Case Study: Simon Kitchen at Hard Rock Hotel and Casino

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Where do you go when seeking a comfortable and hip atmosphere where the food is appetizing as can be…Simon of course! Located in the famous Hard Rock Hotel of the strip, Simon is a place for individuals to kick-back and enjoy the setting. The capacity holds a comforting 180 persons and serves the famous world cuisine creations of chef Kerry Simon.

Kerry Simon, a celebrity chef in his own right, creates varieties of simple comfort food into mouth watering entrees that make him known for what he is today, a master chef. His menu ranges from prime rib, meatloaf, Asian influenced tandoori salmon, tuna tartare, etc. Simon indulges your inner child not only with his appetizers and entrees, but also with is diversified desert menu that includes the common ice cream sampler, to his mountainous cotton candy bowl (Vegas Magazine, 168). Complimenting his foods, the design of Simon’s restaurant also creates a warm and comfy feel within its surrounds and through decorative lighting.

Source: Vegas Magazine, pages 168-170
George Yabu and Glenn Pushelberg are a dynamic duo when designing. Their design compatibility is grounded in a shared commitment to experimenting with materials, processes and ideas. Yabu and Pushelberg are dedicated to bridging the gap between art and craft, in conjunction with creating distinctive signature environments for diverse and high profile clientele. Yabu Pushelberg cultivates original and creative content rather than simply giving aesthetic form to ideas.

John Klai and Dan Juba specialize in hospitality and have developed an industry leading experience through their extensive work in Las Vegas. They are committed to designing and providing high quality service.

Sources: www.klaijuba.com, www.capd.ksu.edu
Simon Kitchen and Bar has an enjoyable, kick-back atmosphere. The restaurant is dim lit and spacious, opening up to the pool and deck. The décor is stylishly understated. Wood-slatted panels and bronzed panels of ancient screens that were once used to print beautiful kimono designs, allow light to stream in. The backdrop is an azure cracked clay wall. The use of candle-lighting throughout the space, allows for a more personal and pleasant experience.

Source: www.simonkitchen.com
Task lighting is generally incorporated in spaces where tasks are common to occur. Some examples include table lamps, floor lamps, pendants, and down lighting. The task/ambient layer is the common design throughout Simon that separate lighting layers whose primary purpose is to minimize lighting energy use.

Source: Lighting Design Basics, page 56
The focal layer consists of lights that have the ability to be adjusted. Some types of focal layer lighting design include recessed adjustable accent lights, candle lighting, flush floor mounted lights, and flood lights. This layer is meant to draw attention to the area surrounding the light and not the light itself.

Source: Lighting Design Basics, page 56
Candle Lighting Bar Area

Centered Candle on Table
The decorative layer uses lighting pieces that serve only for a visual statement. Several decorative lighting ranges from custom chandeliers, sconces, pendants, ceiling surface lights, etc (Lighting Design Basics, 57).

Source: Lighting Design Basics, page 56
Candle Lighting On Bar Table

Candle Display in Bar Area

Individual Candles on Credenza in Private Room
Through the various layers of lighting, the effects are aesthetically pleasing to the eye. The use of natural lighting through candle lights in the bar and dining areas, create a warm, romantic and personal presence for each person. The decorative lighting is also used to enhance not so important areas, such as the ceiling, but also decorates the overall feeling of the dining areas. Flood lights, incorporated in both the floor and ceiling, are used to dramatize textured areas on walls and dining surfaces. The majority of the lighting is dimmed throughout the entire restaurant to comfort the customers while enjoying their creative cuisine.

Simon fulfills its desire to create a comfortable at-home experience within the design and lighting of the restaurant, along with various selections of Signature American cuisines.