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WORLD CUP

# PROJECT COVER-UP

With matches starting in June Lumen Field is preparing for a temporary, but sweeping, stadium transformation

**F** or a few weeks next summer, Lumen Field will give way to its nearly-identical twin. The 68,000-seat stadium in the heart of Pioneer Square will go by Seattle Stadium when 2026 World Cup matches begin. ¶ The stadium makeover follows the strict sponsorship guidelines set by FIFA, the international soccer governing body, ahead of the quadrennial tournament. Of course, the stadium isn't actually being replaced – but it will have to go through a complete branding overhaul in the coming months before it hosts six matches. ¶ It's a gargantuan task with few finalized details at this point. ¶ "I wouldn't say there's anything particularly keeping me up at night for this project directly," said Zach Hensley, general manager of Lumen Field. "Right now, some of the unknown of what we're going to deliver is what the procurement and design will be. I think we'll learn a little bit more about that in the coming months." ¶

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