global. "Our guests have expressed a desire for greater club access with elevated food and beverage offerings and we believe these enhancements represent an actionable step to continue to deliver a world-class experience for them. We are excited about the opportunity to create timeless, non-traditional experiences that build generational fandom, while also drawing new guests to Barclays Center in unique ways."

The renovation work will be led by architects at Populous, while Shawmut Design and Construction is the construction manager for the project (their previous work at Barclays Center includes Crown Club, NY Liberty locker room and weight room, Brooklyn Fanatics and Bero).

"Together, Populous and BSE Global set out to tell a story authentic to Brooklyn, creating two unique club concepts that would resonate with the diverse fan base in the borough, while still appealing to guests from outside Kings County," said Adam Stover, senior principal at Populous. "We spent many months visiting different neighborhoods throughout Brooklyn to observe and learn about the distinct cultural, art, and culinary scenes, and also toured other venues across the country, truly making these projects a collaborative effort. From materials used in The Key and The Row's designs, to culinary offerings found in each space, we were intentional that every detail incorporated throughout these new clubs tells the story of 'The Brooklyn Way.'"

Construction is scheduled to begin at the end of the 2023-2024 Brooklyn Nets season and will be completed prior to the start of the 2024-25 NBA season. Construction will not impact the New York Liberty's home schedule nor any summer concerts at Barclays Center.