Hollywood, FL - To bring back the once-faded “Vegas” flare for one of its key properties, Seminole Hard Rock Hotel & Casino decided to go big, really big. After 12 years of work and $1.5 billion invested, the newly opened 450-foot hotel tower in the shape of a guitar has become a prominent landmark and attraction featuring sprawling casinos, live entertainment venues and some of the most beautiful and innovative interior finishes across the country.

For the main hotel lobby and hallway, three architectural firms: Rockwell Group, Hernandez Design Associates and Kli Juba Wald Architecture + Interiors had envisioned a 3-Dimensional geometrical ceiling, which has since the grand opening of the hotel become an attraction in itself. Raising the bar for acoustical ceiling design Decoustics was challenged with custom-engineering a solution to bring a unique 3D design to life - a first for this type of construction and utilization of acoustical raw material.

The design intent called for 448 oversized acoustical 3D shapes to be seemingly floating in the air while holding the meticulous alignment and geometry of the curved ceiling shape. Overall size and weight of material together with custom steel frame suspension was an important consideration during the engineering process. After building 3 different mock-ups for client’s review, an innovative solution was created and the manufacturing process began.
The entire curved ceiling spans over 3,400 sq ft. It is comprised of modules made with 2 square and 2 rectangular shapes, which are assembled from panels that are sloped and tapered to create complex geometrical shapes. Each module measures 46” by 84” and weighs approx. 120 lbs. To keep the weight down panels were made with special hollow core construction and different thicknesses of material were used to achieve the overall voluminous appearance and 3D effect. Decoustics pre-finished Claro® raw acoustical material was then cut to size. Jigs were created to assemble panels at mitered edges by hand and the corners were reinforced for durability.

A steel frame suspension was custom-engineered to keep the shape of each module, carry the weight and yet be virtually invisible to attain the floating ceiling effect. To achieve this, panels have special extrusions embedded inside them and are attached to the steel frame using screws. Numerous structural and panel stability tests were performed to ensure the safety of this suspension method.

Decoustics had additionally provided an instructional video to guarantee a quick and smooth installation process. Special jigs were delivered to site to ensure speed and accuracy during module assembly, they facilitated pattern matching and prevented panels from being damaged. Ensuring precise panel alignment was crucial to the success of this project. The assembled modules were then suspended from the structural steel arch using lifts to reach the plenum, they were coordinated to hold the smooth curving radius and reinforced with wires.
The client's and architect's vision demanded Decoustics to push the boundaries of engineering and raw material, but this specialty ceiling manufacturer was ready for the challenge and used decades of knowledge, expertise and ingenuity to bring the complex design intent to life.

The result is nothing short of spectacular and is without a doubt an exact replica of the rendering initially supplied by the architects. Not only is the ceiling visually stunning, but it is functional as well.

"Exact replica of the architectural rendering with excellent acoustical performance!"

The acoustical material used for the construction of hollow core Architectural Forms is custom-engineered Claro® of varying thicknesses. Claro® has a wide range of customization options including shapes, sizes and colors, and reaches NRC rates of up to 0.9 to absorb noises and deliver a pleasant acoustical environment for thousands of hotel’s guests traveling through this busy hotel hallway and lobby every day.

LINKS & CREDITS:

Explore the versatility of Decoustics Claro®: https://decoustics.com/products/claro/

Learn about Decoustics 3D Architectural Forms: https://decoustics.com/products/architectural-forms/

See more project images and video: https://decoustics.com/projects/seminole-hard-rock-hotel-casino/

Architecture: Rockwell Group, HDA Hernandez Design Associates, Klai Juba Wald Architecture + Interiors

Contractor: KHS&S Contractors

Single-Source Manufacturer: Decoustics

Photography: Courtesy of Barry Grossman Photography, Donovan+Associates, KHS&S Contractors and Decoustics

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