

GABELLINI SHEPPARD

Gabellini Sheppard Associates Announces the Grand Opening of the ARIA Boutiques at CityCenter Las Vegas: Elements, Viceroy, Terrene

16 DECEMBER 2009 – LAS VEGAS, NV – Architecture and interior design firm Gabellini Sheppard Associates is pleased to announce the grand opening, within ARIA Resort & Casino at CityCenter, Las Vegas, of three 30,000sf combined uniquely new retail experiences: *Elements*, *Viceroy* and *Terrene*. These shops were conceived as an animated marketplace offering a blend of daily living necessities, gifts, and selected men's and women's fashion. Located off ARIA's North Entrance, these spaces create a 24-hour beacon of activity interwoven with ARIA's public spaces. The open, luminous environment of the three interconnected areas is defined by a warmly modern sensibility infused with informal luxury and aspirational lifestyle. An array of sculptural display fixtures, luminous ceiling coves, and suspended vertical elements create a pattern of meandering movement reminiscent of stepping stones or lily pads. This accessible, enticing design concept invites guests to freely explore the space on both levels, discovering each individual area while allowing expansive overall views.

From the North Entrance's dramatic glass curtain wall exterior, views into the boutiques are veiled on both levels by shimmering metal tubes backlit by a warm glow. Passage from the entrance into this 21st-century upscale bazaar environment is defined by a hovering curtain of suspended metallic rods. The design and orientation of this trio of boutiques is meant to provoke interest and graciously draw the visitor inside. To enter is not to withdraw from the primary areas of the resort, but to take an alternative route and pleasant interlude enhancing the ARIA experience.

ELEMENTS (1st level):

Designed as an upscale 21st-century bazaar, *Elements* is openly accessible from the main entry court. Slender rods are suspended from the elliptical light wells in the ceiling in a spectrum of silver, nickel, gold with orange, and blue hues, adding whimsical energy and chromatic punch. Elliptical carpets and display groups mirror the geometry of these suspended ceiling elements. Following this elliptical curve, sculptural merchandising panels are finished either in glossy ultra-smooth paint or translucent panels in pale blue, white, or green. These display elements are positioned and grouped in a meandering pattern to allow freedom of movement while providing distinct areas of merchandising display groups. Gradating penny tile flooring in five tones of white, cream, beige, and pale blue evokes the character of a 1940s European pharmacy with a modern twist. Further embellishing the space with artistic personality, signature wall graphics act as large-scale calligraphy and a changeable backdrop to the merchandise on display.

VICEROY (1st level):

Expressing a refined, masculine, modern sensibility, the men's boutique has a 22-foot-high ceiling carved with ambient light wells and suspended, illuminated vertical rod elements. The grandeur of the space is balanced by a warm, sophisticated material palette. This includes rich, dark walnut flooring along the perimeter, four shades of cream/beige carpet, and finely proportioned display

fixtures in satin-finish stainless steel. The display areas are positioned as parallel, gently curving vectors to enhance the flow of movement, drawing the shopper through the boutique.

TERRENE (2nd level):

The women's boutique is a refreshing environment of airy lightness and youthful verve. A sophisticated blend of form, color and texture exudes modern, understated luxury. Suspended vertical elements comprise a blend of metal hues, which filter ambient and theatrical light. The merchandising layout is conceived as a series of calligraphic vectors, encouraging a natural flow of movement. The flooring includes a collage of four colors of carpet in pale neutral hues, surrounded by natural-finish light oak along the perimeter. Accent colors include a vibrant light blue and deep gold.

Key elements and unique features of the interior design:

- Light-filtering suspended rods of varying lengths create a playful, elegant screening effect.
- A double-height feature wall comprises full-height metal tubes of varying lengths, diameters, and finishes: bronze and silver, polished and satin.
- The sculpturally carved, luminous ceiling accentuates meandering display concept.
- A theatrical lighting concept animates the environment.
- A modern, warm and graphically potent color/material palette infuses the space with crisp, sensual atmosphere.
- Illuminated ceiling coves and light wells incorporate unusual "knife-edge" plaster details to simulate paper-thin ceiling planes.
- Custom-designed elliptical display groups – following ceiling and flooring patterns – allow customers to "navigate" and intuitively explore the store.
- Signature rods suspended from the ceiling create waves of movement and interconnected spaces as in a willow forest.

Firm Profile

Gabellini Sheppard Associates is a multi-disciplinary architectural and interior design firm based in New York City. The 35-person studio has gained international acclaim for its signature design aesthetic in which space and light are used as sculptural materials. Commissions on multiple scales range from urban and commercial masterplans to private residences, fashion boutiques and contemporary art galleries, for clients as diverse as Jil Sander, Giorgio Armani, Salvatore Ferragamo, Vera Wang, Bergdorf Goodman, Saks Fifth Avenue, Tishman Speyer, the Solomon R. Guggenheim Museum, the Florence and Venice Biennales, and several private residential clients. In 2006, Michael Gabellini received the National Design Award in Interior Design from the Cooper-Hewitt, National Design Museum. The firm has also won 17 awards from the American Institute of Architects, and dozens more from various professional organizations and magazines.

For further information on Gabellini Sheppard Associates or the ARIA boutiques, please contact Carl Yost: email@gabellinisheppard.com.