

A Winthrop & Weinstine blog dedicated to bridging the gap between legal & marketing types.

[Roof Collapse at Mall of America \(Field\)](#)

Posted on December 12, 2010 by [Steve Baird](#)

Do you suppose that the [Mall of America](#) ever thought about its brand name being associated with a "roof collapse" when it signed on and paid for the naming rights at the aging [Mall of America Field](#), the nearly thirty year old inflatable indoor venue "[formerly known as](#)" the [Hubert H. Humphrey Metrodome](#), located in Minneapolis, Minnesota?



Having seen this image, the above question may seem especially relevant now, given the sheer size and importance of the integrity of the roof at the actual [Mall of America](#), a roof so large that:

- ".[57 miles is the walking distance around one level of Mall of America](#)"
- "[8 acres of skylights allow about 70% of the natural light to enter the Mall](#)"
- "[7 Yankee Stadiums can fit inside the Mall](#)"



ATTORNEYS AND COUNSELORS AT LAW

Capella Tower | Suite 3500 | 225 South Sixth Street | Minneapolis, MN 55402
Main: (612) 604-6400 | Fax: (612) 604-6800 | www.winthrop.com | A Professional Association

- "[32 Boeing 747s could fit inside the Mall](#)"
- "[520+ stores are located in Mall of America](#)" and
- "[4.2 million square feet of gross building area](#)" forms the Mall of America.

I'm thinking that the Mall of America has some pretty impressive public relations and PR talent to have [most](#) roof collapse news stories referring to the Metrodome name, not Mall of America Field.

Perhaps unintentional subtlety, or a slavish distinction between a roof and field, but it appears the Metrodome name is being linked more closely with the roof collapse, and the Mall of America Field name is being associated with some harmless [snow falling on the empty field](#), with this headline, as a good example: "[Metrodome Roof Collapse Leaves Snow on Mall of America Field](#)."

I suspect this is a good example of one time when the Mall of America may be happy its naming right to the Metrodome hasn't supplanted all use of or reference to the Metrodome:

http://www.youtube.com/watch?v=kh5iE5FA84g&feature=player_embedded

We certainly can all be happy and thankful that the roof collapse didn't occur during an event, and that no one was hurt during the collapse of the "Metrodome" roof.

Still, I'm left wondering whether the Vikings will be thankful for the roof collapse, especially if it ends up playing a role in obtaining a new home field for the team.

Losing the ability to host two home games in a disappointing and already losing season may be a very small price to pay for some [new digs](#).



ATTORNEYS AND COUNSELORS AT LAW

Capella Tower | Suite 3500 | 225 South Sixth Street | Minneapolis, MN 55402
 Main: (612) 604-6400 | Fax: (612) 604-6800 | www.winthrop.com | A Professional Association