POSTER SESSION

• Title
The Hospitality Design Laboratory: Testing a growing global resource for architectural planning research in the tourism/resort industry

• Abstract
The HD-Lab at UNLV is an experiment in merging academic research teams with industry leadership to address the ever-changing landscape of global tourism, gaming, and hospitality as it pertains to the built environment. This poster session seeks to share overviews of previous studies, lessons learned, and opportunities for future architectural research. Collaborations amongst diverse teams aim to foster interdisciplinary research and continued contributions to the intellectual capital of hospitality design in Las Vegas and around the world. The presentation is structured across six broad and intertwined areas of foci: 1. Integrated resorts’ future evolutions and innovations, 2. Tourism architecture’s advanced synthesis with neighboring communities and city and regional contexts, 3. Exportations of hospitality design to emerging gaming jurisdictions around the world (and importations of newest best practices in sustainable design to Las Vegas), 4. New archetypes of entertainment & sports facilities: e-Sports, sports betting, and beyond, 5. Built environments for the performing arts and emotive experiences – theatres, concert halls, pop-up venues, experimental activities, and 6. The hospitality design of everything... from eco-tourism to medical tourism, the experience economy suggests that lessons from hospitality should refocus design on end-users’ experiences in homes, schools, offices, public space, transit centers, airports, and more.

• What is the “so what”?
A building (new construction or renovation) is often among the biggest expenditures in business (especially in hospitality) ...having architectural design that impacts global tourists informed by third-party design researchers is an investment in decision-making processes that seek to reconcile the fast-paced world of market trends with the slow-pace of architecture.

• Author(s)
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• Bio
Glenn NP Nowak, Associate Professor of Architecture, is the founder and coordinator of the Hospitality Design (HD)-Lab at the UNLV School of Architecture. Since the HD Studio’s inception in the fall of 2010, the entertainment capital of the world has become an extension of the academic studio for students interested in collaborative explorations in design research with leaders in the hospitality industry. He teaches graduate studios and HD seminars. Additionally, Glenn has served four years as the graduate coordinator of the M. Arch program and continues to serve on the board of The AIA Las Vegas Chapter and other non-profit organizations. His work and design research often involve community-integrated projects that focus on social, environmental, and economic sustainability. He earned his Master of Architecture from Cornell
University and his Bachelor of Architecture and Bachelor of Science in Environmental Design from Ball State. He is a licensed architect in Nevada.