



# Indy Motor Speedway

## Revitalization Of An Iconic Motor Speedway



Bluewater was selected to be part of Roger Penske's new innovative transformation of the 111-year-old legendary Indianapolis Motor Speedway.

Bluewater's work was extensive and included a revolutionary 100-foot by 18-foot media wall transforming Pagoda Plaza into a more engaging destination for race fans. During the race, it will provide data-driven updates for those in attendance and even the possibility to watch a race from outside the track seating without missing a beat of the action.

Bluewater Studio worked with the Bluewater Technology team to engineer and fabricate the structural trim surrounds that support each of the 27 LED monitors installed around the racetrack to enhance the fan experience. Today, those in attendance can continue to experience the race via one of the 8' by 3.25' LED displays when the action isn't right in front of them.

With several months of planning and execution for the Bluewater Team, this substantial fast-moving project was a huge success for our client and Bluewater!