



HARD ROCK LIVE SACRAMENTO

Sacramento, California , USA

Client	Hard Rock Hotel & Casino Sacramento at Fire Mountain
Capacity	2,500 seats 3,500 capacity capability
Area	70,000 ft ²
Cost	US\$ 64 M
Inauguration	June 2022

The Hard Rock Hotel & Casino in Sacramento at Fire Mountain, situated in Wheatland, Northern California, is conveniently located just a few miles from Sacramento. Opening its doors in October 2019, it is the first Hard Rock property to grace the West Coast. However, what surely sets this establishment apart is its unprecedented collaboration between the Seminole Tribe of Florida, representing the East Coast, and the Estom Yumeka Maidu Tribe, representing the West Coast, making the historic association the first of its kind. In August 2020, Scéno Plus was appointed by Hard Rock International to design the new Hard Rock Live Sacramento, a 2,500-seat transformable venue acting as the highlight of the resort's first expansion phase.

Accessible through the casino and sharing its entrance space with the Kumi Event Center, this Hard Rock Live offers patrons a seamless transition. As guests make their way through the pre-function space, their journey is punctuated by a unique collection of signature memorabilia, which sets the stage for an authentic experience synonymous with the world-renowned Hard Rock brand.

The compact and intimate venue also features a spacious flat floor complemented by a level of gallery floors dedicated to VIP guests, complete with dropped down balcony areas near the stage. Luminous arches and horizontal lines of light add dynamism to the space and give it a distinctive signature. The red upholstery of the seating fabric, enhanced by custom-made blue acoustic panels covering the side galleries, brings vibrancy to the room. Additionally, a private suite named "The Porch" – paying homage to one of Pearl Jam's iconic songs – overlooks the stage and serves as a gathering place for distinguished patrons as well as the performers' entourages, thus providing these guests a VIP experience like no other.

The venue's entire design puts flexibility at the forefront of considerations. With a top-of-the-line retractable seating system, the Hard Rock Live Sacramento can accommodate nearly 1,000 seats of impressive quality. Also, the extended rigging over the house and a dismantlable stage with adjustable proscenium further enhance the venue's adaptability. This means that the space can be effortlessly transformed from a full-seated capacity arrangement to a general admission or centre stage configuration, allowing for a maximum capacity that exceeds 3,500 attendees. The showroom can thus host a variety of activities and gatherings such as concerts, galas, weddings, poker tournaments, commercial and agricultural fairs, as well as sports events like UFC, boxing or even basketball, to name a few.

No compromises were made on the quality of sound, sightlines and show amenities when it came to complementing this Hard Rock Live's distinct rock 'n' roll and touring venue ambiance. There is not a single bad seat in the house and

the acoustical qualities of the room paired with a cutting-edge L-Acoustics sound system provide unparalleled listening conditions. The venue also possesses a thorough kit of theatrical specialized equipment, including video walls on both sides and behind the stage, with a rigging capacity that can accommodate the additional needs and requirements of touring productions. Dressing rooms, back of house support spaces and storage rooms are all provided in adequate numbers and skillfully distributed around the stage and loading area for maximum turnaround efficiency.

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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