



REFINED ESCAPE





Vdara Condo Hotel combines world-class hotel accommodations with hip design to create the ultimate residential experience.

story by Patricia Kirk

There's nothing else like it in Las Vegas, or anywhere else, for that matter. A world-class hotel melded with the *panache* of a luxury residence, encapsulating the best of both — Vdara Condo Hotel promises the ultimate in style and an unforgettable experience. And it will offer owners the unique benefit of being able to rent their unit out on a nightly basis.

This ultramodern, 57-story onyx beauty designed by internationally acclaimed architect Rafael Viñoly and his firm RV Architecture, LLC, will offer a definitive brand of service so personalized that each of its owners will feel as if they are the only one in residence.

"When developing the concept for Vdara, we needed to create a product that would feature everything typically expected at a luxury Las Vegas resort hotel. We then took it a step further by creating uniquely branded services and amenities in order to compete in Las Vegas as a condo hotel," said Vdara General Manager Angela Lester.

She traveled to the world's premier hotels compiling information on the offerings that will establish Vdara as an international benchmark. Vdara takes inspiration from the best, including the unparalleled service of the Banyan Tree Hotels and Resorts in Thailand, the luxury and intimacy of a boutique hotel like the Montage in Newport Beach, Calif., the sophistication of the Bulgari Hotel in Milan, the vibe of London's Sketch restaurant and the chic atmosphere of a St. Tropez beach lounge.



"These brands were built by offering a *niche* experience that people throughout the world view as the definitive in ultra-luxe exclusivity. Each hotel credits its success to providing close attention to detail, one-on-one contact and personal recognition by hotel staff," said Lester. "The Vdara brand will incorporate all of these and more."

"The amenities will be incredible," said Tara Tazbaz, Vice President of Marketing, "and the customer service will ensure that Vdara's owners and guests are completely satisfied. We will know your name. We will go the extra mile to provide assistance with day-to-day tasks such as personal shopping and prestocked kitchen service prior to checking in to your room or suite."

Public areas, like the lobby lounge and patio designed by the acclaimed Therese Virserius Design, consulting to Leo A. Daly Architects, will make a lasting first impression on owners and guests. A business center, branded salon, full-service spa, state-of-the-art fitness center and CityCenter's on-site gourmet grocery with organically prepared meals and fresh foods will bring the amenities full circle.

From the moment owners and guests enter the property, Vdara's Executive Chef Martin Heierling and his team will work to meet every culinary need, creating a destination where people will feel as if they are part of a community rather than just living in a hotel. "This is a different way of thinking," said Heierling. "We will be here to cater to you."



Previous page:
Rendering of the drive
at Vdara Condo Hotel.
This page: Rendering
of a Deluxe Studio
dining room (top) and
rendering of a studio
bedroom (bottom) at
Vdara Condo Hotel.



The restaurant will feature a fresh, vibrant atmosphere by day that's transformed into an intimate dining environment at night. Light, color, texture and sound will be used to alter the space and the mood. High-tech image projections will create a "wow" factor to entertain patrons, said Heierling, noting that the tables will be dressed up with life-size flower holograms rather than real flowers.

The food program at Vdara adopted a theme, The Silk Road, to expand culinary possibilities across

cultures. The menu of multicultural selections will include replacing status quo café fare with Eastern Indian tiffin boxes containing small portions to be nibbled like *hors d'oeuvres* while lounging on an outdoor couch or poolside chaise. The 40,000-square-foot pool deck complete with semi-private plunge pools and approximately 19 spa and retreat cabanas will encourage serendipitous social interaction and provide intimate spaces for personal conversation.

"Vdara will offer a boutique-like experience from its culinary offerings to its public spaces," said Lester. "It's both sophisticated and provocative, with lots of sensory stimulation." Interiors designed by Brennan Beer Gorman Monk Interiors, consulting to Leo A. Daly Architects, will complete the visual and tactile package.

Perhaps Vdara's sixth sense — its eco-conscious — will be its most valuable. Targeting U.S. Green Building Council Leadership in Energy and Environmental Design (LEED) certification, CityCenter embraces an environmental philosophy that runs through every aspect of the project, from design and construction to operations. The environmentally friendly focus calls for nontoxic building materials and products, furniture made with recycled or renewable resources,

energy and water conservation strategies and alternative energy technologies.

Beneath its glossy exterior, large rooms with upgraded amenities and high-tech features will add to the luxury of Vdara, said Bill McBeath, President and COO of CityCenter's resort casino. Vdara's biggest asset will be the synergy created by the direct connection to Bellagio and access to amenities at CityCenter, along with its iconic, sophisticated architecture.

"This is going to be a very chic, hip destination hotel that will give people a Vegas-centric experience," he said, noting that residents and guests will be able to enjoy the extraordinary shopping, dining and nightlife at CityCenter, easily access other venues on The Strip, or find refuge from the electric environment in the quieter comfort provided by Vdara's non-gaming atmosphere.

"When you go anywhere in the world," said Lester, "and say you own something at CityCenter on The Strip in Las Vegas — a property that's physically connected to Bellagio and operated by MGM MIRAGE — people will acknowledge it as a trophy property. It just doesn't get any better than this." 🏆

IMPROVEMENTS, MATERIALS, FURNISHINGS AND FINISHES SHOWN IN THIS STORY ARE PROPOSED RENDERINGS, SUBJECT TO CHANGE AND NEED NOT BE BUILT.



:: Hold 'em Hot Shot

FROM THE PERSONALIZED MINI BAR TO THE *PORTE COCHERE'S* SPECTACULAR VIEWS, VDARA WILL CATER TO ITS RESIDENTS' EVERY POSSIBLE DESIRE, WHICH IS PRECISELY WHAT THEY'D EXPECT.

TAKE 28-YEAR-OLD PROFESSIONAL POKER PLAYER **BAYANI FLORES**. A COMPETITIVE SWIMMER AT UC BERKELEY, FLORES SPENT A COUPLE OF YEARS AS A SWIM AND WATER POLO COACH. WHILE HE STILL COACHES FOR FUN, HIS SUCCESS AT THE POKER TABLE HAS TURNED INTO A PROFITABLE OCCUPATION.

HE SPENT HIS SPARE TIME IN 2007 TRAVELING TO EUROPE, SOUTH AMERICA, MEXICO AND ACROSS THE ATLANTIC SEABOARD, "WHICH ALLOWED ME TO GAIN A BROADER PERSPECTIVE AND APPRECIATION OF URBAN LIVING," HE SAID.

AN ADDED BONUS FOR FLORES WAS THE CONCEPT OF A CONDO HOTEL WITH PROPERTY MANAGEMENT SERVICES. "IT'S A GOOD BALANCE; I WILL BE ABLE TO STAY THERE WHEN I WANT AND HAVE THE OPTION TO RENT THE UNIT OUT ON A NIGHTLY BASIS," HE SAID. "I COULDN'T DO THAT ANYWHERE ELSE."

AND THE STELLAR LOCATION WAS ALSO PART OF VDARA'S MAIN DRAW. "IT'S GOING TO BE THE NEXT BIG THING ON THE STRIP," SAID FLORES. AFTER ALL, "VEGAS SHOWS NO SIGNS OF SLOWING DOWN."