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For Immediate Release
April 27, 2022



Populous and Kansas City Pioneers Unveil “The Arena” NFT Collection

KANSAS CITY, Mo. – Global design firm Populous and multidiscipline esports organization Kansas City Pioneers have partnered to introduce The Arena, a five-part NFT collection with world-class digital art that allows the viewer to join a fan community on a journey through a prototypical future esports experience.

The Arena is the first NFT collection created through an esports team and design firm partnership. The collection is designed by Populous and follows a character along the path to a Pioneers-influenced virtual esports arena. This journey provides fans access into a theoretical futuristic “road to the venue,” the arena competition seating bowl and a behind-the-scenes Pioneers elite team training area.

Designed for a global audience, the collection also provides a glimpse into the future of gaming in Kansas City. Authentic Kansas City imagery coupled with the Pioneers’ brand gives fans a connection to the Midwest spirit and fandom around the world.

“Throughout our history at Populous, the mission behind the places we design has always been to bring people together for unforgettable experiences,” said Brian Mirakian, Populous Senior Principal and Esports Director for the Americas. “The Arena NFT collection moves beyond the boundaries of physical space and experiments with the possibilities of how new digital mediums unlock access to powerful shared social experiences capable of building communities in a virtual world. The Arena is just a glimpse into the future innovation to come, and ultimately, another valuable fan platform to connect people to their favorite teams.”

“We couldn’t be more excited to launch our first-ever NFT collection, The Arena,” said Mark Josey, Chief Executive Officer and Co-Founder of the Kansas City Pioneers. “Partnering with Populous, a global design firm who connects people to places in powerful, transformative ways, was instrumental in helping bring that exact vision in esports and gaming to life. As leaders of the next generation of consumers, we know that we must meet our fans and communities where they are today and in the future. This incredible collection will do just that in providing access to authentic, personalized experiences, and build connections to a community here and beyond.”

The Arena tokens will be released on a rolling basis, beginning with the first three tokens released on April 27. The two remaining tokens will be released in the following weeks. The Arena will be available on OpenSea for purchase.

Populous, with its Americas headquarters in Kansas City, and the Pioneers formed a partnership over a year ago with a shared commitment to strengthening and sustaining the esports industry, in their home communities and throughout the world. Populous and the Pioneers have since collaborated on initiatives such as hosting the Kansas City Esports Symposium in December 2021, in addition to ongoing information sharing and brainstorming on the future of gaming and fan experience.

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About Populous

Populous is a global architectural design firm that creates the spaces where people love to be together, like Yankee Stadium, Tottenham Hotspur Stadium, the Super Bowl and Climate Pledge Arena. Our more than 3,000 projects live at the intersection of sports, entertainment, arts and culture to amplify emotional connection and belonging. Since 1983, the firm has been connecting people and place through services such as architecture, interior design, event planning, brand activation, wayfinding, urban planning, aviation design and sustainable design consulting. Populous has offices on four continents and regional centers in Kansas City, London and Brisbane. Learn more at www.populous.com.

About Kansas City Pioneers

The Kansas City Pioneers is an entertainment, media and gaming organization. Founded in 2019, the Pioneers compete in top-tier esports at professional levels in Halo, Rocket League, Gears of War and Madden NFL, with streamers in dozens of other esports. By 2021, the Pioneers were among the top three fastest growing esports organizations in North America. As one of the few black-founded esports organizations, the Pioneers are committed to promoting diversity and inclusion within the industry. The organization has become a leader in the area of women in gaming, as the first esports organization to build and scale the Women's Car Ball Championship league, now the second largest women's league in esports. The Pioneers have also drawn several KC professional sport athletes, such as Mecole Hardman, Andrew Wylie, Marcus Denmon and Jack Sock, as streamers and brand ambassadors. | kcp.gg