



ANDY SIMONS

BA (Hons) DipArch RIBA FRSA

Director

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RIBA No. 6132049

Andy is a founder director of KSS and a studio leader within the practice, giving strategic design direction on a number of our major projects.

He has a wide range of design and team management skills, and his main role is to ensure the clients' needs are met and to lead the strategic and operational guidance to the client and consultant team.

He has been a studio design lead for our stadium and training centre developments consistently for 30 years in the UK and abroad.

He brings analytical depth and experience to every project he is involved in, is widely respected by clients and consultants alike.

Andy regularly presents internationally on stadia design and the power of sport as a force for good.

PROJECT EXPERIENCE

Baltic Sports Village, Riga

Project Director for the new Baltic Sports Village in Riga, Latvia providing the training centre, full size indoor pitch, hotel and UEFA Category 4 Stadium for Riga FC. Mar 2020 – Ongoing.

Brighton & Hove Albion FC Club Hub

Design Director responsible for the Elite Women and Girls training centre for the BHAFC FA Women's Super League Team. The first dedicated women's training centre to Premier League standards. Jun 2019 – Jun 2021.

London 2012 Olympic Stadium Legacy / London Stadium

Project Director and Technical Advisor to LLDC and E20 on the post-Games Olympic Stadium conversion to a multi-use venue with Premier League football, including sightline assessments and event overlays for retained athletics, concerts, Major League Baseball and other sports. May 2008 - Ongoing.

St. Mary's Stadium, Southampton

Project Director retained to advise Premier League Club Southampton FC on a wide range of upgrades and developments at St. Mary's Stadium and Staplewood Training Centre. Mar 2019 – ongoing.

Al Rayyan Stadium and Precinct, Qatar

Project Director leading the bid and delivery team for the 45,000 capacity 2022 FIFA World Cup stadium venue, designed in partnership with Pattern Design. Oct 2016 - Jun 2020.

Stadium Of The Year

Invited Judge for the Stadium DB 'Stadium Of The Year' 2016/17.

Brighton & Hove Albion FC Training Centre

Design Director responsible for the state-of-the-art training and teaching academy facility achieving Category One EPPP status. Jun 2010 - Jun 2014 and 2019 ongoing.

Amex Community Stadium, Brighton

Design Director responsible for the 32,000 multi-award-winning Premier League stadium set in an Area of Outstanding Natural Beauty. Further capacity expansion and Fan Experience. May 2008 - Jun 2012 and 2019 - ongoing

Stade Océane, Le Havre, France

Design Director for the competition winning 25,000-capacity stadium for Le Havre AC, designed in partnership with SCAU architects, Paris. Europe's first 'energy positive' stadium. Oct 2008 - Jun 2012.

Ramat Gan National Stadium, Israel

Design Director responsible for the invited architectural competition submission for a 50,000-capacity Israel National Stadium in the city of Ramat Gan, east of Tel Aviv. Submission Dec 2012.

Estadio Cidade de Coimbra, Portugal

Design Director responsible for scheme design and partner architect liaison on 30,000 capacity football stadium and mixed commercial and leisure development. A host venue in European Football Championships for 2004.

Chelsea Village, Stamford Bridge Stadium, London

Design Director on behalf of Premier League Chelsea Football Club for the Southern Complex which included the South Stand 200 bed 4* Hotel, CFC offices, 24 apartments and restaurants. Jun 1991 - Aug 2001.

KSS

STADIA PORTFOLIO

JUNE 2021



KSS is an award winning AJ100 architecture and design practice,
celebrating 30 years in 2021

RIBA 
Chartered Practice



OUR PRACTICE

We specialise in the design of major sports venues and training facilities, educational projects and residential developments.

We have a reputation for providing high quality design backed by sound commercial judgement within a client focused and professional service from our offices based in central London and Sevenoaks, Kent.

Buildings form long term backdrops to people's lives, and provide comfort, security, stimulation and enjoyment. We have a responsibility to design the best we can to progressively shape a better world, both for now and for future generations.



OUR SERVICES AND SECTORS



ARCHITECTURE

Feasibility, Concept Design, Masterplanning,
New Build, Refurbishment, Delivery, Technical Advisory



DESIGN

Interior Design: Furniture Consultancy, Space Planning
Graphic Design: Identity, Wayfinding, Experiential Design



SPORT



RESIDENTIAL



EDUCATION



COMMERCIAL



HOSPITALITY



WORKPLACE

OUR EXPERTISE

KSS are one of the leading sports architecture practices, at the forefront of innovative design research and technology in stadium design, arenas, hospitality and training centres.

Our aim is to create intelligent and flexible modern architecture where the design is informed by site context, functionality and a practical approach to sustainability and energy efficiency.

We continually research best practice and evolving technologies across the globe to ensure that our projects continually improve.



STADIA



HOSPITALITY



TRAINING CENTRES



ARENAS



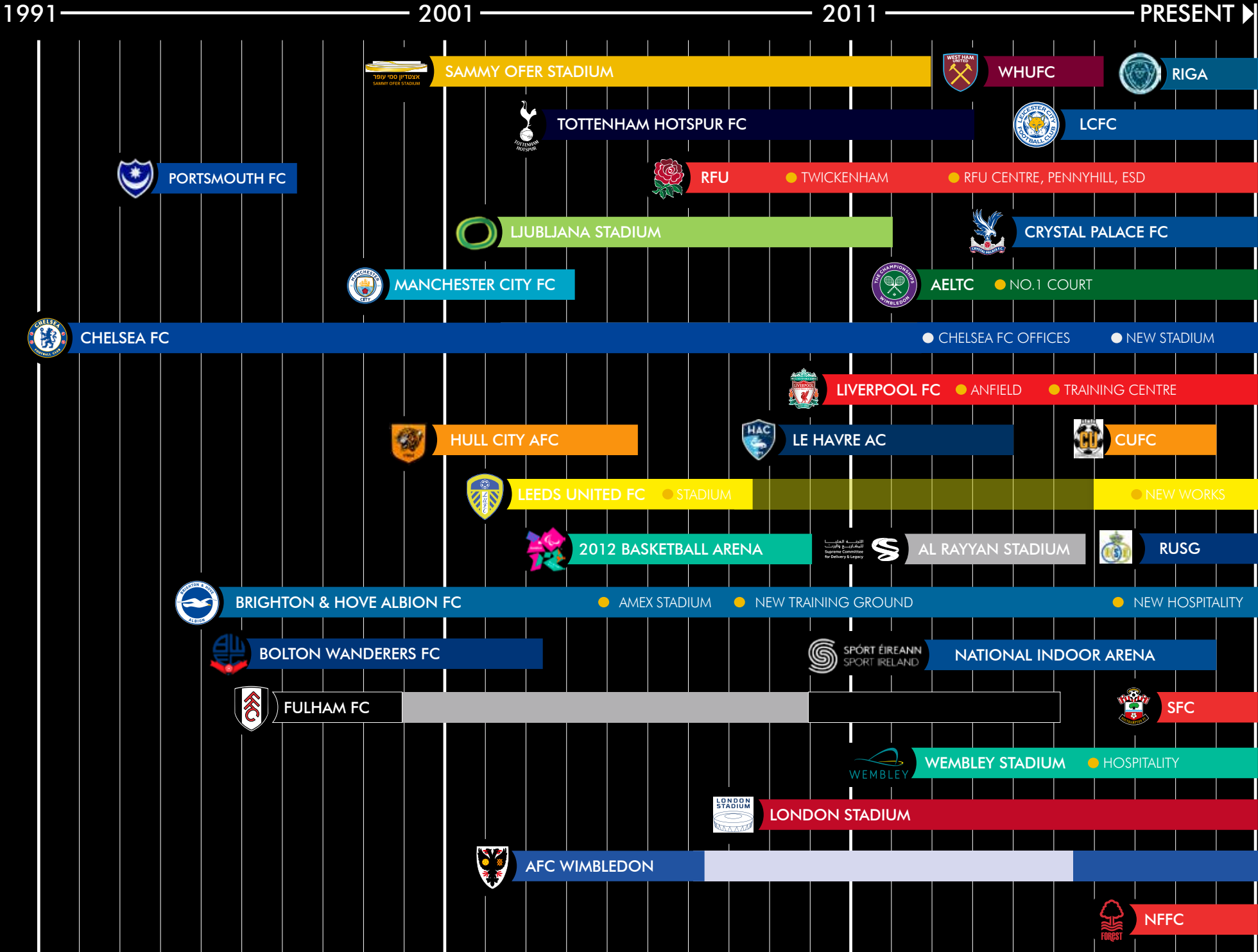
OUR RELATIONSHIPS

We are privileged to have worked with many top clubs in the Premier League and around the world.

Our innovative approach to design has helped us maintain longstanding relationships with our clients since our inception in 1991.

“Not only is their client roster extensive and the work they have delivered clearly delighting them, but their clients also reference a ‘fun’ working experience. Their client service is clearly best in class too.”

Sports Business Awards,
Judges comments



OUR PRACTICE AWARDS



Best Professional Services Firm in Sport
Winner 2019 / Silver 2020

WINNER

Best Professional Service Business Serving Football

The logo for the Football Business Awards 2015 features a stylized soccer ball made of hexagons in shades of green and yellow.

WINNER

Best Professional Service Business Serving Football

The logo for the Football Business Awards 2016 features a stylized soccer ball made of hexagons in shades of green and yellow.

FINALIST

Best Professional Service Business Serving Football

The logo for the Football Business Awards 2017 features a stylized soccer ball made of hexagons in shades of green and yellow.

FINALIST

Best Large Business Serving Football

The logo for the Football Business Awards 2018 features a stylized soccer ball made of hexagons in shades of green and yellow.



Best Professional Services Firm in Football
Winner 2019

OUR APPROACH

Our facilities deliver intensive sporting and spectator experiences and create significant additional revenue for match and non match day events.

With over 30 years of working within the sporting environment to maximise revenues, we have accrued a valuable knowledge of the peripheral activities that support a stadium's long term viability.



MAIN STAND DEVELOPMENT, ANFIELD

EUROPE'S
LARGEST
ALL-SEATER
SINGLE STAND



The expansion of Liverpool FC's Anfield stadium sits at the heart of a master plan which links Walton Breck Road to the historic Stanley Park, and forms part of a much needed wider regeneration of the Anfield area.

The phased expansion sees the stadium capacity increased to just under 54,000. The first phase 20,500 capacity Main Stand completed in 2016 is now one the largest single stands in the country, and accommodates a full range of top-quality facilities for players, general admission fans and premium seat hospitality.

The architectural design reflects the owners' request to maintain the traditional four stand configuration, capture the unique spirit of the venue using club and historic references, and reinforce the intense Anfield experience.

"It's one of the nicest stands I've ever seen in my life. It's amazing, and the best thing we could do with a stadium like this."

Jurgen Klopp
Manager, Liverpool FC





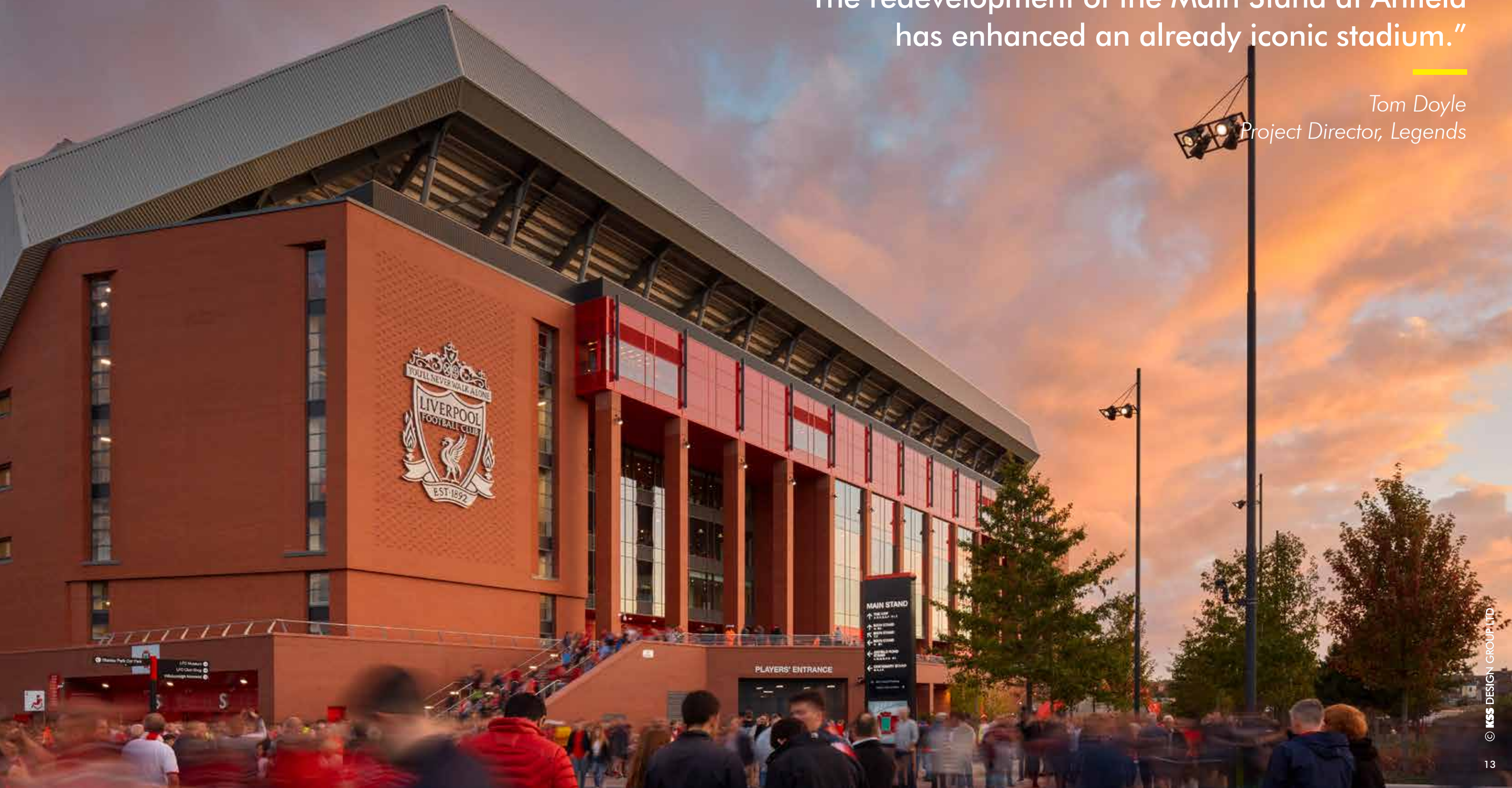
"I think what KSS did was make the best stadium in the world even better, and that's some achievement."

*Jamie Carragher,
Liverpool FC Legend*



"The redevelopment of the Main Stand at Anfield has enhanced an already iconic stadium."

Tom Doyle
Project Director, Legends





"The scheme sets a new benchmark in the Premier League for a quality environment for football fans."

*Andrew Parkinson
Former Operations Director, Liverpool FC*

"Forward-thinking and a nod to our heritage as well."

Stephen Done
Curator, Liverpool FC





COMMERCIAL PROJECT OF THE YEAR BUILDER & ENGINEER AWARDS 2016

CLIENT

Liverpool FC

VALUE

Confidential

SIZE

20,500 capacity
39,500 sqm

STATUS

Completed, August 2016

SERVICES

Architecture
Interior Design
Graphic Design

DESIGN TEAM

MAIN STAND CONCOURSES, ANFIELD

CELEBRATING
LIVERPOOL FANS
AND THEIR
UNIQUE PASSION

BLOCKS L1-L3
★ Toilets &
First Aid +

BLOCKS L4-L10
Toilets

WELCOME TO



GENTS

LADIES

LIVERPOOL

LIVERPOOL FC

THIS LINE MARKS
THE HISTORIC
NORTHWEST
BOUNDARY OF OUR
ANFIELD
1892-2014

DRINK

L4



Our spectator concourse designs in the new Main Stand at Anfield celebrate the Liverpool fans and their unique passion for their Club and their City.

The artwork takes inspiration from the scarves and flags held high when the Reds are in full flow, and wall graphics throughout the spaces reflect famous moments in the Club's illustrious history.

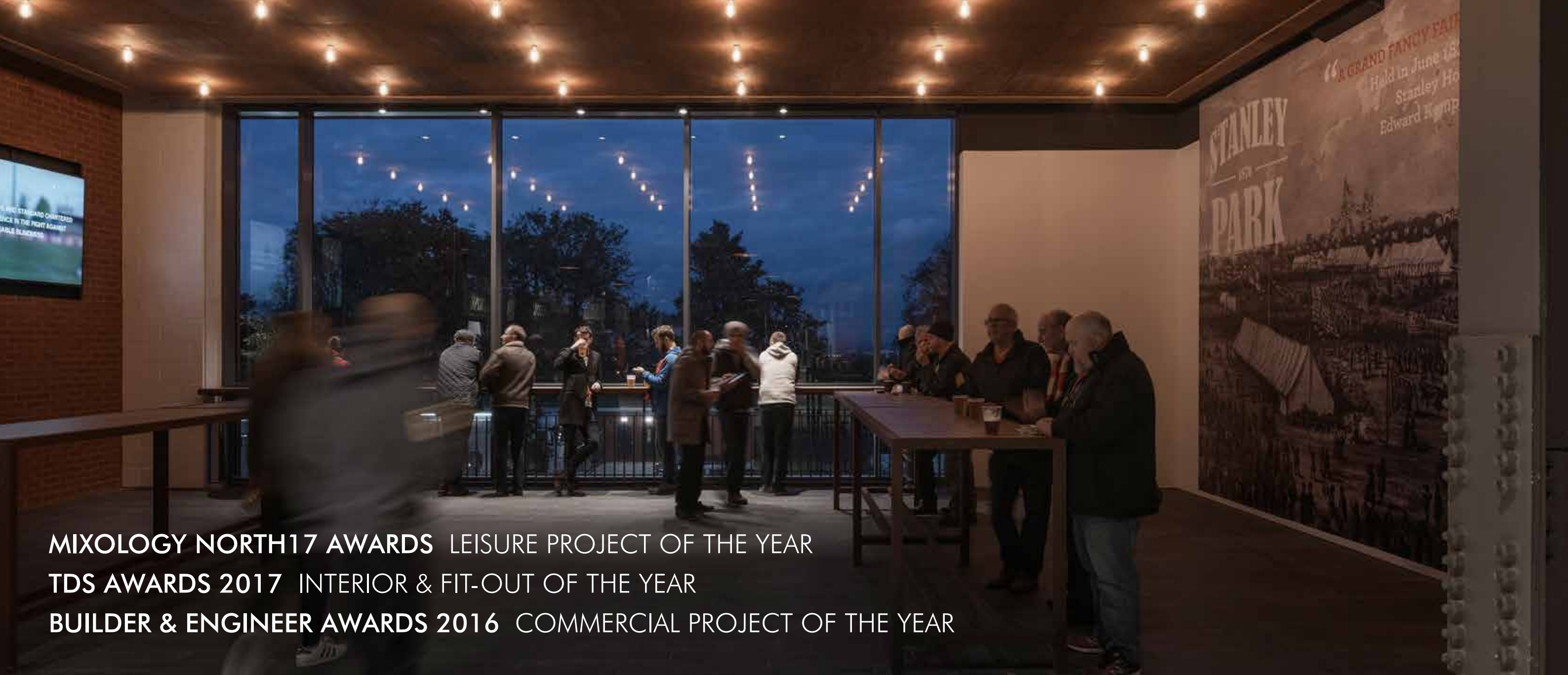
Materials and colours are inspired by Anfield's architecture and honour the City's rich industrial and maritime heritage, and a central seating area in the lower concourse incorporates original timber seats, offering a permanent reminder of the 1906 Archibald Leitch stand.

"The interior designs and signage is just fantastic!"

Tom Doyle
Project Director, Legends







MIXOLOGY NORTH17 AWARDS LEISURE PROJECT OF THE YEAR
TDS AWARDS 2017 INTERIOR & FIT-OUT OF THE YEAR
BUILDER & ENGINEER AWARDS 2016 COMMERCIAL PROJECT OF THE YEAR

CLIENT
Liverpool FC

VALUE
Confidential

SIZE
11,000 sqm

STATUS
Completed, August 2016

SERVICES
Architecture
Interior Design
Graphic Design

DESIGN TEAM

ANFIELD ROAD STAND EXPANSION

REINFORCING
THE INTIMIDATING
SPORTING EXPERIENCE



The plans are for a new 16,000-seat stand taking the overall capacity of Anfield from 54,000 to 61,000 making it the fourth largest stadium in the Premier League.

The expansion will maintain the four-stand character of Anfield while respecting the Grade II Stanley Park setting. The architectural massing, design language and materiality matches the recently developed and award-winning Main Stand.

“The plans have driven home our commitment to making Anfield accessible to more fans than ever before.”

Andy Hughes
Managing Director, Liverpool FC





CLIENT
Liverpool FC

VALUE
Confidential

SIZE
16,000 capacity

STATUS
Planning application

SERVICES
Architecture
Interior Design
Graphic Design
Identity

DESIGN TEAM

AMEX COMMUNITY STADIUM, BRIGHTON



MULTI-AWARDING WINNING STADIUM



The widely acclaimed and multi-award winning Amex Community Stadium for Brighton & Hove Albion FC was completed in time for the 2011-12 season.

The stadium proved so popular with the Club's fanbase that a further 8,000 seats were incorporated into the established envelope the following season to meet demand, taking the headline capacity up to 30,500.

The site in Falmer lies next to an Area of Outstanding Natural Beauty in the South Downs, and this in turn inspired the sweeping architectural form of the stadium. The stands nestle into the landscape, and the curved roof structure and cladding evoke the forms of the rolling hill backdrop.

"This is a genuine community stadium, and first and foremost, a real and spiritual home for Brighton."

Martin Perry
Executive Director, BHAFC



STRUCTURAL STEEL AWARDS 2011

BEST NEW VENUE STADIUM BUSINESS SUMMIT AWARDS 2012

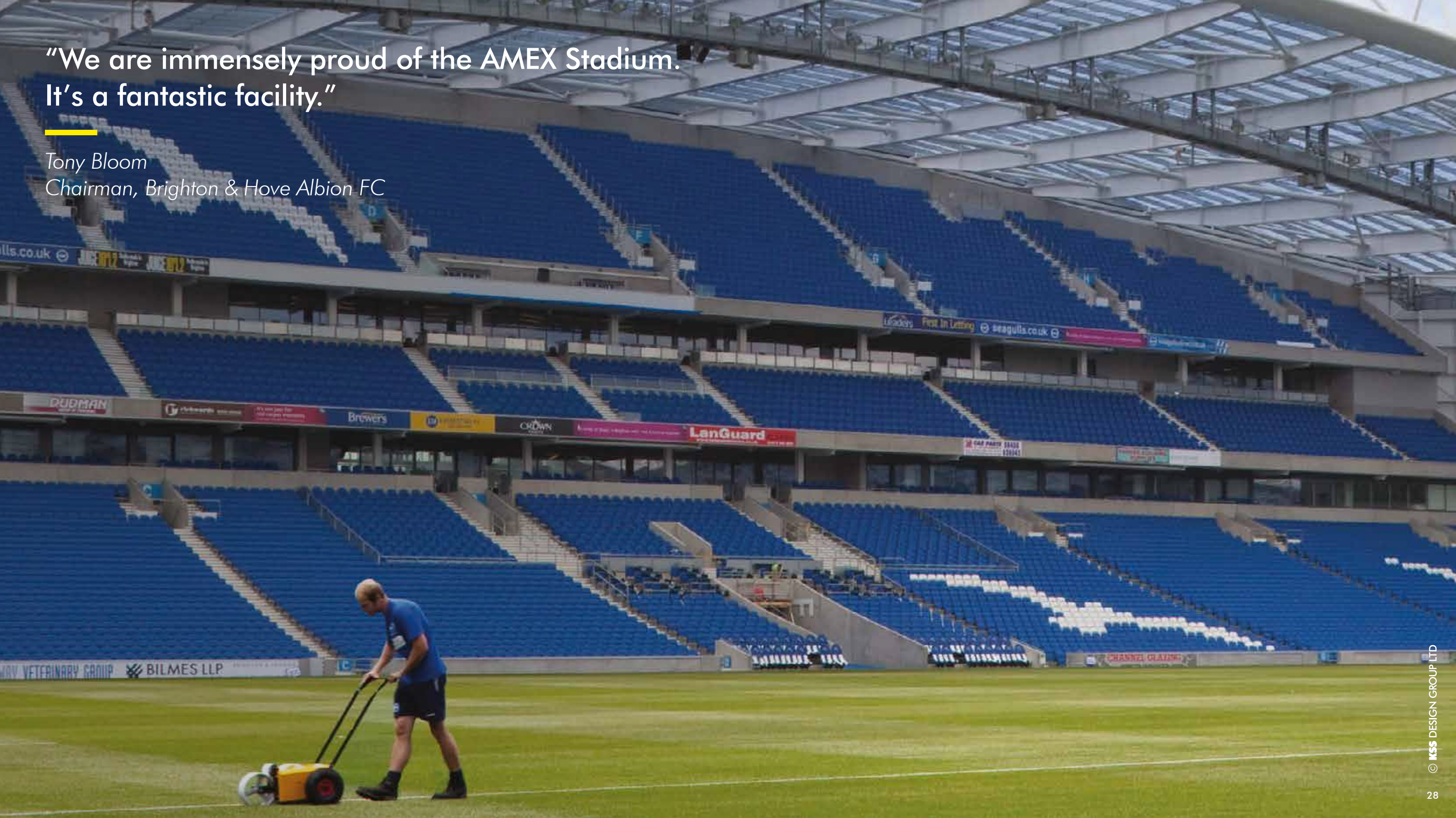
DIRECTORS CHOICE FOOTBALL HOSPITALITY AWARDS 2012





“We are immensely proud of the AMEX Stadium.
It’s a fantastic facility.”

Tony Bloom
Chairman, Brighton & Hove Albion FC





CLIENT
The Community Stadium Ltd

VALUE
£105m

SIZE
30,500 capacity,

STATUS
Completed April 2013

SERVICES
Architecture
Interior Design
Graphic Design
Identity

DESIGN TEAM

MAIN STAND DEVELOPMENT, SELHURST PARK

ENHANCING
THE INTENSE
ATMOSPHERE



The 13,500 capacity Main Stand development at Selhurst Park will increase the ground capacity from 26,000 to 34,000, hopefully further enhancing the intense atmosphere in this most traditional of English football venues.

The proposals include lengthening the pitch to UEFA standard, extensive new facilities for general admission, premium hospitality and disabled supporters to the latest modern standards, together with a new club retail store and museum.

The dramatic external design draws on the iconography embedded in the Eagles' crest.

A 5 storey glazed central facade with barrel-vaulted arch and horizontal glazing articulation echoes the south transept section of the historic 1851 Crystal Palace Exhibition Hall (after which the club was named), and is flanked by sculpted metal clad wings concealing vertical circulation and servicing elements.

"It's a beautiful design, and we worked very hard with the architects KSS to get something special."

Steve Parish
Co-Chairman, CPFC



“KSS incorporated our heritage into the designs.
Everyone I speak to thinks it looks iconic.”

Steve Parish
Co-Chairman, CPFC



CLIENT
Crystal Palace FC

VALUE
Confidential

SIZE
13,500 capacity

STATUS
Planning approved

SERVICES
Architecture

DESIGN TEAM

PLOUGH LANE STADIUM, LONDON

TAKING THE CLUB
BACK TO THEIR
SPIRITUAL HOME



The development is the culmination of a fan-owned rebirth for AFC Wimbledon that started two decades ago.

The new stadium has an initial capacity of 9,300. The main West Stand includes four floors and three tiers with dedicated hospitality and dining spaces, fan areas, media facilities, conferencing suites, museum, club shop and 12 executive boxes looking down on to the pitch.

The stadium completes the resurrection and revival of the club, taking The Dons back to their spiritual home.

"We couldn't have done it without KSS, they've been fantastic from start to finish."

Joe Giordano
Project Manager, AFC Wimbledon





CLIENT
AFC Wimbledon

VALUE
Confidential

SIZE
9,300 Phase 1 capacity
20,000 Phase 2 capacity

STATUS
Phase 1 completed
November 2020

SERVICES
Architecture
Interior Design

DESIGN TEAM

AHMED BIN ALI STADIUM, AL RAYYAN, QATAR

80% OF THE
CONSTRUCTION
MATERIALS WERE
RECYCLED



اللجنة العليا
للمشاريع والريث
Supreme Committee
for Delivery & Legacy

The Ahmed Bin Ali Stadium in Qatar is one of the host venues at the 2022 FIFA World Cup.

KSS worked in partnership with Pattern Design to deliver their stadium concept with Main Contractor Larsen & Tourbro. With a net capacity of 40,000, the stadium will host seven World Cup fixtures, ranging from six Group Stage matches to one Last-16 match.

"The stadium will be a source of pride for everyone who lives in this historic city."

Hassan Al Thawadi
Supreme Committee





BRONZE STADIUM OF THE YEAR AWARDS 2020



CLIENT

Supreme Committee for
Delivery & Legacy

SIZE

40,000 capacity

SERVICES

Architecture
Interior Design

DESIGN TEAM

VALUE

Confidential

STATUS

Completed, December 2020

STADE OCÉANE, LE HAVRE, FRANCE

EUROPE'S FIRST
ENERGY POSITIVE
STADIUM



Our 25,000 capacity stadium for Le Havre AC was won in a design competition, and is Europe's first "energy positive" stadium.

The brief from the Club was to design a landmark building that would sit proudly at the entrance to the port city of Le Havre, and a venue that would deliver the "English stadia experience".

The design concept reflects the history of the Club (including its English ancestry!) and the pixelated ETFE shell cladding imitates the two core elements of sea and sky and acts as a shining beacon for the city day and night.

"The contribution that KSS made to our new stadium project has been exceptional – their knowledge of stadia design was evident throughout but what impressed us most was their ability to recognize and understand our aspirations as a club and to interpret that in the design process."

Alain Belsoeur
Managing Director, Le Havre AC





"This stadium is simply beautiful,
and the perfect venue
to host matches".

*Bertrand Paquette
Tournament Director
FIFA Women's World Cup 2019*

"KSS have designed and delivered
a totally new stadium experience."

Alain Belsoeur
Managing Director, Le Havre AC



**CLIENT**

Vinci Construction,
France/CODAH

VALUE

€90m

SIZE

25,000 capacity,
32,500 sqm

STATUS

Completed, July 2012

SERVICES

Architecture

DESIGN TEAM

SAMMY OFER STADIUM, HAIFA, ISRAEL



STRIKING NEW
LANDMARK
IN THE CITY

אצטדיון סמי עופר
SAMMY OFER STADIUM

אצטדיון סמי עופר
SAMMY OFER STADIUM

Our 30,000 seat football stadium at the southern gateway to Haifa was designed in partnership with local architects Mansfeld Kehat, and is a striking new landmark in the city.

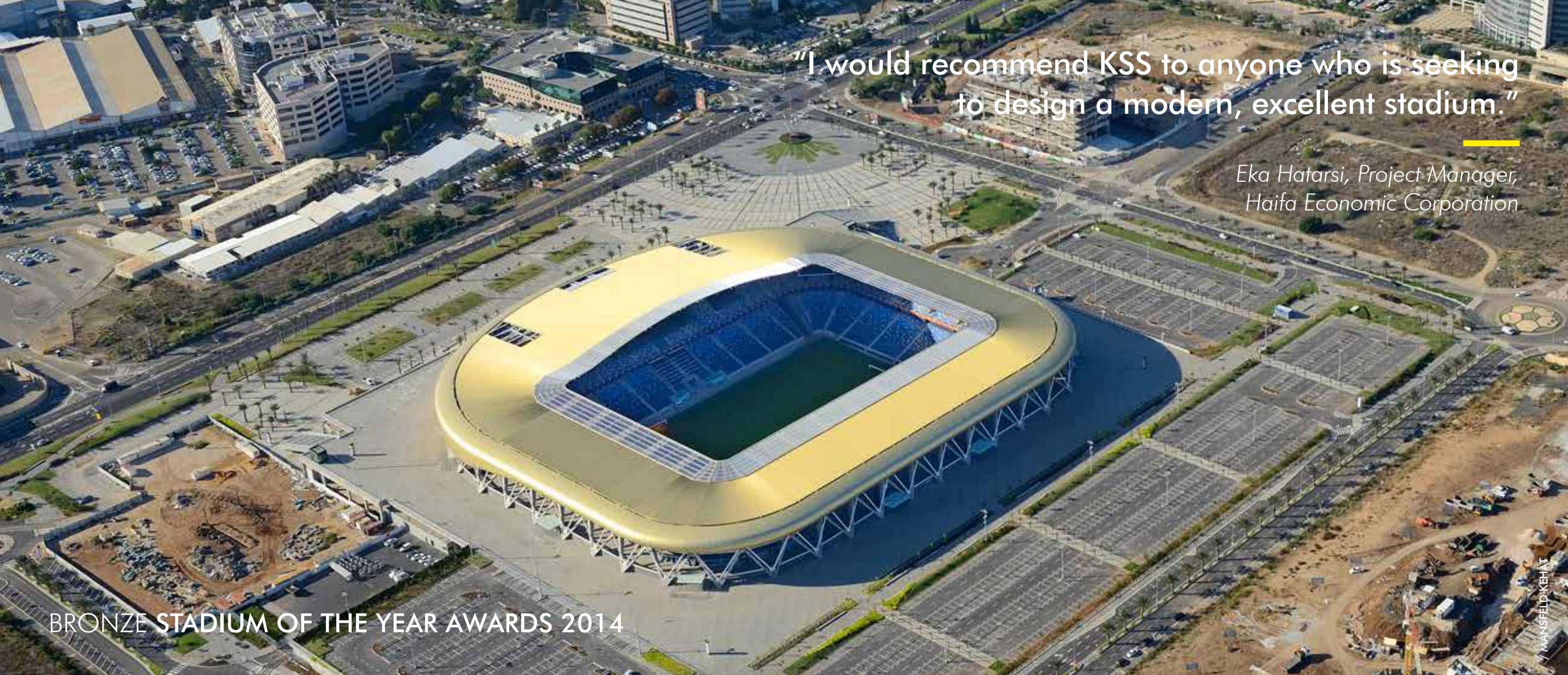
The design concept combines the key stadium elements of seating bowl, roof and external envelope into a single elegant form, and the shimmering gold shingle cladding provides a strong contrast with the rugged Mount Carmel backdrop.

The stadium is home to both Maccabi Haifa and Hapoel Haifa in the Israeli Premier League, and the top quality facilities and intense atmosphere generated within the bowl has also led to it being used extensively for the Israeli national team's home fixtures.

"It was clear to us all along that KSS would deliver a wonderful municipal stadium."

Yona Yahav
Mayor of Haifa Municipality





"I would recommend KSS to anyone who is seeking to design a modern, excellent stadium."

*Eka Hatarsi, Project Manager,
Haifa Economic Corporation*

BRONZE STADIUM OF THE YEAR AWARDS 2014

CLIENT

Haifa Economic Corporation

SIZE

30,000 capacity

SERVICES

Architecture

DESIGN TEAM

VALUE

US\$110m

STATUS

Completed June 2014

LONDON STADIUM

TRANSFORMATIONAL
DESIGN

LONDON
STADIUM



Between 2008 and 2020, KSS have been providing ongoing architectural advisory and technical support in a range of option/ feasibility and project delivery roles at the former Olympic Stadium.

KSS started discussions with LLDC and MLB regarding potential baseball planning at the London Stadium in 2014. We reviewed field layout options and alternatives throughout 2014-2018, and developed a seating plan arrangement for the 2019 MLB overlay.

Most recently, we have worked with LS185 and LLDC on the reconfiguration of London Stadium delivering two new lower tier stands behind the goals.

"KSS have played a massive role in the legacy conversion of the main 2012 Olympic Games stadium."

Greg Smith

Project Director, Olympic Stadium Legacy





CLIENT

London Legacy
Development Corporation

VALUE

Confidential

SIZE

60,000 capacity

STATUS

On-going role

SERVICES

Specialist Advisor
(Architectural Technical Advisor
and External Technical Reviewer)

DESIGN TEAM

WEST STAND DEVELOPMENT, TWICKENHAM

A COMPLETE
DESIGN SOLUTION



KSS were appointed to realise ambitious improvements for the fan experience and to sustain Twickenham Stadium for the Rugby World Cup 2015 and beyond as part of a longer 25 year plan.

A complete design solution involving architecture, hospitality design and brand integration has benefited key central areas with significant improvements to the players' facilities, stadium bowl and hospitality offer.

"The developments bring a fresh feel to our spaces and create more opportunities for a range of events and enhanced technology infrastructure."

Chris Morris

Managing Director, Twickenham Experience Limited





CLIENT
Rugby Football Union

VALUE
Confidential

SIZE
Various

STATUS
Phased completion
since autumn 2013

SERVICES
Architecture
Interior Design
Graphic Design

DESIGN TEAM

OTHER PROJECTS



PETER TAYLOR STAND DEVELOPMENT, CITY GROUND

Client: Buckingham Group
Value: Confidential
Size: -
Status: Stage 4
Services: Design and Build



ROYALE UNION SAINT-GILLOISE STADIUM

Client: RUSG
Value: Confidential
Size: -
Status: Design Development
Services: Architecture



RIVERSIDE STAND EXPANSION, CRAVEN COTTAGE

Client: Fulham FC
Value: Confidential
Size: -
Status: Planning Consent July 2012
Services: Specialist Advisor



HOME DRESSING ROOM, ST. MARY'S

Client: Southampton FC
Value: Confidential
Size: 87 sqm
Status: Completed August 2019
Services: Architecture, Interior Design



CAMBRIDGE UNITED FC STADIUM

Client: Cambridge United FC
Value: Confidential
Size: 24,000 capacity Stadium,
Status: Design Development
Services: Architecture



LJUBLJANA STADIUM AND ARENA

Client: Sadar Vuga Arhitekti
Value: €70m approx.
Size: 16,000 capacity Stadium, 15,000 capacity Arena
Status: Completed August 2010
Services: Architecture, Specialist Advisor



ESTÁDIO DO DRAGÃO, PORTO FC

Client: -
Value: -
Size: 50,000 capacity
Status: -
Services: -



STAMFORD BRIDGE AND CHELSEA VILLAGE

Client: Chelsea Village Plc/ Chelsea FC
Value: £100m
Size: 43,000 capacity
Status: Completed August 2001
Services: Master Planning, Architecture, Interior Design, Identity

OTHER PROJECTS



NATIONAL STADIUM OF ISRAEL

Client: Israel Sports Council
Value: -
Size: -
Status: Competition entry
Services: Architecture



JAPAN NATIONAL STADIUM

Client: Japan Sports Council
Value: -
Size: -
Status: Competition entry
Services: Architecture



EAST STAND DEVELOPMENT, ELLAND ROAD

Client: Leeds United FC
Value: £60m
Size: 26,000sqm
Status: Completed January 2012
Services: Master Planning, Architecture



MANCHESTER STADIUM

Client: Manchester City
Value: £20m
Size: 48,000 capacity
Status: Completed August 2003
Services: Architecture, Interior Design, Specialist Advisor



BATH RUGBY CLUB

Client: Bath Rugby
Value: -
Size: -
Status: Competition entry
Services: Architecture



NATIONAL AQUATIC CENTRE

Client: Campus and Stadium Ireland Development Ltd
Value: Confidential
Size: -
Status: Completed 2003
Services: Technical Advisor



ESTÁDIO CIDADE DE COIMBRA, PORTUGAL

Client: Coimbra Municipality/ PLARQ
Value: €36m
Size: 30,000 capacity
Status: Completed September 2003
Services: Architecture, Specialist Advisor



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