



## SANDbOX Urbanism suggestions for deserting the city

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## The Las Vegas Experience: Representation, Image and Identity Construction (project b)

...(see p. 429)

This studio sought to examine the unique representational phenomena of the city through the design proposal of a Hotel + Experience for Las Vegas. Students were asked to craft their own "realities" - project and program - from research on a series of topics: From all-things-Disney to corporate branding; from World's Fairs to themed environments and utopian communities; from simulation and synthetic environments to surface, skin and computer graphics concepts. Students drew upon Vegas culture and the particularities of site (and non-site) to develop proposals which further explored issues of identity construction, consumption and production, and image in popular culture.

*It has finally all come together: the lunar theatrical landscape of the Strip and the casino hotels, the amusement park and the shopping mall, themed and prefabricated, available as a package vacation for all.*

- Ada Louise Huxtable