

Da' CASINO

PROJECT STATEMENT

Luxury boutique casino located in Niagara Falls, New York.

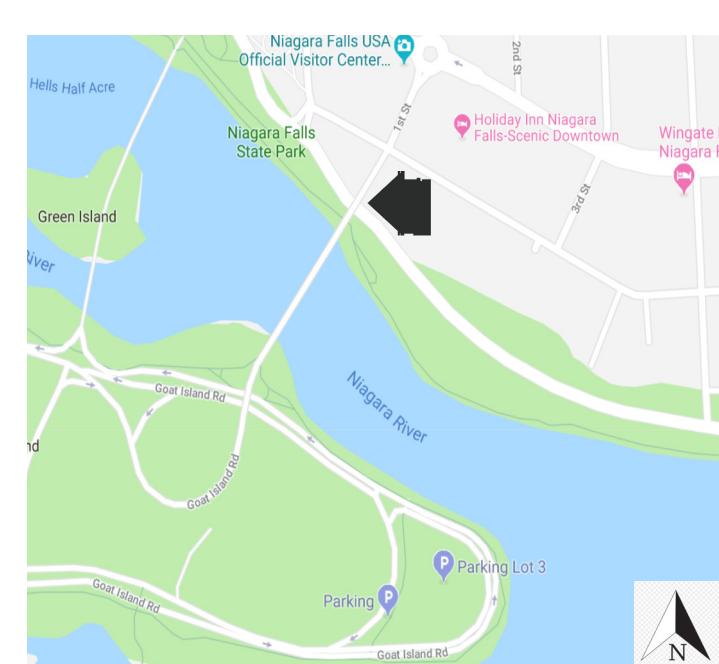
CONCEPT STATEMENT

The intent of the design is to create a luxurious, non-traditional casino environment to appeal to millennials.

DESIGN SOLUTION

The space will be a non-traditional boutique casino that promotes social interaction. The interior will consist of communal lounge areas, skill-based games, and the incorporation of the latest technology. The Art Deco inspired materials use bold colors, rich textures, and reflective finishes providing a luxurious atmosphere. Elements of the space will also take inspiration from the Niagara falls.

SITE



INSPIRATION

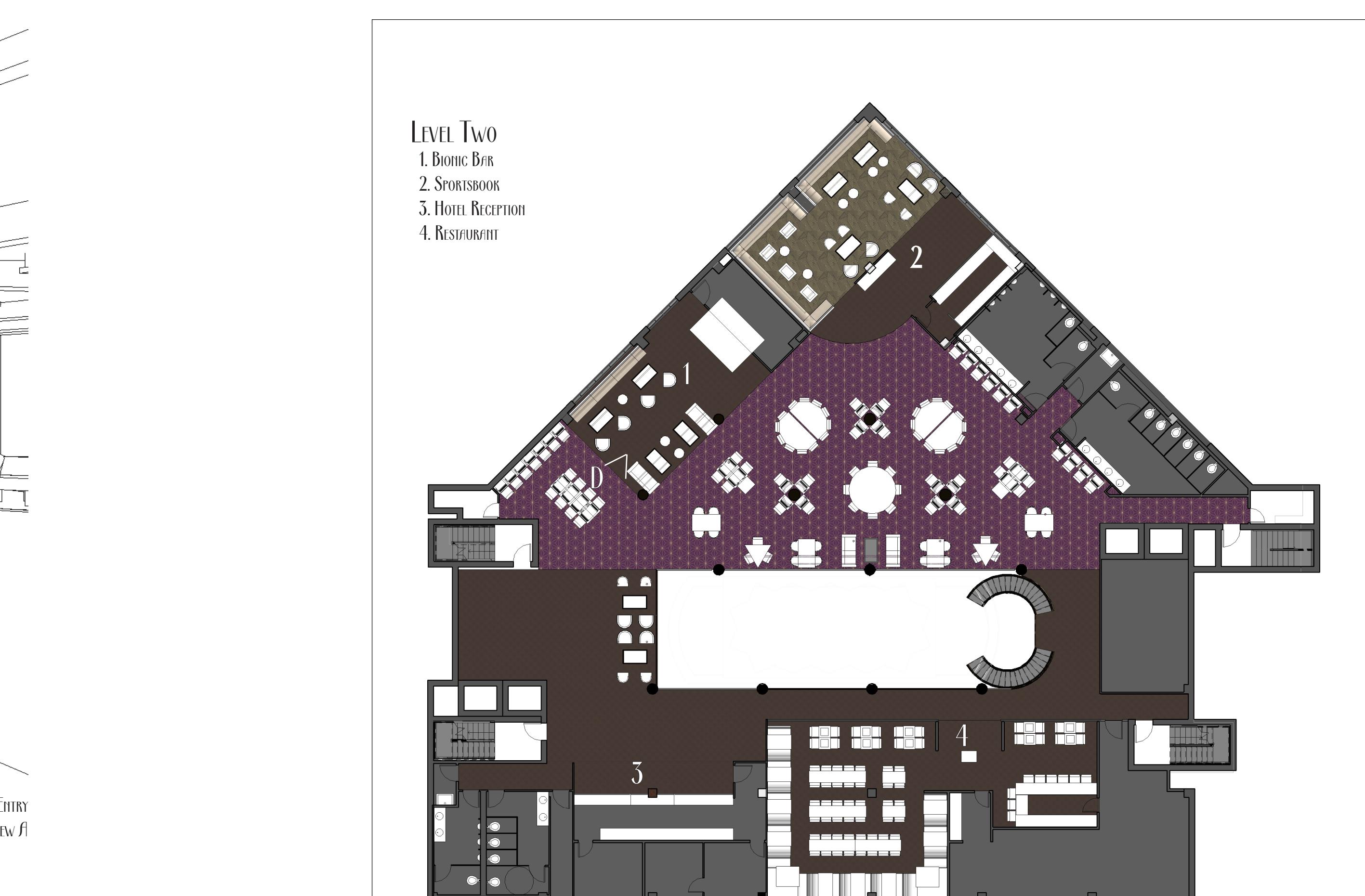


Many people have attempted to go over the Niagara Falls in barrels. In 1901, Anna Edson Taylor was the first person to survive a trip over Niagara Falls in a barrel. This part of history was the inspiration for the barrel bar.

Barrel Bar
View B



CUSHIONS SHOULD PROVIDE AN ATMOSPHERE THAT GIVES THE IMPRESSION THAT PATRONS ARE IN ANOTHER PLACE OR TIME. THE ART DECO INSPIRED DECOR ALLOWS GUESTS TO FEEL AS IF THEY HAVE TRANSFORMED BACK TO THE 1920'S.



Floor Plan Level Two
1/16" = 1'-0"

MILLIONNAIRES ARE THE FIRST GENERATION TO GROW UP IN A TECHNOLOGY-BASED WORLD, WHICH HAS FUELLED THEIR DESIRE FOR DIFFERENT GAMING OPTIONS. THE CASINO FLOOR CONSISTS OF MILLIONNAIRE-FRIENDLY GAMING DEVICES, SUCH AS SKILL-BASED SLOT MACHINES, INTERACTIVE TABLE GAMES, AND MOBILE-ON-PREMISES GAMES.

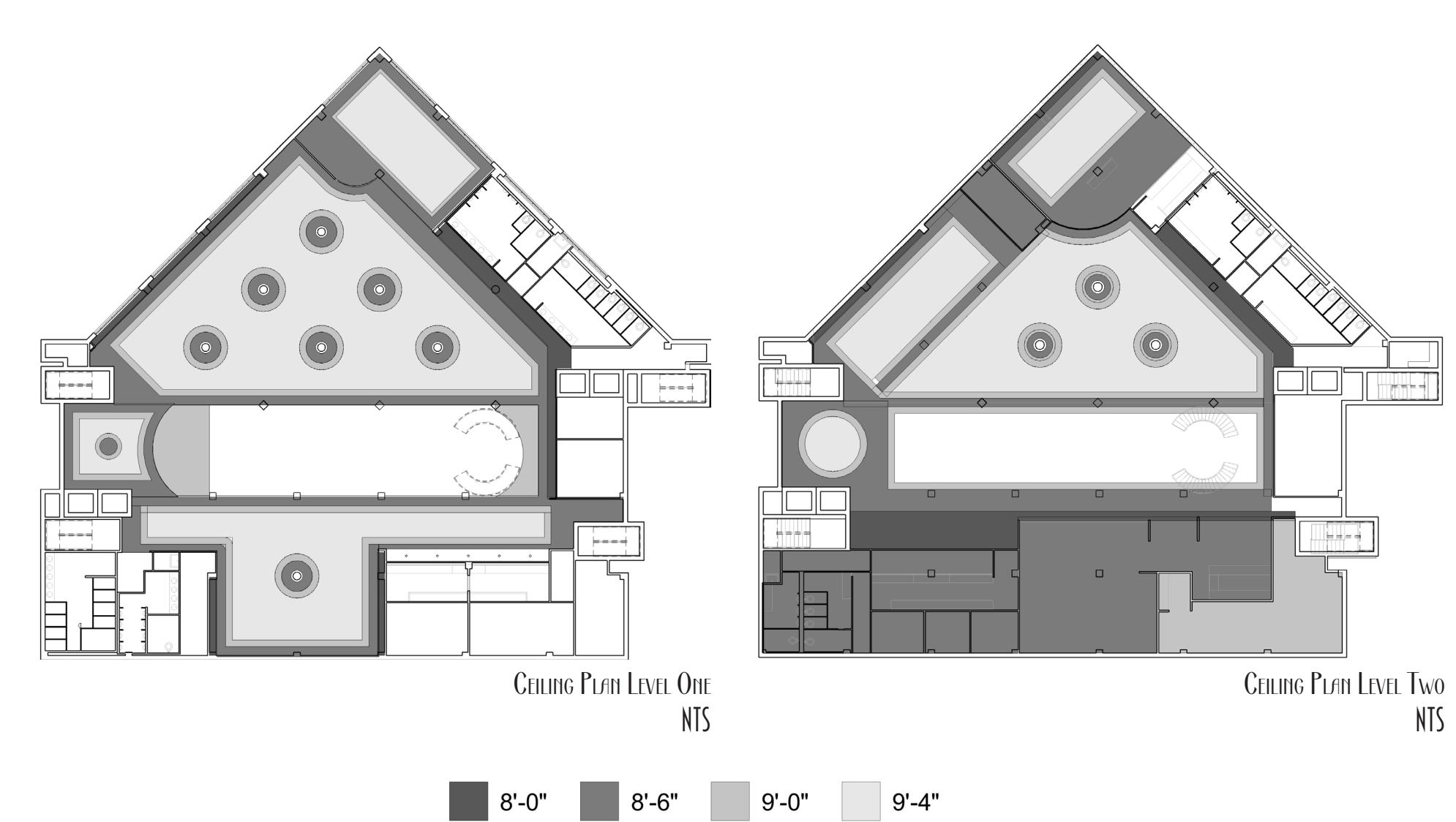
LEVEL TWO
1. Bionic Bar
2. Sportsbook
3. Hotel Reception
4. Restaurant

LEVEL ONE
1. Lounge
2. Table Games
3. Poker Room
4. Cashier & Players Club

LEVEL ONE
1. Lounge
2. Table Games
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Floor Plan Level One
1/16" = 1'-0"

STUDIES SHOW THAT MILLIONNAIRES DESIRE TRADITIONAL CASINO DESIGN. THE SPACES PROVIDE THE FUTURE GENERATION WITH AN ALTRUISTIC EXPERIENCE. CASINO GAMING FLOORS HAVE TRADITIONALLY BEEN DESIGNED TO SEGMENT AND SEPARATE. THEY ARE MAZE-LIKE AND FEATURE A SIDE OF SLOTS CLOSELY SPACED. THE LAYOUT FEATURES A MORE OPEN DESIGN THAN TRADITIONAL CASINOS.



THE CEILING IS DROPPED TO VARIOUS HEIGHTS TO REINFORCE THE COULDING ELEMENTS OF THE DESIGN. THE CHANGES IN ELEVATION, COMBINED WITH REFLECTIVE FINISHES, PROVIDE THE SPICE WITH AN OPEN FEEL WHILE SUPPORTING THE ART DECO CONCEPT.

FURNITURE, MATERIALS, & FINISHES

FLOORING



Poker & Sportsbook



Gaming Area



Bar & Lounge

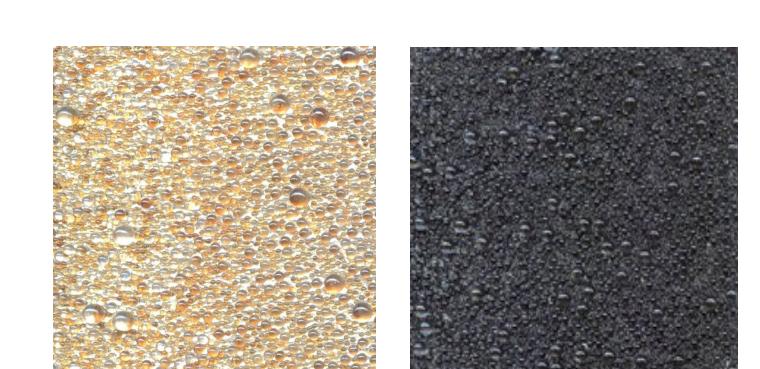


Table Games
View C

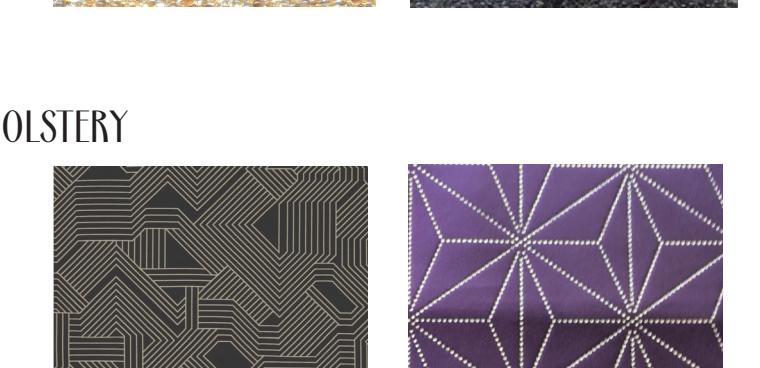
WALLCOVERINGS



Poker & Interactive Table Chair



Barstool



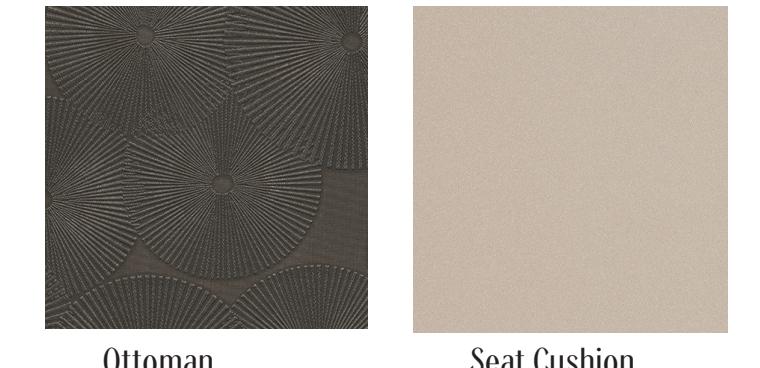
Large Lounge



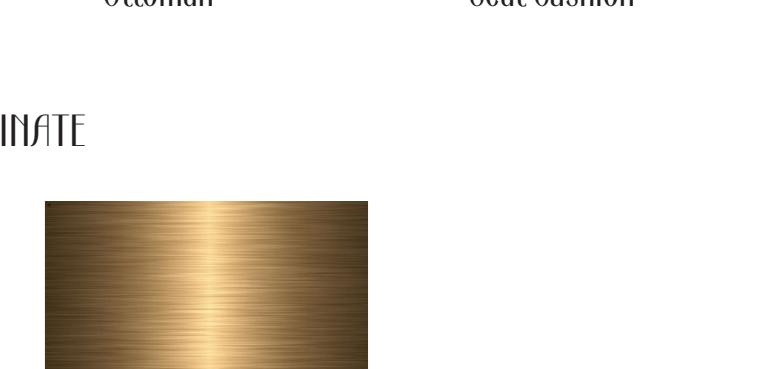
Small Lounge



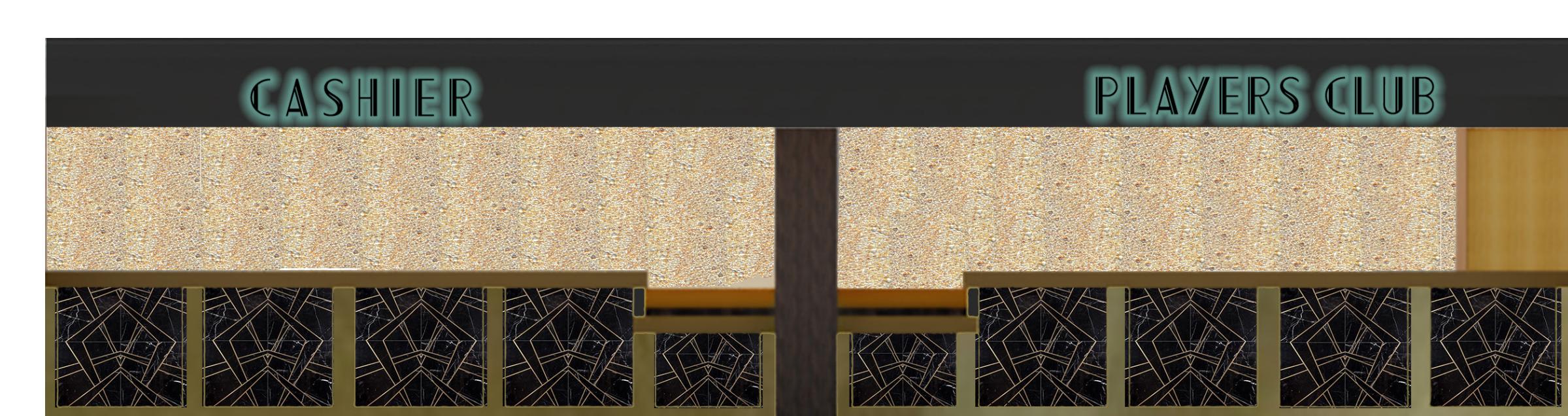
Ottoman



Seat Cushion



Interactive Gaming Table



Cashier & Players Club Elevation

MURK SHARK IS THE WORLD'S FIRST ROBOTIC BAR SYSTEM, ALLOWING USERS TO CREATE LIQUORLESS COCKTAIL RECIPES TO BE ASSIMILATED AND SERVED BY ROBOTIC FROGS. THE Bionic Bar PROVIDES CUSHION PATRONS WITH A HIGH-TECHNOLOGY-BASED DRINK ORDERING EXPERIENCE. ORDERING FROM THE Bionic BAR OCCURS THROUGH AN APP, WHICH IS DONE THROUGH SMARTPHONES AND INTERACTIVE TABLES.



Bionic Bar
View D