



Populous to Lead People-Focused Experiential Design for Austin-Bergstrom International Airport Renovations

AUSTIN, Texas – September 1, 2022 – Global design firm Populous has been selected to reimagine the passenger experience for planned expansions at Austin-Bergstrom International Airport in Austin, Texas. The firm will lead all components of experiential design development, interior design and visioning related to a passenger’s journey throughout the airport complex.

Populous will work in conjunction with HNTB to carry out design updates and enhancements to the Austin-Bergstrom International Airport, which saw nearly 2 million passengers in June 2022 alone. Populous’ design is focused on the human travel experience and will reinvent and elevate a traveler’s journey.

“As a travel hub connected to a destination city, Austin-Bergstrom International Airport will set a new standard for how an airport can enhance the passenger journey with innovative design solutions,” said Geoffrey Ax, principal and leader of the Populous aviation practice. “By reimagining the traveler experience, we can help airports deliver a welcoming and exciting space for visitors to experience all that cities have to offer.”

The overall expansion program will include renovations to the airport’s existing Barbara Jordan Terminal, a new below-grade passenger tunnel and a new Midfield Concourse with space for up to 30 gates. The project will also build in flexibility for the future — plans beyond 2030 include a complete renovation and expansion of passenger facilities, such as a new passenger ticketing and processing hall.

Populous’ experience in global aviation and human-centered design uniquely positions the firm to understand a traveler’s passenger journey. Populous pairs that with proprietary data to best create the ideal travel experience that meets the needs of airports today and years ahead. Populous is known for blending innovative design, technology and hospitality to create premier, flexible visitor experiences at a variety of spaces in the public realm.

Populous has undertaken numerous master planning, brand activation and interior design projects around the world. The firm is currently working on the reimagining and expansion of [Kansai International Airport](#) in Japan.

About Populous

Populous is a global design firm that designs the places where people love to be together, such as Yankee Stadium, the Super Bowl and Climate Pledge Arena. Over the last 40 years, the firm has designed more than 3,000 projects worth \$40 billion across emerging and established markets. Populous’ comprehensive services include architecture, interior design, event planning and overlay, branded environments, wayfinding and graphics, planning and urban design, landscape architecture, aviation and transport design, hotels and hospitality, and sustainable design consulting. Populous has offices on four continents with regional centers in Kansas City, London and Brisbane. For more information visit www.populous.com.

Media Contacts:

Lindsay Church/Sara Williams, Great Ink Communications – Populous@greatink.com; 212-741-2977

Claire Kramer, Populous – Claire.Kramer@populous.com; 816-329-4211