

Las Vegas, Nevada

**Owner / Client:** Marvel Entertainment**Area:** 25,000 square feet**Cost:** NA

The Marvel Mania Restaurant in Las Vegas was to be the second in the chain of comic book theme restaurants. Located in the Showcase Retail Center on the "strip" near the MGM Grand, the restaurant design featured a multilevel dining experience complete with full service bar and retail outlet carrying logo apparel and souvenirs.

Patrons could relax and enjoy traditional American cuisine with a unique, comic book twist while surrounded by larger-than-life depictions of various comic book scenes and figures. Several different themed rooms were available such as the "Danger Room" and the "Control Room" and even a large backdrop that incorporated the customers as figures within a comic strip.

A sophisticated, computerized audio/visual system geared toward action figure comic book adventures was the main theming element. Spider Man, Wolverine, X-Men and others all came to life with a light and sound show on a 20-foot by 20-foot video module.

Recognizing the frequently theme-based restaurants can become dated, flexibility was built in to the design ensuring that the clients can adjust the facility as public interest and their clientele change.



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