

# hospitality design

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# places las vegas

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## HIGH ROLLERS

Sin City bets big on hospitality



Las Vegas seems to always be experiencing a rebirth, updating classics while simultaneously bringing in new hotel concepts to lure in revolvers. The recent revamp of the Cosmopolitan is only one example of an old favorite receiving a few nips and tucks. Yet,

there's even more brewing off the Strip, too. For instance, the Hard Rock Hotel & Casino will become, as of fall 2019, part of the music-meets-design Virgin Hotels portfolio. This several hundred-million-dollar redo will cover guestrooms, restaurants, and public spaces, while also making way for new nightlife venues and introducing Virgin's signature Commons Club. But Las Vegas has even more up its sleeve with new F&B options from revered chefs and one massive project that is setting the tone for Sin City's luxurious future.

## The Bellagio

When Austrian chef Wolfgang Puck opened Spago—the restaurant he made famous in Beverly Hills—at the Forum Shops at Caesars Palace in 1994, it also signaled the city's newfound reputation as a gastronomic destination. Twenty-five years later, it was time for a change: Spago left its original home on the Strip, and its debut inside the Bellagio, complete with open-air patio, is set for a summer release. Milan- and New York-based CLS Architetti is sprucing up this incarnation with the likes of glamorous brass, smoked oak, and leather.

The massive Park MGM, seen in a rendering, will house various F&B spots, 2,700 guestrooms, and a 292-key NoMad hotel







Rosina's decadent design includes velvet, shirred leather, and brass inlaid marble



Hell's Kitchen winks at chef Gordon Ramsey's fiery personality with pitchfork details

### The Venetian

New York's Rockwell Group lent its savvy to the recently opened location of Black Tap Craft Burgers & Beer at the Venetian. Its modern luncheonette vibe is achieved by pairing a striped black and white tiled floor and a neon feature wall. A sleek black lounge juxtaposes a crisp white takeout area, glimpsed through the punched-out lens of an enlarged camera mural installation. The restaurant's signature milkshakes are cranked out at a bar covered in glazed white subway tile, while booths are carved into the speakers of a wall-sized boom box image. This fall, a sunroom with arched pergolas above the booths will open.

### Caesars Palace

In January, chef Gordon Ramsay made yet another mark on Vegas with the first Hell's Kitchen restaurant, a nod to his hit TV show of the same name, at Caesars Palace. "We created an experimental and immersive destination restaurant where guests will feel transported to the studio set of the popular show," says Jeffrey Beers, founder and CEO of New York-based Jeffrey Beers International. Starring an open kitchen, the restaurant also features a 25-foot-long bar with a Calacatta marble top and inlaid walnut face, as well as glass and brass bar shelving lined with backlit onyx. Overscaled light fixtures help "capture the big and bold personality of Gordon Ramsay. Fire and heat also played an important part in defining the restaurant's interiors," says Beers, noting that bespoke lighting combines brass rods with pitchfork features.



Murals in El Cortez Hotel & Casino depict pop art graphics that refer to Las Vegas' bygone era

### The Palazzo

Chicago-based Simeone Deary Design Group, under a consulting agreement with Gensler, also elicited an opulent atmosphere in Rosina, a bar on the casino floor of the Palazzo. "As the hotel is based on an Italian Renaissance theme, we decided to create the persona of a dazzling Sicilian socialite and to really flesh her out. Rosina became so detailed that she truly began to take on a life of her own," explains co-owner Lisa Simeone. When determining what Rosina would want and do, this translated to

luxury materials like velvet, shirred leather, and brass inlaid marble, "all installed in layer upon layer to the point of opulence," she points out. Sparkling and reflective finishes were key to the firm's desire to build a true jewel box, so the team turned to faceted glass, beveled antique mirror, shattered crystal chandeliers, and polished marble surfaces. "We made sure that the colors were flattering so that everyone felt and looked gorgeous in the glow," says Simeone, noting high-backed banquettes and well-placed drapery were among the creative solutions.