

The Park's One-Of-A-Kind Shade Structures Cast Cool Vibes On The Las Vegas Strip

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Being cool never felt so good.

Color-changing art installations that elicit wonder and curiosity to all passersby will provide aesthetic appeal to The Strip's first park. Standing at heights that range from 55 feet to 75 feet tall, sixteen stunning shade structures will line The Park casting artsy shadows and creating countless iconic photo opportunities for guests walking through the outdoor retreat.

Experience the interactive Multimedia News Release here: <http://www.multivu.com/players/English/77609241-the-park-shade-structures-las-vegas/>

Built by IHC Studio Metalix, a Netherlands-based firm dedicated to the design and construction of high performance ships, the structures are the first-in-kind in Las Vegas. The production of each structure, from cutting and forming to welding and assembly, took more than 2,000 hours to complete. In total, IHC employees dedicated 32,000 labor hours to construct these beautiful sculptures.

IHC Studio Metalix employee assembling the shade structure

IHC Studio Metalix Architectural Fabricator Hans de Klerk said, "The structures are a big contribution to The Park experience; they are incredibly eye-catching and will truly change the landscape of The Strip. The 3D shaping, metal stretching and lighting design of the structures showcase impressive technological advancements that give The Park that unbelievable "wow" factor."

IHC Studio Metalix employee processing the metal before forming

Creative designers at the New York City-based landscape architecture firm Imelk, used innovative 3D software to understand how the monumental perforated steel structures would work in sync with the forms and materials of The Park. As a result, every guest will experience a different visual array of designs and shapes based on the path they choose.

Imelk Founder Jerry van Eyck said, "We studied how the movement of the sun would impact The Park and overlaid the pedestrian scale of the space to determine the ideal location and size for each group of shade structures. The varied perforations were inspired by patterns and textures from the desert environment and they cast a playful shadow on the colorful pavers below."

So what makes the structures so unique?

During the day, carefully designed perforations, nearly 1,200 per crown, will cast delicate patterns on the The Park grounds. At night, the openings will emit an intense glow, creating a magical light effect. On the quarter hour, the structures will look as if they transform into large cactus blooms with beautiful petals that exude awe-inspiring colors. This computer sequencing technique will allow for a "visual chime" to take place. Visitors will be able to tell what time it is based on the changes, just like the aural chimes on a clock.

Arup Associate Principal Leni Schwendinger, lighting designer and artist, said, "The transformation will be elegant and gorgeous. For people who know about the timing of the change, it will be a moment to anticipate."

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Shade Structures at Night

The kicker? The lights cannot be installed until the shade structures are mounted into the ground at The Park. At that point, Schwendinger and her team will travel to Las Vegas for the installation, which will include placing thousands of LED light fixtures by hand.

Schwendinger added, "Our approach melds material, color and human factors to create a visual identity. Naturally, the lighting will follow suit. The Park's nighttime identity offers an antidote to the over-the-top displays surrounding the landscape, bidding the visitor respite and an alternate experience of beauty."

Set to open in April 2016, The Park will serve as the official gateway to T-Mobile Arena, providing a reprieve from the hype of the Las Vegas Strip. Visitors may relax and unwind in the beauty of modern design while socializing with friends; enjoy delicious cuisine from neighborhood restaurants and bars; or stroll through the space to take in the sights of The Strip's newest cultural destination.

Did You Know

- The shade structures were made in the Netherlands
- Average time to put together one structure: More than 2,000 hours.
- The average weight of each shade structure is between 12 and 20 metric tons
- Approximately 400 tons of steel was used in the construction of The Park's shade structures

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