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JBI, SOSH Architects, and Wimberly Interiors to Collaborate on New Hard Rock Property

Will Speros • June 15, 2018



The Hard Rock International portfolio will grow later this month with the opening of the **Hard Rock Hotel & Casino Atlantic City**. Locally based **Sosh Architects** will serve as the project's architect of record, while **Jeffrey Beers International (JBI)** will craft the property's interiors. ←

“We are incredibly honored to have been chosen by Hard Rock International and delighted to be part of an incredible team that includes SOSH,” Jeffrey Beers says. “Working closely together I feel we have respected the music heritage of the Hard Rock brand while also modernizing the overall look and feel through a fresh and contemporary design details, warm tones, and rich finishes.” ←

The art-focused design will draw inspiration from the musical roots of the Hard Rock brand, while also paying homage to the seaside locale. Color-changing lights will greet visitors atop the wood exterior, which will reference wood-based musical instruments. Individual check-in spaces will populate the custom-lit lobby, which will also be home to a 360-degree bar appointed with lounge seating and a performance stage. Alongside 2,100 slots and 120 table games, the casino floor will be outfitted with ceiling-wide chandeliers and glass column

memorabilia chambers. The 400-seat Hard Rock Café will boast new and improved indoor-outdoor stages as well as an exhibition kitchen.



Wimberly Interiors will spearhead the design of the hotel's nearly 2,000 guestrooms and suites, which each convey a contemporary sensibility along with a dash of inspiration from the local community. Accommodations will feature a varied color palette with personal art displays that highlight musical instruments as well as Atlantic City history. Wimberly will also craft the Rock Spa & Salon.

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