



Jack Rouse Associates

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JRA Re-Designs NCAA Hall of Champions

CINCINNATI, OH – Jack Rouse Associates (JRA) has teamed with the NCAA and RATIO Architects, Inc. to re-invent the popular NCAA Hall of Champions museum, located within Indianapolis, Indiana’s White River State Park. Closed since November 2007 due to an electrical fire, the 30,000 square foot facility re-opened to the public on March 12th.

The renovated museum features vibrant graphics, one-of-a-kind memorabilia, exciting media experiences and attractive displays along with a variety of interactive kiosks that immerse guests within the rich history of the NCAA and its 23 championship sports.

“The Hall of Champions’ reopening is an exciting event for the NCAA,” said Dennis Cryder, NCAA Senior Vice president for Branding and Communications. “We are pleased to feature new exhibit content and state-of-the-art facilities that will further enhance the Hall’s presence in the White River State Park and downtown Indianapolis. The most important aspect of the reopening is having an opportunity to offer new and refreshed content focused on our student-athletes, who offer a very inspiring message.”

JRA, along with fabrication partner Geograph Industries, Inc., provided complete planning, design and project management for over 10,000 square feet of exhibits, interactives and displays located within the facility.

JRA provides experiential design in the world of museums, halls of fame, sports facilities, theme parks, attractions and corporate visitor centers. In recent years, JRA has designed a number of sports-related projects for clients including the Green Bay Packers, Cincinnati Reds, Indiana Pacers, Dallas Cowboys, USTA and Melbourne Cricket Ground.

If you’d like more information about this topic, or to schedule an interview, please call Christine Burke at 513.381.0055.