

REVEL HOTEL AND CASINO

Arquitectonica, Miami, Florida; BLT Architects, Philadelphia, Pennsylvania

Located on the northernmost end of Atlantic City's famed Boardwalk, the Revel Hotel and Casino is a 20-acre mega-resort designed by Arquitectonica and BLT Architects. Two sleek, 47-story beachfront hotel towers—the tallest buildings on the Boardwalk—house over 1,800 guestrooms, all with stunning ocean views. Reflecting the project's water theme, the ultra-contemporary glass and steel building complex features a curved façade reminiscent of ocean waves.

The sprawling resort offers guests a variety of special amenities, entertainment, and lifestyle options for a unique and memorable visit. Some of Revel's exclusive offerings include a 130,000 square-foot casino; a lush, outdoor landscaped rooftop situated above sea level; ten swimming pools including an indoor-outdoor pool outfitted with terraces and private cabanas; a 32,000 square-foot spa and fitness center; fourteen restaurants; two theaters; a conference center; and 55,000 square feet of retail shops.

Poulin + Morris worked closely with Revel senior management in the programming, design, documentation, and implementation supervision of a comprehensive environmental graphics and wayfinding sign program for the entire complex. The resulting program drew on both the building's site and modernist architectural vocabulary, as well as its proximity to the Atlantic Ocean. For example, sign profiles and colorations are culled from open sea shells developed into a series of fluid curvilinear forms and fabricated in translucent materials with subtle edge- and back-lighting.

Public wayfinding information is organized in the same order and sequence as one experiences the various areas and offerings of the resort. Wayfinding nomenclature such as "Casino" and "Boardwalk" are used rather than floor numbering to invoke a more humanistic and intuitive visitor experience. In addition to the environmental graphics and wayfinding sign program, an extensive electronic directory system was developed for all public space information kiosks.

The success of this program was ensured through a strong design approach, as well as adherence to strict quality control standards, close coordination, and collaboration with the project architects and the Revel Hotel and Casino project team.

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