

SEMINOLE

Hard Rock

HOTEL & CASINO

HOLLYWOOD, FL

Expansion Grand Opening Highlights 2019

Unique guitar-shaped hotel opens at Florida Seminole casino



The guitar shaped hotel is seen at the Seminole Hard Rock Hotel and Casino on Thursday, Oct. 24, 2019, in Hollywood, Fla. The Guitar Hotel's grand opening is on the tribe's land in Hollywood. It's the latest step in the Seminole Hard Rock empire, which includes naming rights on the Miami-area stadium where the 2020 Super Bowl will be played. (AP Photo/Brynn Anderson)

HOLLYWOOD, Fla. (AP) — It looks like a rock ‘n’ roll guitar that Led Zeppelin’s Jimmy Page would have played. But this one is 450 feet (137 meters) tall and is a light-beam hotel that the Seminole Tribe wants to become South Florida’s latest tourist destination.

The Guitar Hotel had its grand opening Thursday on the tribe’s land in Hollywood, once only a trailer park and some smoke shops. It’s the latest step in the Seminole Hard Rock empire, which includes naming rights on the Miami-area stadium where the 2020 Super Bowl will be played.

“It really is special,” said Mitchell Cypress, vice chairman of the Seminole tribal council. “The Seminoles now are known throughout the world.”

It’s a unique addition to South Florida’s tourist landscape and no hotel is like it in the world. It has more than 600 rooms and at night, beams of light will mimic the strings of the guitar.

Locally, people stop along the roadsides to take photos. It's visible to travelers on airliners headed into Fort Lauderdale.

The \$1.5 billion project also has a refurbished venue for concerts and other events, starting with Maroon 5 on Friday and continuing with artists such as Sting and Billy Joel. It has a giant pool and lagoon, retail shops, restaurants, and of course gambling.

Jim Allen, CEO of Hard Rock International, said the brand already is filled with guitars, so why not a hotel?

"Wouldn't it be really cool if we could design a hotel shaped like a guitar?" Allen remembers saying. "Before, we were more of a locals facility. Now, we have the ability to market this internationally."

As for the guitar shape, Allen said it's meant to be generic and not necessarily the Gibson Les Paul made famous by Page and others. But he added that Hard Rock has relationships with both Gibson and Page, and the hotel and casino features many Led Zeppelin artifacts.

"When we present the Hard Rock brand on a global basis, it literally starts with Jimmy Page saying 'It was a cool idea then and it's a cool idea now,'" Allen said.

SOUTH FLORIDA

SunSentinel

AMPED UP AND READY TO PARTY

The long-awaited opening celebration for the Seminole Hard Rock Hotel & Casino in Hollywood occurred with red-carpet dazzle on Thursday. The \$1.5 billion remodel features its instantly symbolized, iconic and dramatically lit Guitar Hotel. A nightly light show with music is planned indefinitely, and the first week party continues with grand-opening events in the DAER nightclub-dayclub on Thursday (Halloween theme evening) and Saturday's launch of the dayclub resort. For more information, visit HardRockNightlife.com. For more information on the property, its new restaurants and other events, visit MyHRL.com.



Fireworks are set off during the grand opening of the Guitar Hotel at the Hard Rock Hotel & Casino in Hollywood on Thursday.



MICHAEL LAUGHLIN/SOUTH FLORIDA SUN SENTINEL

A woman performs an acrobatic stunt during the grand opening of the Guitar Hotel expansion at Seminole Hard Rock Hotel & Casino Hollywood.



MICHAEL LAUGHLIN/SOUTH FLORIDA SUN SENTINEL

Crowds gathered outside the Seminole Hard Rock Hotel & Casino Hollywood for the hotel's grand opening.



MICHAEL LAUGHLIN/SOUTH FLORIDA SUN SENTINEL

John Depp and Joe Perry prepare to smash guitars during the grand opening of the Guitar Hotel expansion.



MICHELE EVE SANDBERG/CONTRIBUTOR

Maroon 5 headlines the grand opening of the New Hard Rock Live at Seminole Hard Rock Hotel & Casino on Friday.



MICHAEL LAUGHLIN/SOUTH FLORIDA SUN SENTINEL

An evening shot shows the exterior lighting during the grand opening.



MICHAEL LAUGHLIN/SOUTH FLORIDA SUN SENTINEL

A performer rockets into the sky during the grand opening of the Guitar Hotel expansion.

BUSINESS MONDAY



ROCKING THE BRAND

Guitar hotel marks pivot for Seminole Hard Rock Hotel & Casino Hollywood.

INSIDE:
GIVING
How to be a savvy donor when giving to a charity, 1UG



Photo credit

On the cover: Workers clean the glass on the side of the new Guitar Hotel at the Seminole Hard Rock Hotel & Casino Hollywood. Above: Guests visit new the pool and cabana area. Photos by Carl Juste | Miami Herald staff.

GUITAR HOTEL DIVERSIFIES SEMINOLE HARD ROCK'S BRAND

The new Seminole Hard Rock Hotel & Casino in Hollywood guitar hotel opening marks the brand's pushing of architectural limits and amenity options. The \$1.5 billion renovation and construction includes 1,271 rooms.

BY TAYLOR DOLVEN
tdolven@miamiherald.com

When the Seminole Hard Rock Hotel & Casino Hollywood opened in 2004, it brought a little bit of glitz to the patch of tribal land wedged between Florida's Turnpike and U.S. 441.

Over the years, though, the star value faded. Hard Rock decided the company needed to do something bigger to reposition one of its key properties.

If people thought the existing

hotel was surreal and out of place amid strip malls and car lots, they ain't seen nothing yet. After 12 years of work and \$1.5 billion, a 450-foot tower in the shape of a guitar stands next to the original 465-room hotel, finally bringing a genuinely Vegas flash to the dreary South Florida casino scene and raising the hotel capacity to 1,271 rooms. The new Broward landmark marks the brand's pushing of architectural limits and amenity options at its hotels.

"We're building something

that's an attraction," said James Allen, CEO of Seminole Gaming and chairman of Hard Rock International. "It's not just gaming — not slots in a box."

The 638-room guitar tower, which formally debuted on Thursday, can be seen for miles, even from Miami, on a clear day. But much of the re-imagined resort is outside the tower.

Guests enter the new hotel through an enormous dome-shaped atrium called the Oculus,

where a light, water and fire show awaits. In one direction stretches the expanded 195,000-square-foot casino and new 7,000-person, Broadway-ready entertainment venue. In another, the hotel lobby, flooded with light from the floor-to-ceiling windows. Outside, a 13.5-acre water oasis: a lake with kayaks, full-service cabanas with flat screen TVs, and a man-made beach. A new seven-story, 168-room hotel building sits adjacent to the guitar tower and has swim-up rooms on its first floor. Nineteen different restaurants span the complex.

The long list of amenities represents a change in the business model. Before, hotel-casinos were little more than what the name implies, a hotel with a casino, and they rarely attracted guests uninterested in gambling, said Michael Pollock, managing director of gaming research company Spectrum Gaming Group. The renovated Hard Rock hotel-casino seeks to challenge that approach by making the casino one of many activities available to guests.

Pollock said the future of the industry depends on brands making this kind of change.

"Casinos that want to succeed in the future are those who have the capital to have a wider variety of attractions," he said. "Very few people are going to come to Florida to gamble. But they're going to go to Florida to be entertained."

Allen said the increase in gaming options on smart phones has also pushed the brand to expand

Ernst & Young.

"This starts letting this property compete against markets like Orlando, San Diego, and of course Las Vegas," said Karver. "What this does for the market is it creates a true meeting, entertainment, casino, hotel destination in South Florida that South Florida has lacked."

Since the Seminole Tribe of Florida purchased the company in 2007 under Allen's business leadership, the tribe has multiplied the number of Hard Rock properties. One of the first things Allen asked his team to find out when the tribe acquired Hard Rock was how many guitar symbols the company had across its empire.

Guitars abounded in the form of statues, queue dividers, door handles, memorabilia. But there was one guitar symbol missing.

"I said in passing, 'Wouldn't it be neat if we could create a hotel shaped like a guitar?'" said Allen.

Architect Steve Peck had to ask

SEE BRAND, 14G

Allen to repeat himself, in case he'd misheard. Peck didn't hesitate to accede once he got over his surprise — even though, as far as he knew, no one had ever built anything like that anywhere in the world.

"Our eyes got wide and we said, 'In the shape of a guitar?'" Peck, associate principal at Las Vegas-based Klai Juba Wald Ar-

chitectural team's first stab at the guitar design didn't go far enough for Allen. When his team came back with a conservatively rectangular tower outfitted with fins and wings to "imply" a guitar, Allen told them he wanted more. He wanted a real guitar, he and Peck both recall — that is, a building whose structural skeleton took on the contours of the instrument.

It did not come cheap. Allen estimates the guitar shape cost 15 percent more than a conventional tower would have cost to design and build, not a negligible amount in a project budget running into the hundreds of millions — but also a bill that an international brand raking in billions of dollars in revenue a year could absorb.

In 2007, Hard Rock owned or licensed 124 restaurants, two casinos, two concert venues, and seven hotels with a total of 3,511 rooms.

its hotels' options.

"We created an integrated resort because the gaming industry will change in the next 10 to 15 years," he said. "This isn't the Las Vegas strip. We want this to be a reason to come here."

Another reason to come: the meeting space. The new Hard Rock Hollywood has 150,000 square feet of it. With more than 1,000 rooms, the Hard Rock is now the largest South Florida convention hotel off the beach, said Robert Karver, senior manager of real estate and hospitality at

chitecture, recalled asking Allen. "And we said, 'OK, but that's going to come at a cost premium.' We didn't think an owner would go for it."

Nothing says "music" as readily as a guitar, Allen noted. That's why the chain hangs guitars once played by rock and pop music luminaries all over its properties, and why its Vegas casino has a giant leaning neon sign shaped like a guitar. The instru-

Today, the brand owns or licenses 190 restaurants, 11 casinos, seven concert venues, and 30 hotels with a capacity of 17,800 rooms. In 2016, the company bought 18 years of naming rights to the Miami Dolphins' stadium in nearby Miami Gardens, where the Super Bowl will be played next year.

Three new Hard Rock hotels opened this year in London, Los Cabos, Mex-

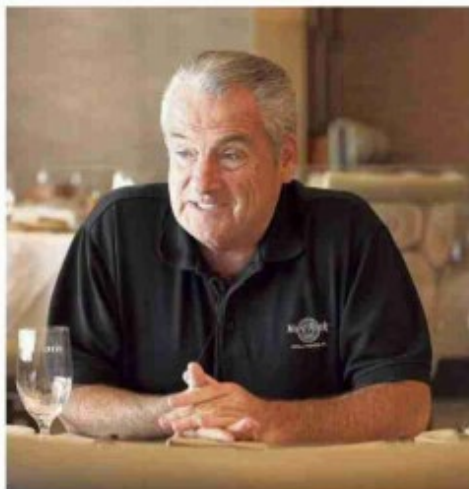
ico, and the Maldives, and the company has 37 more hotels in development.

Miami Herald staff writer Andres Viglucci contributed to this report.

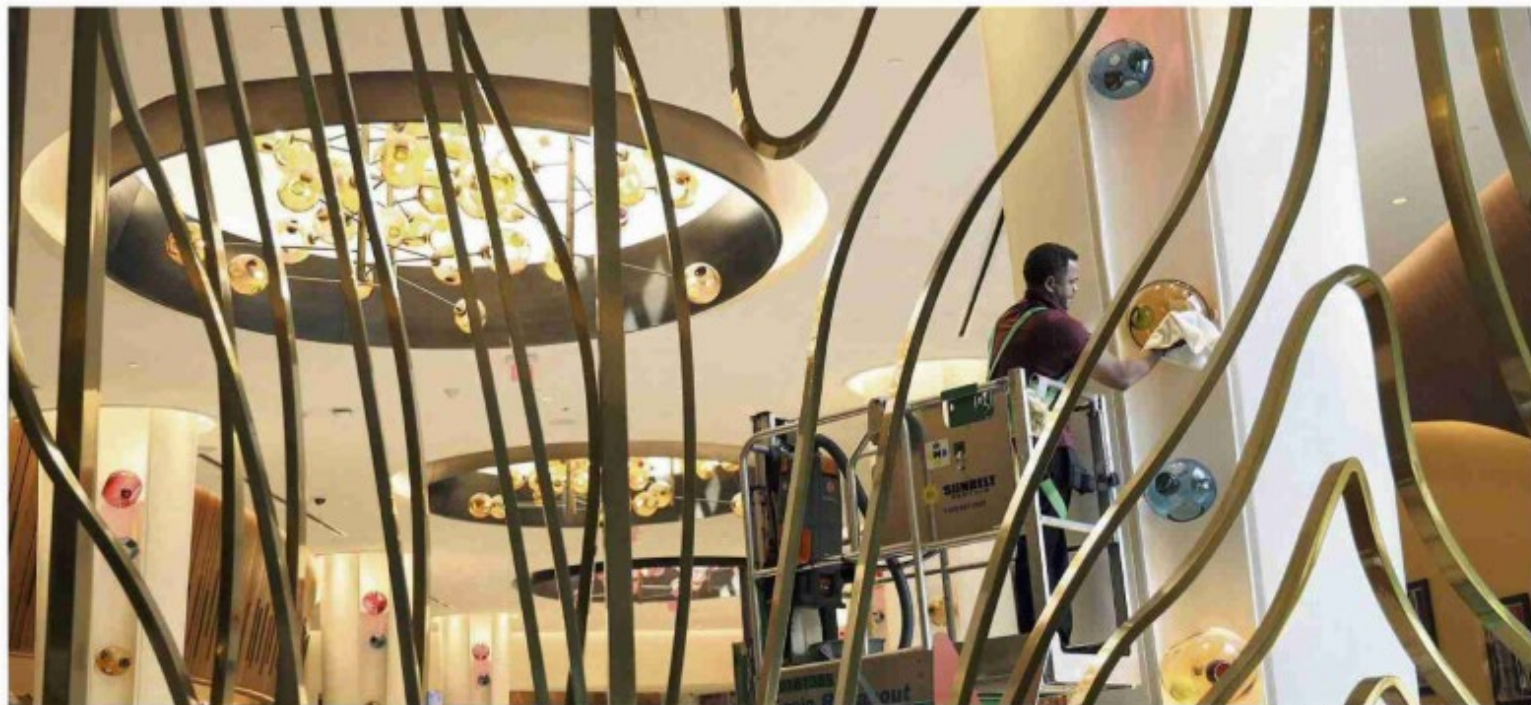
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WE'RE BUILDING SOMETHING THAT'S AN ATTRACTION. IT'S NOT JUST GAMING — NOT SLOTS IN A BOX.

James Allen, CEO of Seminole Gaming and chairman of Hard Rock International



Jim Allen, CEO of Seminole Gaming and chairman of Hard Rock International. "I said in passing, 'Wouldn't it be neat if we could create a hotel shaped like a guitar?'" he said during an interview.

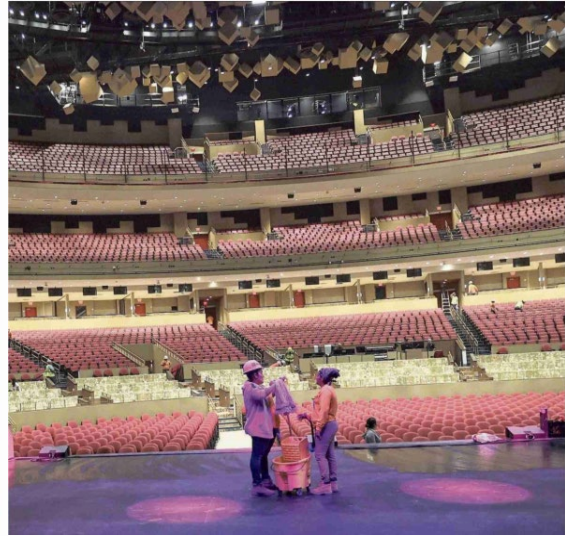


PHOTOS BY CARL JUSTE cjuste@miamiherald.com

Workers polish light fixtures at the entrance of the Council Oak Steaks and Seafood restaurant in the Guitar Hotel. Throughout the property, curves in the decor evoke the curves of a guitar.



Guests visit the pool and cabana area. The hotel is the work of a who's who of interior designers and architects, including the Rockwell Group in New York and Fort Lauderdale's EDSA, responsible for the landscape design.



Workers mop the stage in the new Hard Rock Live. The new live performance theater is a cutting-edge semi-circular auditorium that replaces the resort's old live-music venue.



PHOTOS BY CARL JUSTE cjuste@miamiherald.com

Claudia Garcia cleans a chandelier as the staff prepped the hotel, which is 450 feet tall. The height was capped because the building's footprint is directly west of Hollywood-Fort Lauderdale International Airport and under its flight corridor.



Workers prep the new live performance theater. The plan to overhaul the Hollywood property called for the demolition of the old live-music venue and its outdated, outdoor festival-style mall. The casino floor was expanded and refurbished.

6 In the Mix



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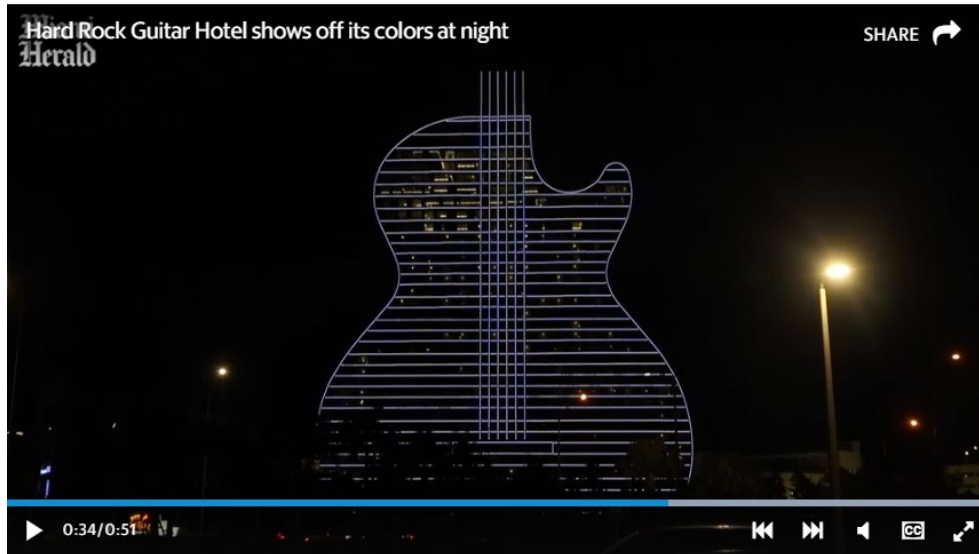
HARD ROCK HOTEL GRAND OPENING





Miami Herald

The world needed a guitar-shaped tower. Here's how the Hard Rock Hollywood gave us one.



The new Hard Rock Guitar hotel the night before the grand opening on Thursday, October 24, 2019.

Nearly a dozen years ago, executives at Hard Rock International, the chain that's parlayed hamburgers and pop music into a multibillion-dollar empire, were kicking around ideas with their go-to architects for an expansion of their hometown hotel and casino in Hollywood — not the glam movie town in SoCal, but its humble namesake up the Florida Turnpike from Miami in western Broward County.

That's when Hard Rock chairman Jim Allen casually dropped a way-out-there suggestion: How about a hotel shaped like an electric guitar?

Architect Steve Peck had to ask Allen to repeat himself, in case he'd misheard. Peck didn't hesitate to accede once he got over his surprise — even though, as far as he knew, no one had ever built anything like that anywhere in the world.

“Our eyes got wide and we said, ‘In the shape of a guitar?’ ” Peck, associate principal at Las Vegas-based [Klai Juba Wald Architecture](#), recalled asking Allen. “And we said, ‘OK, but that's going to come at a cost premium.’ We didn't think an owner would go for it.”

But Allen and Hard Rock's owners, the [Seminole Tribe of Florida](#), did go for it. And one decade, many renderings, one economic crash followed by an agonizingly slow recovery and \$1.5 billion later, Allen and Hard Rock got exactly what they asked for.

On Thursday, the chain will celebrate the formal debut of [a nearly all-new, much larger and far glitzier Seminole Hard Rock Hotel and Casino](#) — anchored by an upright, curvaceous 450-foot-tall guitar body sheathed in diaphanously reflective blue-green glass. After dark, the truncated guitar is completed by a “neck” and “strings” composed of potent LED cannons shooting beams of light 30,000 feet into the sky.

The world may not have realized it *needed* a guitar-shaped hotel, but it’s not hard to imagine the surreal landmark becoming a new icon for Hard Rock and drawing hordes of paying customers like lost sailors to a beacon.

That’s certainly what Hard Rock and the tribe are banking on.

The Hard Rock guitar stands out in the flat South Florida landscape as the tallest object for miles around. On a clear day, Allen said, it’s visible from 15 miles away. The tower presents an equally splendid perspective from within its rooms, which provide panoramic views through floor-to-ceiling glass walls of downtown Fort Lauderdale, the high-rise clumps of Aventura and Sunny Isles Beach and, Oz-like in the distance, downtown Miami.

The other day, a retired Hard Rock executive living in a downtown Miami tower surprised Allen when he called to say he could see the guitar from his balcony.

“If you were in New York City, you would barely see it,” Allen said drily.

Erecting a guitar-shaped building, Allen said, seemed a natural step in the progression of an enterprise that began as a single rock ‘n’ roll theme cafe in London in 1971 and has since evolved into a massive dining, gambling and entertainment consortium that puts music — and the world’s largest collection of musical memorabilia, including many guitars — at its center.



A guitar-shaped hotel tower anchors the remade and expanded Seminole Hard Rock Hotel & Casino in Hollywood.
Carl Juste CJUSTE@MIAMIHERALD.COM

And nothing says “music” as readily as a guitar, Allen noted. That’s why the chain hangs guitars once played by rock and pop music luminaries all over its properties, and why its Vegas casino has a giant leaning neon sign shaped like a guitar. The instrument also has the advantage, it turns out, of having a shape that could be conceived and designed as a building.

“A piano would be harder to build,” Allen said, only half-joking, in an interview earlier this month at the Hard Rock Hollywood’s new live performance theater, a cutting-edge semi-circular auditorium that replaces the resort’s old live-music venue, which was torn down. “A saxophone wouldn’t be structurally sound.”

That’s not to say that turning Allen’s whimsical notion into reality was a straightforward matter.

The building had to be immediately recognizable as a guitar, with the contours of a guitar with a fat bottom, a bridge and strings, and a cutaway with a horn shape where the invisible neck would join the body.

Yet it also had to work structurally, meet South Florida’s stringent windstorm building-code requirements, and — perhaps trickiest of all — attractively and functionally accommodate the mix of suites and rooms that Allen and his team needed to make the hotel work financially.

And that’s not all the job entailed.

The plan called for a total overhaul of the Hollywood property, including demolition of the old live-music venue and its outdated, outdoor festival-style mall, and expansion and a full refurbishing of the casino floor.

The original hotel has been fully updated, and the pool area transformed into a lush, winding tropical lagoon dotted with elaborate Tahiti-inspired pool cabanas and, naturally, traditional but plush Chickee huts built by Seminole tribe members.

The project is the handiwork of a who’s who of interior designers and architects, including the noted Rockwell Group out of New York and Fort Lauderdale’s EDSA, responsible for the landscape design.



Jim Allen, CEO of Seminole Gaming and chairman of Hard Rock International, sits in the Council Oak restaurant inside the new guitar-shaped hotel at the Seminole Hard Rock Hotel & Casino. Carl Juste CJUSTE@MIAMIHERALD.COM

Allen said coordinating the different approaches — and egos — of the name designers was not easy. Neither was the complex project staging, which had the essential goal of keeping the casino and hotel operating amid demolition and construction.

“Very few companies have a reason to do this,” Allen said. “This is at the highest level of our industry in terms of design and finishes.”

Allen turned to Klai Juba Wald, original designers of the Hard Rock hotels and casinos in Hollywood and Tampa, as its lead project architect. The firm maintains a team, headed by Peck, dedicated to Hard Rock’s big Florida properties.

Peck recalls that his architectural team’s first stab at the guitar design didn’t go far enough for Allen. When his team came back with a conservatively rectangular tower outfitted with fins and wings to “imply” a guitar, Allen told them he wanted more. He wanted a real guitar, he and Peck both recall — that is, a building whose structural skeleton took on the contours of the instrument.

It did not come cheap. Allen estimates the guitar shape cost 15 percent more than a conventional tower would have cost to design and build, not a negligible amount in a project budget running into the hundreds of millions — but also a bill that an international brand raking in billions of dollars in revenue a year could absorb.

To design the guitar’s structural system, Allen and Peck engaged [DeSimone Consulting Engineers](#) a renowned New York City-based firm with a large Miami office that’s responsible for dozens of high-profile towers in Manhattan, South Florida and around the world. The firm recently completed work on the late star architect [Zaha Hadid’s innovative condo tower](#) on Biscayne Boulevard in downtown Miami, which boasts a flowing exterior concrete skeleton.

The Hard Rock guitar project did not pose the novel challenges that Hadid’s One Thousand Museum tower entailed. But it was no simple task, either, Peck said.

First of all, its height was strictly capped at 450 feet because its footprint lies directly west of Hollywood-Fort Lauderdale International Airport and under its flight corridor. Given that cap, the floor slabs had to be relatively thin, between 9 inches and 12 inches, to accommodate as many floors and rooms as possible within an undulating shape that still looked like a properly proportioned guitar. (To fit all the 800 additional rooms and suites Hard Rock wanted for the expansion, the 36-story guitar tower also has an attached curving low-rise hotel wing with swim-out rooms on the ground floor.)



Drone image of the progress of construction at the Seminole Hard Rock Hotel & Casino Hollywood's new guitar-shaped hotel tower. *SEMINOLE HARD ROCK HOTEL & CASINO HOLLYWOOD*

DeSimone took a conventional structural approach: A skeleton of poured, reinforced concrete columns and post-tensioned floor slabs built around an elevator core, with an attached glass skin that forms the building's exterior in what's known as a glass curtain wall.

But that's where the similarity to the usual run of South Florida tower, where every floor is uniform and stacked one upon the other, ends.

In the guitar tower, no two floors are exactly the same, and the columns vary extensively in shape and placement — some are angled inwards, others out, some by as much as 40 degrees. The rooms, too, vary in shape and size by floor and location. That required individual designs and calculations for every floor, a laborious job that also required great precision and careful backchecks by the engineers and designers.

“People are intrigued by the shape of the guitar, but the reality is that structurally, it's not magic,” Peck said. “But we have to mind how we're actually going to do it. You just have to pay attention to it.”

To fit in the exact mix of rooms Hard Rock required, Peck said, the architects had to keep shuffling them around in a 3D computer model until it all clicked. The shape of the guitar determined where rooms would fit, but the desired mix also defined the precise curvature. Where the guitar narrows at its “waist,” the tower has ribs of suites with balconies. At the guitar's cutaway, where penthouse suites are located, is a private rooftop pool.

“We matched the room mix they wanted. We just got it dialed in,” Peck said.

So precise was the design and construction, by a joint venture of Suffolk Construction and Yates Construction, that only two anchors for the curtain wall had to be redone, according to trade publication [Engineering News Record](#). The project just won recognition from the publication as best specialty construction of the year in the Southeast.

To ensure guests can fully take in the guitar tower from inside the property, the architects created a viewing platform at the end of the vast pool and lagoon area, ready-made for selfies.

To further carry through the hotel's instrumental impression, Peck said, designers added ribs on the front and back of the tower to represent guitar strings, though they left out other details, such as knobs and pickups, as unnecessary.

"Everybody recognizes a guitar," Peck said. "But do you want to be literal or sculptural and expressive?"

To create the guitar neck, Hard Rock turned to lighting designer DCL in Boston, which fitted the glass skin with programmable LEDs that not only change colors and patterns but can do animation. The "strings" are equipped with LED cannons whose beams can rotate or shine in programmed patterns as well.

One of the tower's innovations, though, will be hardly visible at all. It solves a conundrum caused by the tower's undulating flanks, which make it impossible for window-washers on conventional rigs — which hang straight down — to reach the glass.

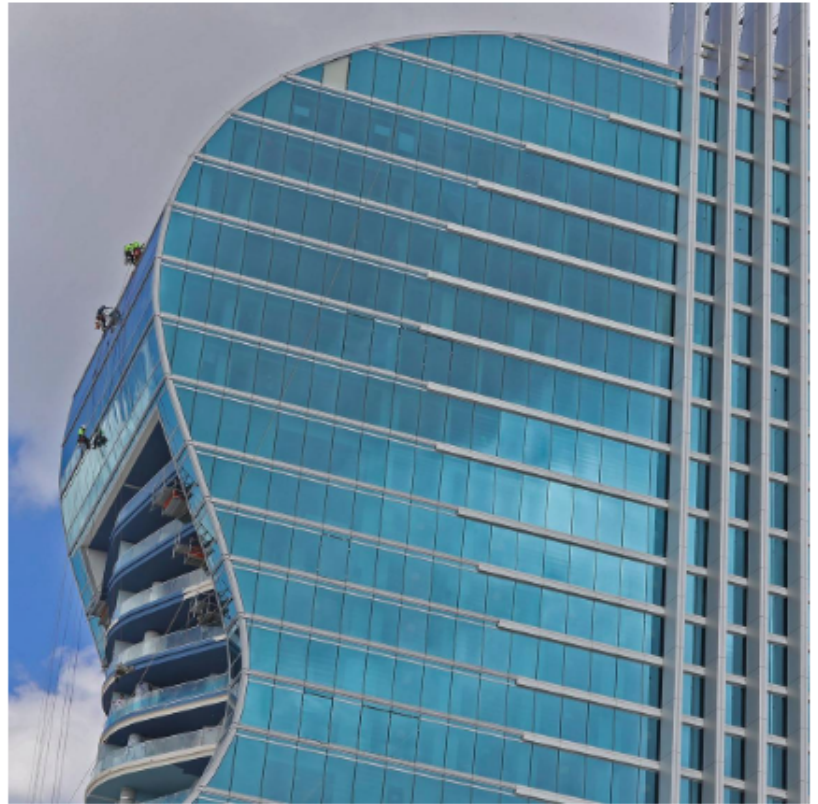
So Hard Rock commissioned telescoping rigs, designed in Australia and custom built in Germany and France, that extend and retract as needed for ease of washing, maintaining and repairing the glass. The rigs are concealed at the top of the guitar body when not in use.

So once you've designed and built a guitar-shaped tower, how do you follow up?

Peck plays coy.

"Several people have asked me that. My answer is, I don't know," he said. "It's been a heck of a ride. No one will ever do this again."

Except Allen says the blend of architecture and guitar turned out so well he's considering doing it again at "four or five" other Hard Rock locations, including possibly Barcelona, Mexico City and Japan.



Workers clean the glass on the side of the new guitar-shaped hotel tower at the remade and expanded Seminole Hard Rock Hotel & Casino in Hollywood. Carl Juste
CJUSTE@MIAMIHERALD.COM

Allen smiles. The next one, he said, miming an air guitar, will be a guitar building “in the playing position.”

Now top that.



A guitar-shaped hotel tower anchors the remade and expanded Seminole Hard Rock Hotel & Casino in Hollywood.



Hard Rock's Guitar Hotel Opening a (Guitar) Smashing Success

Long before oodles of guitars were smashed at 8:40 p.m. on Wednesday to mark the opening of the Guitar Hotel, the property was completely abuzz.

For the past two years, Seminole Hard Rock Hollywood, inside and out, had been a maze of blocked-off construction zones, branded blockades, and a hodge-podge of scattered gaming offerings.

You couldn't help but wonder "What's over there?" and "What will this be?" as the figure of the 450-foot guitar began to rise and dominate the Hollywood landscape.

The grand opening answered any questions and paid off on the hype: The new Guitar Hotel is truly a masterpiece.

Celebrities made their way on the red carpet to the stage set up in the new Oculus. The three-way hub inside the grand porte cochere is essentially a 360-degree water multimedia show all its own, pulsing to the beat of whatever rock-n-roll plays in the ostentatious lobby.



Andrew Taggart of The Chainsmokers makes an appearance at the opening of Hard Rock Hollywood's Guitar Hotel.

Big-name attendees included Johnny Depp, Morgan Freeman, The Chainsmokers, Jeremy Piven, Miguel, Khloe Kardashian, Joe Manganiello, Joe Perry, Andy Cohen, Bella Thorne, Jesse McCartney, and Pete Wentz, among several others.

After the celeb step-and-repeat, the party moved to the 13.5-acre pool lagoon, boasting a Bora Bora-style area featuring villas, waterfalls, palms for seemingly miles, stations stocked with tasty food, and live tunes. The lagoon was a true adult playground, with lit-up colorful mermaids and body-painted models mingling about as folks zoomed by on watercrafts and water jet packs.

From a peninsular stage, Seminole council leaders gave thanks. Through their 30-ish minutes of speeches, they made one thing crystal clear: This is more than a casino.



Guitar Hotel's debut featured red-carpet headliners Morgan Freeman (from left), Johnny Depp, Joe Perry, and Joe Manganiello / **Photo by Kevin J. Berg**

“We were born here, we live here, and we’ll die here. We’ll be here,” said Marcellus Osceola Jr., vice president of the Seminole Tribe of Florida. President Mitchell Cyprus added, “In 2001 and 2002, this land was a mobile park. Now, look at this big guitar!”

Afterward, no boring ribbon cutting here. Tribal leaders were joined by Hard Rock and Seminole execs and a slew of celebs for a group guitar smash. For a guitar-smashing MVP, let’s go with Piven for his clear confidence and technique.

To close the evening – and what folks will be able to enjoy on a daily basis at sunset – the gargantuan guitar lit up, a musical montage accompanying each flicker.

And the party at Hard Rock Hollywood is just starting.

Tonight, Maroon 5 opens Hard Rock Live, a state-of-the-art, acoustic masterpiece with 7,000 seats. Andrea Bocelli, Alicia Keys, Sting, and Gladys Knight are among the A-list acts slated to perform in the coming months.



All lit up, the new Guitar Hotel at Seminole Hard Rock Hollywood shines for miles. / **Photo by Jesse Scott**

On Friday, November 1, Dillon Francis will open the nightlife and daytime entertainment concept, DAER. Tiesto opens the dayclub on Saturday, November 2 and there is a TBD “major” surprise guest performance slated for that Sunday.

Guitar Hotel, welcome to the neighborhood – we already love you.

Bring on the encore.

Inside the grand opening of Seminole Hard Rock Hotel & Casino's \$1.5B expansion (Video)



It was a star-studded affair.

Seminole Hard Rock Hotel and Casino officially reopens

A-list rock and entertainment royalty on hand at reopening party



HOLLYWOOD, Fla. - A three-year, \$1.5 billion renovation lit up the South Florida sky to mark the Hollywood venue's official reopening with a star-studded slew of rock and entertainment royalty.

The renovation added the new 36-story guitar-shaped tower with 638 rooms. Additionally, the venue doubled its casino floor space, while adding new restaurants and bar space, plus a renovation to Hard Rock Live.

"This is Vegas on steroids," one guest said.

The event was officially marked with a guitar-smashing event with a slew of celebrities on stage.

"I was here a few years ago, I saw the thing just starting being build," Aerosmith guitarist Joe Perry said. "I couldn't believe it."

Among celebrities joining Perry were country musician Big Kenny, Morgan Freeman, Johnny Depp and Khloe Kardashian.

On Friday, Maroon 5 will be set to take the stage as the first act in the newly renovated 7,000-seat Hard Rock Live.

The Guitar Hotel at Seminole Hard Rock Hotel & Casino Makes Its Flashy Debut



On Thursday, October 24, the Guitar Hotel made its debut at the Seminole Hard Rock Hotel & Casino in Hollywood. The hotel is part of Hard Rock's \$1.5 billion expansion project which also includes a brand new Hard Rock Live venue. Celebrities in attendance on opening night included the Chainsmokers, Jeremy Piven, Sofia Richie, and Jason Kennedy. *Photography by Michele Eve Sandberg.*

The Guitar Hotel Has Arrived! (Video)

The Seminole Tribe of Florida threw a little party on Thursday night. The event was the grand opening of their 450 foot guitar hotel on 441 in Hollywood, Florida.

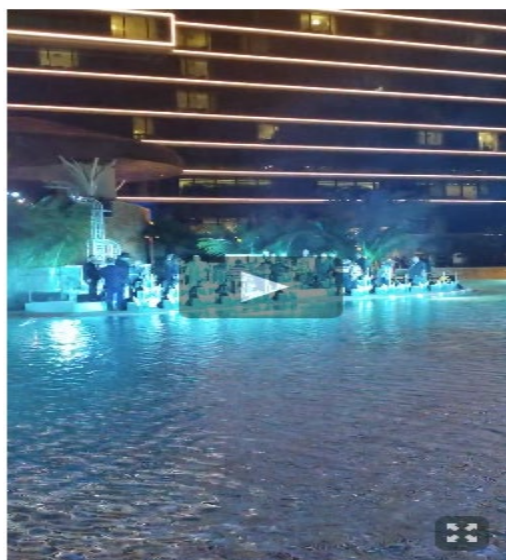
The bash, held poolside, was for invited guests, tribal members, Hard Rock executives and staff, representatives from 20 countries who designed the hotel, the media and a gaggle of celebrities.

Allow us to name drop. The celebs included Morgan Freeman, Jeremy Piven, Andy Cohen, Johnny Depp and Khloe Kardashian

The music was blasting, the drinks were flowing and everyone marveled over the massive structure directly in front of us that took 10 million man hours to build.

The Seminole Hard Rock Hotel & Casino Hollywood is open for business! Some businesses mark the occasion with a ribbon cutting. The Hard Rock smashes guitars. (This was our third one and they never get boring.)

What's a guitar smash you ask? Here it is in its entirety followed by a dazzling light show that lit up the sky.





You won't want to leave the giant guitar hotel once you see its most amazing feature

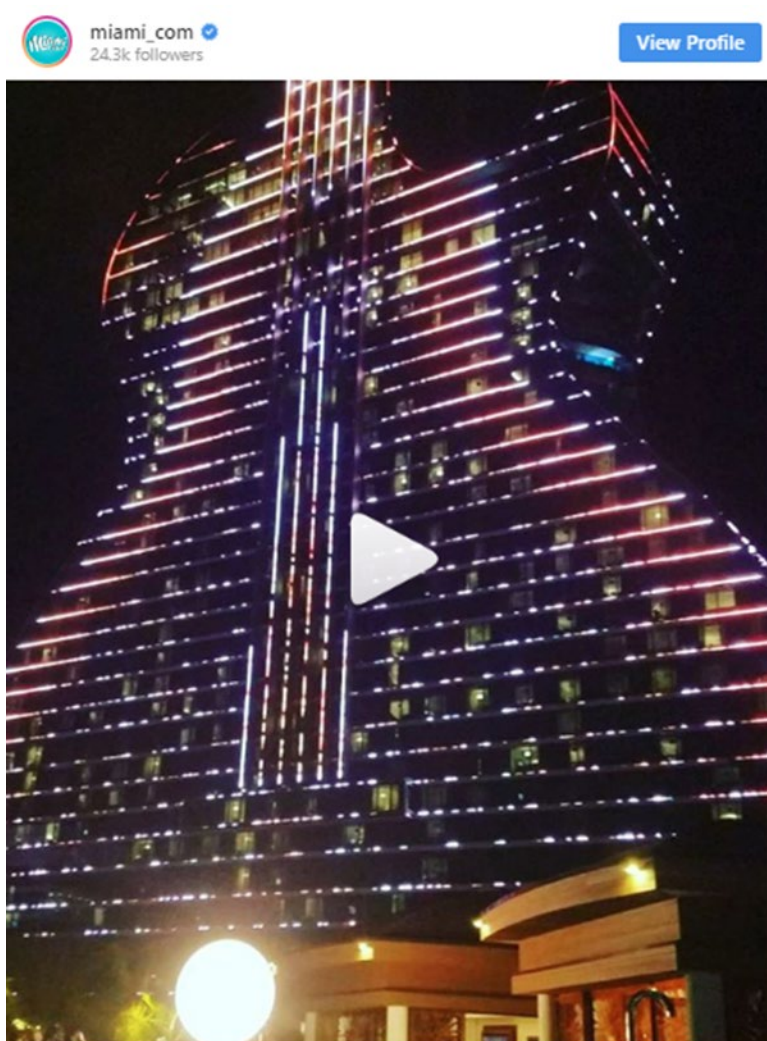
Everybody is talking about the giant guitar hotel now open at the Seminole Hard Rock Hotel & Casino in Hollywood, and we don't blame them. Any time you build a guitar that is approximately the height of K2, you are likely to draw a lot of attention.

But the truly amazing part of the guitar hotel isn't even the guitar.

Really.

We have found the most amazing spot on the property, and we are leaving our homes, jobs and families to spend the rest of our lives here. Forward our mail, OK?

Let us stress that we are not underselling the giant guitar hotel itself, which is capable of this:



But when it comes to amazing, we have to go with the Bora Bora experience down at the massive pool, which is roughly the same size as the Atlantic Ocean.

We told you the pool was going to be ridiculous. And we were so right. But it's even better than we imagined, and not just because apparently mermaids are floating around there waiting for you to throw them a fish or something.



Mermaids and mermen lounge in one of the Hard Rock pools at the grand opening party.

The pool is part of the Bora Bora experience, and we are obsessed with the Bora Bora experience, where you rent a “cabana” for day use. These are “cabanas” in the sense that the guitar is a “hotel” - which is to say not at all, because both are SO MUCH MORE than we ever could have hoped for.

The Bora Bora experience comes with a private bathroom, a private plunge pool and butler service. We aren't sure if the butlers dress up like mermen but we are totally good with that if they do.

We have received no word on how Seminole Hard Rock feels about us moving in permanently but we are confident details will be ironed out soon. In the meantime, here are some other reasons we love the Bora Bora experience so much it hurts:

THE SOOTHING SOUND OF MINI WATERFALLS



Until the guitar hotel sound system starts blasting “Paradise City,” anyway.

THE INSIDE IS NICER THAN OUR LIVING ROOMS



There's a big TV, plus we can sleep on that sofa.

SEATING FOR ALL OUR FRIENDS



Better start sucking up to us.

WE'LL HAVE A GREAT VIEW OF THIS MAGNIFICENT STRUCTURE



It never gets old.

SEMINOLE HARD ROCK HOTEL & CASINO

Where: 1 Seminole Way, Hollywood

Information and reservations: 866-502-7529 or www.seminolehardrockhollywood.com