

## The Star delivers world-first in innovation and entertainment with reveal of grand arrival experience

The Star Sydney has taken its commitment to innovation and entertainment to new heights, with its \$65 million transformation of the property's Pyrmont entrance, with the inclusion of a brand-new bar, luxury retailers and a revolutionary arrival experience.

Today unveiling the world's first permanent indoor light and interactive digital art foyer in an integrated resort – the 'Grand Foyer' is part light, part water and part digital art gallery.

The Grand Foyer has been brought to life by a \$22 million transformation, which will offer an interactive arrival experience aimed to excite, engage and entertain an average of 20,000 guests per day.

The Star Sydney Chief Operating Officer, Dino Mezzatesta, said the transformation supported the Group's vision to become Australia's leading integrated resort company by thrilling guests from the moment they set foot on property.

"Architecture, contemporary art and technology have converged to form an iconic showpiece that delivers a unique, unexpected and dynamic arrival experience for our guests," said Mr Mezzatesta.

"The new Grand Foyer includes a 25-metre-long, 8K resolution crescent shaped screen which will showcase the works of emerging and established Australian artists, university students, cinematographers and animators. The screen content reacts dynamically to the real-world environment and human movement, encouraging guest interaction.

"Inspiration behind the artworks was drawn from The Star's proximity to the busy Sydney Harbour shoreline – and the constant ebb and flow of human activity within the Pyrmont area.

"Alongside the digital canvas, is the first sculptural water installation of its design in the Southern Hemisphere – the 'Aquatique' artwork of falling water. The integration of Aquatique, LED screens, lasers, lighting and live performances is a world first for an entertainment precinct."

The new guest arrival experience has been collaboratively delivered by The Star Entertainment Group and famed lighting specialists Ramus Illumination, who were responsible for delivering Australia's largest permanent outdoor projection system at The Star Gold Coast, as well as its porte-cochère lighting installation, also at Broadbeach.

World-renowned for their signature approach to creating works that are innovative, interactive and sustainable, Ramus Illumination have designed and directed countless live international shows for artists including U2 and David Bowie, as well as events such as The Academy Awards, The Grammys and the Super Bowl Halftime Shows.

Headed up by Bruce Ramus, the firm designs grand-scale theatrical experiences that reflect the environment and encourage public engagement.

"With The Star Sydney Grand Foyer arrival experience, we wanted to design an experience full of compelling encounters that enrich the journey. We envisioned a beautiful, unifying space that embraces and welcomes all people, and we believe we've achieved this," said Mr Ramus.

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“We’ve turned light into an expressive platform in the form of the digital canvas. Through this, light animates to tell the story of the local environment, it is the light, movement and artistic expression of the community that shares the wider story of The Star and Sydney.”

The opening of the Grand Foyer has been timed with the rebrand of Astral Towers and Residences to The Star Grand Hotel and Residences, following a \$100 million investment to its hotel rooms and suites.

The brand change provides the five-star hotel with a new identity, more closely aligned with The Star Sydney’s sister property on the Gold Coast and eventually with Brisbane, where the \$3.6 billion Queen’s Wharf project is currently progressing.

The Star Sydney continues to entertain guests through its growing portfolio of thrilling experiences across the property, having recently introduced three new food and beverage offerings to its already 22-strong portfolio, with the opening of signature seafood restaurant Flying Fish, boutique hotel lobby bar G&Tea and a new bar, Jade Rabbit. Guests can also enjoy a new retail precinct now home to luxury brands, including Gucci and Versace.

The Star Sydney is also preparing to open its first stand-alone off-property venue, Chuuka – an Asian fusion restaurant headed up by celebrity chefs Chase Kojima and Victor Liong, in July.

For more information on The Star Sydney, visit [www.thestarsydney.com.au](http://www.thestarsydney.com.au).

### **Fast Facts**

- The \$65 million transformation of the property’s western Pymont entrance, will welcome an average of 20,000 guests per day.
- The centrepiece of the new Grand Foyer is a 25-metre-long, 8K resolution crescent shaped screen which will feature 8,736 hours of content throughout the year.
- The Grand Foyer is valued at \$22 million and it took 20 months from design to completion.
- The ‘Aquatique’ feature will recycle 13,000L of water a day.
- Over 6,000sqm of stone and marble have been laid out in the Grand Foyer, equivalent to the size of The White House.
- The feature column in The Star Grand lobby features one kilometre of stainless steel strips which is equivalent to the height of three Eiffel Towers.
- There are over 4,800 decorative aluminium gold rings in the hotel foyer.

### **The Star Sydney Redevelopment**

The opening of the new Grand Foyer forms part of up to \$1 billion worth of capital works

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investment in The Star Sydney including projects past, present and proposed – such as The Ritz-Carlton hotel, significant upgrades to hotels and member spaces and additional dining, retail, function and event spaces, as well as other resort facilities and attractions. The opening of the new Grand Foyer is another stunning example of The Star's commitment to creating thrilling experiences for guests and transforming The Star into Sydney's premier dining and entertainment destination.

### **The Star Sydney**

The Star Sydney is Australia's premier place to play. A sip of sparkling. A dozen freshly shucked oysters. Crisp white sheets and red carpet. Diamonds and spades. Gucci and gastronomy. The day begins with luxury – where it ends is up to you. At The Star, we have just one mission – to thrill. That's why we have all star chefs and restaurants, luxurious accommodation and high-end fashion, a sumptuous day spa, an amazing nightclub, and, of course, the world-class casino. It's all yours for the taking, so will you? Come and play at The Star.

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