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Populous and Buffalo Bills Celebrate Groundbreaking of New Stadium

ORCHARD PARK, N.Y. – June 6, 2023 – The Buffalo Bills and Populous celebrated the official groundbreaking of the new Buffalo Bills Stadium in Orchard Park, New York, on June 5.

Populous team members joined representatives including Bills Owner Terry Pegula, Bills EVP/Chief Operating Officer Ron Raccuia, Erie County Executive Mark Poloncarz, New York State Governor Kathy Hochul, and NFL Commissioner Roger Goodell to celebrate the beginning of construction activities on the modern, football-first venue built for Buffalo.



“This is an exciting time for the Bills and our entire design and construction team,” said Populous senior principal Scott Radevic. “It was our goal at Populous to design one of the most intimate and intimidating venues in the NFL, and this is the next step to bringing an industry-changing design to reality.”

Designed by Populous, the stadium will deliver an atmosphere for football that draws fans into the energy and spirit of Buffalo — one that gives fans a brand-new home for the Bills’ storied culture and sets up football in Buffalo for years to come. Set to open in fall 2026, the stadium will pay homage to the historic architecture of Buffalo and the dynamic, electric fan base dedicated to the Bills.

“We’re celebrating a special moment for Buffalo,” said Jonathan Mallie, senior principal at Populous. “We are ultimately proud to have designed a new home for the Bills that captures the essence of the team and its culture, providing a place truly built for the Buffalo community.”

The new stadium will include a 360-degree canopy and perforated metal panels that allow approaching fans to get a glimpse of the action inside. The perimeter of the stadium will be wrapped with an imposing colonnade, which will evoke a sense of resilience and pride. The interior of the building will be

focused on the intimacy of the game; the design brings fans closer to the field and creates a game day environment that fuels the fan base.

The franchise also announced the official name for the new stadium, Highmark Stadium, as part of a new naming-rights agreement.

Populous' work will continue through the building process, leading overall design, architecture, interior design and brand activation to create a cohesive and unique experience for Bills fans and visitors.

About Populous

Populous is a global design and architecture firm with more than 800 people in over 20 offices spanning four continents, with regional centers in Kansas City, London and Brisbane. Throughout our 40-year history, Populous has delivered energized venues, districts and live events that positively transform cities and enrich communities. Populous was founded on its unique ability to amplify the emotional connections between people and place, and we excel at creating experiences that attract diverse groups of people and generate sustainable economic growth. The firm's 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 been recognized with numerous international design awards, including five National American Institute of Architects awards, and has been listed six times as one of Fast Company magazine's most innovative companies.