renderings.com

CASE STUDY

VISUALIZING AN AMERICAN ICON

FROM MONUMENTAL EXTERIORS TO IMMERSIVE GAME-DAY EXPERIENCES

RENDERINGS.COM COLLABORATED WITH

DALLAS COWBOYS
STADIUM VISUALIZATION



BRINGING THE VISION TO LIFE

Renderings.com worked with the Cowboys organization and its architectural team to translate a highly complex sports venue into clear, compelling imagery. The visualization program communicated architecture and experience together - from the iconic roof and monumental arrival to premium hospitality and the energy of the field.





ARCHITECTURE MADE TANGIBLE

The vast roof, exposed arches, seating tiers, suites, transparent end zones and center-hung video board were rendered with clarity and precision.

MULTIPLE POINTS OF VIEW

Aerial, arrival, field-level and suite-level perspectives created a complete visual narrative for varied audiences.

LIGHTING THAT PERFORMS

Daylight, golden hour and blue-hour conditions revealed structure, scale, transparency and atmosphere.

BRAND AND EXPERIENCE

Crowds, field identity, screens, vehicles and hospitality detail brought the Cowboys game-day experience to life.

A SEAMLESS PARTNERSHIP

Close collaboration aligned architectural fidelity, communication goals and emotional impact across every image.



THE CHALLENGE

A stadium of this scale had to be understood as both a building and an event. The imagery needed to explain complex structure, premium hospitality, circulation, brand identity and the emotional intensity of game day.

OUR SOLUTION

Renderings.com developed a coordinated set of interior and exterior views. Architectural detail, realistic crowds, operational activity and calibrated lighting conditions were combined to make each perspective accurate, legible and compelling.

THE RESULTS

A versatile visual library aligned stakeholders, clarified the venue's defining features and created high-impact imagery suitable for presentations, approvals, marketing and public communication.

WHAT WE DELIVERED

- **PHOTOREALISTIC** EXTERIOR RENDERINGS
- **PHOTOREALISTIC** INTERIOR RENDERINGS
- **MULTIPLE** VIEWPOINTS
- **MULTIPLE LIGHTING** SCENARIOS
- **LIFESTYLE +** CROWD VISUALS
- **MARKETING-READY** IMAGERY

> "The visualization needed to make the stadium's scale understandable and its energy palpable. Every view was designed to communicate both the architecture and the experience it would create."

RENDERINGS.COM
SPORTS + ENTERTAINMENT VISUALIZATION





