



Designing casinos to dominate the competition: The Friedman international standards of casino design

Bill Friedman

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Friedman is legendary in Las Vegas gaming circles, having managed two very successful neighborhood Strip casinos (Castaways and Silver Slipper), turning them into hot spots for locals and visitors alike and attracting a full house nightly. Now he's turned his expertise to the (until now) intangible aspect of profits by tearing apart the actual physical design of casinos, uncovering why this sometimes neglected aspect can be very costly to ownership. Beginning with the 1930s and ending with the 1990s, Friedman looks at what facets of design have produced phenomenal results and which layouts actually turn customers away. The Winning and Losing Principles section includes open appearance, vacant entrances, raised landings, visible depth, privacy, spaciousness, focal points, open or closed restaurant, height of ceilings, depth of decor and decorative lighting, interior themes, private playing areas, open or closed race and sports books and sound levels, among others. Various casinos are evaluated via these principles with recommendations for improvement. 629 pgs, hardcover, 2001

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