

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, Jimmie Esson Taylor was the first person to survive a trip over Niagara Falls in a barrel. This piece of history was the inspiration for the barrel bar.

Barrel Bar
View B

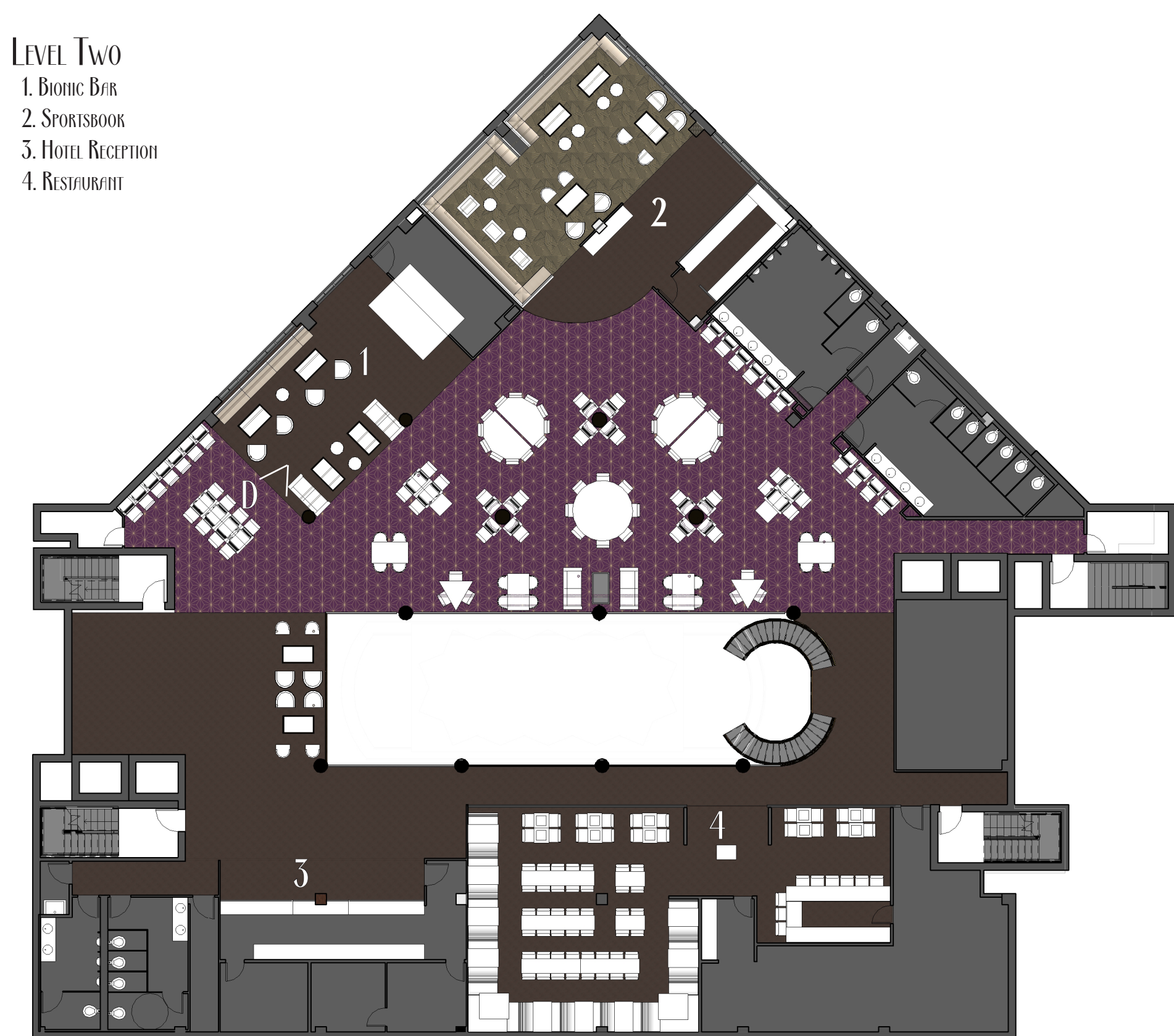


Casinos should provide an atmosphere that gives the impression that patrons are in another place or time. The Art Deco inspired decor allows guests to feel as if they have transported back to the 1920's.

Entry
View A

LEVEL TWO

1. Barrel Bar
2. Sportsbook
3. Hotel Reception
4. Restaurant

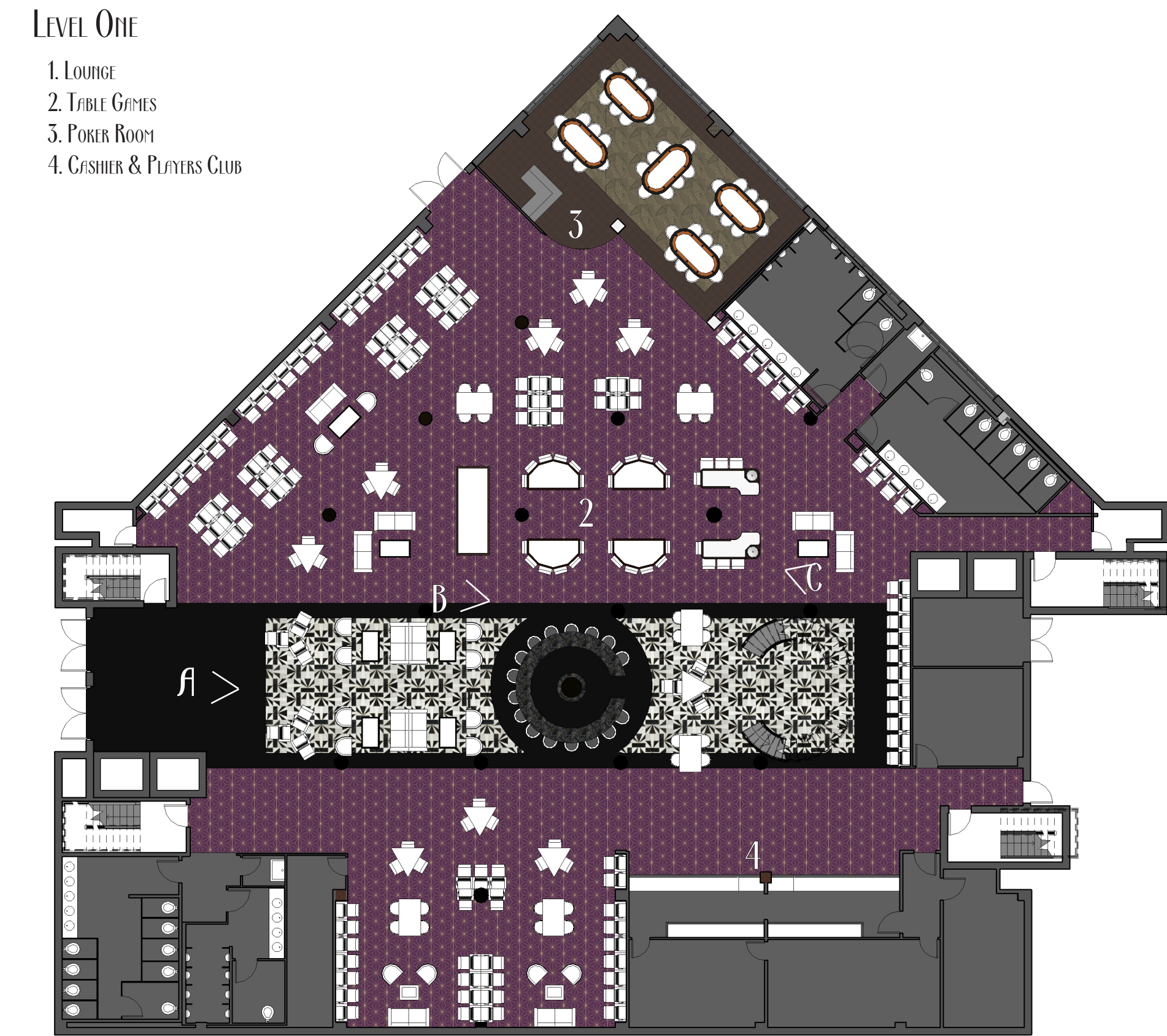


Floor Plan Level Two
1/16" = 1'-0"

Millennials are the first generation to grow up in a technology-based world, which has fueled their desire for different gaming options. The casino floor consists of multiple-variety gaming devices, such as skill-based slot machines, interactive table games, and mobile-on premises games.

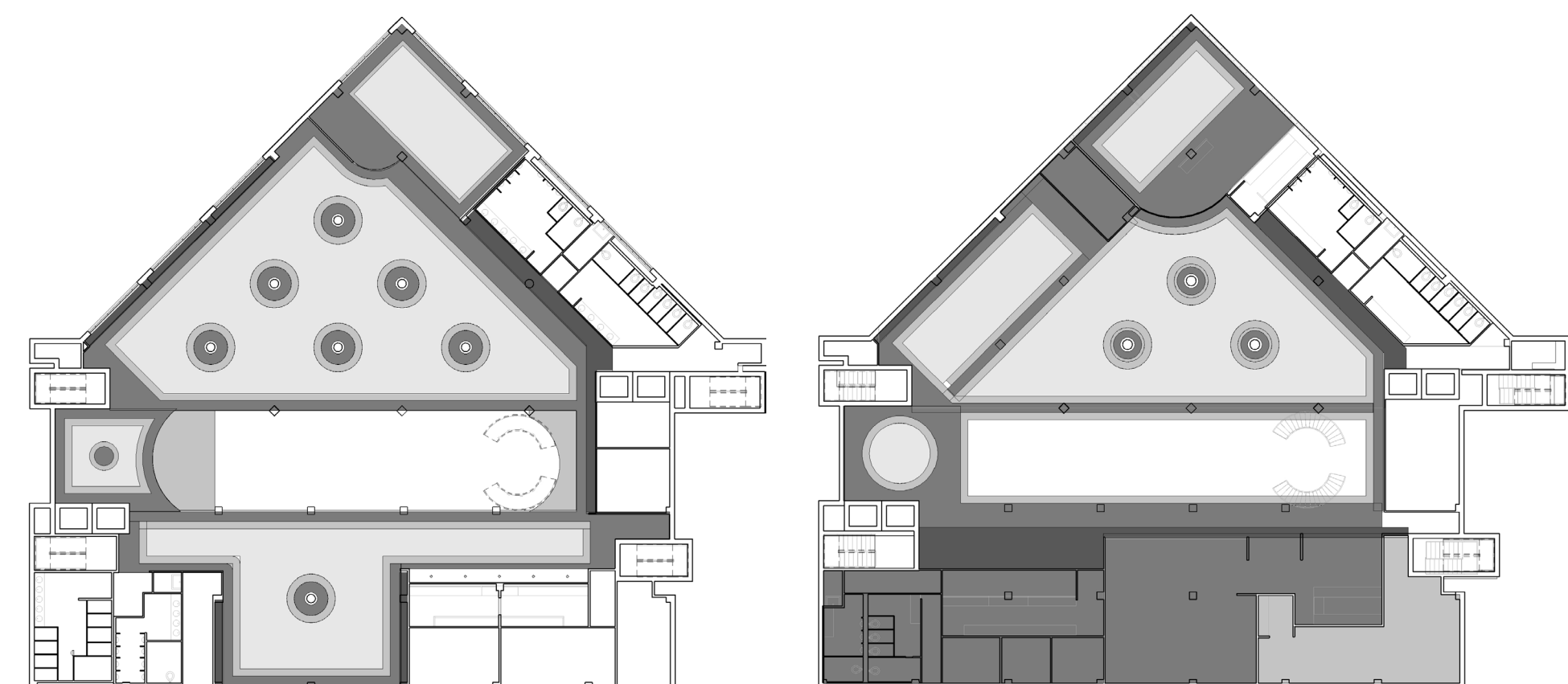
LEVEL ONE

1. Lounge
2. Table Games
3. Poker Room
4. Casino & Players Club



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

Studies show that millennials desire traditional casino design. The space provides the future generations with an alternative experience. Casino gaming floors have traditionally been designed to segment and steer. They are maze-like and feature a sea of slots closely spaced. The layout features a more open design than traditional casinos.



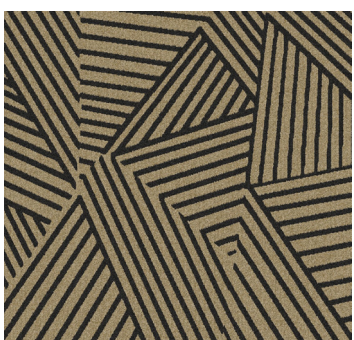
Ceiling Plan Level One
NTS

Ceiling Plan Level Two
NTS

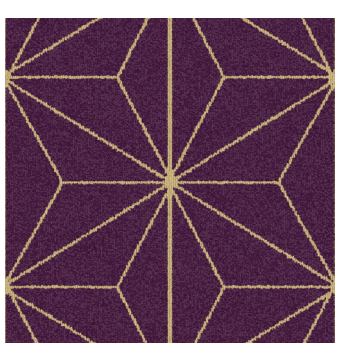
The ceiling is dropped to various heights to reinforce the cascading element of the design. The changes in elevation, combined with reflective finishes, provide the space with an open feel while supporting the Art Deco concept.

FURNITURE, MATERIALS, & FINISHES

FLOORING



Poker & Sportsbook

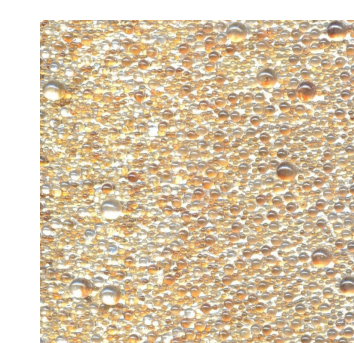
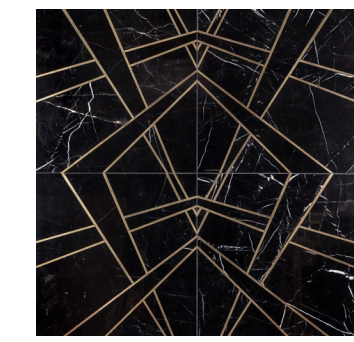


Gaming Area

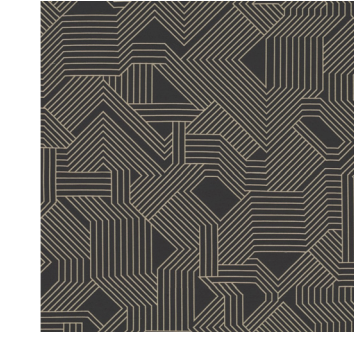


Bar & Lounge

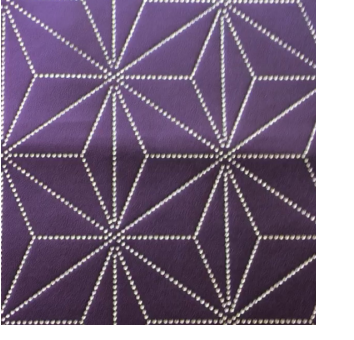
WALLCOVERINGS



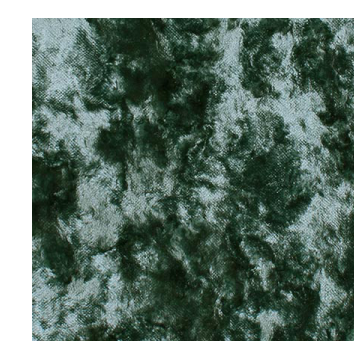
UPHOLSTERY



Slot Chair Back



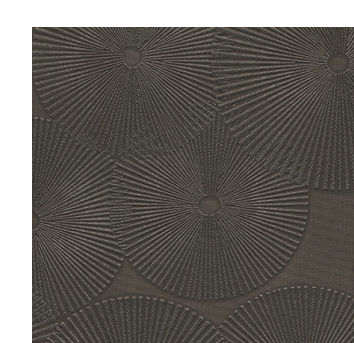
Barstool Back



Large Lounge



Small Lounge

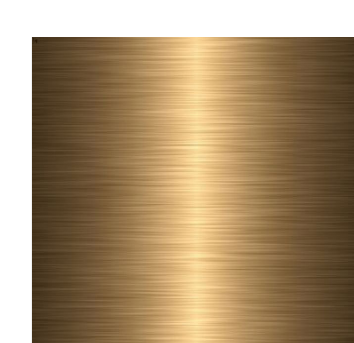


Ottoman



Seat Cushion

LUMINOUS



Slot Machine & Table Game



Poker & Interactive Table Chair



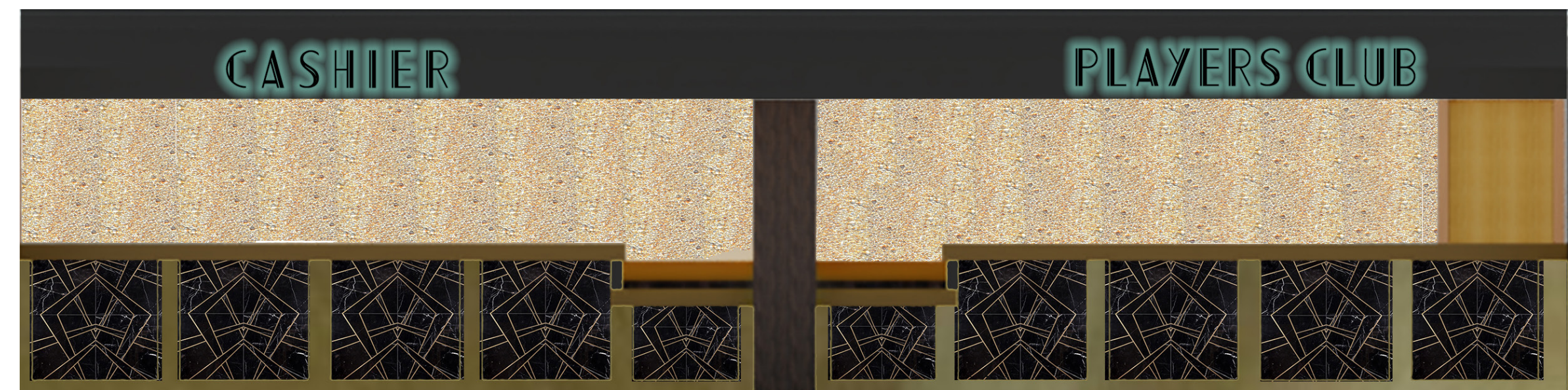
Barstool



Interactive Gaming Table



Table Games
View C



Players Club & Casino Elevation

Mr. Shark is the world's first robotic bar system, allowing users to create limitless cocktail recipes to be assembled and served by robotic arms. The robotic bar provides casino patrons with new, technology-based drinks ordering experience. Ordering from the robotic bar occurs through an app, which is done through smartphones and interactive tables.



Barrel Bar
View D