Game on:

Strategies for Designing a Winning Esports Space

EDspaces
Designing the Future of Education
Charlotte, NC | November 7-9, 2023

By: Martin Fritzen

3 key learnings:

1. Be flexible and multi-purpose

2. Who will use it? (age, size, volume, personas)

3. What will they us it for? (motivation, ambition, games, activities)

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The plan

1. Let´s get go know each other

2. Esports basics

3. 8 zones to include in esports space designs

4. Questions
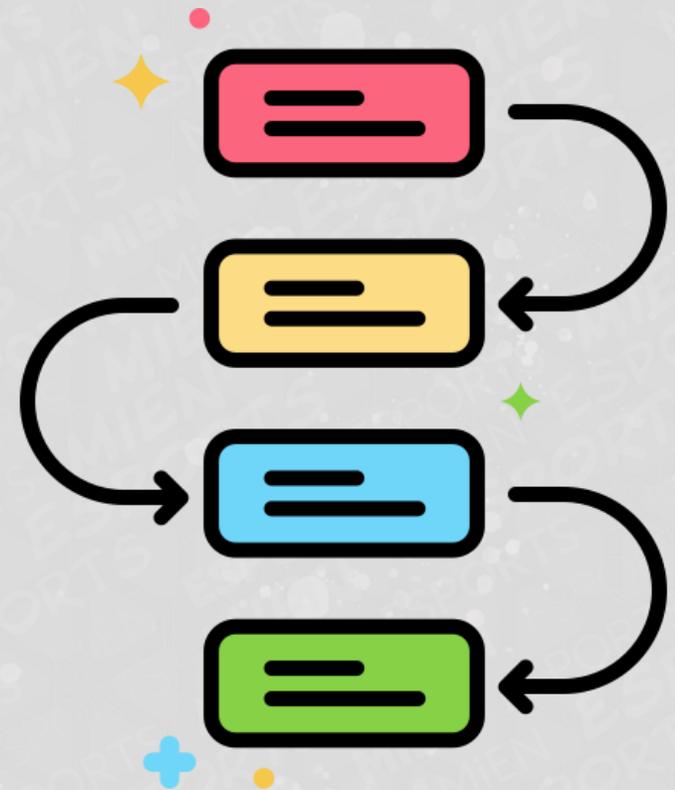
Martin Fritzen

- Esports expert

- Built framework for +200 esports clubs and schools

- Esports Author

Connection Before Content

- Danish, Bev 90210 fanboy and soccer club founder

- Dad of Laura (7) & Mille (5)

Who are you?

- Icebreaker

- Stand and make a line

- X distance to Z

E-sports, esports, e-sports, Esports???

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~~Esports~~, *e*sports, ~~e-sports~~, *E*sports???

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FIVE BENEFITS OF ESPORTS IN SCHOOLS

Collaboration and teamwork skills

Increased academic and social engagement

Exploration of STEM concepts and career paths

Improved brain function and capabilities

Tournaments offer peer connections and scholarship opportunities

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+1.7 INCREASE IN AVERAGE GPA

10% IMPROVEMENT IN SCHOOL ATTENDANCE

56% HAVE SEEN ACADEMIC IMPROVEMENT AFTER IMPLEMENTING

41% FOUND INCREASED STUDENT PARTICIPATION AND RECRUITMENT

20% TOP ESPORTS ATHLETES ATTRACT SCHOLARSHIPS TO NATIONAL COLLEGES

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+12%
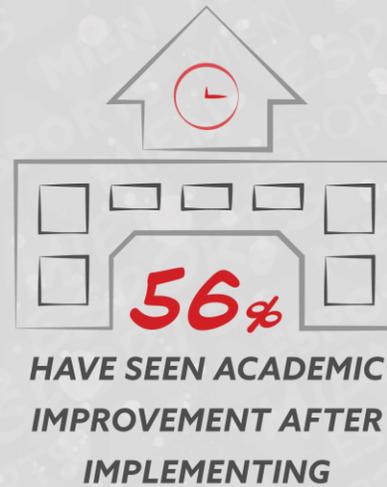
MEMORY
PERFORMANCE
INCREASED BY ABOUT 12
PERCENT FOR THOSE
PLAYING 3D GAMES.

STRATEGISTS

OPERATIONS ANALYST

MARKET RESEARCH ANALYST

MATHEMATICIAN   FINANCIAL ADVISOR

PREFORMANCE COACH   DATA SCIENTIST

ORGANIZERS

TEAM GENERAL MANAGER

PROJECT MANAGER

CYBERSECURITY

EVENT PLANNER

INTERIOR DESIGNER

VENUE COORDINATOR

COMMUNITY ORGANIZER

PLAYERS

GAMES

CONTENT CREATORS

PRODUCTION COORDINATOR

CONTENT DESIGNER

JOURNALIST

WRITER

VIDEOGRAPHER

GRAPHIC DESIGNER

VIDEO GAME DEVELOPER

ENTREPRENEURS

PROGRAM DEVELOPER

ACCOUNT EXECUTIVE   RECRUITER   LAWYER

PRODUCT MANAGER   BUSINESS CONSULTANT

PUBLIC RELATIONS SPECIALIST

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Denmark

- 5.8 mio people
- Great IT infrastructure
- "free" education
- "Old" tradition for gaming

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Slagelse

- 79.000 people

- +7000 students

- K-12, high schools and universities

- 1 Esports Center: Sørby Esport Center
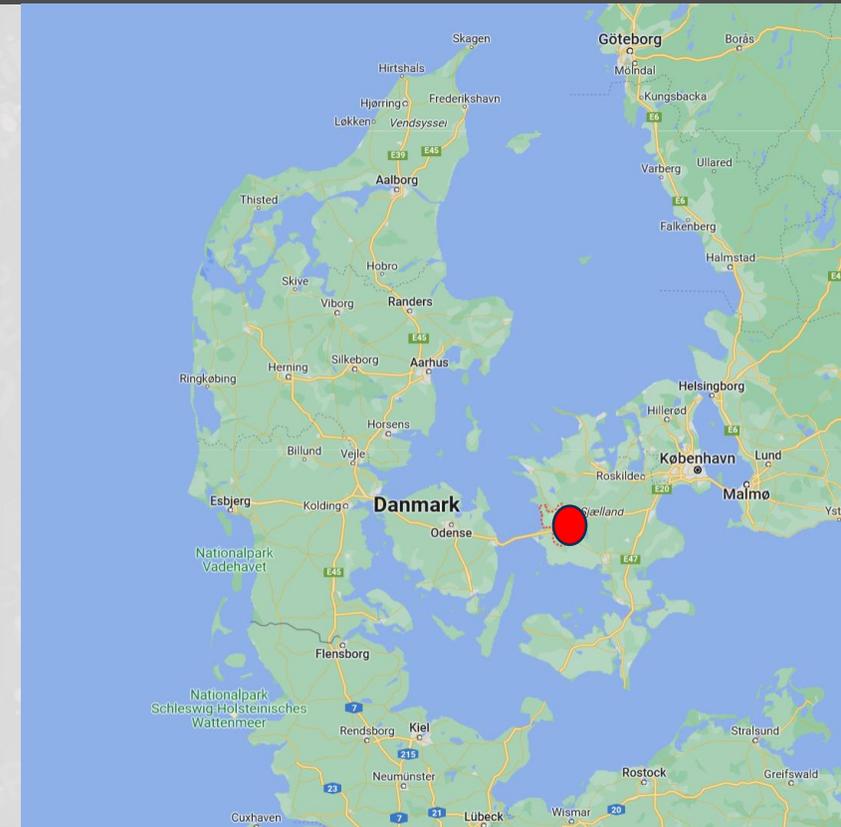
8 Zones to Include in Esports Spaces

1. Team Zone
2. Noisy Zone
3. Silent Zone
4. Relaxing and Social Zone
5. Viewing Zone
6. Conference Zone
7. Wardrobe Zone
8. Shout Casting Zone
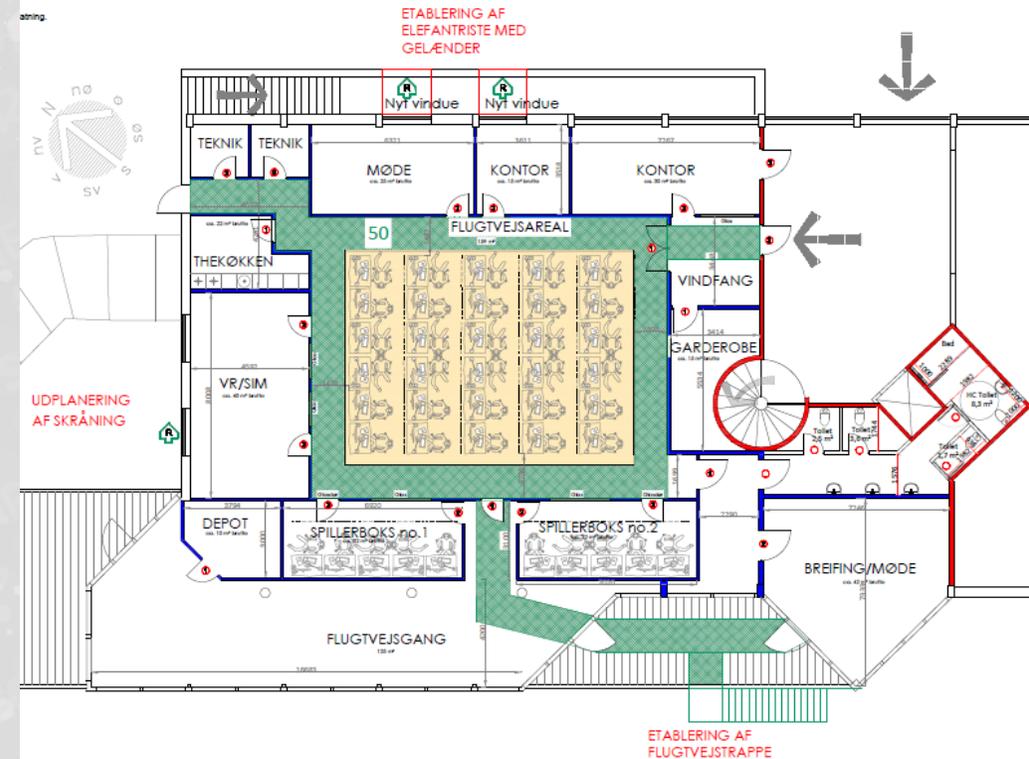
ETABLERING AF
ELEFANTRISTE MED
GELÆNDER

Nyt vindue   Nyt vindue

TEKNIK   TEKNIK

MØDE   KONTOR   KONTOR
ca. 22 m² brutto   ca. 13 m² brutto   ca. 30 m² brutto

50   FLUGTVEJSAREAL
128 m²

THEKØKKEN   VINDFANG

UDPLANERING
AF SKRÅNING

VR/SIM   GARDEROBE
ca. 40 m² brutto   ca. 10 m² brutto

HC Toilet
8,3 m²

Toilet
2,6 m²   Toilet
5,8m²   Toilet
4,7 m²

DEPOT   SPILLERBOKS no.1   SPILLERBOKS no.2
ca. 10 m² brutto   ca. 102 m² brutto   ca. 72 m² brutto

BREIFING/MØDE
ca. 42 m² brutto

FLUGTVEJSGANG
128 m²
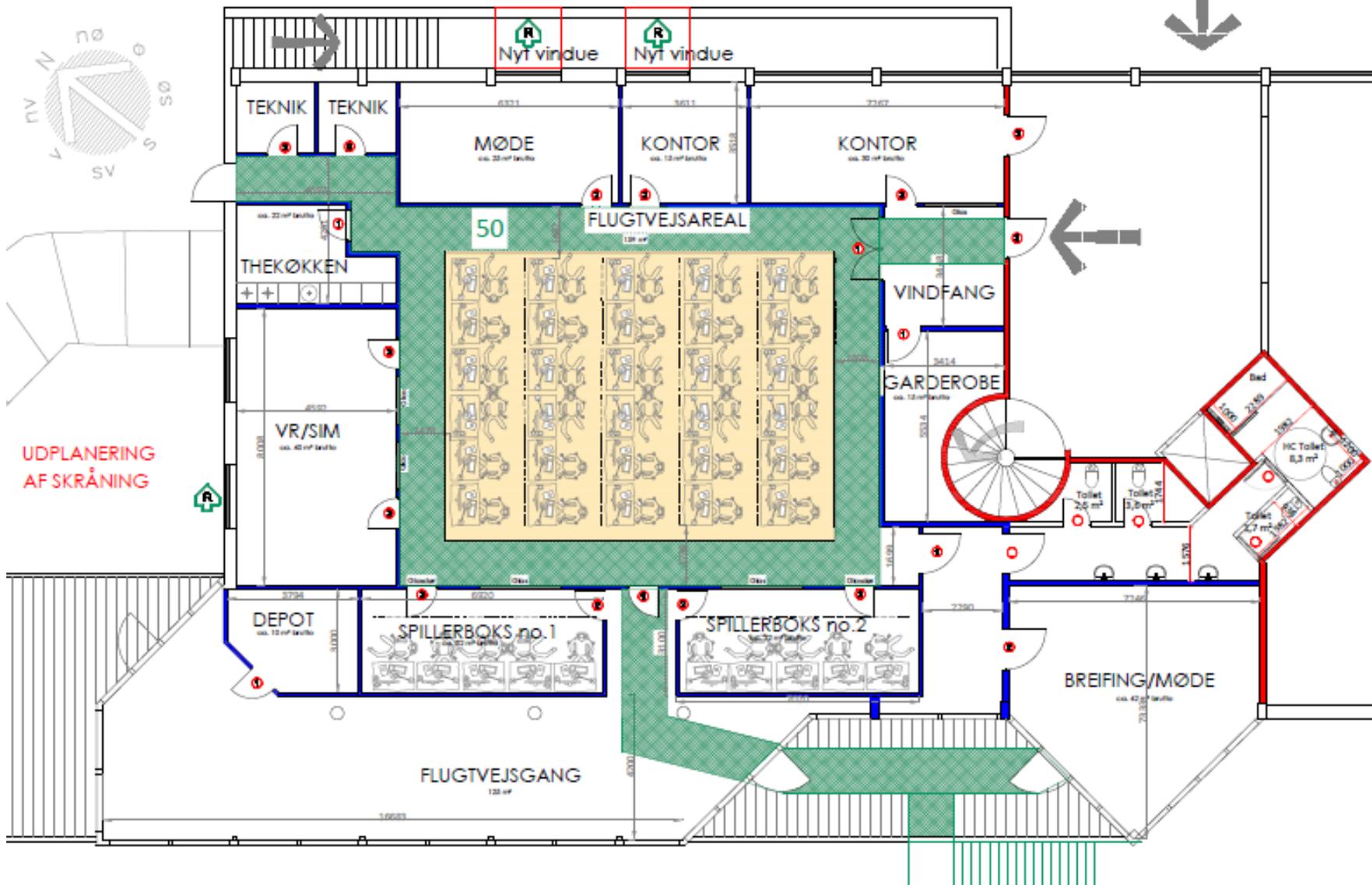
ETABLERING AF
FLUGTVEJSTRAPPE

8 Zones to Include in Esports Spaces

1: Team Zone

Some games and gamers love to play on a team or with others. Either way, if your esports space supports that players can sit next to each other with eye contact, sharing high fives and fist bumps and small talks.

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8 Zones to Include in Esports Spaces

2: Noisy Zone

Some gamers are loud, some like to talk, some like to work together when playing. If your esports space supports an area where you are allowed to be somewhat loud, you are good.

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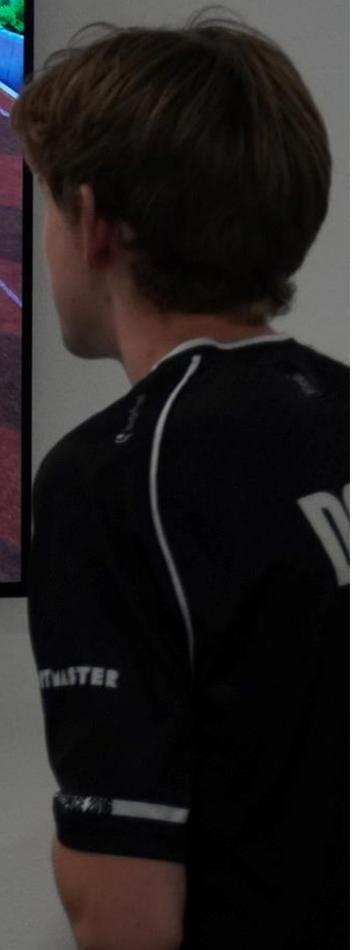
8 Zones to Include in Esports Spaces

3: Silent Zone

Some gamers are silent, they need to feel safe, concentrated, focused and to immerse themselves in games or homework.

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8 Zones to Include in Esports Spaces

4: Relaxing and social zone

Some gamers are motivated by being social and gaming with others. If your esports spaces offer relaxing and social areas where students can hang out, talk, have fun and make new friends, this will support the growth of the program.

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8 Zones to Include in Esports Spaces

5: Viewing Zone

Having a viewing area with chairs, sofas, and big screen / projector, allows fans, students and visitors to watch and view the school teams when they are playing in tournaments and leagues. Viewing areas can also be used for instructions, teaching, ted-talks, motivational speaks and watching matches in general.

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8 Zones to Include in Esports Spaces

6: Conference Zone

Meeting room, conference room, tactical space – some teams, gamers, classes, need a conference room with white boards and smart screens, so they can prepare a match, analyze a competitor, have team meetings, build new projects or just have a meeting behind closed doors.

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THEKØKKEN

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50

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DEPOT   SPILLERBOKS no.1   SPILLERBOKS no.2

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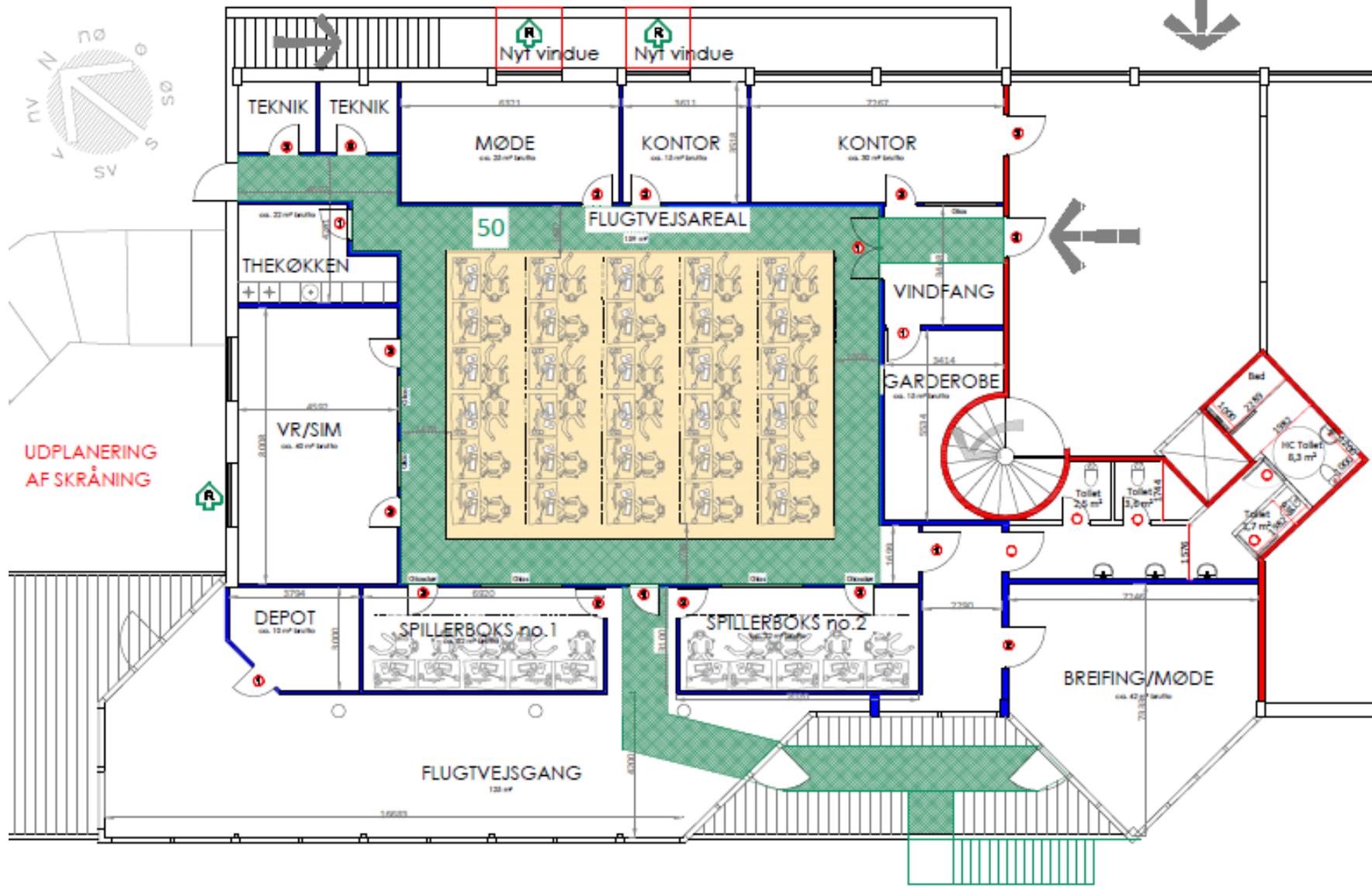
FLUGTVEJSGANG

ETABLERING AF
FLUGTVEJSTRAPPE

8 Zones to Include in Esports Spaces

7: Wardrobe Zone

Depending on the location and weather, we need a wardrobe-area where gamers and students can drop their jackets, bags and so on. Maybe with locks. Some games, tournaments, matches and activities take 3-24 hours and we want to offer a nice place for storing jackets, backpacks and so on.

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8 Zones to Include in Esports Spaces

8: Shout casting Zone

Shout casting area desks with computers where streamers, hosts and casters, can stream, cast, host and commentate esports activities. Usually this is a silent area, because the caster is broadcasting his / her voice and the comments of the game, via online streams to platforms like Twitch. Some are very active and social, especially if they have on-location viewers they need to entertain.

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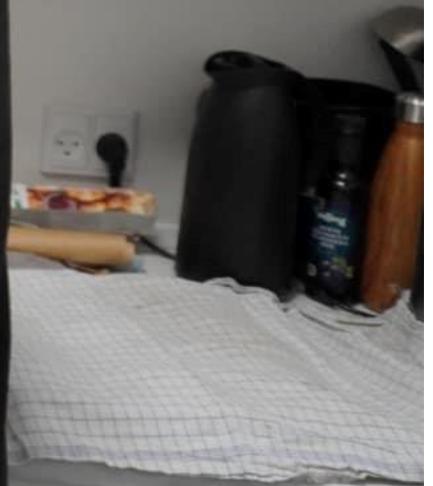
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Questions?

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