



HARD ROCK ETESS ARENA

RENOVATION

Atlantic City, New Jersey, USA

Client	Hard Rock Hotel & Casino Atlantic City
Capacity	7,000 seated 7,700 general admission
Area	75,000 ft ²
Cost	N/A
Inauguration	2018 (renovation)

This summer, Hard Rock Hotel and Casino is celebrating the deployment of its world-renowned brand on Atlantic City's famous Boardwalk with a \$500 million complete renovation of the former Trump Taj Mahal. Visitors from all over the East Coast will be welcomed

with new interior design, new restaurants and a highly diversified entertainment offer.

It is within this context that Hard Rock decided to increase the capacity of the Etess Arena and improve the venue's overall customer experience. The company approached Scéno Plus to find theatrical design solutions and modifications that would really make the difference.

A second level mezzanine was therefore designed to increase the venue's capacity to 7,700 attendees.

Permanent follow spot platforms were implemented to maximize the work of the technicians. It contributed to a gain of extra well-placed seats. Telescopic seating was also reorganised to upgrade sightlines.

The showroom now vibrates with new pop colours, in a red and gold colour theme. Signage was improved to represent better Hard Rock's branding. A brand-new quartz composition flooring was installed to better accommodate the spectators on the flat floor.

To improve the acoustics of the venue new acoustical panels were installed in the ceiling and on the walls. Finally, the dressing rooms were completely renovated to offer more comfort for performers.



Scéno Plus Mandate

Theatre Design

Interior Design

Design of Technical Infrastructures and Specialized Equipment Systems

Construction Follow- Up



www.scenoplus.com

5423, av. de Lorimier
Montréal, QC, Canada
H2H 2C3

+1 514-529-4364