



A (DESIGN) VIEW OF THE

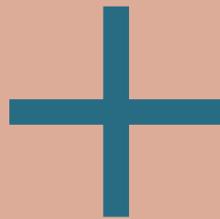
*Park*



LUSIVE



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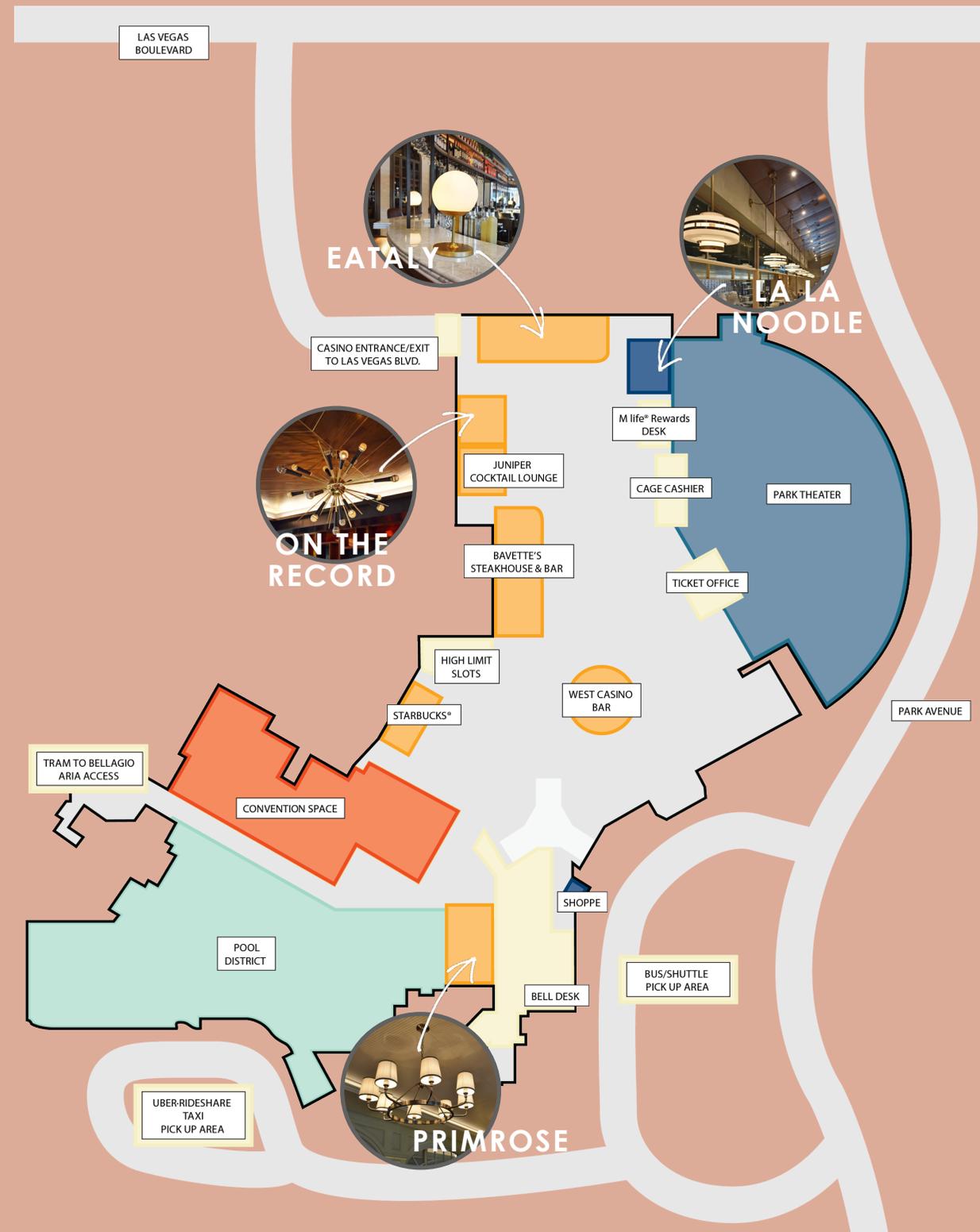
PARK MGM

LAS VEGAS



# WELCOME TO THE *Park*

Refined. Elegant. Discerning. These are words not usually utilized when describing the Sin City aesthetic, but the latest addition to the iconic Las Vegas Strip embodies all that and so much more – welcome to The Park MGM. This sophisticated hotel and casino not only features stylish guestrooms and a multitude of gaming options, but the ground-breaking entertainment and dining choices are truly unparalleled. Lusive had the distinct pleasure to work with some of the most lauded names in the world of hospitality design to create bespoke lighting fixtures to illuminate their meticulously designed spaces. Join us as we take you on a tour of these spaces and showcase the diverse lighting styles that make The Park sparkle.





# Primrose

**Designer:** Martin Brudnizki Design Studio

With the charm of a Deco bistro, PRIMROSE is an all-day café and restaurant that offers calm tranquility via its fresh color palette, subtle material selections and indoor/outdoor setting. Designed by the acclaimed Martin Brudnizki Design Studio, the eatery channels his signature aesthetic of classic European flair – unmistakable in the custom lighting fixtures that Lusive produced for the project. From classically-influenced chandeliers to 1940's-inspired antique bronze table lamps, the collection of lighting in this elegant eatery would feel just as appropriate along the Champs-Élysées in Paris as it does along the iconic Las Vegas Strip. Très magnifique!





LA LA

# Noodle

**Designer:** Parts and Labor

With its minimalist and contemporary aesthetic on display from the moment you enter, LA LA NOODLE serves Asian-inspired cuisine in a modern setting. Lusive worked with New York-based design studio Parts and Labor to create a variety of light fixtures that stayed true to the setting's tranquil ambiance, but with a contemporary flair befitting of its Las Vegas surroundings. The final result? A collection of custom lighting that utilizes the soft hues of opal glass, the whimsy of flowing fabric, and the luster of satin brass. Ooh la la!





# *Eataly*

**Designer:** Studios Architecture

After finding incredible success in New York, Chicago, and Los Angeles, Eataly has created an additional home in Las Vegas at Park MGM. The high-end Italian market features an incredible array of Italian-inspired products for purchase and an unparalleled selection of cuisine options for patrons to munch on while they shop. Lusive worked closely with Studio Architecture to produce a collection of lighting that, while simple in form, is truly impactful and evokes the “marketplace” spirit of the brand. Mangia!





# ON THE *Record*

**Designer:** MGM Entertainment

In an ode to all things music, ON THE RECORD is Park MGM's exclusive nightclub experience, truly unlike any other club in the city. Featuring karaoke rooms, a speakeasy, a patio-bar, and hidden spaces around every corner, this nightclub features elements of the world of music in virtually every aspect of its décor – including the custom lighting program that Lusive produced. From mid-century modern-inspired pendants adorned with illuminated microphones to cascading brass cymbals lit with antique lightbulbs, these custom fixtures offer a playful wink of nostalgia and exude an air of retro cool. Rock on!





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