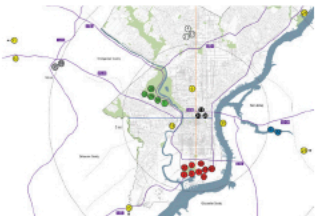


Philadelphia 2024 Olympic Proposal  
*City of Philadelphia*

In 2013, Danielle assisted a small group of city officials on a proposal for the United States Olympic Committee (USOC) to consider Philadelphia as a host city for the 2024 Olympic Games. We assessed various city locations to accommodate the proposed Olympic Park, sports venues, and the residential Olympic Village. She produced urban design plans and performed capacity assessments for the potential sites. We created diagrams to visually interpret the number of hotel rooms and travel distances within a 90-mile radius of Philadelphia. In addition, we coordinated renderings to imagine Philadelphia's iconic urban spaces during Olympic celebrations and award ceremonies. The presentation was shared with visiting members of the USOC. Despite a positive reception from USOC members, city officials decided not to pursue a bid to host the 2024 Olympics. However, the study showed that Philadelphia has many significant assets and the promise of a successful Olympic bid may be possible in the not too distant future.



Banner 2024



Regional sports venue clusters



Olympic Park

Graphic presentations and seductive renderings made a bold and persuasive claim to Philadelphia's readiness for Olympic status

