



Product

Planar Custom LED

Location

Cabazon, California

Industry

Hospitality

Application

Guest Experience

Partner

MediaWorks
BW&A Architecture

LED Columns Create Stunning Visual Spectacle for Casino's Guest Arrival Experience

Morongo Casino Resort & Spa

Eighteen miles from Palm Springs, on the Morongo Indian Reservation in Cabazon, California, is the Morongo Casino Resort & Spa, a premier hotel and casino destination featuring upscale accommodations and a myriad of amenities and attractions. The luxury, 44-acre resort and spa opened in 2004 and has since evolved into one of the largest tribal gaming facilities in the nation, offering guests Las Vegas-style gaming, fine dining, nightlife and world-class entertainment.

Beginning in 2018, Morongo underwent a major renovation and expansion, adding 65,000 square feet of gaming space along with elegant new décor and amenities including new bars and restaurants. To complement the interior updates and accommodate the expected increase in traffic, Morongo also built a 750-space valet parking garage. While the improvements were underway, it became obvious that the existing valet entrance was outdated. To make the entry as lively and cutting-edge as the new interior renovations, Morongo engaged BW&A Architecture and landscape architect Lifescapes International to completely reimagine the casino's arrival experience for guests.



Lights, Sound and Action

The landscape architect's concept for Morongo's new entry combines moving elements and LED technology to create a dramatic presentation with illumination, color and video. Lining the entryway drive is a dynamic façade system from EXTECH/Exterior Technologies composed of metal flapper-panel walls that respond to wind currents, simulating rolling waves. In front of this sculptural feature are 14 freestanding LED columns from Planar.

Designed by the Planar Custom Solutions Group, the LED columns are placed in four groupings and include five different sizes. Each column can run content independently or as part of a larger set. Video content created for the LED columns includes everything from inanimate objects to active lifestyle clips.

"The arrival experience delivers lots of energy and excitement," said David Coronado, senior vice president of business operations at MediaWorks, which installed the wind-driven façade system and LED columns. "We have created a true show experience, syncing video with music and programmed architectural lighting."



Planar introduced the LED displays to MediaWorks during the discovery process. “BW&A Architecture called out a product we were not familiar with and as we did our homework, it became evident that the Planar solution was a better fit,” Coronado explained. “We were able to get near-seamless edges on the 90-degree corners, and the brightness levels were higher. After presenting the LED pillars to BW&A Architecture, we received approval to use it as an alternate.”

The custom LED solution has performed very well in the desert temperature conditions, Coronado said. “We are extremely happy with the product.”

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— David Coronado, Senior Vice President of Business Operations, MediaWorks



About the Planar Custom Solutions Group

Planar Custom Solutions brings visual creativity to life. Planar LED experts continually push the envelope of possibilities, from mesh curtains overlaying skyscrapers and concave video domes to outdoor digital signs comprised of rotating 3D shapes. Chances are good that if you can dream it, the Planar Custom Solutions Group can create it. This U.S.-based LED team combines art, technology and communication to do what's never been done, ensuring clients stand out from the crowd.