



# HARD ROCK LIVE HOLLYWOOD

Hollywood, Florida, USA

<b>Client</b>	Seminole Hard Rock Hotel & Casino
<b>Capacity</b>	6,600 seats 7,034 general admission
<b>Area</b>	225,000 ft <sup>2</sup>
<b>Cost</b>	US \$125M
<b>Inauguration</b>	October 2019

Seminole Hard Rock Hotel and Casino undertook a significant redevelopment of its Hollywood property in 2014. After a total investment of \$ 1.5 billion, the Hollywood Hard Rock Hotel and Casino is certainly one of the worlds most renowned landmarks in the entertainment and tourism industry with its iconic guitar-shaped hotel tower sitting at the heart of the resort and peaking at 120 meters in Florida sky.

As part of the resort expansion, Hard Rock decided to upgrade its entertainment offer by replacing its existing entertainment venue with a brand-new theatre that could welcome 1,000 people more.

Sceno Plus has been mandated to design the new venue and has developed a thoroughly modern architectural and scenographic concept that integrates top-of-the-line stage technologies.

Close to the hotel and casino, the new 225,000 square foot venue can welcome up to 7,034 in General Admission configuration. With its 85 feet clear height above stage, the Hollywood Hard Rock Live welcomes a wide array of events

ranging from rock concert to musical productions and mixed martial arts performances.

The impressive volume of the lobby is broken in four different levels which allows to preserve a human scale in this public welcome area and, by contrast, to create a wow effect while entering in the theatre itself.

The orchestra level counts 3,095 seats while 1,634 patrons can be seated at first balcony and 1,622 at second balcony for a total count of 6,556 people seated, including the VIP areas. In order to expand its VIP offer and keep up with current trends, Hard Rock Live Hollywood offers two types of VIP sections: 9 VIP suites that can be transformed into 3 larger suites and a series of VIP banquettes with bottle service in the heart of the audience.

To broaden its shows offer, the venue is equipped with all the technologies necessary to host major musicals, including motorized scenic rigging facilities and a curtain system that allows part of the balconies to be hidden, reducing the capacity to 2,500 seats.

Despite its huge dimensions, the notion of intimacy and proximity between the audience and the artists on stage is at the heart of the concept developed by Sceno Plus, which is reinforced by the preferred choices of wall and ceiling finishes, textures and colours. Acoustic cubes hanged from the ceiling combined with a high-performance audio system design, create an exceptional sound environment. A very unique experience!

## Scéno Plus Mandate

Architectural Concept

Theatre Design

Interior Design

Design of Technical Infrastructures and Specialized Equipment Systems

Architectural Lighting Design

Acoustics

Construction Follow-Up



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