

## CASE STUDY | Industry : Casino

The client: The Empire Casino, London



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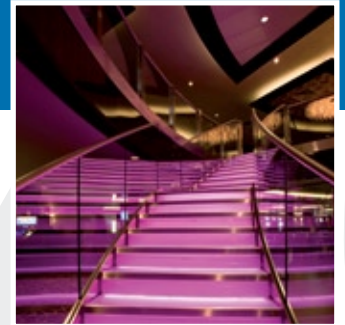
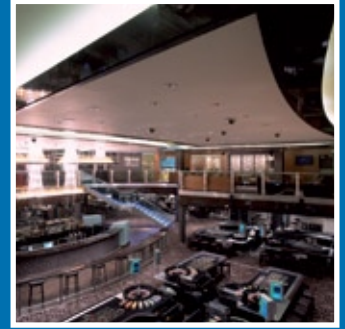
## The project:

The enviable reputation of TMC in the leisure and entertainment sector led to the Yorkshire based company being tasked with the transformation of the iconic London landmark, The Empire Leicester Square, into the city's biggest, most eye-catching casino.

Working closely with the internationally renowned Paul Steelman Design Group from Las Vegas, TMC were brought in to design, develop and provide the most sophisticated lighting and audio visual solutions throughout the new £16m venue.

The sheer size and scale of the project was considerable. 'Casino at the Empire' has a floor space of 55,000 square feet over two floors of entertainment, including the capacity for 30 gaming tables, a private poker room and bar for 80 people on the first level, with two restaurants, a VIP lounge and 'mini-club' on the second.

The heritage and location of the venue also presented its own unique challenges - having first opened its doors in Leicester Square as The Empire Music Hall in 1884 and then being divided into a 1500 seat cinema and ballroom becoming The Empire Ballroom in 1967.



## The specifics:

With a capacity for 1700 guests, attracting attention from the outside of the venue was a top priority in the brief, to achieve 'wow' factor amidst the bright lights of Leicester Square with huge footfall day and night.

- TMC tailored a lighting installation to bring an eye-catching new look to the façade, complimenting the ornate balcony and architecture of the historic building.
- Over 100 Anolis Architectural outdoor LED fittings were used to create a stunning 'colour wash' effect on the Empire's facade and canopy.
- Two Robe ColorSpot 1200E AT moving heads were also located at the corners of the first floor balcony for high impact image projection and branding onto the facade.

As well as making a splash outside, it was essential that TMC maintained the impact for guests entering the Casino and enhance the experience throughout.

- The Casino's two sweeping staircases were illuminated to dramatic effect by innovative design and incorporation of LEDs.
- TMC worked with Glazeguard to create bespoke stair treads of layered glass and Prismex, creating a laminated sandwich capable of dispersing the LED light evenly, in a bright and seamless colour changing effect.
- TMC were also able to bring Paul Steelman's design for the illuminated dance floor of the 'Shadow Bar' into stunning reality.

- To be resistant to damage, TMC used 20 bespoke tiles with LED modules housed within the floor's framework. Prismex panels and toughened glass, backed by a mirror foil then created the effect of the light moving seamlessly across the panels.
- The dance floor tiles are controlled via a ShowCAD system, which also controls the Shadow Lounge's dancing booths. Robe ColorMix 575 AT moving heads create the silhouette of the live dancers on the frosted screens of each booth.

In addition to the sophisticated lighting, TMC were also commissioned to provide audio visual solutions for the Casino for which they chose BOSE equipment as the most advanced and appropriate for the specifications.

- TMC designed and installed an audio network through the Casino's public areas to enhance the overall ambience and effect.
- Plasma screen video networks were also installed, including an 84" plasma screen at the Leicester Square entrance to show high impact visuals and marketing information.

## Conclusion:

The Casino at The Empire demonstrates the future and potential for such venues following the shake-up of the Gambling Act in 2005, in the way it provides such a luxurious, multi-sensory, entertainment and leisure experience, far beyond simply gaming.

TMC's role was instrumental in delivering the impression required throughout this prestigious venue

and turning the Vegas-style concepts and designs into a reality. With over twenty years specialist experience and expertise TMC was able to provide the necessary integrated approach and bespoke service, using the latest technology and innovation to achieve the client's objectives.

"Getting the bricks and mortar right can give you a great building, but it takes spectacle to give you a fantastic venue, created through technical innovation and installation expertise".

**TMC's Project Manager, Martin Tarp.**

"Usually the payout at a casino is just the money, but with us the payout is the variety of the product. Our priority is to keep the customer interested and give them value. Like most people, I don't want to walk into a casino and loose all my money in the first few minutes, I want to sit at a machine or a table for an hour, have a few drinks and a dance, and enjoy all the trappings of a good night out. With The Casino at The Empire we're aiming to pay out over the odds in terms of quality of experience."

**John Galvani, Development Director of London Clubs International.**

MANCHESTER

Manchester



Swansea & Newcastle



London & Brighton

CASINO  
at the  
EMPIRE

London



Leeds, Nottingham  
& Glasgow

TMC has been at the cutting edge of audio and visual technology for more than 20 years. We specialise in creating tailored solutions for our clients in a number of environments including theatres, schools, leisure, retail and places of worship.

Constantly striving to provide a level of service that equals the quality of our installations, we draw on our experience and desire to produce outstanding results for our clients, every time.

TMC Ltd  
Hillam Road, Bradford  
West Yorkshire, BD2 1QN.  
United Kingdom

Tel: +44 (0)1274 370966  
Fax: +44 (0)1274 308706  
Web: www.tmc.ltd.uk  
Email: sales@tmc.ltd.uk

