



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.

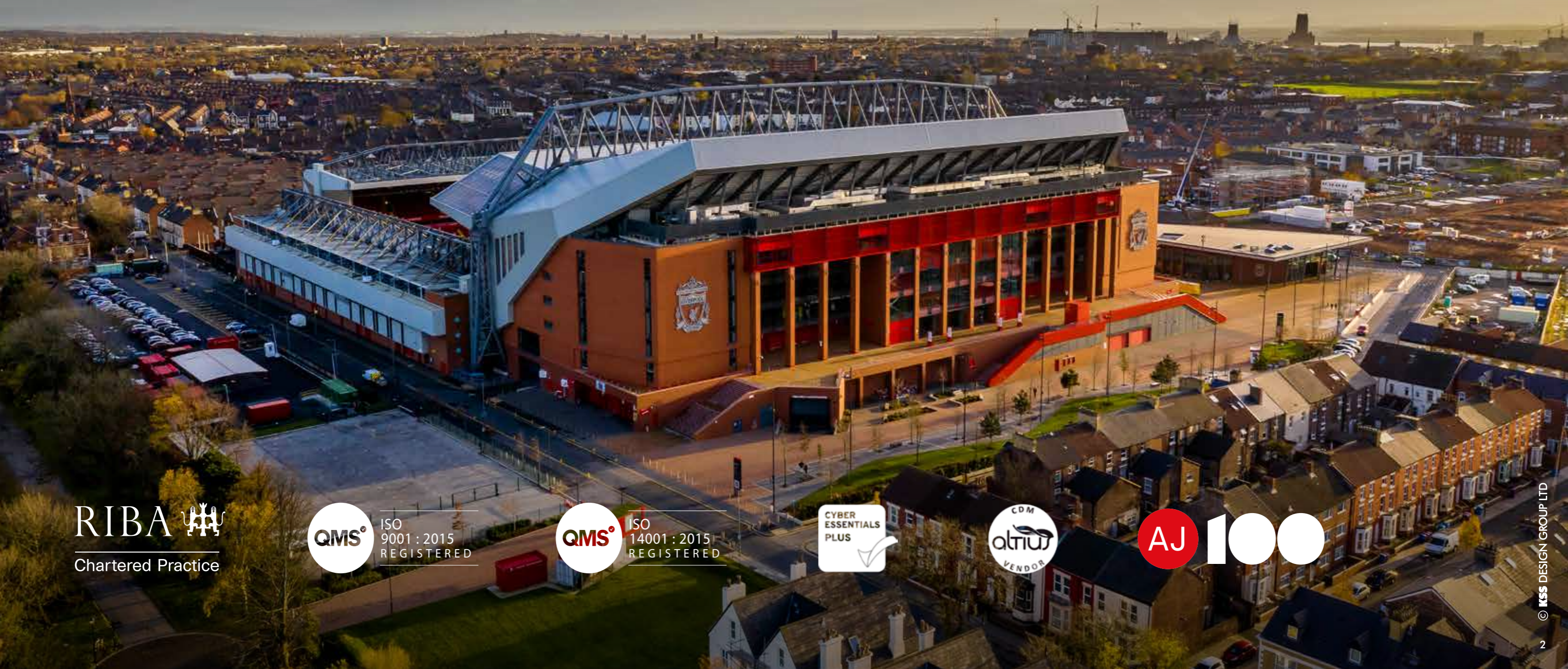
KSS

STADIA PORTFOLIO

JUNE 2021



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



RIBA 
Chartered Practice

 ISO
9001 : 2015
REGISTERED

 ISO
14001 : 2015
REGISTERED

 CYBER
ESSENTIALS
PLUS

 CDM
altrius
VENDOR

 AJ 100

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.

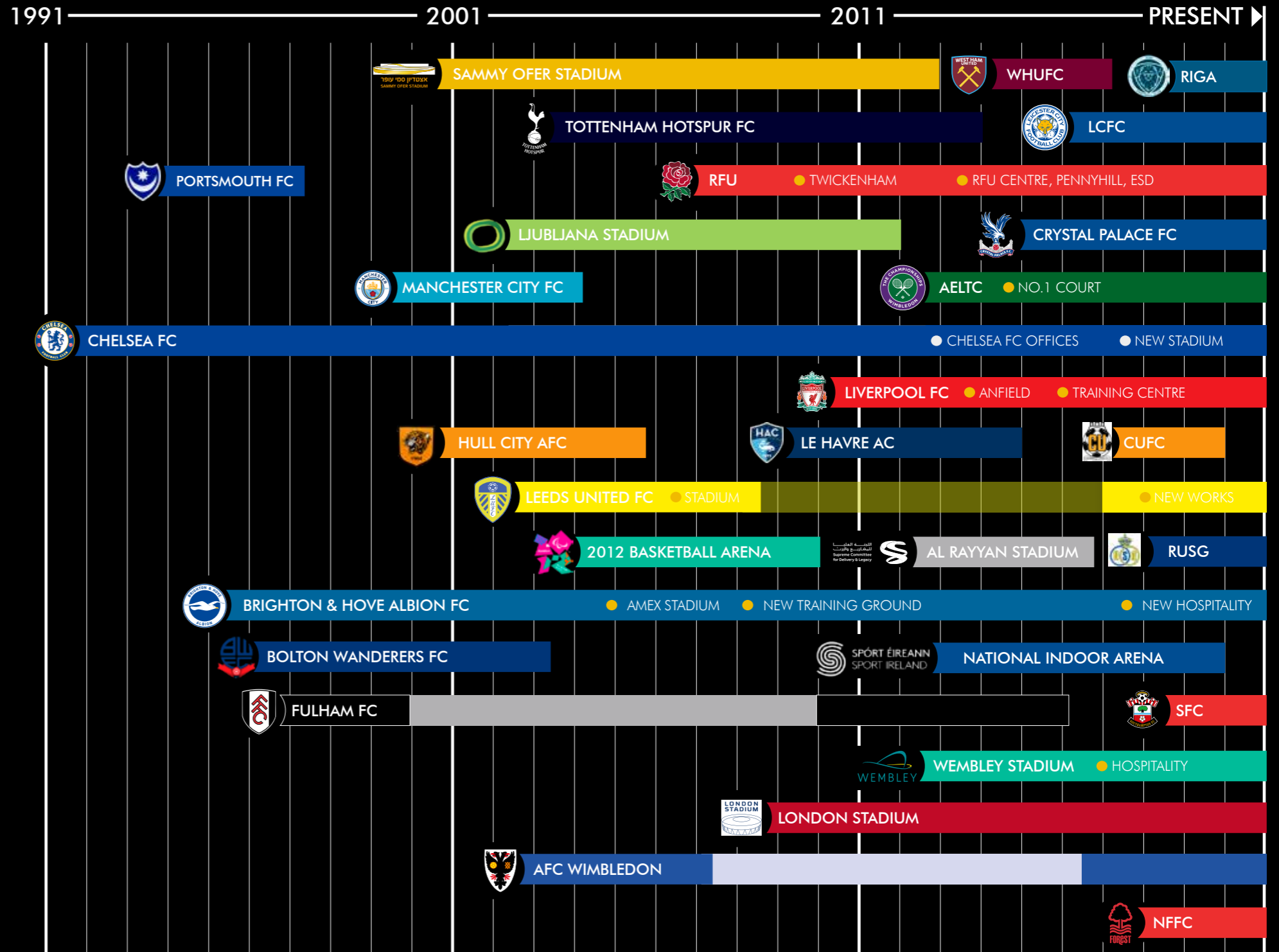
Our innovative approach to design has helped us maintain longstanding relationships with our clients since our inception in 1991.



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**



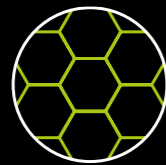
OUR PRACTICE AWARDS



Best Professional Services Firm in Sport
Winner 2019 / Silver 2020

WINNER

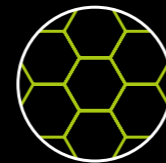
Best Professional Service Business Serving Football



FOOTBALL BUSINESS AWARDS 2015

WINNER

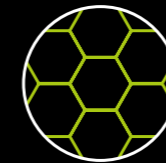
Best Professional Service Business Serving Football



FOOTBALL BUSINESS AWARDS 2016

FINALIST

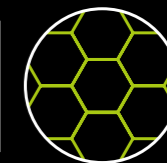
Best Professional Service Business Serving Football



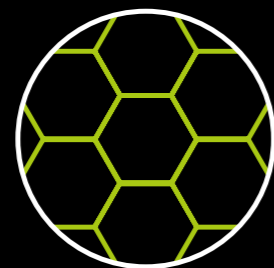
FOOTBALL BUSINESS AWARDS 2017

FINALIST

Best Large Business Serving Football



FOOTBALL BUSINESS AWARDS 2018



FOOTBALL BUSINESS AWARDS 2019

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.

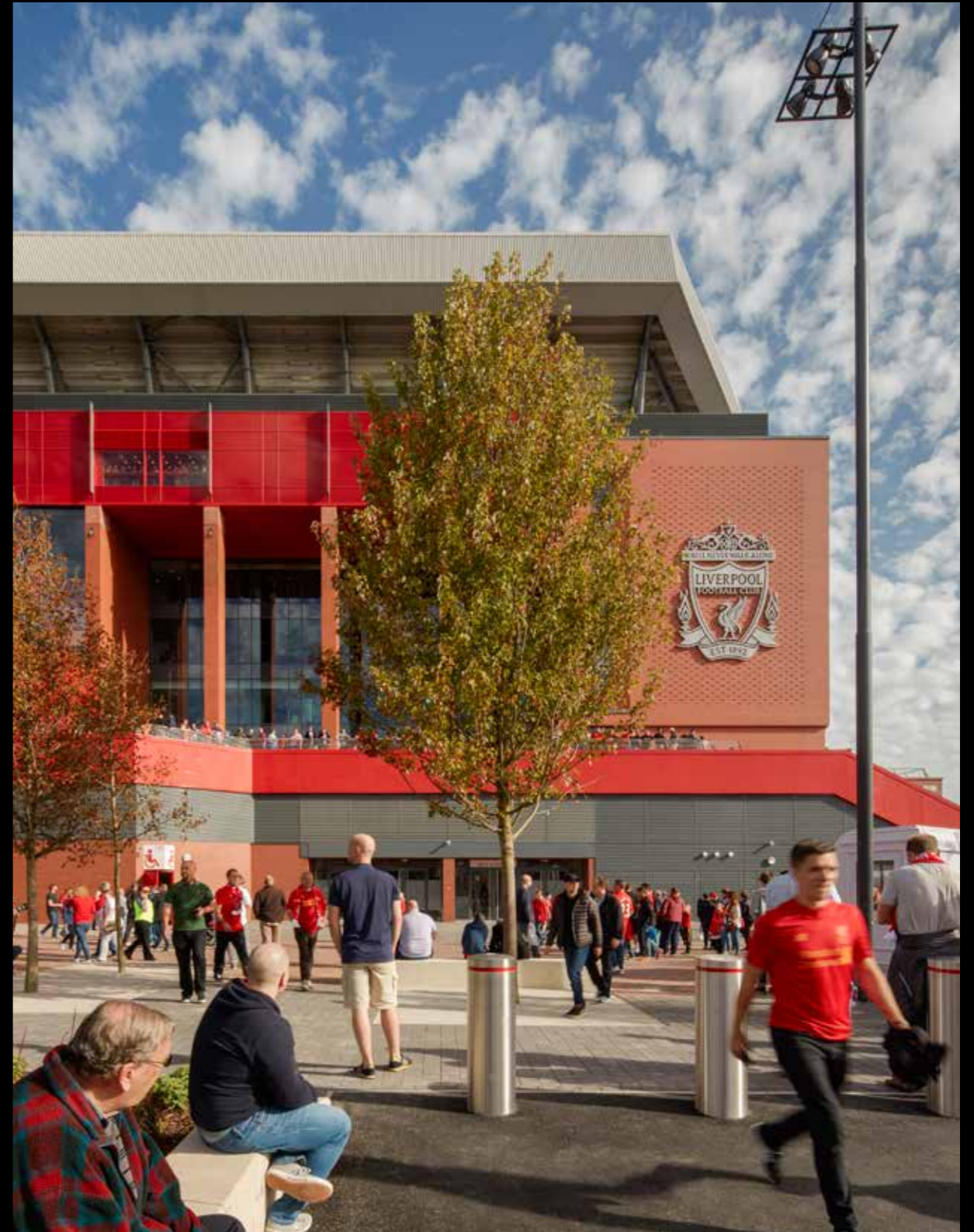
The phased expansion sees the stadium capacity increased to just under 54,000. The first phase 20,500 capacity Main Stand completed in 2016 is now one of the largest single stands in the country, and accommodates a full range of top-quality facilities for players, general admission fans and premium seat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





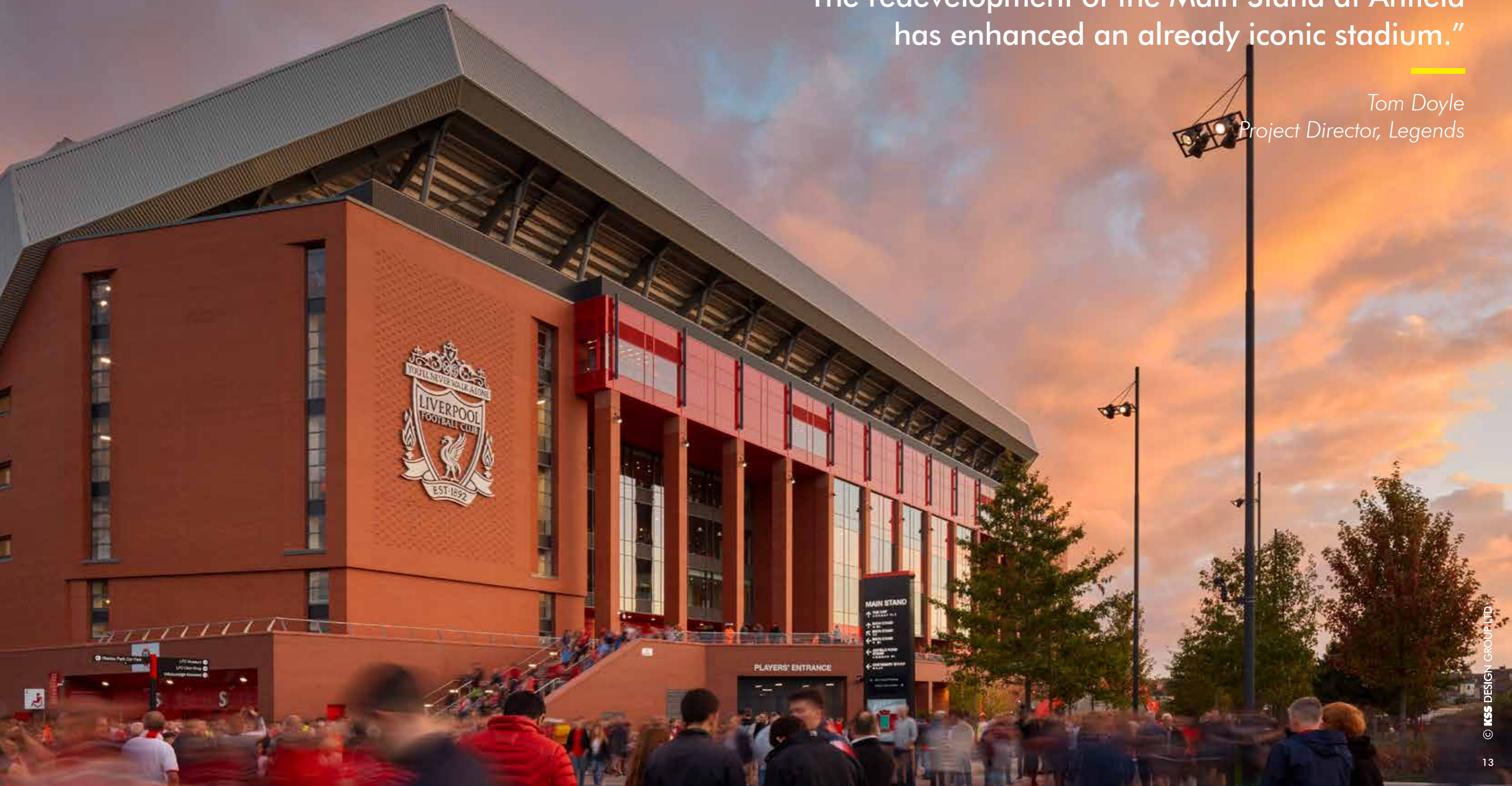
“I think what KSS did was make the best stadium in the world even better, and that’s some achievement.”

*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



LIVERPOOL FC

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



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

SIZE
11,000 sqm

SERVICES
Architecture
Interior Design
Graphic Design

DESIGN TEAM

VALUE
Confidential

STATUS
Completed, August 2016

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

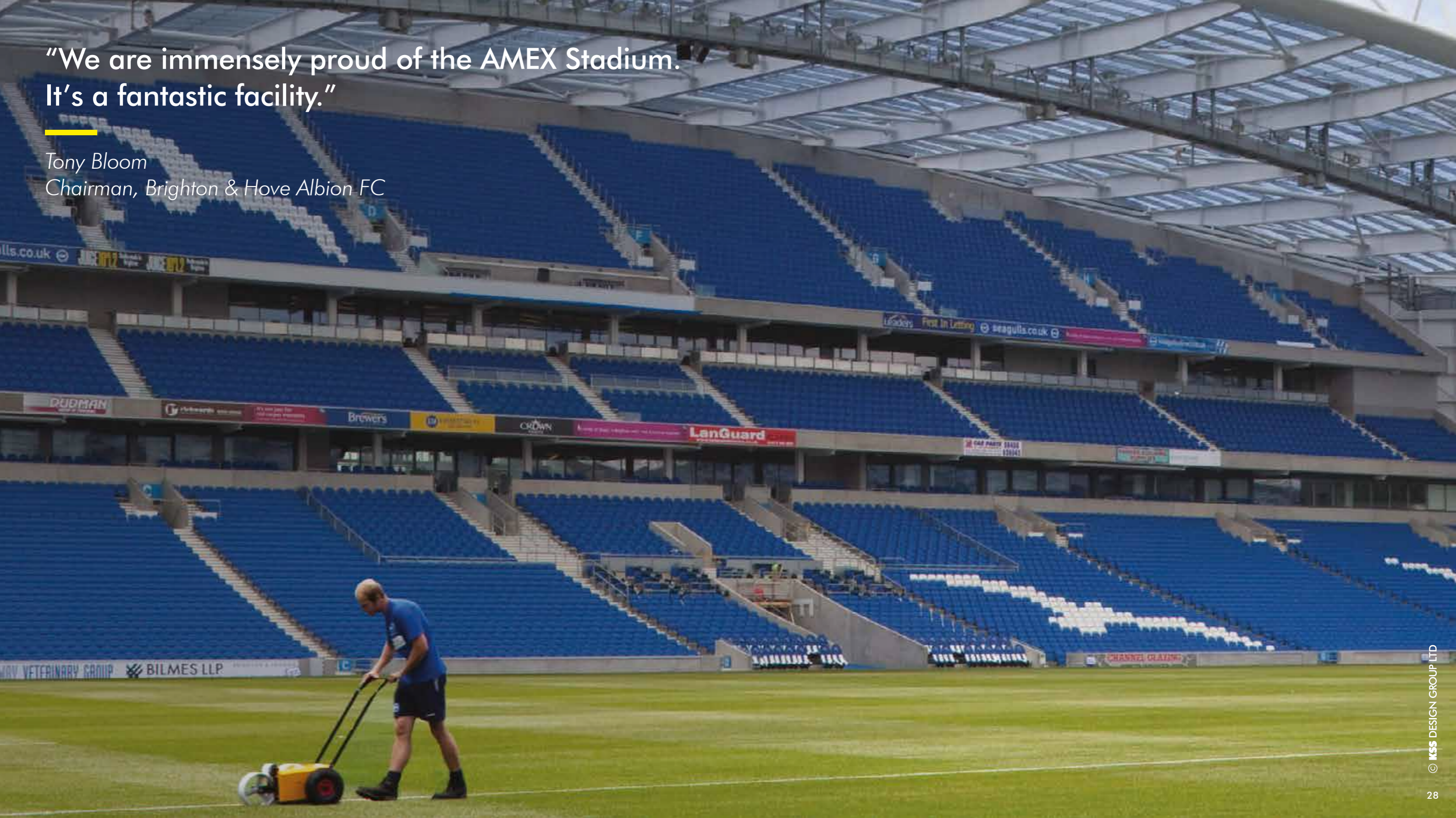
DIRECTORS CHOICE FOOTBALL HOSPITALITY AWARDS 2012





“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