

# the Report: LAS VEGAS

2017.5.20 -22

By Maiko Tanaka and Tomomi Narita

1. The Cromwell
2. SLS Las Vegas
3. Wynn Las Vegas
4. Las Vegas Future Project
5. RECON 2017



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Studied International relations at Paris Institute of Political Studies.  
She worked as a translator, coordinator and enrolled in Hiroko Machida Academy. She completed Interior Stylist course and have done multiple interiors such as apartments, model rooms, hospitalities and restaurants. In 2016, she started work in an interior planning company and since then she's a successful local architect for European brands.



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Graduated from Parson school of design in New York with architecture degree.  
She worked at Gabellini Sheppard Associates LLC for 8 years as a designer. She took a part on concept designing to construction supervision of retails and hotels. In 2015, she came back in Japan and started work in interior planning company. She is a successful local architect mainly for import brands.

the Report:

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## The City of “Opulence”

When I think of Las Vegas, the first things come to my mind are flashy neon signs and theme-park like mega hotels such as The Venetian and Caesars Palace.

But after the financial crisis in 2008, smaller in scale yet high quality boutique hotels began to appear within vast properties of huge casino hotels such as Delano in Mandalay Bay and Nobu Hotel in Caesar's palace.

The time when neon signs were enough to lure customers is long gone. The key today is more sidewalk attractions *inside* the building to draw in pedestrians. Huge casinos receded, giving way to lounges, quality cafés or bars and well selected shops alongside the *inner passage*. The increase of sleek and high-grade boutique hotels in the city seems like in the same current.

Most of the Vegas resorts were newly build after their predecessors had been imploded to the ground.

Only remaining hotels from pre-1969 era are Tropicana, Flamingo, Caesars Palace and Circus Circus.

While more people are feeling nostalgic about good old Las Vegas, it is interesting to note that the newest boutique hotels on the Strip like The Cromwell and SLS are refurbishments.

All the same, one thing hasn't been changed: Las Vegas has always been a “city of opulence”. Gambling, shopping, entertainment, eating out, hospitality..., in any category everything is not only top-notch and hot but offered in abundance. Maybe the city is the ultimate example of “mixed-use” development, the expression frequently heard in commercial projects.

# THE CROMWELL

Open in 2014



The Cromwell:  
Las Vegas's First Stand-alone Boutique Hotel

The hotel opened in May 2014. It is the newest boutique hotel in the city. Though only with 188 guest rooms, it is located on the busiest intersection on the Las Vegas Strip. The building itself was originally built in 1979. The renovation of the old casino hotel into a chic Paris-style boutique hotel costed 185 million dollars. The design was inspired by Hôtel Costes in Paris. The interior is vintage modern. The red accent color adds a sensuous allure of a cabaret in Pigalle, Paris.



Photo before renovation;  
*Bill's Gambling & Saloon* with  
good old Vegas neon signs.

Image : <http://www.lebasketbawl.com/wp-content/uploads/2011/02/bills-las-vegas.jpg>



Image : [http://www.djoybeat.com/wp-content/uploads/2014/02/drais\\_featured.jpg](http://www.djoybeat.com/wp-content/uploads/2014/02/drais_featured.jpg)

## Draï's Beach Club

Victor Draï, *Godfather of nightclubs*, opened his dream night club after envisaging it for more than 15 years. One of the hottest partying venue on The Cromwell's rooftop with a panoramic view over the Las Vegas Strip



Image : <https://www.caesars.com/cromwell/restaurants/giada>

## GIADA

Emmy Award-winning celebrity chef, Giada de Laurentiis's first restaurant. It offers Italian cuisine with Californian influence. The restaurant has a spectacular view of Bellagio's fountains.

The warm interior using natural woods and light from large windows makes a refreshing contrast from the dark and sensual atmosphere of The Cromwell.

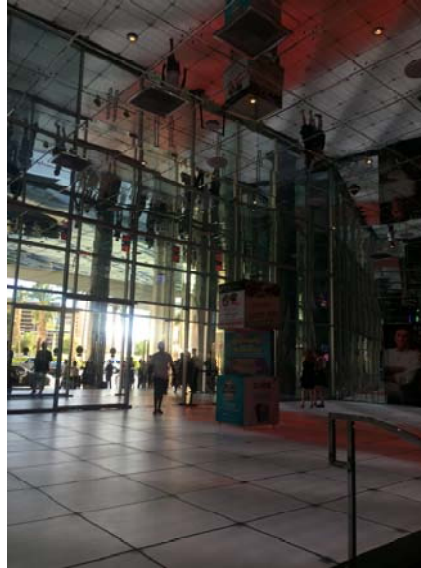


# SLS Las Vegas

Open in 2014



The humorous art object at the porte-cochère is a caricature of Sam Nazarian, CEO of SBE.



The entrance area.

## Philippe Starck's First Vegas Resort

SLS Las Vegas opened in August 2014. It has currently 2 hotel towers with 1,600 guest rooms in total.

The place was formerly known as The Sahara, casino-hotel which had operated for 59 years since 1952. After \$415 million renovation, SBE reopened it as an addition to their luxurious SLS hotel series. SLS, by the way, stands for Style, Luxury and Service.

SLS visionary partner, Philippe Starck, designed guest rooms and restaurants in collaboration with Gensler. The edgy and stylish interior is sprinkled with mischievous details and inside jokes. Lenny Kravitz, musician/actor, produced some of the suites. One of the three towers on the property was refurbished and rebranded as W Hotel in September 2016.



SLS's predecessor, The Sahara. Oceans 11 released 1960 was filmed here.

Image:  
<https://lasvegasweekly.com/news/2011/may/12/sayin-g-goodbye-once-great-sahara/>



The casino right in front of the entrance.



Monkey motif repeatedly used.



# Etc.



Left: **KATSUYA** Japanese restaurant run by Katsuya Uechi, renown chef in the U.S.

Right: **CLEO** Popular Mediterranean Cuisine highly rated at restaurants review sites. The name of the restaurant comes from Cleopatra. Slanted ceiling and cylindrical oven in the center is impressive.

Middle **Etc.** Souvenir shop selling SLS original design gifts.



Starck furniture in SPG Lounge.

## SLS Las Vegas

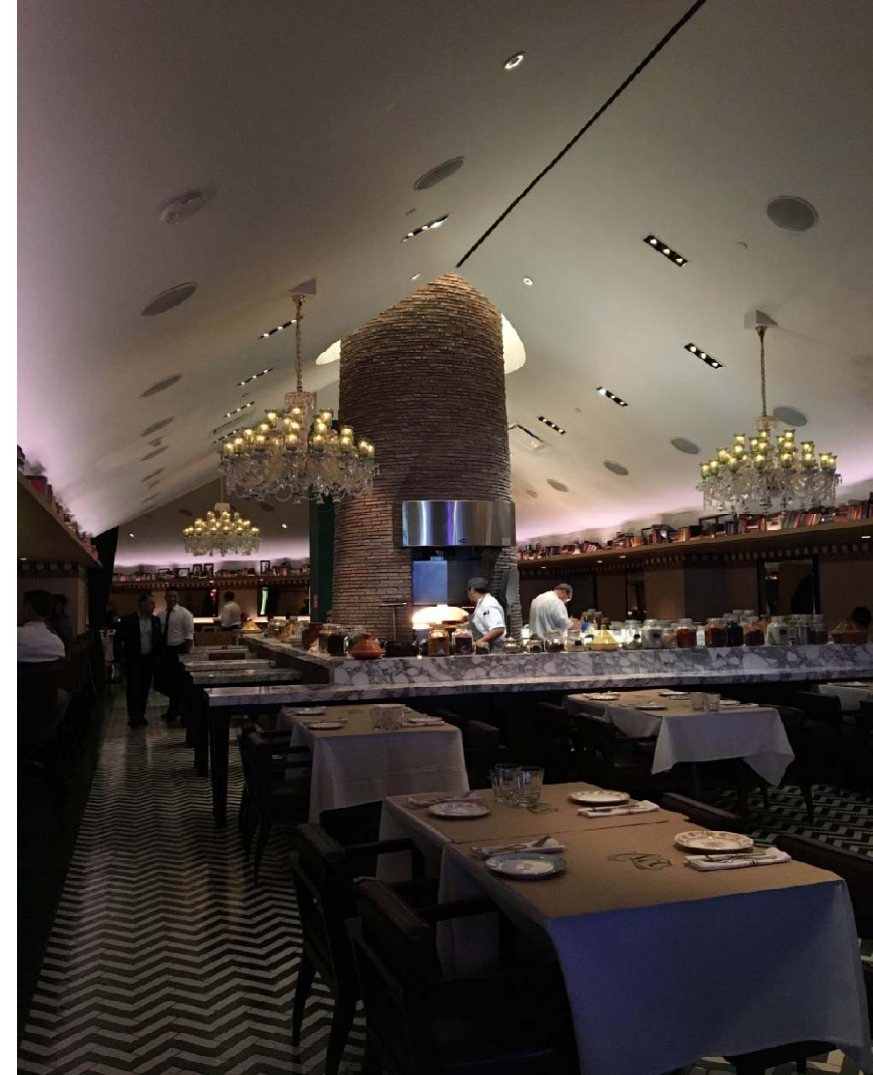
The restaurants and shops surrounds the casino area on the ground floor. These restaurants with open kitchens are not closed off by walls and seen from the casino. Though each interior is designed to match the cuisine such as Japanese, Mediterranean, the whole floor looks beautifully unified as one space due to subdued colors used.

Located at the north end of the monorail, SLS along with Wynn Las Vegas draw more and more visitors to the north part of the Strip.

This high-end boutique hotel clearly targets rich grown-ups with taste for fine things. The day we visited, we didn't see families with small children.



Pool.



Bar filled with customers.

# Wynn Las Vegas

Open in 2005

World's Finest Luxury Resort

Opened in April 2005, Wynn is the most recent mega luxury resort to join in Las Vegas. The most impressive casino resort, with its dynamic landscape and authentic details, embodies all Steve Wynn had ever wanted in his dream resort. Wynn and its sister hotel *Encore* which opened in December 2008, were built at a total cost of \$ 5 billion .

The two hotel towers standing on the immense estate of 215 acres hold casinos, shopping arcades, '*Esplanade*', top-notch restaurants and a convention center. The site even includes a golf course, the only one on the Strip. Whole Wynn Resort counts 4,750 guest rooms which make it the 7<sup>th</sup> largest hotel complex in the world. With five AAA diamonds and Forbe's five stars, it is reputed to be one of the world's finest hotels.

Steve Wynn created *The Mirage* (best known for its volcano show) and *Bellagio* (*The Fountains* is now Vegas's landmark). He's always been the trendsetter of the Sin City. The casino developer practically made today's Las Vegas where a wide range of generations can have a nice vacation with shows for families to enjoy, chic bars and pools for adults to mingle . It's not just a gambling venue any more.

The two-story, 75,518 sqf shopping center, Wynn Plaza, is slated to open in fall 2017.

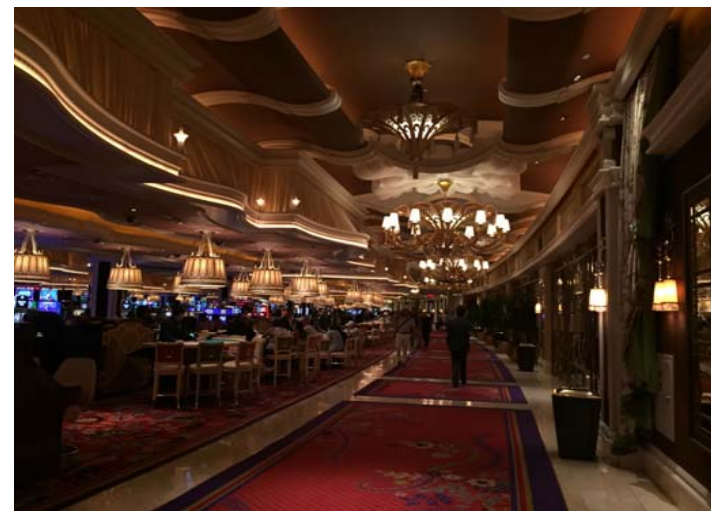


Above: Natural light from ceiling window shines on the atrium where real exotic greenery is lushly planted.

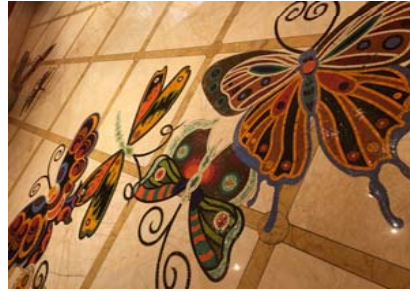
Left: Its rich golf course makes you forget that you are in arid Las Vegas. Steve Wynn himself designed it to replicate courses in South Carolina and Georgia. Wynn is the only resort with a golf course on the Las Vegas Strip.

Right: The left side of the passage is casino. The right side lined with shops, cafes and restaurants. Just a casual stroll inside the building is a lot of fun.

Right end: The terrace of a restaurant seen through the high window. An inviting landscape with a waterfall and trees beyond is quite eye-catching.

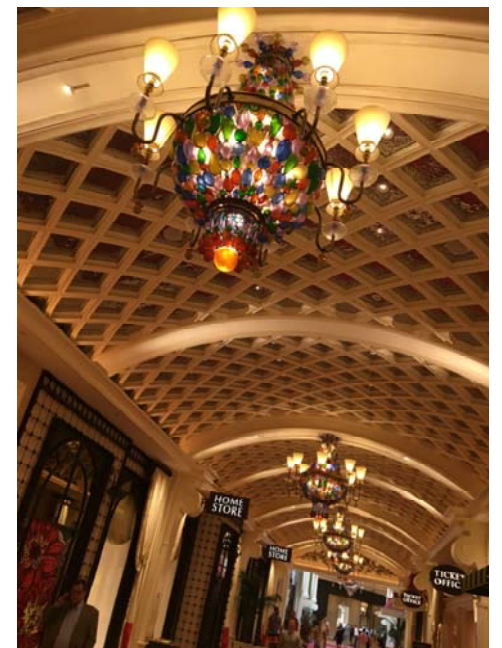


# “Details” at Wynn Las Vegas



## Les Details du “Rêve”

The construction project’s name of Wynn Las Vegas was “Le Rêve”, French word for “dream”. It is no coincidence that Cirque du Soleil’s show at Wynn Theatre is called “Le Reve”. One of the motifs found repeatedly is a butterfly which would evoke a sense of ephemeral dream. Asian inspired decorations are also seen everywhere. It is fun just to look at many tasteful art displays, gorgeous fabric, and elaborate ceiling designs with unique lighting fixtures that varies from area to area.



# “The Buffet” in Las Vegas

## The Buffet

The city is also famous for its buffets. Many casino hotels serve buffets all day, offering a wide range of culinary choices.

*The Buffet* at Wynn is opulently decorated, looking like a modern version of the Sophie Coppola film, *Marie Antoinette*. Open entrance allow passerby to see the bright atrium with ostentatious yet pretty flower arrangements. The feature dessert counter is placed at the center where the customers first pass though to get food. Colorful pastries and ice creams seems like part of the interior decoration. The guests can watch the dishes being prepared in the open kitchen behind the serving counters. Oysters, crabs, sushi, roasted meat, Italian, Asian dishes..., hard to choose what to eat from.





# Las Vegas Future Project

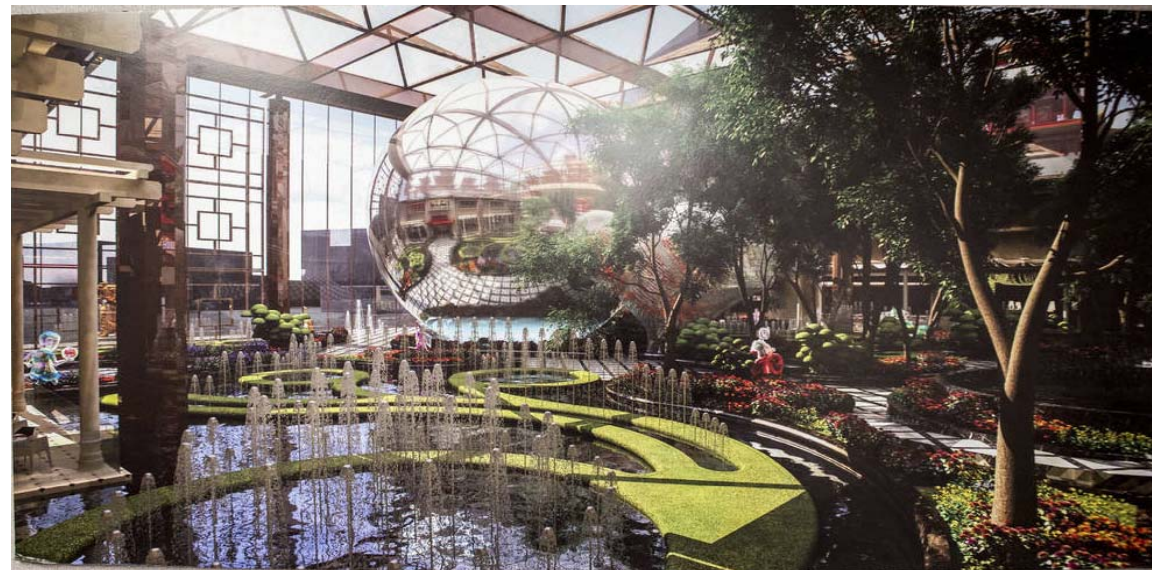


In contrast to the fore-mentioned trend toward high-quality boutique hotels, Malaysian conglomerate, the Genting Group will be opening a new mega-resort in 2020.

It will be the first Chinese themed multi-entertainment resort of 21,847,314 sqf. There will be a panda exhibit!

Planned facilities are:

- 3 hotel towers with 3,500 guest rooms
- The biggest casino (100,000 sqf)
- Theater (4,000 seats)
- Convention space, shops, restaurants
- Roof garden
- Aquarium
- Movie theater
- Ice skating rink
- Bowling alley
- Indoor water park



Top Image: <https://jingdaily.com/genting-las-vegas-casino/>

Bottom Image: <https://www.reviewjournal.com/business/casinos-gaming/dancers-dignitaries-mark-start-of-4-billion-resorts-world-las-vegas/>

Image: <https://www.reviewjournal.com/business/casinos-gaming/new-resorts-world-las-vegas-chief-sees-tower-cranes-over-next-90-days/Open-in-2020>

# the Report: RECON 2017

2017.5.21 -24



Some optimistic views were observed by the press after the show. It is true that many retail shops are closing. But food, entertainment, fitness and health-conscious concepts are getting active and those retailers are looking for quality sites. Real estate brokers and developers should correctly identify the reshaping of the industry and to flexibly cater to the most growing sectors.

## MIXED-USE

The word "mixed-use" is often heard these days. It's a catch copy used in proposals like regeneration of obsolete shopping malls. The expression represents the attempts to convert them into social & lifestyle centers where friends and families can gather and enjoy all day, not just a collection of shops, restaurants and entertainment facilities. To lure people to come repeatedly, the malls today require fetching concepts, attractive space design, well-selected tenants, fine curation. The threat to "real" estate is "virtual" stores. It is crucial that the customers will get great physical shopping experience that online stores can't offer.

## THE GLOBAL RETAIL REAL ESTATE CONVENTION

RECon is the world's biggest retail real estate convention which takes place in Las Vegas in May each year. This year, it was held from May 21 to 24. Retailers, shopping center landlords, food industry and others attended the event for more advantageous locations or for expanding their network. During the show, besides visiting exhibitors' booths at the convention center, seminars and events such as award ceremonies, gala dinner and parties are organized at several luxury resort hotels in the city.

In the current wave of closures of retail stores, it was reported that some usual participants would be sending in less representatives, or just not going because of the slow business. Yet after the show, it counted 1,200 exhibitors, more than 37,000 attendees, marking a record high level since the financial crisis of 2008. RECon is seen as a sort of bellwether of the industry for the coming year. Many attendees came to the convention where the restructuring of the industry is directly felt, and assess what is in store for them.



Reception party at the pool-side bar in Wynn Las Vegas. Attendees mingle to exchange business cards in casual atmosphere.

# Recon 2017 Participants



Interior design firm based in Tokyo with offices in several major cities worldwide.



## Exhibitor's Booths at the Convention Center

The exhibition halls opened one day after the official opening date. The venue was still getting ready on the 1<sup>st</sup> day while only seminars and events were held on schedule. On the second day the just completed halls were flooded with visitors.



Above & below: Japanese general construction Company.



Joint booth by multiple companies in collaboration.



Above: Cushman & Wakefield located in the center of the main hall.

Below: GGP across from C & W. The company owns Fashion Show in Las Vegas

Right: Manufacturer of waterfall signage.



Fun displays at booths by vendors of LED strips, shop display and signage.

