



## **HELL'S KITCHEN Debuts in Vegas**

### **JEFFREY BEERS INTL. DESIGNED RESTAURANT INSPIRED BY GORDON RAMSAY'S TV SHOW**

**JANUARY 29, 2018**

Boutique Design

The first-ever Gordon Ramsay HELL'S KITCHEN restaurant has opened at Caesars Palace in Las Vegas. Designed by Jeffrey Beers Intl., the restaurant is inspired by the TV show featuring multi-Michelin star chef Gordon Ramsay. ←

Designed to be an experiential and immersive destination restaurant, projects participants say guests at Gordon Ramsay HELL'S KITCHEN will feel transported to the studio set of the FOX program. The inspiration from the show is evident from the signature fiery pitchfork—direct from the show's set—that marks the entryway, to the life-size video screen of Chef Ramsay that greets guests upon arrival. With floor-to-ceiling glass windows facing the Strip and Caesars Palace's fountains, HELL'S KITCHEN can seat nearly 300 guests and features indoor and Strip-adjacent dining.

The kitchen is the centerpiece of the restaurant, with mosaic tiles framing the open space, allowing guests to view their food being prepared. The restaurant also includes custom lighting that combines brass rods with pitchfork motifs. The HELL'S KITCHEN "H" and pitchfork symbols are also featured in the custom laser-cut screen partitions and soft charcoal and ash-hued wallcoverings.

"Creating unique and world class-dining experiences is one-way Caesars Entertainment is strengthening the integrated resort concept," says Mark Frissora, president and ceo of Caesars Entertainment. "A key element of this is building strong partnerships and Gordon is not only a great partner but also one of the biggest talents in culinary."

Ramsay adds: "We responded to fans of the show who were hungry for a real-world HELL'S KITCHEN restaurant for some time – pun intended."

Gordon Ramsay HELL'S KITCHEN marks the celebrity chef's fifth Las Vegas restaurant and extends his partnership with Caesars Entertainment to seven eateries overall, with more to come. The new restaurant is a partnership between Ramsay and Caesars Entertainment, in conjunction with ITV America.