



WWW.G3-247.COM



EUROPEAN LOTTERY MARKETS THE NUMBERS GAME

Tracking the sheer scale of the European lottery business and the vertical rise of Instant Games

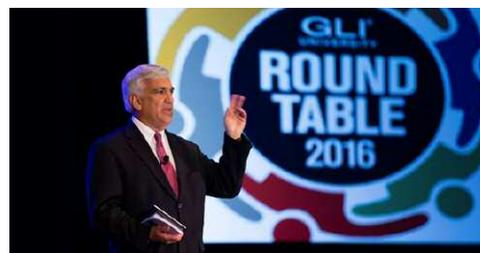
WWW.G3NEWSWIRE.COM



The Brazilian Institute of Gaming claims 200,000 Brazilians leave the country to gamble...
BRAZIL P11



The first installations of Aristocrat's Lightning Link have been sited at Westspiel Casino
GERMANY P16



GLI discussed iGaming and fantasy sports at its 16th North American Regulators Roundtable
US P20



Mohegan Sun's plans to build its integrated resort at Incheon Airport could face major issues
SOUTH KOREA P26

SUBSCRIBE
at **G3-247.com**

Read every G3 magazine, download every market report and much more...

The latest magazine is available to digitally download via **G3-247.com** or via the **App Store** and **Google Play Store**

Immersive lighting designs thrill at Casino du Lac-Leamy



François Roupinian,
President and Designer, Lightemotion
"The lighting comfort was one of the most important guidelines. The primary objective is to provide lighting without disturbing the player. Thus, the light is always integrated in the architecture elements. Just like a boomerang, architectural elements serve as reflectors to emanate light. We have also found ways to break the light by using textures that are unnoticeable. It creates a soft lighting that allows visitors to feel like they're in a bubble."

About Lightemotion

The Lightemotion team is composed of lighting and theatre designers, lighting engineers, interior architects and marketing consultants from the four corners of the globe. The firm sets itself apart from others by its multidisciplinary team and its artistic approach, focusing on the needs of its customers. Able to intervene in five different languages, this eclectic team works with the same passion and technical rigor regardless of the size of a project.



Photo credits: Stéphane Brugger

A new immersive and sophisticated lighting environment, custom made by the Montreal firm Lightemotion, is getting noticed at the Lac-Leamy Casino

Canada's lighting design specialist, Lightemotion last featured in the pages of G3 at the launch of New Jersey's Revel Casino. While the casino failed spectacularly to live up to expectations, the lighting design throughout the casino was a stunning example of modern lighting techniques blended with practical gaming-orientated, player-focused solutions.

The company's most recent project is one that's much closer to home. Mandated by Loto-Quebec and the Gatineau casino, Lightemotion has worked closely with the architects of Sid Lee Architecture and Fortin Corriveau Salvail Dampousse architecture + design to create a direct symbiosis between architectural elements and light. The result is an immersive experience that begins at the threshold of the casino and continues through each of the hotel's different sections.



"The lighting comfort was one of the most important guidelines," says Roupinian, Lightemotion's President and designer. The primary objective is to provide lighting without disturbing the player." The experience of the Montreal firm in museum lighting design was put to good use in the Casino du Lac-Leamy project, with the light always integrated into the architecture elements of the location.

"Just like a boomerang, architectural elements serve as reflectors to emanate light," says Mr. Roupinian. "We have also found ways to break the light by using textures that are unnoticeable. It creates a soft lighting that allows visitors to feel like they're in a bubble."

INNOVATION AND CREATIVITY

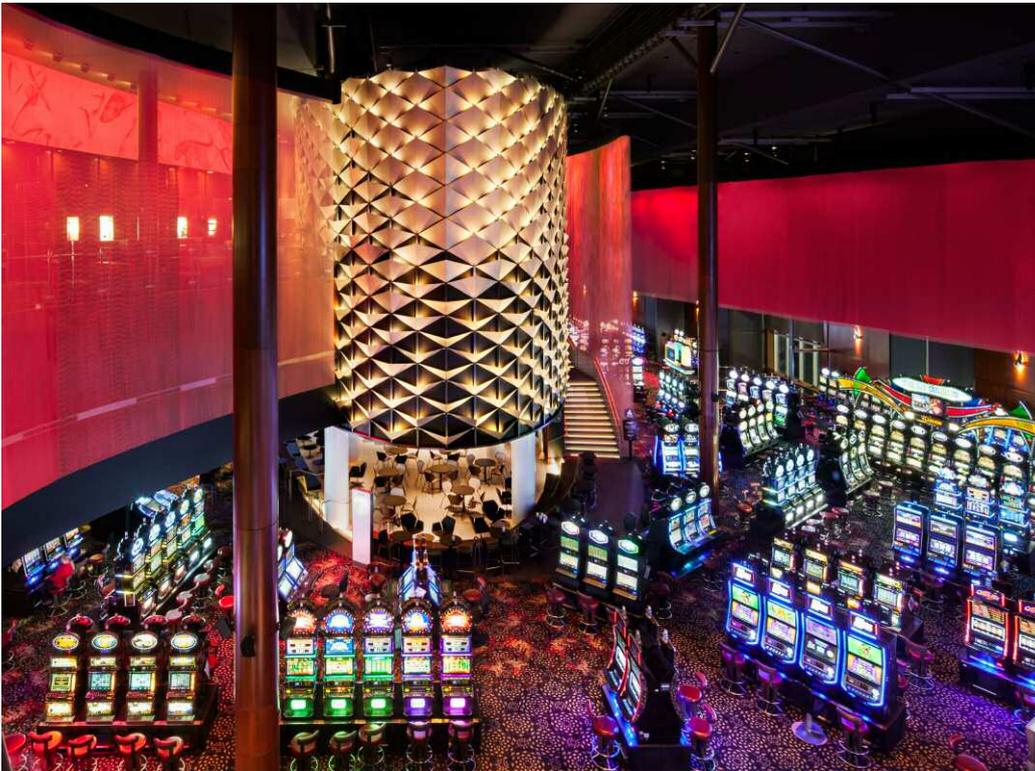
Thanks to their experience with the mega resort of the Revel casino in Atlantic City, Lightemotion was able to highlight each space by using light in a creative and innovative way. The company has also created a majestic structure with luminous scales that have become the focal point of the casino. With its lighting finesse, the Montreal firm has managed to highlight each point of interest within the casino and hotel location.

Lightemotion's biggest challenge for this long-term project was the casino's business hours; it is open 24 hours a day, 365 days a year. "It's very difficult to do maintenance in a casino. We had to find a way to design lighting that requires no maintenance and has a perfect life span," explained Mr. Roupinian. The remit for the design team was always that the Lac-Leamy Casino had to remain open throughout the duration of the renovations, which was successfully achieved.

With its expertise, the company has become a key player in architectural highlighting around the globe. The team has recently designed the lighting of the 125th and 148th floors of the world's tallest building, the Burj Dubai Mall Expansion. They also created the lighting of the largest train museum in Europe: Brussels' Train World.

In Canada, the 2014 Lighting Master Plan of Parliament Hill in Ottawa was designed by the team and Lightemotion is currently hard at work on several lighting concepts in the Canadian Capital: The History Museum, the National Art Center and the Government Conference Centre and the East Block.





The casino presented major organisational challenges: Its interior spaces were cluttered and undistinguished, producing a confusing and unwelcoming result, devoid of hierarchy or landmarks. The architectural intervention, therefore, aimed to bring coherence to the space; open perspectives to better connect the spaces and identify their functions; and rework the vertical lines offered by the building.



REVITALISING CASINO DU LAC-LEAMY

Wishing to reinvigorate its image and position as an essential actor on the entertainment scene, Société des casinos du Québec employed the services of the Sid Lee Architecture & FCS architecture + design consortium to lead an “intervention strategy” at Casino du Lac-Leamy in Gatineau.

The casino presented major organisational challenges: Its interior spaces were cluttered and undistinguished, producing a confusing and unwelcoming result, devoid of hierarchy or landmarks. The architectural intervention, therefore, aimed to bring coherence to the space; open perspectives to better connect the spaces and identify their functions; and rework the vertical lines offered by the building.

An aquatic theme was chosen to develop a unique identity for the casino, which is located on the shores of a lake and surrounded by water. “The main staircase

was brought to the middle of the central space, among the game tables and slot machines it connects to the restaurants and discotheques on the upper floors.

Designed as a beacon visible from all aspects of the casino, the stairs are dressed with a unique carapace composed of 595 backlit metal scales declined into 94 different models, reminiscent of fish skin and its changing reflections. An iconic architectural element, it centralises all visual perspectives and asserts the space’s identity,” explained Martin Leblanc, Architect and Partner at Sid Lee Architecture.

Supported by the existing structure, the strategy sought to establish targeted and efficient actions. The result is striking: A veritable ambiance has been created, radically renewing the public’s experience and attracting a larger and more diversified clientele, in a unique space offering a multitude of entertainment possibilities.



About Sid Lee Architecture

Founded in 2009 following the integration of architecture firm NOMADE (founded in 1999), Sid Lee Architecture is the fruit of architects and urban designers Jean Pelland and Martin Leblanc’s talents and skills combined with creative agency Sid Lee’s wide-ranging offering. Operating on a global scale from its Montreal offices, Sid Lee Architecture gathers more than 35 architects, technicians, designers, managers, and other artisans offering services in urban studies, architecture, interior architecture, strategic development and positioning, brand integration, and signage – for cultural, residential, institutional, recreational, and corporate projects. Sid Lee Architecture’s work stands out for its uniqueness and strong identity, marked by history, culture, and community. Since 2015, Sid Lee Architecture is part of kyu, a new collective of creative businesses established by Hakuodo DY Holdings, the second largest network of agencies in Asia.