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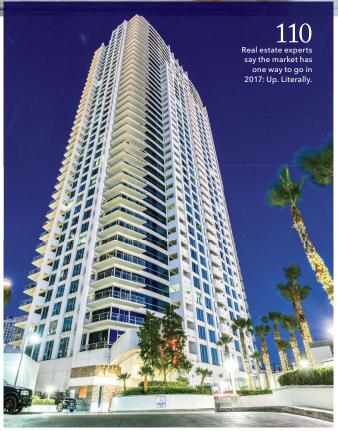
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ON THE COVER: Holly Madison (@hollymadison) Photography by Tatiana Gerusova (@tatianagigi)





THE BIRTH OF THE **MODERN**

YOU'LL WANT TO MOVE IN TO THE NEW RH LAS VEGAS, THE GALLERY AT TIVOLI **VILLAGE**—AND THAT NICELY ALIGNS WITH CEO GARY FRIEDMAN'S VISION. BY ANDREA BENNETT

Known for design that offers a unique take on traditional forms, Restoration Hardware has made a latter-day leap into contemporary furnishings with the launch of RH Modern. But while other home furnishings and design businesses move toward selling in the virtual realm, RH CEO Gary Friedman is assertively going the opposite direction. Namely, in openings like the new RH Gallery (340 S. Rampart Blvd., 775-464-0770; rh.com), which, at 60,000 square feet over four floors of a classical contemporary manse, anchors the expansion of Tivoli Village. It is immediately recognizable, with its charcoal-gray Venetian plaster exterior, an entrance of 30-foot-high glass-and-steel arches, and courtyards filled with lush fig ivy and towering date palms. A rooftop park and conservatory is studded with mature heritage olive trees-as if someone lives here. And that is quite the point, as Friedman told us in a recent conversation about RH's future.

I hesitate to call RH Gallery a store, since I'd like to just move in. Most retailers build a storefront or slap up a big box building. We're

building spaces with fresh air and natural light-really more home than store. We don't do this because it's a novelty idea. It allows people to explore and experience in a)



SPACE DEBUT

realistic and abstracted manner. Our consultants in the Design Atelier are there to understand how people can amplify their own space and even help them conceive a space that they might not be able to imagine on their own. In Vegas, the rooftop area seems particularly inspired because of our weather.

We're excited to be in Las Vegas, and we've allocated more outdoor space here than to any other Gallery because we know that people love their outdoor spaces. We're trying to express who we are in the most authentic and dynamic way we can.

I understand the idea of experiencing a space, but 60,000 square feet is really large!

Where other retailers are shrinking, the physicality of our

brand is really important. The more three-dimensional the experience, the deeper connection a person can have. If you're selling commodities, this isn't so important. There's no need for a person to interact with a box of Tide laundry detergent before they buy it!

How do you see the RH experience evolving?

These new design galleries are in their very early states. There will be a whole floor dedicated to RH Modern-our new business in the last year. The vast majority of team members are interior designers or consultants with strong design backgrounds. Our design ethos is based on our belief that the most pleasing design is a reflection of human design, and we are helping people realize their own vision.



"THE PHYSICALITY OF OUR BRAND IS REALLY IMPORTANT. THERE'S NO NEED FOR A PERSON TO INTERACT WITH A BOX OF TIDE LAUNDRY DETERGENT BEFORE THEY BUY IT!"





FROM TOP: Pull up a stool and make some design decisions with RH's team of consultants; this fire pit faces Red Rock.









In the last month, I've been massaged with candlewax; eaten my weight in vegan meat; gone on what I thought was a comprehensive oyster happy hour tour (there's more work to be done!), detoxed in a hyperbaric chamber, and did upside down yoga as part of #thevegasedit, our new page on vegasmagazine.com. Want me to try something and give you the inside scoop? Email me at thevegasedit@ greengale.com. Your ideas (for which you'll get credit!) could inspire what we cover in the magazine and on our site.

Recently I attended a lecture at Bellagio Gallery of Fine Art entitled "Town and Country: Painting and Modernity from Realism to Expressionism," given by Claire C. Whitner, assistant director of curatorial affairs and senior curator of collections for the Davis Museum at Wellesley College. The show, which examines how artists depicted 19th century Europe's rural and urban areas during great social, economic, and artistic change, is fascinating in its own right



CLOCKWISE: Elaine Wynn, Sophia Song, and I caught up before Jenna Morton's birthday arty hosted by Michael Morton at their beautiful home in The Ridges (passed White Castl sliders...genius!); I served on the hosting committee for the opening of RH Las Vegas (the dress is from Patina Décor), and met up there with RH CEO Gary Friedman; one of the women I admire most in our community, Rose McKinney-James, was the keynote speaker at the Shriners Hospitals for Children Open's sixth annual Kick Off Your Heels Luncheon.

(read more about it on page 50). But to my surprise, Whitner observed that Las Vegas seems a particularly apt location in which to stage an exhibition about the rise of the modern city. Vegas is "a place that has not only been upheld as the quintessential postmodern city since the 1970s, but has continued to serve as the lens through which to theorize the changing international urban landscapes in the 21st century," she pointed out. Always evolving, reinterpreting, and reinventing, Vegas offers new interpretations "of how spectacle and visual primacy continue to be components of the urban experience." It's almost too perfect, she rightly pointed out, that our microParis, Venice, and even New York City are inscribed within Las Vegas.

This is why I live in and love Las Vegas. Sure, we push the limits of architecture, fashion, and often, good taste. But in many ways, that makes us a testing ground for urban change. We're the runway to realway of urban planning. In the pages of our #Insta-Vegas cover story (page 84), we offer you that lens Whitner mentioned, quite literally, through which to see our changing city, through our characters, our landscape, our fashion, our unique aesthetic.

Happy Holidays,

ANDREA BENNETT

SPACE: THE GUIDE

THE BEST OF LAS VEGAS HOME DÉCOR, HOTELS, AND REAL ESTATE

HOME DÉCOR

BACCARAT

Here you'll find exquisite glass and colored-crystal tableware home décor and lighting, plus gifts galore. The Forum Shops at Caesars, 702-693-

HOMESTORE

The gorgeous selection at Encore's Homestore includes treasures like the Wynn Dream Bed, plus furniture, sculptures, and other artistic interior accents Encore Las Vegas, 702-770-5477; wynnlasvegas.com

LALIQUE

Inspired by René Lalique's original glass pieces, this Shops at Crystals boutique carries the brand's sparkling line of vases, sculptures, clocks, chandeliers, and more. The Shops at Crystals, 702-507-2375; lalique.com

LAS VEGAS DESIGN CENTER

At the Las Vegas Design Center's Design Salon, clients enjoy an unparalleled assortment of showrooms, plus personal-shopping services and consultations 495.5 Grand Central Pkwy., 702-599-3093 lvdesigncenter.com

LAS VEGAS **MARKET**

World Market Center's biannual Las Vegas Market introduces the public to thousands of furniture, gift, and home décor merchants 475 S. Grand Central Pkwy., 800-748-5065; lasvegasmarket.com

PATINA DÉCOR

One of the highlights of Downtown's design district, this expertly curated boutique specializes in midcentury modern and period furnishings, plus vintage couture clothing. 1300 S. Main St., Ste. 140, 702-776-6222; patinadecorlv.com

RH GALLERY

Commanding four levels and 60,000 square feet, experience features artistic installations of home furnishings in a gallery setting, including an entire floor dedicated to RH Modern, with an integrated RH Contemporary Art Gallery. Tivoli Village, 775-464-0770; rh.com

RIVER NORTH

Once a pop-up boutique in Tivoli's The Market IV this luxe décor shop now commands a street-level store to showcase its selection of sexy-moody candles, home accessories. and furniture. Tivoli Village, 702-331-0344: rivernorthly.com

Stock up on modern furniture, textiles, and kitchenware from one of the most popular décor brands in the market. The District at Green Valley Ranch, Henderson, 702-263-5083; westelm.com

Z GALLERIE

Z Gallerie's offerings include both exclusive and brand-name home furnishings and décor pieces inspired by a variety of global influences. Fashion Show, 702-696-9733; zgallerie.com

HOTELS

ARIA

The spectacular setup at Aria includes two classes of suites-the Tower Suites and Sky Suites-plus awardwinning restaurants and lagoon-like pools. 702-590-7111; aria.com

BELLAGIO

Known for its famed fountain show and must-see art collection. Bellagio brings a sense of Italian romance to the heart of the Strip. 702-693-7111; bellagio.com

CAESARS PALACE

One of the oldest hotels on the Strip continues to evolve with the recent debuts of its revamped Julius Tower, Omnia trendsetting restaurants. 866-227-5938; caesars.com

COSMOPOLITAN OF LAS VEGAS

The ultimate go-to resort for the young and stylish invites guests to indulge in a bevy of over-the-top nightlife experiencesand three ultracool open-air pools. 702-698-7000: cosmopolitan lasvegas com

THE CROMWELL

This boutique-style hotel plays host to Giada De Laurentiis's eponymous restaurant Salvatore Calabrese's bar Bound. and the rooftop Drai's Beachclub & Nightclub. 702-777-3777: thecromwell.com

DELANO LAS VEGAS

Inspired by the glamour of South Beach, the all-suite Delano Las Vegas offers access

to a number of high-style dining and nightlife venues, as well as adjacent Mandalay Bay. 702-632-7888: delanolasvegas.com

DOWNTOWN GRAND

Enjoy close proximity to the best of Downtown Vegas at this contemporary retreat, known for its sleek interiors and rooftop pool deck.855-384-7263; downtowngrand.com

ENCORE LAS VEGAS

Wynn Las Vegas's sister resort is home to a dynamic collection of suites restaurants and indoor/outdoor entertainment venues, including Encore Beach Club and XS Nightclub. 702-770-7000; wynnlasvegas.com

FOUR SEASONS LAS VEGAS

Located next to Mandalay Bay, this exclusive Art Deco-inspired hideaway offers respite from the pulsing energy of the Strip. 702-632-5000; fourseasons.com

GREEN VALLEY RANCH RESORT

Just a short drive from the Strip Green Valley's Jush Mediterranean resort aims to entice with an award-winning spa and steakhouse. 2300 Paseo Verde Pkwy., Henderson, 702-617-7777: greenvalleyranch. sclv.com

HARD ROCK HOTEL & CASINO

Embrace Vegas's rock-'n'-roll spirit at this iconic resort complete

with multiple nightlife venues, theaters, and action-packed pools 702-693-5000 hardrockhotel.com

MANDALAY BAY

The gold-plated palace at the south end of the Strip is the focal point of a resort complex that also features a sprawling pool playground, aquarium, and events center. 877-632-7700: mandalavbav.com

MANDARIN ORIENTAL

This Asian-inspired hideaway boasts Michelin-starred chef Pierre Gagnaire's Twist restaurant, a chic tearoom, and one of the Strip's most exclusive pool decks. 702-590-8888 mandarinoriental.com

MGM GRAND

Guarded by a 45-foot bronze lion, this massive hotel is home to Hakkasan nightclub and restaurants from celebrity chefs Michael Mina and Joël Robuchon. 877-880-0880: mamarand.com

THE MIRAGE

The Mirage's tropically inspired grounds channel the spirit of Polynesia with an erupting volcano, saltwater aquarium, and dedicated animal habitats. 702-791-7111; mirage.com

MONTE CARLO RESORT & CASINO

The palatial Monte Carlo Resort offers nearly 3,000 guestrooms and suites, as well as prime positioning near the new T-Mobile Arena. 702-730-7777; montecarlo.com