



# **Retail** - Fallsview Casino **SHOP + WELCOME CENTRE**

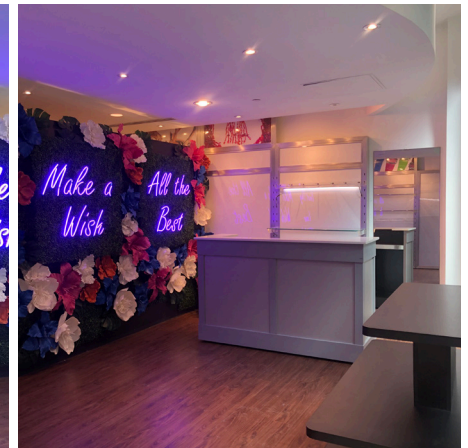
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Prepared on July 19, 2023

# Retail - Fallsview Casino SHOP + WELCOME CENTRE



## Initial Visit PHOTOS



# Retail - Fallsview Casino SHOP + WELCOME CENTRE



## Inspiration IDEAS



# Retail - Fallsview Casino SHOP + WELCOME CENTRE



## ENTRANCE: Outer Windows DESIGN

- tiny, wireframe leaf icons across all windows
- large water image inside, on wave wall
- offerings listed below logo/header area



# Retail - Fallsview Casino SHOP + WELCOME CENTRE



INSIDE:

## Left Wall (South)

### DESIGN CONCEPT

- Colour-blocked wall
- Water imagery
- Images higher up depict our attractions/locations



# Retail - Fallsview Casino SHOP + WELCOME CENTRE



## INSIDE: Right Wall (North)

### DESIGN CONCEPT

Right wall will include decals that showcase our locations and focus on promoting our passes/packages



# Retail - Fallsview Casino SHOP + WELCOME CENTRE



INSIDE:

## Centre Wall - Large

### DESIGN CONCEPT

Left side: retail items, possible branding up top

Right side: large branding presence including logo and tag line, 75" TV



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INSIDE:

## Centre Wall - Small

### DESIGN CONCEPT

Simple branding to blend with large wall

