

FOR IMMEDIATE RELEASE

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MIRACLE MILE SHOPS™
AT PLANET HOLLYWOOD RESORT & CASINO LAS VEGAS

MIRACLE MILE SHOPS ANNOUNCES DESIGN PARTNERS



Link to rendering [here](#)

LAS VEGAS – Miracle Mile Shops at Planet Hollywood Resort & Casino, announces the four world-class design and construction partners **Cooper Carry**, **Digital Kitchen**, **Sensory Interactive** and **VCC** working on the renovation project. Renovations began on the 500,000 square foot shopping center earlier this year and the project is expected to be completed in spring of 2023.

The extensive interior and exterior transformation will include elevated finishes, upgraded technology and digital design elements. New entertainment features will consist of exterior and interior immersive light, sound, and video experiences. Miracle Mile Shops guests will also enjoy new and upgraded restaurant zones. The premier mixed-use project will remain open during renovations.

Design and construction partners include:

Cooper Carry provides architecture, planning, landscape architecture, interior design, experiential graphic design, branding and sustainability consulting services. Founded in 1960, the firm specializes in the design of education, government, hospitality, mixed-use, office, residential, restaurants, retail,

senior living, science + technology, and transit projects. The firm has designed projects in 45 states and globally in the Caribbean, Middle East, Asia, Africa and Central America. Cooper Carry approaches its work as a collaborative ecosystem. Its multiple studios and services come together daily to provide each project the depth of knowledge needed to meet and exceed objectives. Cooper Carry's leaders are advocates and authorities for their specialties, empowered by decades of expertise to make decisions that prioritize placemaking, civic space, and the greater good of communities, tenants, residents and visitors. For more information, visit Cooper Carry's website at www.coopercarry.com.

Digital Kitchen, a member of the Sid Lee creative community, brings Emmy-winning storytelling and design to captivate audiences. From crafting iconic title sequences, transforming spaces into an immersive canvas, to developing imaginative experiences. DK creates worlds beyond belief for brands including Warner Bros., Netflix, Facebook, HBO, Canada Goose, and Amazon. For more information. Visit www.thisisdsk.com.

Sensory Interactive is a real estate advisor that specializes in Dynamic Real Estate[®] - the integration of technology in public spaces to improve guest experiences and deliver untapped value for clients. Their multi-disciplinary team partners with clients at all phases of development to provide vision, execution, monetization and management support to ensure their properties engage guests and deliver long-term financial returns. Based in Washington DC with offices in Austin, TX; Dallas, TX; and New York, NY; they work on projects across the country. To learn more about Sensory Interactive visit www.sensoryinteractive.net.

VCC is a full-service commercial general contractor with extensive experience in pre-construction, design-build, construction management, consultation, value engineering and contract delivery. Since its founding in 1987, VCC has remained committed to delivering an excellent construction experience for its clients by retaining the best people and building lasting relationships. The Little Rock, Ark.-based company has built a reputation as a leading contractor in the nation, growing from one office in Little Rock, Ark. to nine offices around the country and construction projects in all 50 states. VCC has maintained a debt-free, financially conservative philosophy, ensuring they can continue to serve their clients whenever they need them. Visit www.vccusa.com to learn more about VCC.

Robert Buchanan, Vice President, General Manager of Miracle Mile Shops said of the acclaimed partnerships, "We are pleased to have such great partners who have a vision for the lifestyle destination that represents the Miracle Mile Shops brand. The expertise of our construction, architecture and design partners is unparalleled."

About Miracle Mile Shops[™]:

Miracle Mile Shops at Planet Hollywood Resort & Casino features more than a mile of premier shops, tempting restaurants and live entertainment venues at the heart of the famed Las Vegas Strip. The premier mixed-use project is currently undergoing extensive interior and exterior transformation complete with elevated finishes, upgraded technology and digital design elements. It will remain open during construction, which is set to be completed in spring of 2023. The center is home to lululemon athletica; Sephora; Morphe; Quay Australia; H&M; Topsy Robot, the first land-based cocktail bar operated by robots; Chicago popcorn legend Garrett Popcorn Shops' only Las Vegas location; Nacho Daddy, home of the world-famous Scorpion Shot; 15,000-square-foot bar and restaurant Cabo Wabo[®] Cantina; Club Tattoo, featuring some of the best tattoo artists and body piercers in the nation; as well as a free daily rainstorm show in the desert featuring thunder, lightning, fog and rain. Miracle Mile Shops guests will enjoy adjoining access to Planet Hollywood, with 2,500 beautifully redesigned rooms and

suites and Elara by Hilton Grand Vacations featuring 1,201 units and four penthouse floors. Miracle Mile Shops is owned by an affiliate of Institutional Mall Investors LLC, a joint venture between Miller Capital Advisory and CalPERS.

For more information, call 702.866.0710 or visit www.miraclemileshopslv.com. Keep up with the latest Miracle Mile Shops news via [Facebook](#), [Twitter](#), [Instagram](#) and [YouTube](#).

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