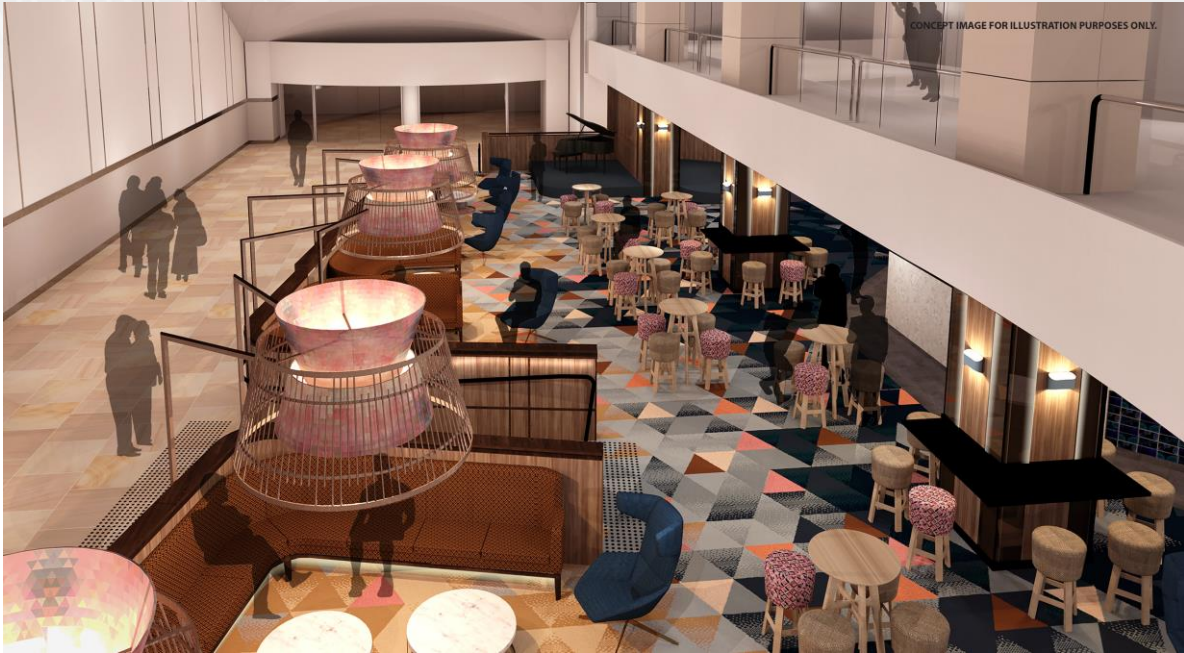


media release

Tuesday November 15, 2016

New-look Atrium Bar to provide the ‘wow’ factor



The Atrium Bar at Jupiters Gold Coast has long-been an institution and it’s about to become even more appealing, with the iconic venue set to premiere a new look ahead of the property’s transition to The Star Gold Coast.

The reinvigorated design, the result of a partnership between Jupiters and the multi-award winning firm Brand + Slater Architects, draws inspiration from the City’s diverse natural environment and laidback lifestyle.

Adopting a sophisticated yet fresh colour palette of rose gold, pink, turquoise and aqua, the new-look Atrium Bar will offer a more intimate atmosphere, whilst still providing a sense of occasion for local, business and leisure guests.

Brand + Slater Architects Director Luis Nheu said the enhancements would offer a more lavish experience, adding to and complementing the refurbished aesthetic of the property.

“The Atrium Bar is one of the first venues visitors and guests see when they arrive at Jupiters so it needed to be representative of the local area,” said Mr Nheu.

“By incorporating a range of luxurious furniture and finishes, including locally sourced bespoke furniture throughout, we’ve created a light and airy design reflective of the Gold Coast lifestyle.”

A striking feature of the new-look bar will be an eye-catching canopy of custom-designed and locally fabricated feature lights, which will be suspended above new banquette pod seating to evoke a feeling of intimacy and comfort within the property’s large atrium space.

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All carpets, lighting and furniture have been replaced to reflect a more refined coastal feel, while the installation of timber and bronze accents serve to create a sense of warmth throughout the new-look design.

The upgraded bar is an integral part of the transformation of Jupiters' atrium area which, when complete, will also include the addition of new food and beverage offerings Mei Wei Dumplings and M&G Café and Bar, and the replacement of the iconic 2,612 square metre atrium sail roof.

The Star Entertainment Group's Managing Director Queensland Geoff Hogg said the new-look Atrium Bar and accompanying atrium area projects would enhance the overall guest experience with the lobby area, the hotel, the theatre and food & beverage experiences all pivoting around this central point.

"The atrium area is the heart of our property, so its transformation is integral to the overall redevelopment project," said Mr Hogg.

"The new-look Atrium Bar design perfectly complements the newly refurbished hotel rooms and suites and of course one of our newest venues, Garden Kitchen & Bar.

"Every step of the way we have aimed to embrace our coastal lifestyle and I think the unique and engaging experiences we will be able to offer our guests moving forward will speak for themselves," continued Mr Hogg.

The Atrium Bar will close temporarily on weekdays to undergo refurbishment, and is expected to unveil its new-look ahead of the festive season. The remaining restaurants, hotel, theatre and casino will continue to operate as usual while the redevelopment is underway, though some facilities or entry points may be temporarily located in a different area.

For more information on Jupiters' current \$345 million transformation, visit www.jupiterstransformation.com.au

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