



**Above** Nevada's first H&M opened in the Miracle Mile Shops last fall.

**Right** Tiny crystals hang from wire and form a large suspended crystal ball, adding to Miracle Mile's sleek and modern transformation.

had been criticized as having too little presence on the Vegas Strip and being uninviting to passersby, both from the sidewalk and the hotel.

"Las Vegas is highly punctuated with visual elements," says Bricker, "so we took a very graphic approach with a strong color statement and a bold circle/square pattern to define the exterior against the clutter of the city." That punchy red motif appears on the façade, interior signage, storefronts, kiosks, wallpaper and even advertising.

Large windows add to the open and inviting frontage. A bright graphic identifies the entryway and encircles a concrete façade to lead shoppers in. Three 50-foot-high LED screens blast promotional content, advertisements and graphics over the Strip.

The modern pattern complements the new polished black floor and silver-leaf ceiling. Crystal orb chandeliers accent entrances with hints of that bright red color.

Retailers are on board with the new concept. Nevada's first H&M opened at Miracle Mile last fall, as well as the state's inaugural True Religion. Urban Outfitters and Trader Vics, a Polynesian-style restaurant with multiple levels and a patio facing Las Vegas Boulevard, are also new to the center. ▀

*"Stripping away the Moroccan theme and adding a consistent graphic allowed the retailers to become the focal point instead of the architecture."*

— JOHN BRICKER, GENSLER OF NEVADA



### Project Suppliers

**CLIENT**  
Boulevard Invest LLC, Las Vegas

**DESIGN/ARCHITECT**  
Gensler of Nevada, Las Vegas

**DESIGN**  
Gensler New York, New York  
Studio B, New York

**EXTERIOR ARCHITECTURE**  
The Friedmutter Group, Las Vegas

**GENERAL CONTRACTOR**  
Flagship Construction Co. LLC, Las Vegas

**OUTSIDE DESIGN CONSULTANTS**  
Johnson Lighting Studio LLC, New York (lighting)  
Halcrow Yolles, Las Vegas (structural engineer)  
RHR Engineering Inc., Las Vegas (electrical consultant)  
Rolf Jensen & Associates, Las Vegas (fire safety and exiting)

**AUDIO/VISUAL**  
Kelley Technologies, Las Vegas  
Pyrotek, Las Vegas

**CEILINGS/WALLS**  
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**FIXTURES**  
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**KIOSKS**  
Sand Mountain Inc., Newport Beach, Calif.

**FLOORING**  
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Rode Bros Flooring, Las Vegas

**FURNITURE**  
DKG Group, Toronto

**LIGHTING**  
FFD Inc., Miami  
Mojave Electric, Las Vegas  
Bombard Electric, Las Vegas

**SIGNAGE/GRAPHICS**  
Yesco, Las Vegas  
Casino Lighting & Sign, Las Vegas  
Sign Xpress, Las Vegas  
Vision Sign Inc., Las Vegas

**WALLCOVERING AND MATERIALS**  
Donghia, Mount Vernon, N.Y.

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