

# “GORILLA GOES WILD AT AMERICA WEST ARENA!”



photo: Jim Simmons

Venice, CA (October 2005) – Ripbang Studios, an architecture and design firm based in Venice, California is pleased to announce the opening of the Verizon Wireless Jungle at the America West Arena in Phoenix, Arizona. **“With the Verizon Wireless Jungle, the Phoenix Suns are again raising the bar by offering one of the best family game experiences in the NBA.”** said Suns president Rick Welts.

When the Suns wanted to create the NBA's first permanent club environment for families, they called on RipBang Studios to bring their vision to life. **"RipBang's design perfectly realized the Suns' commitment to our fans,"** said America West Arena's General Manager, Paige Peterson. **"But their dedication and follow-through brought it to life. In addition, no words can describe the excitement my two boys already have for the Verizon Wireless Jungle!"**

Known for inventive branded play environments such as the PBS Kids Backyards in St. Louis, Cincinnati and Pittsburgh, RipBang sought to create a space that would appeal to all ages. Under the direction of Welts, Peterson, and Suns' principal owner Robert Sarver, RipBang designed a 10,000 square foot dining and entertainment zone on the arena's upper concourse. **"Our goal was to deliver a fun new experience that the Suns' fans would love as much as their crazy gorilla mascot,"** said RipBang Creative Director Bob Bangham. **"So we built the ultimate "Gorilla House" based on the things that Go-rilla loves to do – jump, swing, and, of course, play basketball."**



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Incorporating concessions, dining, and an environmentally conscious play area with arcade games and plenty of monitors to show the Suns in action, the Verizon Wireless Jungle is a place for families to enjoy the game in a way that is exciting for everyone. **"The extra dose of humor and imagination that RipBang brought to the design of the project exceeded everyone's expectations."** Welts said.

#### ABOUT RIPBANG

RipBang Studios, based in Venice, California, is a focused multi-disciplinary firm that specializes in the design, implementation and graphic communication of memorable entertainment destinations including restaurants, hotels, theaters, retail stores, branded environments, museums and sports venues. With wit and humor, RipBang's designs aim to translate client goals and objectives into a well-choreographed experience.

Client: **America West Arena** • Architect: **Ripbang Studios** •  
 Creative Director: **Bob Bangham** • Design Director: **Rowena Macaerag** •  
 Project Manager: **Maury Blitz** • Designer: **Nelson Geis** • Designer: **William Wagner** •  
 Graphic Designer: **Amber Howard** • Graphic Designer: **Chris Loomis**

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