

NBA PLAYZONE

Shanghai, China

NBA Playzone is a unique new concept that debuted in Shanghai in the summer of 2016. It combines participatory, interactive, and creative play that is geared towards kids of all ages. It incorporates some of the iconic NBA mascots, team logos, and images of the leagues most notable players. The 1,500 square meter attraction includes a signature retail store, NBA café, kids basketball court, soft play areas, and interactives.

Our team worked closely with the NBA and other project team members to develop the experience. Initially, MR-ProFun provided business and operational planning services. Once a site was selected, MR-ProFun assisted the NBA by providing operational input into design and later assisted with the acquisition of their point of sale system. In addition, during pre-opening a member of our team provided onsite support through the grand opening period.

- Business and Operational Planning
- Pre-Opening Operations
- Operational Input Into Design
- Point of Sale Selection
- Onsite Pre-Opening Assistance

