



Lighting & Sound America

[Home](#)
[L&SA](#)
[News](#)
[LSA Directory](#)
[Events](#)
[Contacts](#)

Thinkwell Commissioned to Create *The Show* at Caesars Atlantic City

Thinkwell Design & Production has been commissioned by **Gordon Group Holdings, LLC**, co-developers of the **Forum Shops** in Las Vegas, to create an immersive indoor water spectacular for its newest retail destination: **The Pier at Caesars** in Atlantic City.

Thinkwell's unique entertainment experience will be located in the center of the historic Atlantic City Boardwalk at The Pier at Caesars. An immersive, multi-sensory presentation for The Pier's visitors, the show will combine the world's first articulated rain curtain, advanced LED and intelligent lighting technology, a 19,000-gallon reflection pool with a computerized matrix of more than 150 independently controlled fountain nozzles, and state-of-the-art audio technology for a 360° aural experience that can be enjoyed on the three levels of the shopping complex.

The audio system has been conceptualized by award-winning sound designer **Francois Bergeron**, who is best-known for his breakthrough designs for **Cirque du Soleil's** *Varekai*, *La Nouba*, *Saltimbanco*, and *Quidam* tours and *O* in Las Vegas.

"**Sheldon Gordon**, chairman of Gordon Group Holdings, LLC, and **Scott Gordon**, president of the company, challenged us to create the signature attraction for their new 320,000 sq. ft. multimillion dollar retail, dining and entertainment complex," says **Craig Hanna**, chief creative officer of Thinkwell Design & Production. "Our goal was to produce a design for this show that would relate directly to its environment-one that would not only draw inspiration from its magnificent oceanside setting, but also complement the dramatic and inventive work of the **Rockwell Group** of New York and **Elkus/Manfredi** of Boston, the architects of The Pier at Caesars."

During the day, the show will sweep audiences away on a musical journey that combines hundreds of water, mist, and lighting elements from the pool below and the ceiling, more than 60' above, to create a 360° sensory experience. At night, the experience will morph for the adult demographic, and feature a contemporary musical tribute to the classic song "Fever" recorded by a world-renowned jazz legend for this presentation. This nighttime environment with additional effects will create a more sophisticated high-tech vibe for The Pier.

"We were looking for an immersive spectacular that would help transform The Pier at Caesars into one of the most recognizable international shopping and entertainment landmarks in America," says Scott Gordon "Thinkwell's original concept will make every visit here distinct and unforgettable."

The Show will be located at the end of the historic pier in Atlantic City, which is directly connected to Caesars Atlantic City Hotel and Casino by a glass-enclosed sky bridge. Theatrically encased in a glass amphitheater, this free spectacular experience will dazzle an estimated four to five million spectators in its first full year of operation, making it one of the most visited destinations in the region.



www.thinkwelldesign.com



www.thepieratcaesars.com

(8 March 2006)

[E-mail this story to a friend](#)

[Terms and Conditions](#)

[Privacy Policy](#)

[Website Information](#)



Subscribe

Our free News Headlines bulletin is now e-mailed to thousands of entertainment technology industry professionals in over 100 countries worldwide, every week.

[Join them now!](#)

