



International Theater Design Firm, Scéno Plus, Behind All-New Hard Rock Live Rockford Venue for Hard Rock International and 815 Entertainment

The anticipated multipurpose venue will bring unparalleled capabilities and technology for unforgettable events to Hard Rock Casino Rockford

[Link to Renderings](#)

MONTREAL (Aug. 26, 2024) – Scéno Plus has led the design of the anticipated 1,600-seat venue set to open alongside the new property of Hard Rock International and 815 Entertainment. Making its debut on Friday, Aug. 30 with award-winning artist Akon, the Hard Rock Live Rockford marks the sixth performance venue collaboration with Hard Rock International and the award-winning Theater Design firm, Scéno Plus.

“We are appreciative of our long-standing and trusted partnership with Hard Rock International and are thankful for this sixth collaboration,” said Olivier Berthiaume-Bergé, President and CEO of Scéno Plus. “This is a great opportunity to elevate the entertainment scene in Rockford, and all stakeholders delivered to bring this inspiring venue to life. Designed with the human experience in mind, the venue will offer the guests, as well as the performers, incredible live moments to remember.”

With its combination of movable, retractable and fixed seating, great room acoustics, cutting edge sound system, and extended rigging capabilities, this fully flexible venue can host a large gamut of events, from full seated to general admission shows, gala events, MMA tournaments and more.

The acoustical design of the room combined with a cutting-edge sound system ensures high sound pressure for the greatest listening conditions. Design and technical highlights include:

- Vibrant color palette featuring red upholstery seating, blue carpeting and gold accents
- Flexible capacities ranging from a maximum 1,600 seating to 2,000 in general admission
- 103'-0" by 50'-0", 5,150 SF stage area, containing all the necessary technical specifications to accommodate any type of show or function
- Variable stage proscenium opening that is adjustable from 60'-0" to 84'-0"
- World-class audio experience through L-Acoustics speaker system
- Eye-catching video system with a total of 1,086 SF of LED screens
- Artist amenities include dressing rooms for up to 22 performers, situated around the green room and all in close proximity to the stage
- VIP room located at the stage level, perfect for artist meet and greets

About Scéno Plus

Founded in 1985 by Patrick Bergé, an architect by training, and Lorraine Berthiaume, a graduate in dramatic arts, Scéno Plus is an internationally renowned family-run company based in Montréal specializing in the design of performance venues and buildings for cultural or recreational use. Since 2020, the two sons of the founders have taken over the company, Olivier Berthiaume-Bergé as President and CEO and Vincent Berthiaume-Bergé, as Vice-President and COO, CPA, CMA. They create a harmonious duo allying Olivier's architectural creativity to Vincent's business sense. Scéno Plus offers an exclusive approach consisting of integrated services by its team of experts such as architectural and interior design, theatre design, acoustic, architectural lighting and integration of specialized technology and equipment. To learn more, visit www.scenoplus.com and follow us on LinkedIn.

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