

For Immediate Release

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Jeffrey Beers Spices up Planet Hollywood Resort & Casino With New Mexican Restaurant Yolos

January, 2008 (New York, NY) – World-renowned architect and designer Jeffrey Beers brings his trademark fresh and dynamic vision to the Planet Hollywood Resort & Casino in Las Vegas this winter with the grand opening of the Mexican restaurant, **Yolos**. Boasting a festive and daring design, which seamlessly fuses space, brilliant color and light, Beers' has taken inspiration from the sculptural walls that feature heavily in contemporary Mexican architecture, to create a modern tribute to the magnificent Mexican culture: a uniquely entertaining dining experience.

At **Yolos**, guests are welcomed into an environment, which is immediately engaging and intriguing. Spectacular in both shape and color, a searing hot pink beam races from the entrance of the restaurant, through the bar to the dining area, while a 13' tall signature margarita fountain, prominently placed at the bar and also glowingly lit in pink, is the focal point of this glamorous Mexican playground.

The 4,000 square foot **Yolos** is stylishly playful - from the bold shapes of the island bar to the uplifting colors of the space. The restaurant maintains an undeniably sophisticated vibe, balancing the high-energy color scheme with seductive lighting. By also incorporating sleek and industrial materials to create statement points of interest, such as the smooth concrete top of the rectangular island bar, backlit mirror glass columns featuring a layered modern influenced Mayan pattern, and dark wide plank flooring, Beers has cleverly created a refined yet witty ambiance, steeped in Mexican ritual and adornment.

Guests enjoying a drink in the bar, which seats 32, or the lounge with seating for 29, are offered a perfect view of the striking centerpiece margarita fountain. Here, guests can also marvel at the bright pink sitting niches studded within the huge textured stonewalls, which are set off by twinkling pinpoint lights, reminiscent of stars suspended from the deep blue lounge ceiling. Padded chartreuse chairs, which frame the bar, provide comfortable seating and add a luxurious feel. Generating a sense of exclusivity, an oversized textured screen wraps the lounge area, creating privacy while maintaining openness to the casino on the main floor.

Similarly alluring, the eye-catching dining area, which offers seating for 100, features a luminous pink color wall and ceiling. Light toned wood ceiling beams bring an earthy warmth to the interior, complementing the semi-private booths with fire-toned amber pendant lights, appealing to those wishing to enjoy a more intimate dining experience. Balancing the vividly colored upholstered seating and high gloss chartreuse-colored resin tabletops, the dining area features a stylish dark, wide-planked floor.

The effect of Jeffrey Beers' creative design at Yolos, is an instantly engaging setting which entices guests to become part of the magical Mexican ambiance, ideally positioned in the Planet Hollywood universe.

Jeffrey Beers International (JBI) is recognized globally as one of the top innovative architectural and interior design firms – renowned for creating stunning environments rich with variations of classic themes of glamour, elegance, wit and seduction. The guest experience remains central to the firm's directive and it is this consistent exquisite attention to detail that informs every JBI project. Founded in 1986, the full service design firm with its international staff has been advancing the hospitality industry worldwide. JBI's exceptional portfolio of projects includes clients such as The Cove Atlantis, Atlantis The Palm Dubai, Echelon Resort in Las Vegas, The Fontainebleau Resort in Miami, Tishman

Hotel Corporation, Daniel Boulud Brasserie at Wynn, Las Vegas, Fifty St. James, London, Hilton Tokyo Bay, and Japonais restaurants in New York, Chicago and Las Vegas.

For more information or to schedule an interview with Jeffrey Beers, please contact Emma Thomas at 212.777.3455 / emma@kbnetworknews.com