



ROGERS CENTRE

How the renovation of a beloved Toronto landmark transformed it into a state-of-the-art facility that meets the demands of modern audiences while honoring its rich history.

STATE-OF-THE-ART HONORS HISTORY

Scan the Toronto skyline, and one architectural landmark stands distinctly above all its counterparts: a lofty steel-and-glass needle known as CN Tower. Follow that needle downward from tip to base and find another iconic Toronto structure — a massive dome that provides the needle with an essential sense of visual grounding. This is Rogers Centre. Home of Major League Baseball's Toronto Blue Jays and a showcase for Maxxit's innovative design contributions.





When it first opened, Rogers Centre was known as the SkyDome — a name it kept from its opening in 1989 until 2005 when Blue Jays owner Rogers Communications purchased the stadium. It was originally designed by architect Rod Robbie and structural engineer Michael Allen and constructed over the course of three years, between October 1986 and May 1989.

At the time, it heralded a new era of stadium design — a fact that was marked with a 90-minute, star-studded opening ceremony on June 3, 1989, a month after construction was completed. The fanfare was big — broadcasted on CBS and hosted by Canadian actors Alan Thicke and Andrea Martin — and culminated with a display of the stadium’s marquee technology: a first-of-its-kind retractable roof. There was only one problem: As the gargantuan canopy began to retract in a marvel of engineering, it exposed all 45,000-plus attendees to a drenching rainstorm.

Still, the new stadium’s excitement persisted. Two days later, the first ballgame brought a thrill that evaporated any traces of the opening gala rainstorm as the Blue Jays hosted the Milwaukee Brewers. And three days after that,

concert goers took in a steamy Rod Stewart live set that opened with “Hot Legs” and closed with “Forever Young.”

From its very start, the stadium was envisioned as a multipurpose facility, prime to host sports, entertainment, and more. But even after the SkyDome’s conversion to Rogers Centre, it had not undergone a large-scale renovation across its three-decade history.

REIMAGINING A DOME

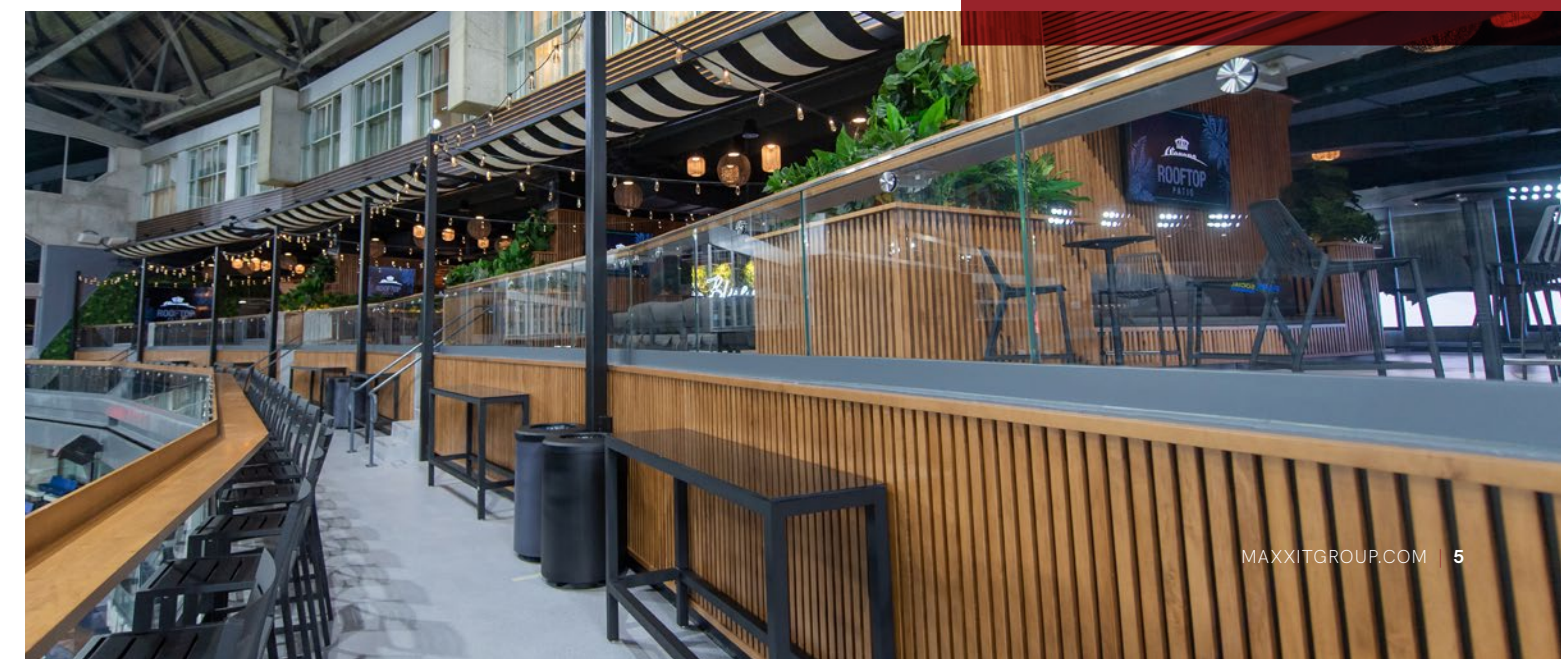
That changed in 2023 when the Blue Jays teamed up with global stadium and arena designer Populous. Over a two-phase, \$300 million renovation, the architectural firm helped reimagine Rogers Centre, updating it with the modern amenities and features that elevate a ballgame, concert, or event to an unforgettable experience.

The project introduced a redesigned outfield, improved sightlines, enhanced seating options, and state-of-the-art entertainment spaces, as well as an updated V.I.P. entrance at Gate 8. Populous prioritized fan engagement, creating social gathering areas, upgraded concessions, and immersive experiences that cater to diverse audiences.

Immediately noticeable when fans enter the ballpark is the new Outfield District, featuring social spaces to gather with friends and get closer to the action; live entertainment off the field; and food and beverage options that reflect the city of Toronto.

Maxxit ceiling systems were a key element of the renovation in helping to enhance Rogers Centre’s aesthetics, particularly the TD Park Social section of the stadium, a family-friendly area with games, food, and comfortable seating. This transformation not only modernized the stadium but also solidified Rogers Centre as a premier destination for sports and entertainment.

“We’ve worked to completely transform the stadium into a ballpark that features the latest amenities for a wide range of fans and provides best-in-class facilities for players and their families,” says Ben Naudet, Populous project designer. “We couldn’t be more excited with the design and functional changes made to modernize the fan experience and build a great ballpark.”



CUSTOM DESIGN SOLUTIONS

As stadiums evolve to meet the expectations of modern audiences, experience often comes down to the details. Today's fans expect more than just a seat and a view of the field; they seek immersive environments that offer comfort, engagement, and a sense of community.

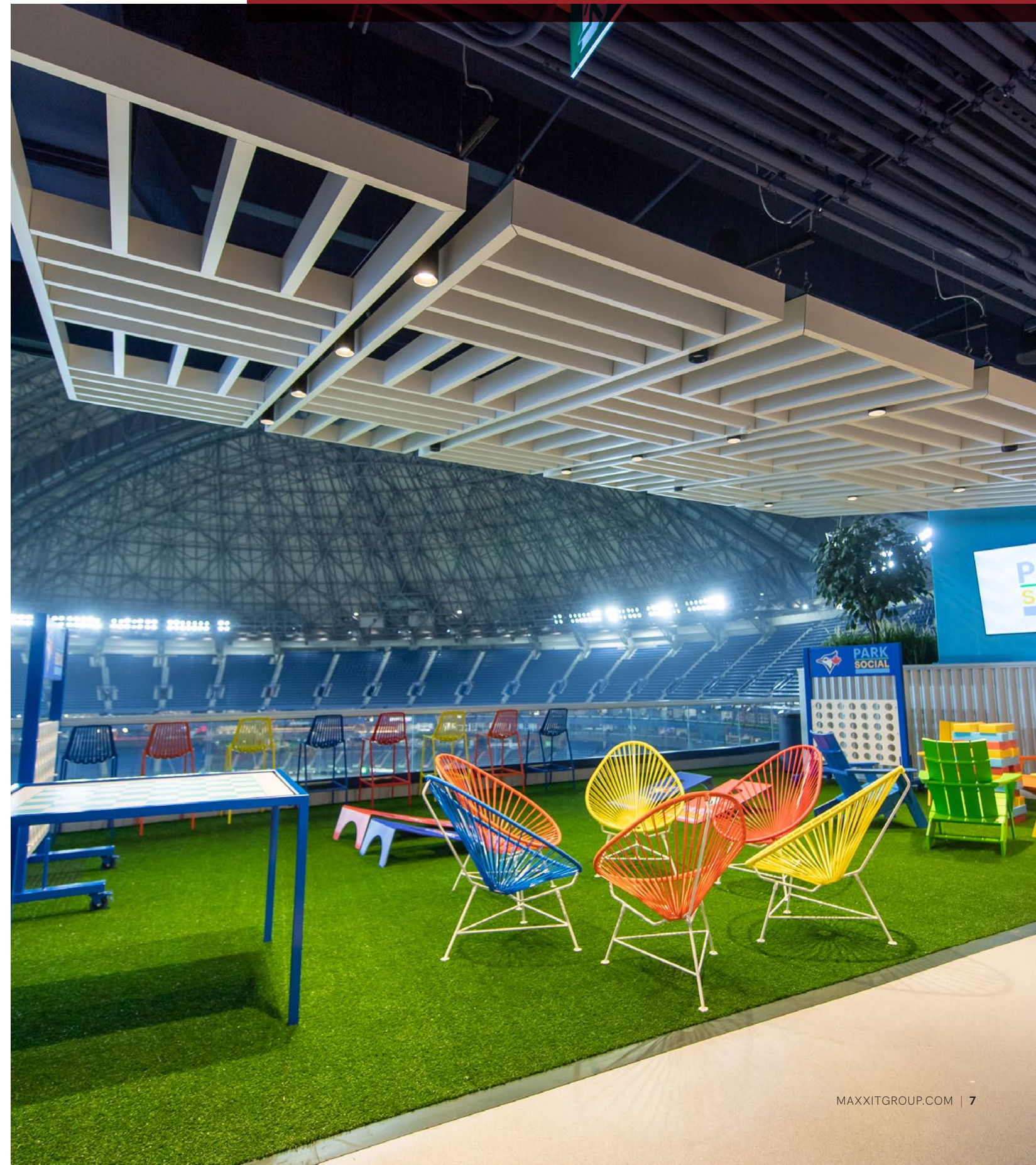
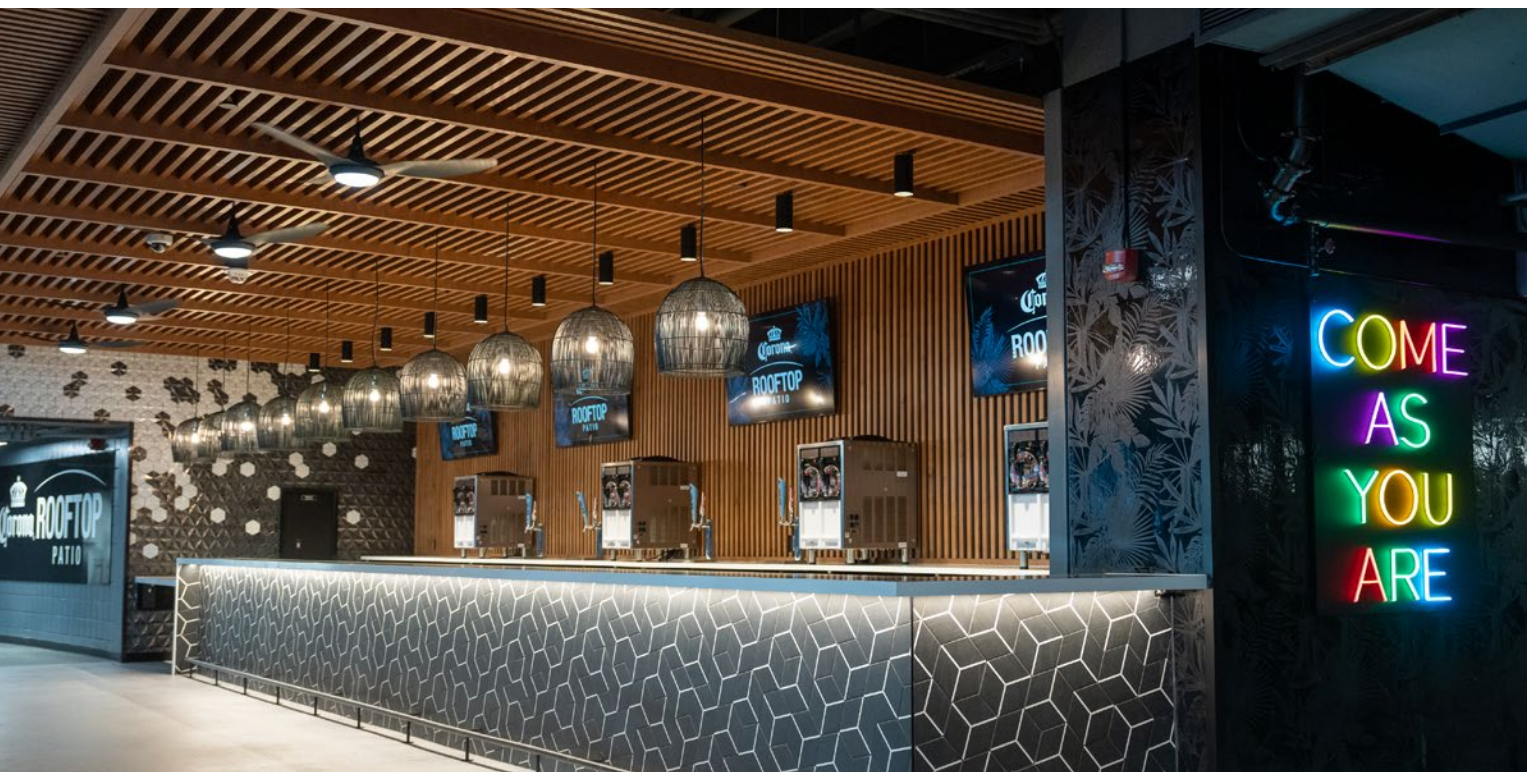
As one of the standout areas in the renovated Rogers Centre, the TD Park Social concourse, a "park within the park" in the newly created Outfield District high above left field on the 500 level, exemplifies this shift in stadium design. It's a vibrant space filled with activities, dining options, and places for fans of all ages to enjoy the game in a casual, social environment. Central to the visual and functional transformation of this space are the Maxxit open cell ceiling systems.

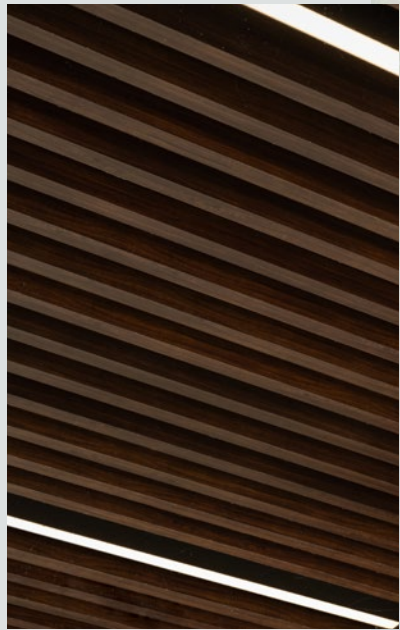
AERO:Form Custom Open Cell offers a highly customizable extruded aluminum system that allows architects and designers to create floating decorative frames in any number of shapes, finishes, and forms with exceptional precision and ease. At Rogers Centre, this system was used to create dynamic floating frames throughout the TD Park Social area, adding layers of depth and dimension to the space.

The floating decorative frames, finished in a sleek neutral aluminum, bring a contemporary and visually striking aesthetic to the concourse. They help to define distinct zones within the space, creating an inviting and engaging atmosphere. These frames aren't mere decoration; they also serve as visual anchors that guide visitors through the area, enhancing wayfinding while maintaining a cohesive design language.

In addition to their aesthetic and wayfinding value, Maxxit open cell ceiling systems contribute to the functionality of the TD Park Social concourse. The floating frames conceal essential infrastructure in the plenum, such as lighting and HVAC components, ensuring these elements remain unobtrusive while maintaining easy access for maintenance crews. This dual-purpose design highlights Maxxit's expertise in creating solutions that balance beauty and practicality.

Open cell products are also featured in two other areas inside the stadium. Directly across the stadium on the top level above right field resides the Corona Rooftop Patio, a bar that features gathering space, panoramic views of the park, and live entertainment. **LINE:Form Wall Fins** set the aesthetic tone for the area with a wood-look finish that provides a warm, natural feel.





PROJECT DETAILS

Rogers Centre

Location
Toronto, ON

Design Architect
Populous

Installer
Anco Contracting Inc.

Maxxit Products
AERO:Form Custom
Open Cell

AERO:Form Custom
Open Cell with
Decorative Tin Panels

LINE:Form Wall Fins

LINE:Form Traditional
Extruded Baffle



Four levels down from TD Park Social and the Corona Rooftop Patio, The Stop bar and restaurant is nestled directly behind center field. The Stop offers a neighborhood bar vibe, where fans can grab a meal and a pint before the first pitch. One of the easiest ways to identify the area comes thanks to its ceiling treatment. Floating AERO:Form Custom Cube Extruded Open Cell with Decorative Tin Panels offer a clear and visually attractive point of interest over the restaurant's counter-service area.

The modularity of the open cell system also allowed for efficient installation, minimizing disruption during the renovation process. This flexibility ensured that the ambitious project timeline could be met without compromising on quality or design integrity.

Outside at Gate 8, the premium entrance for V.I.P. guests features a new canopy constructed with [LINE:Form Traditional Extruded Baffles](#). The design creates a bold and inviting entryway with a rich, linear wood-look aesthetic. Thanks to their corrosion-resistant aluminum and powder-coated finish, the baffles ensure lasting protection against Toronto's elements for decades to come.

A RELIABLE PROJECT PARTNER

The Rogers Centre renovation presented two primary challenges for Maxxit: customization and a tight project timeline. As a proactive partner, Maxxit played a pivotal role in ensuring smooth execution by addressing these challenges head-on.

One of the biggest hurdles was the level of customization required for the ceiling systems in the TD Park Social concourse.

“The design was intricate,” explains Bassam Hussein, Maxxit senior project manager. “It required different ceiling systems to integrate seamlessly.”

The versatility of the Open Cell system allowed Bassam and the Maxxit team to create a highly tailored solution that met the project's architectural vision while integrating with the stadium's infrastructure to maintain a cohesive aesthetic.

Beyond customization, an aggressive timeline was another key obstacle. Recognizing the potential for delays, Maxxit took a proactive approach to minimize risks and avoid unnecessary setbacks.

“We knew that certain challenges would arise, so we planned ahead,” says Hussein. “For example, we applied a special finish to the end caps of the baffles to ensure a seamless look when exposed to lighting—something the client hadn’t originally requested but was crucial for the final aesthetic.”

Through precision engineering and seeking preemptive approvals on critical details, Maxxit was able to prevent unnecessary product waste, reduce field modifications, and streamline installation.

“We provided the client with a layout that showed exactly where they needed to cut and where full lengths should be used,” said Hussein. “Even offcuts were planned for reuse in other areas, which minimized waste and saved installation time”.

This meticulous foresight allowed Maxxit to meet the client’s ambitious deadline while maintaining the highest quality standards. The team’s ability to adapt, innovate, and anticipate potential issues solidified their role as a trusted architectural solutions partner.

A LASTING IMPACT

The Rogers Centre renovation has transformed a beloved Toronto landmark into a multifaceted experience that

goes beyond the game itself. Maxxit’s involvement in the project underscores the company’s commitment to pushing the boundaries of architectural design and helping deliver extraordinary results. Beyond its products’ aesthetic appeal, functionality, and flexibility, Maxxit helped create a space that not only looks impressive but also enhances the way fans interact with the venue.

As architects and specifiers look to design the next generation of sports and entertainment facilities, the Rogers Centre renovation serves as a powerful example of how thoughtful design and innovative products can come together to create spaces that inspire and delight. At the heart of this transformation lies a commitment to creating spaces that elevate the experience of every visitor.

Maxxit’s open cell systems played a vital role in bringing this vision to life, proving that even the smallest details can have a big impact on the overall design. As a result, the TD Park Social concourse is not just a space to pass through but a place to gather, play, and connect.

“This was one of my proudest projects,” says Bassam. “We tackled challenges ahead of time, met the tight timeline, and delivered a result that exceeded expectations. Seeing it all come together at Rogers Centre was incredible.”



Let’s build something extraordinary together.

If you’re an architect or designer looking to elevate your next project, Maxxit offers the expertise and products to turn your vision into reality. Contact us today to explore how we can support your next high-end commercial design.

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