Caesars Forum

Business, Event,
Convention New Build for
Caesars Entertainment
Las Vegas, Nevada



Caesars Forum

Project: Caesars Forum Convention Center

Completed: 2020

Location: Las Vegas, NV

Specifier: KGA Architecture (Final Photos Credit: Caesars Forum)

Project Overview

My Role - Project Manager

The Caesars Forum Convention Center, at 550,000 sqft, is a significant and distinctive addition to Las Vegas' portfolio of large-scale meeting spaces. When the opportunity to work on this project was presented to LightArt, we were all excited. The design concept goal was to introduce live plants and related biophilic design elements into the space to infuse a feeling of comfort and health.

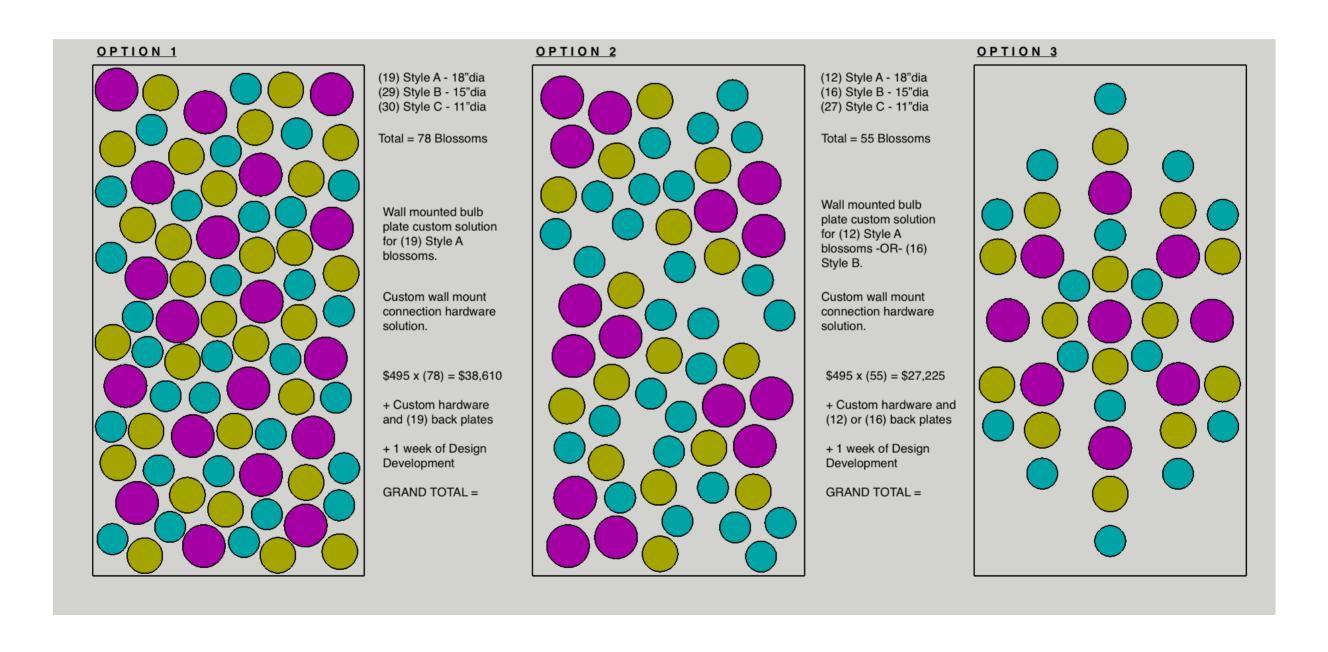
From exiting the light rail and upon entering the main reception of the forum, the initiative was to have LightArt create a 17ft tall wall of sculptural and lit blossom fixtures - to enhance the biophilic concept and potentially act as a bit of a glorified 'selfie' backdrop wall (per specifiers concept explanation).

The project was a learning experience, a beautiful end result, and feedback provided says the installation is already enjoyed by many visitors and employee alike. The outcome also resulted in a new addition to the fixture product line, having created a modified mounting design solution to a standard product.



Project Process Details

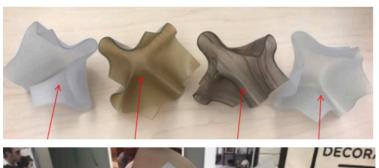
Before I was deep in detailing all parts of the fixtures, I wanted to start by creating a quicker pricing and layout exercise for the designer to begin making choices to develop on. I created the layout diagrams below, detailing pricing breakout, along with style and quantity of blossom fixtures. I was hopeful that this would narrow the scope and reduce the amount of time later on I would need to invest in creating a design quote, pricing, renderings, design solutions and hardware development.

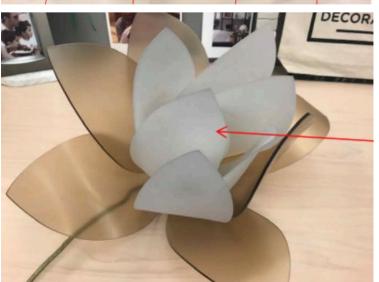


Project Process Details

Funnily enough, the specifier didn't want any of the layout options, but something more random, shown in the initial design quote (right). Additionally, to help provide a realistic image of the materials and layout, I created the rendering from actual photos of fixtures with photoshop adjustments. However, this rendering provided insight for the specifier, she decided the wall needed to appear more full so the quantity increased from (61) fixtures to (75) seen below right, in the revised budgetary quote, along with a revised layout that more closely reflected the selected material colors for the fixture.

As seen below, the sales rep was able to meet with the specifier and review material colors, this way I could more accurately calculate the price of the project based upon the layers and styles of chosen material, along with the number of sheet goods I would need.





Photos Left:

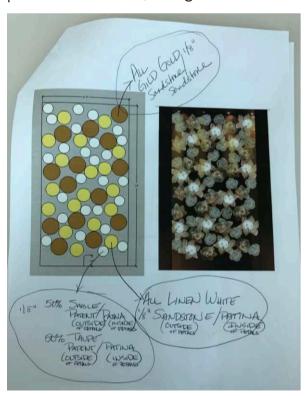
Heat formed samples of the material initially selected for the project were provided to the specifier, to approve and better conceptualize their choice in person.



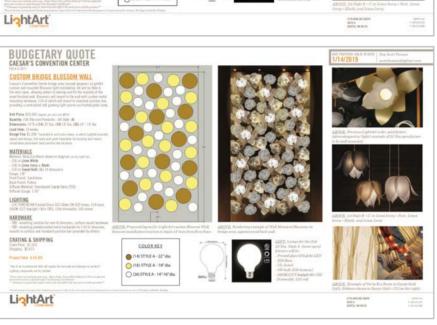


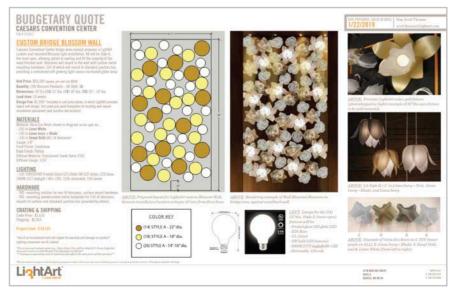
Project Process Details

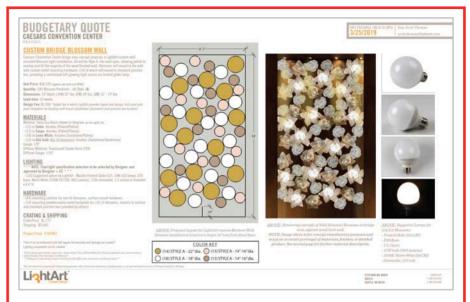
The project started to get out of hand when the sales rep had not clearly set expectations with the specifier upfront. I knew I needed to have a call with the sales rep to reign in the project to reduce the amount of time and resources the project was taking. This was also very clear to me when the specifier on a call stated "We can have Carly share her screen while she moves around the blossoms in photoshop and we can tell her what colors and where to move them until we figure out what we like best". This was a practice in biting my tongue and exercising professionalism, as I was not her employee and this would not be the efficient solution to making final project decisions. The final 3 page design quote pictured in red box, far right.















Obstacles

The many design variations pictured below, of the photoshop realistic rendering I created for the project. I love design, creating beautiful imagery of what I imagine something can realistically be, working hard to wow a client/specifier, however this can come back to my disadvantage, when expectations are not clearly set from the beginning of a project. I have learned that the amount of time invested in creating a beautiful design, is not always evident to the viewer and I need to either hold back on those designs or make sure that expectations are set on my end for what I will and can deliver.

When the project began, I was creating option, after option, and beautiful renderings - I believe this created a sense to the specifier that I had a lot of time and resources to invest in the project. The objective of the sales rep is to sell the project, help set expectations and educate the specifier about the design project process being that they have the closer, face-to-face interaction and initiative to build the relationship. It is my belief that working in tandem with the sales rep, supporting the project in sound design decisions, resetting expectations if needed, and driving the project forward, so there is a collective understanding of all parties involved in the process.

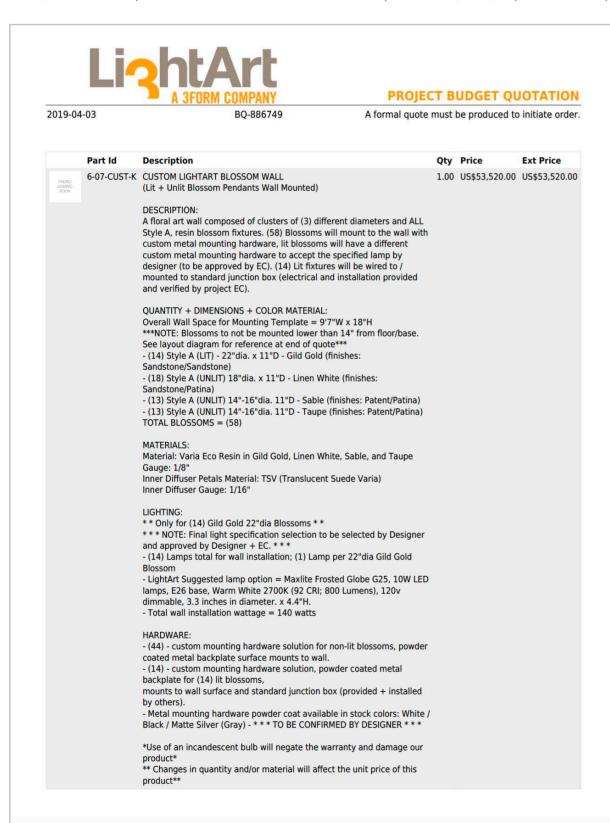








<u>Below</u>: Including additional pages with photos, renderings, and drawings for fabrication to best understand the project. The final quote below was approved by the designer and the project could then move on to the purchasing stage (paid 50% deposit) to initiate the procurement of materials + beginning of CAD drawings + building.





PROJECT BUDGET OUOTATION

2019-04-03

BO-

A formal quote must be produced to initiate order.

SERVICES

Type	Description	Price	Ext Price
	Design Template: - (1) Full size printed paper design template for locating the installation locations of lit blossoms + unlit blossoms Upon Request - once order is placed and client drawings have been signed off on (drawings for client approval are issued 2-3 weeks after order placement) the template can be printed and shipped to installer/EC prior to project ship date, for roughing in and efficiency of install. ***Ship to address will need to be provided to PM for template.***	US\$1,000.00	US\$1,000.00

TOTALS

Hardware Total:	US\$53,520.00
Services Total:	US\$1,000.00
Shipping And Packaging	US\$4,477.00
Subtotal	US\$58,997.00
Sales tax	US\$4,867.25
Total	US\$63,864.25

Notes

Changes in quantity and/or material will affect the unit price of this product.

State Sales Tax will be billed if 3-form LightArt does not receive a valid Resale/Tax Exemption Certificate.

Use of an incandescent or halogen lamp will negate the warranty and damage our product.

Varied Dimensions

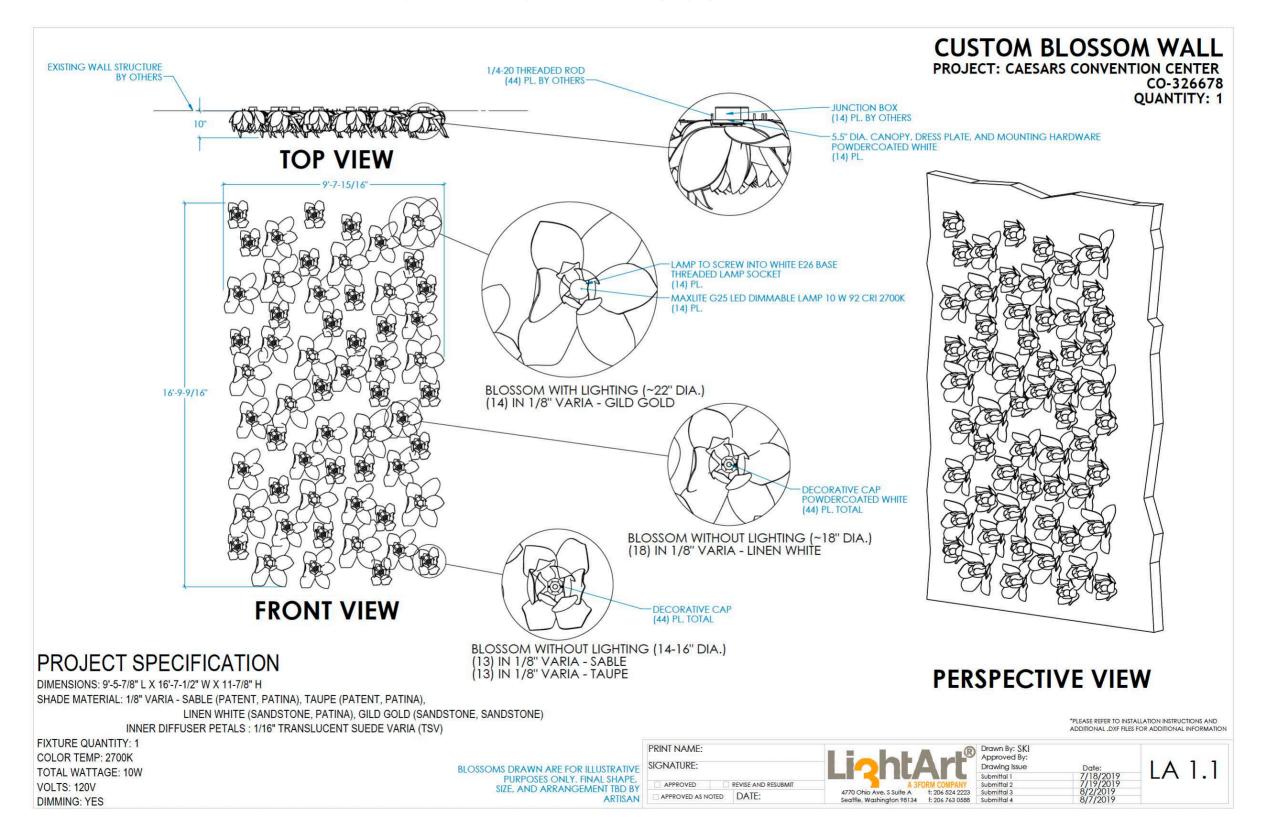
Due to the custom, hand made nature of this product, final dimensions may vary

Receiving Disclaimer

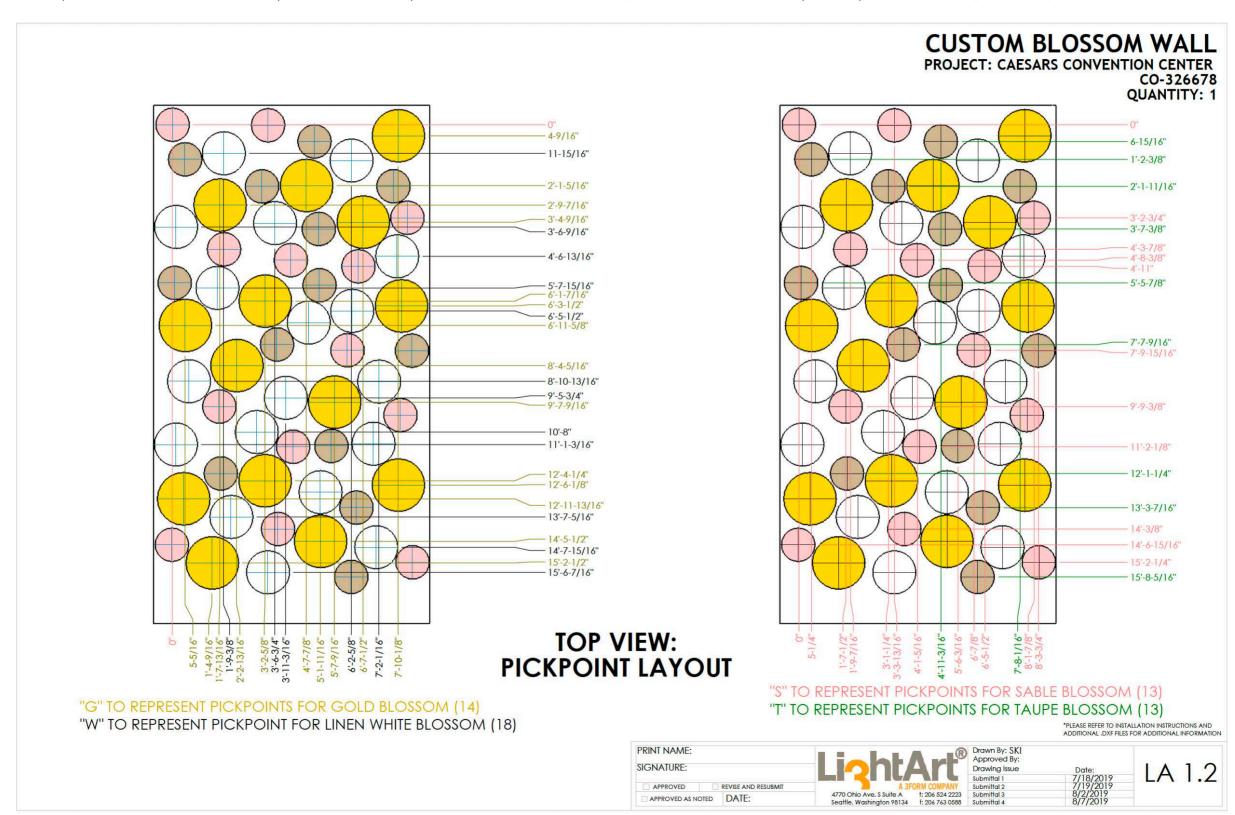
Receiver needs to provide a fork lift with long tine forks for this size crate.

Doors and Hallways will also need to be verified for crate and product access.

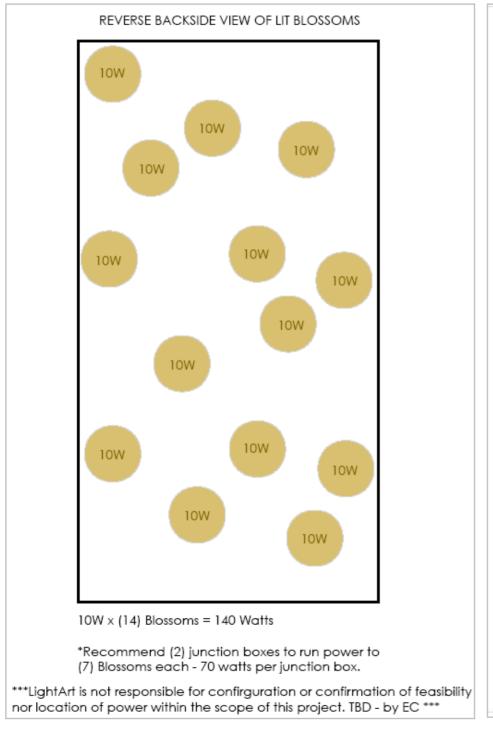
<u>Below</u>: I worked closely with my CAD teammate developing the drawings for this project, as I knew the installation needed to be detailed for the electrician and I would want to reduce chances for confusion, errors and delays. * See drawings on the following 2 pages *

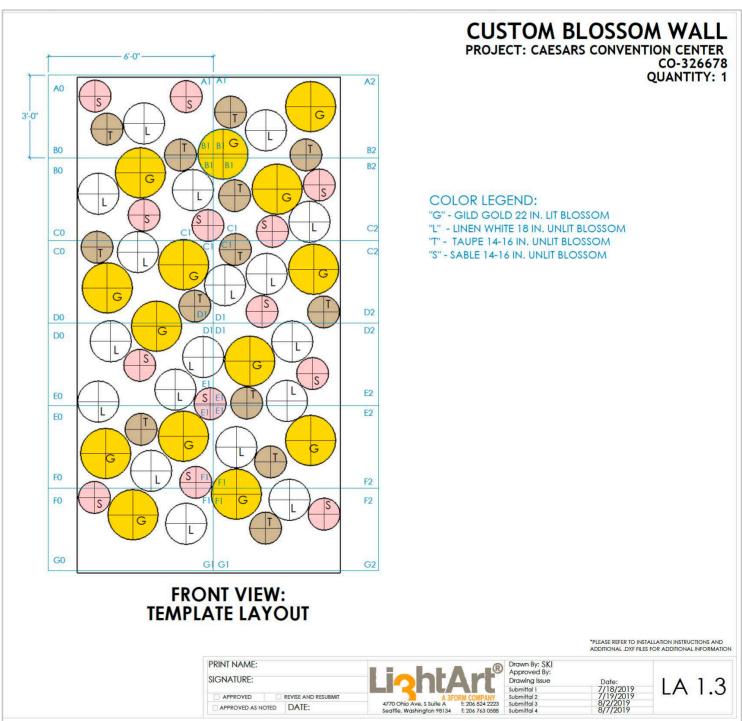


Below: It was important for the installer to have not only a full size paper template to note the points of installation but to also have the measurements of each blossom center point, to ensure that the back plates would like up with the flowers and that they would all fit in their respective positions + design color layout.



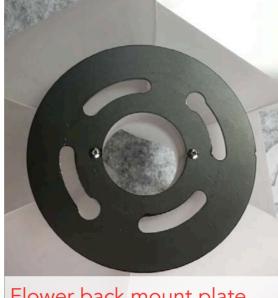
<u>Below + Obsacles</u>: Even though a template had been provided and the drawings I assumed were detailed enough, the electrical contractor reached out to me and said that what would help him best is to have a reflected diagram of ONLY the lit blossoms that would be installed on the wall with the wattage of each fixture noted. So, I quickly created the diagram pictured below (left), which was easy to note the wattage since each fixture accepted the same style lamp; however, I did suggest how many fixtures should be safely be connected to each junction box, exceeding no more than 100 watts, being my electrical standard. Also, noting that the electrical contractor was responsible for the final electrical configuration, that this was my educated suggestion.



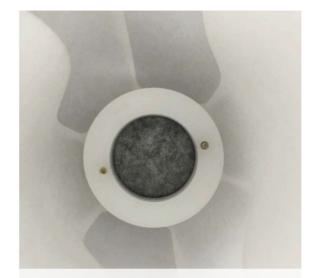




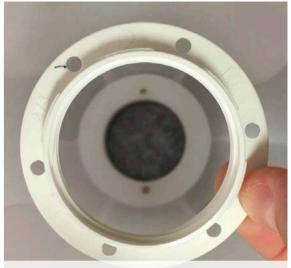
Base electrical plate mounted in place, according to template locations.



Flower back mount plate.



Open inner petals to find thru hole for mounting.



Threaded ring to secure fixture to mount, final piece.



Mount flower to back plate.



Align hardware with slots.



Secure hardware at slot top.





Complete; Install lamp + test electrical works.

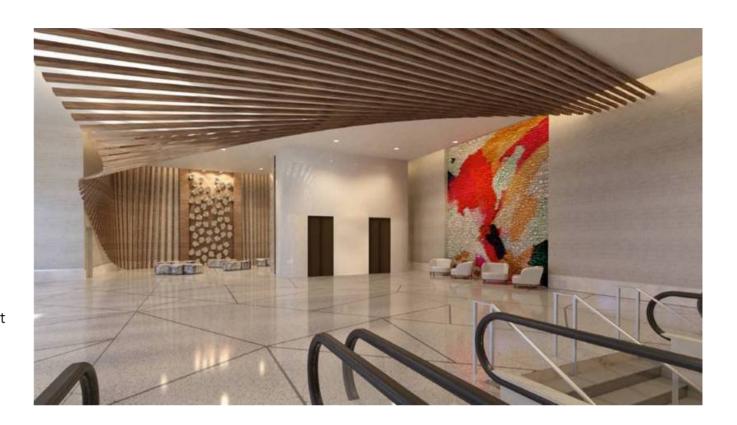
Project Process Details: It was my design solution to have the fixture, hardware and mounting function as shown in the installation photos. So pre-build of the fixtures, my CAD teammate and I worked closely to create a prototype of the lit and unit fixtures and mounting plate solutions. Specifically, to ensure the tight tolerance of the metal (taking into consideration the added thickness the powder coating) and hardware would maneuver easily to secure in place, without breaking the decorative petals of the blossoms.

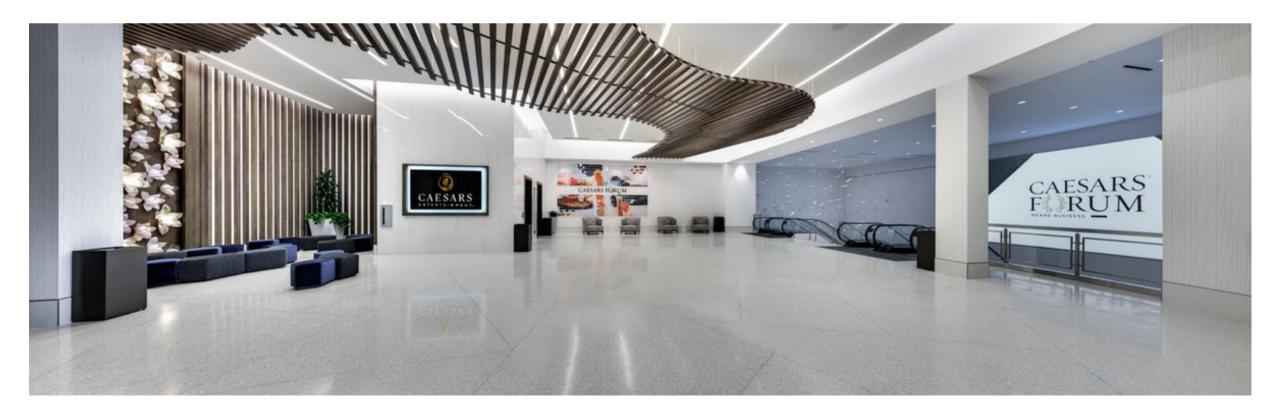
Taking photos of the step by step installation of the lit blossom fixtures, helped as a visual tool for the electrician installing the fixtures and to the artisan team building the fixture, to make sure no mounting hardware was attached in the wrong direction.

Project Process Details

I always enjoy seeing a final photo of the installation I helped design and create, in contrast to the initial rendering the specifier provided during the initial conceptualization call. There is a sense of pride and accomplishment in a successful installation.

I was actually able to connect with an employee at Caesars Forum, who provided me with the final images of the installation. Without prompting she provided feedback, stating "Thanks again for your beautiful creative and innovative creation that infuses life and art into the conference center". I find having worked on projects national and internationally, that it is so special to be able to create these connections worldwide and to be reminded that light and art is impactful and appreciated in spaces.





Project Takeaways

- Setting expectations with the specifier and sales rep from the initial conceptualization stage of the project is likely most important step. This way everyone can work together, have a collective understanding of the process, reducing time and resources needed to complete the project stages.
- Thanks to my design mounting solution, modifying an existing standard product - a new product offering was created + standardized for the sales team. I was thankful for having such a talented and collaborative CAD teammate who I was able to work closely with to develop this solution.
- Over communicating using visuals photos, drawings, and over the phone can be helpful to ensure a successful and timely project installation. Being willing to provide additional visual aid support to explain this new style of fixture (where no technical install drawing previously existed) was very helpful to the electrical installer on this job. Resulting in a beautiful end result.
- Take pride in your work and a job well done. Follow up and connect with those utilizing the space to gain feedback or see if there are any additional needs that could lead to future opportunities. Share the joy and appreciation of a job well done with the teammates involved who made this possible, to build team morale and better relationships all around.

