



Retail - Fallsview Casino SHOP + WELCOME CENTRE

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



Retail - Fallsview Casino SHOP + WELCOME CENTRE



INSIDE:

Centre Wall - Small

DESIGN CONCEPT

Simple branding to blend with large wall

