

# NOMINATING

## HOLLAND CASINO VENLO FOR BEST OVERALL CASINO



Holland Casino Venlo is the casino of the future. Venlo surpasses industry stereotypes, by adding daylight to our venues, allowing responsible gaming to be an integrated part of our strategy & design, introducing products that stimulate social interaction and investing in sustainability in a way that is unique in the world. We are blending the traditional casino customer experience with the 21st century demands on sustainability, transparency, and social cohesiveness and with result. We are engaged with our surroundings and talking back in color and actions and thereby integrated in both the Dutch and German market.

Last year Venlo was the runner up in the national elections of the Dutch independent news platform and casino community OneTime. This year has proven that Venlo has risen to the absolute casino top and will remain be a figurehead in the international casino landscape. Our customer ratings are exceeding expectations and where Venlo was the runner up in the 2021 Dutch casino awards of OneTime, in 2022 the casino has unequivocally been chosen as the best casino of the Netherlands.

Not only the casino business acknowledges Holland Casino. The casino has also been nominated for several leading sustainability and architectural awards. It has recently won an International Property Award for best leisure building, a design award for recreational architecture, and was nominated in two categories in the World Architecture Festival

such as the best use of color. It has also won smaller awards for its woodwork and sustainability.

### A LOOK INTO VENLO 2022

The ECA award would be the ultimate crown on this work!



**WSOP VENLO 2022**



**FILMIC SCENERY VENLO**



**VENLO & UKRAINE**



**GRAND OPENING 2022**



## PRICE WINNING DESIGN

The casino is an example of holistic and integral design. The concept grew out of a unified vision of architecture and sustainability, achieving a natural cohesion between landscape, architecture and interior. The holistic approach was elaborated at every level of the plan, and can be felt throughout the building. The casino reveals itself as a giant bloom rising from the landscape. Its flowery forms extend to the surrounding grounds, and even beyond the borders of the plot. The roof's enormous petals turn toward the road, as though to the sun, showing themselves in their full glory.

Rather than opting for a collection of sustainability solutions the design is a total concept that includes the identity of Holland Casino and embraces the cradle-to-cradle ambitions of Venlo's local municipality in an integrated and unifying way. The outer spaces form the 'soil' in which our building grows and provides air, water and energy. The building and the site is completely sustainably according to the cradle-to-cradle principle. Rainwater is collected to be used in the grey water system such as toilets. The used wood comes from sustainably managed forests, and the outer walls are hollow wooden walls filled with wood fiber, which provides good insulation. The use of concrete is reduced to a bare minimum and more than 30% of the concrete comes from demolition works. The external audited GPR results are all above 8,5 (scale 10) which is tremendously high for any building, but for casino's unparalleled in Europe.



The experience created here is that of the facade and the magical inner world. Together, the outdoor space and buildings form a whole. The architectural design is closely intertwined with the integral sustainability concept. This makes Venlo's new venue a pioneer of sustainable C2C development.

The lighting is a particularly striking aspect of this building, normally so much lighting is an energy eater, but by using LED lighting this has a limited energy consumption and is therefore very sustainable. Ecologists even found a way to limit it's impact on wildlife.

This light-, but also our elevator installation, is purchased on performance based consumption. The supplier owns the

product and therefore the solution will be more sustainable developed. We pay per use.

## GUEST RATING

Besides winning the 2022 Dutch casino awards (jury and public vote). Venlo received a very high average score 8,0



Venlo is designed with state of the art responsible gaming design. We have placed the location where we conduct our prevention conversation before the entrance, to make people psychologically aware that they have not entered the casino. We have invested in sensors that enable us to measure how long guests are in the casino so that we can intervene more easily and we have deliberately chosen to let daylight into our casino. People should have contact with their surroundings and feel the rhythm of the day.

## PRIZES & NOMINATIONS

### Winner

- **European Property award** - best leisure building
- **Built Design Awards** - Architectural Design - Recreational
- **2022 OneTime Dutch casino of the year**

### Nominations & Honorable mentions

- World Architecture Festival Finalist in categories **Best use of color & completed buildings hotel & Leisure**
- Nominated for best bar design (pending)
- Honorable Mention in Architectural Design / Recreational Architecture (architecture masterprize)