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# HOSPITALITY

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### Café de Paris Monte-Carlo



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# Peter Luger Steak House LAS VEGAS

SEAMLESSLY BLENDING THE RUSTIC CHARM OF BROOKLYN WITH THE SOPHISTICATION AND THEATRICAL FLAIR OF LAS VEGAS, THE LEGENDARY PETER LUGER STEAK HOUSE HAS OPENED AT THE PRESTIGIOUS CESAR'S PALACE IN LAS VEGAS - A FITTING BACKDROP FOR THE FAMOUS BRAND.



The new venue, which is the first U.S. location of the top-rated steakhouse outside New York in over 60 years, spans over 8,800 square feet and incorporates 350 covers. Opened in 1997, the first Peter Luger Steak House in Brooklyn was purchased by Sol Forman and his family in 1950 from the namesake's sons. Once acquired, Forman's wife, Mirsha, hired a retired USDA inspector to teach her the secrets to selecting beef, a skill that has since been passed down through four generations of Forman family owners. The project to create the new Peter Luger Steakhouse was overseen by Nina Kanter, Principal, Tim Rounney, Principal, and Diarysae Kallis, Associate Principal of Jeffrey Beers International. Together they acted as lead designer/conceptualiser, project and construction manager, and were also responsible for client liaison. Main contractors were Carmo LV. Upon entering, guests are welcomed into a beautiful lounge area adorned with dark wood paneling, antique mirrors and sconces that cast a warm, inviting glow. The focal point is a large pill-shaped bar with zinc countertops and a beautiful glowing hanging gantry. Here, guests can indulge in expertly mixed cocktails, hand-selected whiskeys, and a variety of beverages in a stylish and convivial setting. ➔

## Restaurant

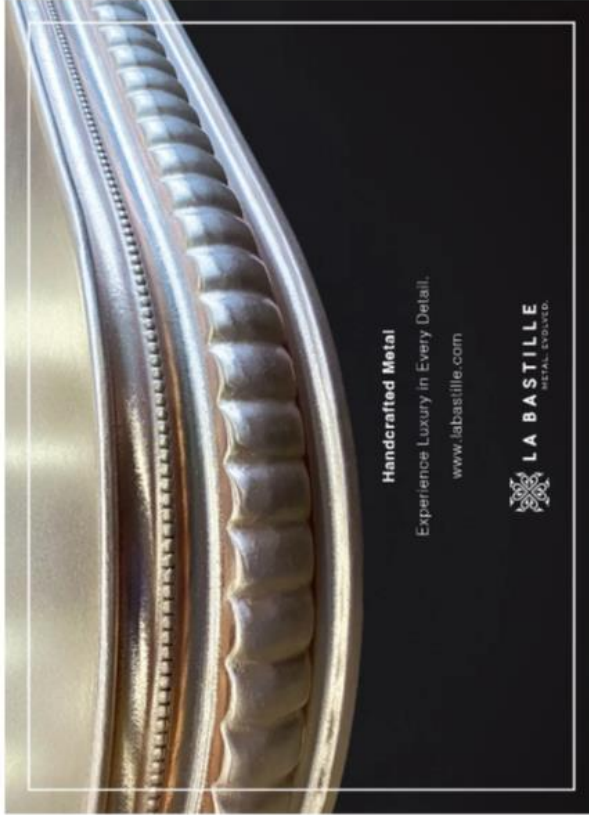
“Our brief was simple: to understand Peter Luger’s story, DNA, and soul. Our primary objective was to create a space that pays homage to the authentic character of the original Peter Luger location in Brooklyn, while also honouring the rich history of the esteemed institution and its owning family.”



The venue's main feature is a show-stopping octagonal-shaped main dining room featuring a triple-height ceiling that creates an open and airy atmosphere with large contemporary bronze chandeliers, reclaiming the New York originals. Brick arches gracefully frame the room, adding Brooklyn charm that beautifully contrasts with modern design elements. From the main dining area, guests can watch the chefs prepare Peter Luger's signature dishes in the impressive display kitchen with white subway tiles and a large copper hood. The private dining room offers an intimate, elevated dining experience with customised lighting and an exquisite wine display as the perfect

backdrop. Artfully displayed curated photographs, paying homage to Peter Luger's rich history and culinary tradition, are found throughout the restaurant. Speaking on behalf of Jeffrey Beers International, Lilyonise Kelle commented: "Our brief was simple: to understand Peter Luger's story, DNA, and soul. Our primary objective was to create a space that pays homage to the authentic character of the original Peter Luger location in Brooklyn, while also honouring the rich history of the esteemed institution and its owning family." He added that the project ran smoothly from the beginning due to the great chemistry between Jeffrey Beers International and the client, as well as

excellent project management from Casour's Palace. The smooth sailing continued all through construction by Carma LV, who allowed themselves to be a very organised and knowledgeable contractor. Lilyonise Kelle concluded: "The project has been very positively received by both the Peter Luger team and the Caesar's team, who think we have truly captured the essence of the Peter Luger brand. Our work in Las Vegas is slated to lead to a collaboration for the renovation of the original iconic Peter Luger in Brooklyn. Having the chance to design such an iconic project, where a new wave of patrons can forge lasting memories, has been an immense honour for me." ■



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