case study

Project ..... **Harrah's Cherokee Casino Resort**
Location.... **Cherokee, NC**
Design...... **Cuningham Group, Minneapolis, MN**
Product..... **SoundScapes® Shapes Acoustical Clouds**

the challenge:

Harrah's Cherokee Casino Resort recently completed a major expansion and renovation. As part of the facility's new look, the Cuningham Group design team was searching for a way to draw attention to the casino's high limit slots area.

the solution:

To attain the "wow factor" it desired, the team created a large abstract tree in the center of the area's gaming space. According to architect Scott Krenner, "Cuningham Group believes that every building tells a story. The story here is a walk through the Great Smoky Mountains. As a result, we decided to create a woodlands setting in this area, but with a much more modern interpretation."

Measuring 60 feet across and 18 feet high, the massive, eye-catching tree was created using SoundScapes Shapes Acoustical Clouds from Armstrong. The clouds are offered in 14 standard colors and ten standard shapes. Custom shapes, sizes, and colors are also available.

At Harrah's, the design team used standard nominal 4' x 4' hexagons to represent the branches, while custom shapes and sizes were used for the trunk and transition from the trunk to the canopy. The branches feature standard colors; the trunk and transition, custom colors. Color-changing lights shine on the tree from below for added effect.

In addition to aesthetics, Krenner notes that acoustics also came into play. "While you can never drown out all the noise in a casino, the sound-absorbing properties of the ceiling clouds help make it more bearable."

He also notes the design team had to take installation into account since there had to be enough space between the ceiling panels to drop down numerous security cameras as well as small glittering pendant lights meant to portray jeweled pieces of fruit.

"The tree is definitely the heart of this gaming area and creates quite a unique experience for high limit players," Krenner states.

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