

Design Revealed for Indy Eleven Stadium

Read the full announcement from Indy Eleven and Keystone Group [here](#).



(February 17, 2023) INDIANAPOLIS, Ind. – The United Soccer League Championship’s Indy Eleven and Keystone Group today unveiled renderings of plans for the transformational Eleven Park neighborhood development, anchored by a new multipurpose stadium. With an expected capacity of around 20,000 seats, the stadium will serve as the new home for Indy Eleven, situated in the center of a development set to transform the southwest quadrant of downtown Indianapolis with apartments, office space, retail space, restaurants, parking garages, a hotel and public plazas with green space.

The stadium, with Populous leading design and Browning Day as architect of record, is anticipated to be completed in 2025 and is designed for fan experience and relation to its site. It will make space for 2,400 supporters in a steep, safe-standing section on the north end of the stadium. On the west, the building will offer a wide array of premium choices, from the field club seating on pitch level surrounding the team benches, up through the mid-line club with suites, party suites, and a terrace club above. On the south, a taproom provides game day club atmosphere for 700 fans with a viewing terrace for nongame day watch parties and events. On the east, seats will be concentrated on the sideline with the widest concourse and best concessions and restroom ratios in the league. The design wraps the exterior of the

stadium in a dynamic, color-changing façade that reflects the forward-looking nature of the development.

“A world-class stadium is designed as a true destination, a reflection of its community and a catalyst for growth in the area. This is our mission with the new stadium for Indy Eleven,” said Phil Kolbo, a principal at global design firm Populous. “The stadium will anchor Eleven Park, providing a home for Indy Eleven that creates new and tailored experiences for Indianapolis fans in a venue designed with the innovation and aspirations of a great global soccer venue.”

“The vision of this transformational development into a live, work and play village is becoming reality. Eleven Park will not only change the skyline of Indianapolis, but will add over a thousand jobs, have a huge economic impact, create quality of life benefits and attract talent and opportunities to our city and state,” said Ersal Ozdemir, Chairman and Founder of Keystone Group & Indy Eleven. “We’ve been investing in downtown for over 20 years and believe it is important now more than ever. Our goal for Eleven Park is to continue the city’s tradition of using sports as a business driver for Indiana by increasing Indianapolis’ profile as a global city and showcasing the world’s most popular sport.”

About Populous

Populous is a global design firm that designs the places where people love to be together, such as Yankee Stadium, Tottenham Hotspur Stadium and GEODIS Park. 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.

About Indy Eleven Professional Soccer

Since its launch in 2013, Indy Eleven’s dedication to its club and community has been driven by empowering a culture of excellence through its players and staff, staying true to its aim of fielding teams that represent the State of Indiana proudly on and off the field. The 2023 season will mark the 10th overall for the Indy Eleven men’s senior team, and its sixth in the United Soccer League (USL) Championship, a 24-team professional soccer league based across the United States. In May 2022, Indy Eleven’s franchise in the USL W League began play in the new women’s pre-professional league and captured the Great Lakes Division title after ending the regular season undefeated within the 44-team nationwide league. Since 2021, Indy Eleven has also led the way in USL Academy youth play, led by its Boys U-19 Squad that won the inaugural 2021 USL Academy League national championship and the 2022 USL Academy Cup.

About Keystone Group

Keystone Group is a construction, development, management, and investments company headquartered in downtown Indianapolis that specializes and invests in complicated transformational mixed-use developments that are located in premier locations. Ersal Ozdemir is the Founder and Chairman of Keystone Group as well as Indy Eleven, which has provided a professional club for Indiana’s thriving soccer community to rally behind since its successful launch in 2013.