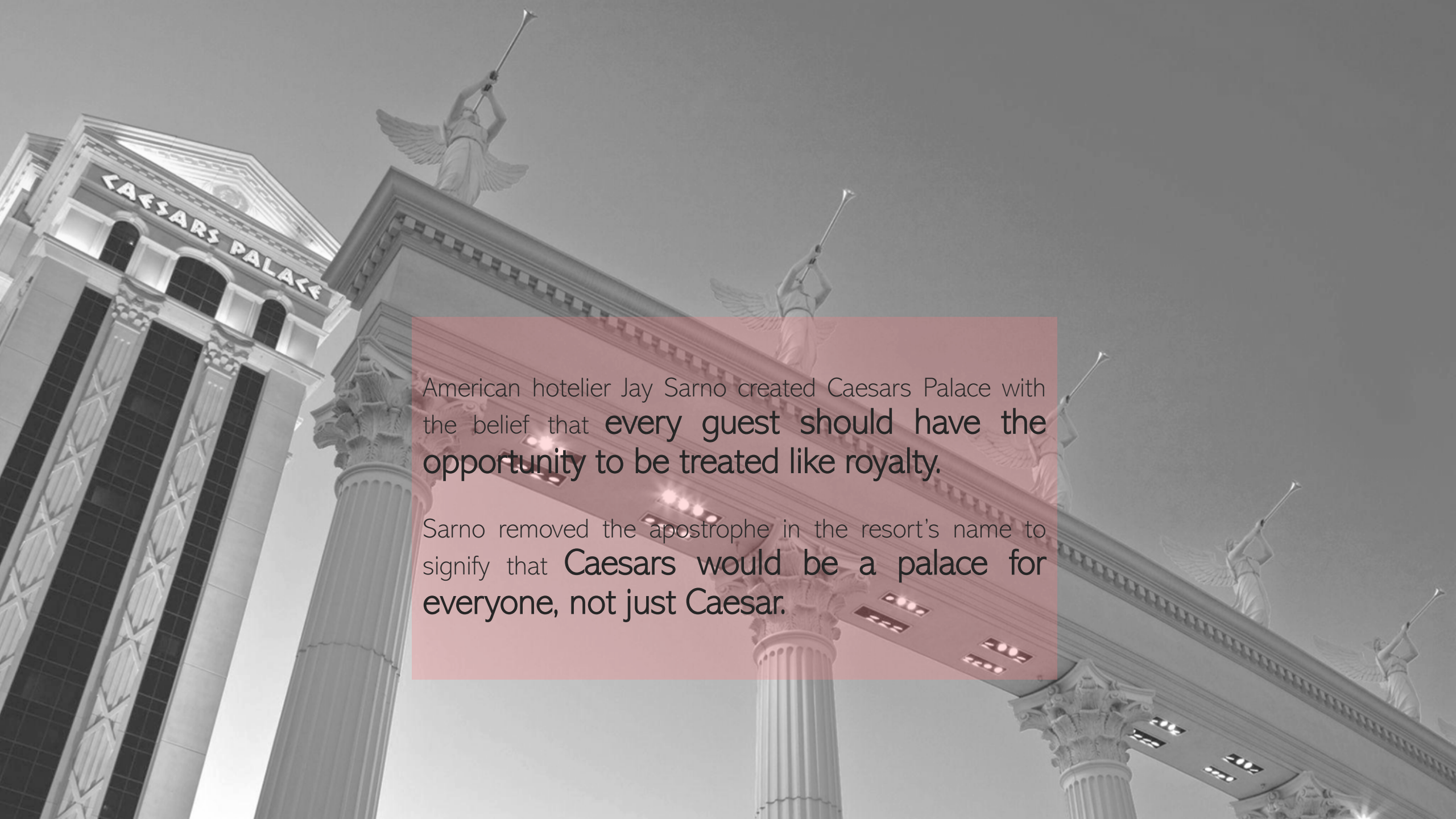


(UN)
(RE) **LEARNING
LAS VEGAS**

ALGORITHMIC DETERMINISM AND POST-CHOICE ARCHITECTURE



American hotelier Jay Sarno created Caesars Palace with the belief that **every guest should have the opportunity to be treated like royalty.**

Sarno removed the apostrophe in the resort's name to signify that **Caesars would be a palace for everyone, not just Caesar.**



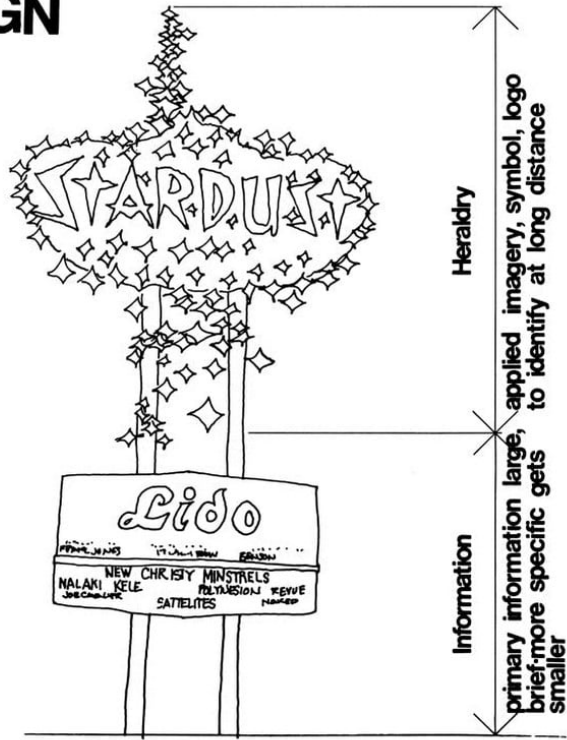
Las Vegas has always been an accelerated mirror of American society, but as technology increasingly mediates behavior, Vegas shifts from reflecting desire to actively producing it.

As Vegas' medium shifts from symbolism to data, it evolves from a landscape of signs into a spatial and architectural system of behavioral control where the promise that “everyone is Caesar” dissolves into an increasingly scripted urban condition, reducing occupants to a populace of docile, programmed plebeians.



Las Vegas as Accelerated Evolution

PHYSIOGNOMY OF A TYPICAL CASINO SIGN



TYPES OF CHANGE

- (A) Layerings of Facades & Plans → expand spatially & stylistically
 - ① Student Hotel (my sketch)
 - ② Gothic Cathedrals (my research)
- (B) Competitive increases in Signs and Symbols
 - ① Las Vegas Signs
 - ② San Geronimo Towers
- (C) The Strip becomes a Plaza
 - ① Convention Center + International Hotel
 - ② The Shopping Center
- (D) Building becomes Sign
 - ① The Golden Nugget
- (E) The Evolution of Parking on "Main Street"
 - ① The Golden Nugget on Fremont

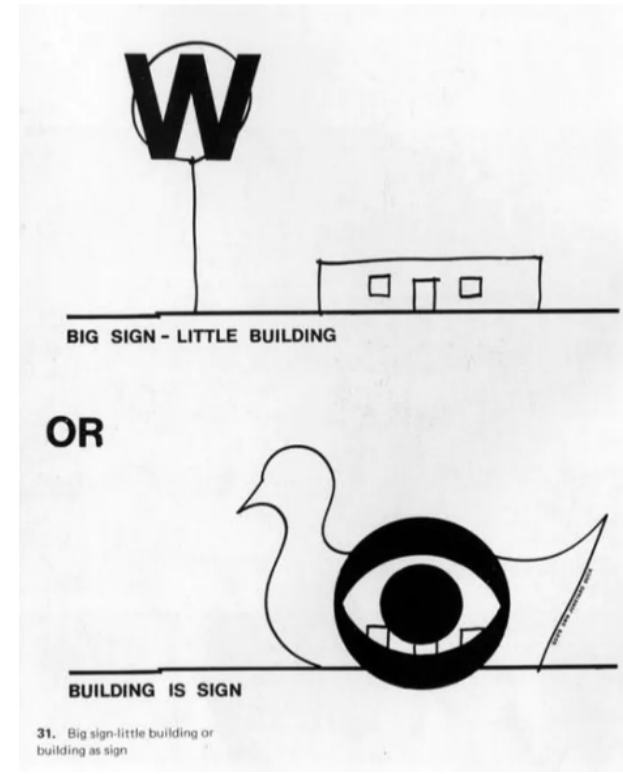
The diagram below the list shows three stages of parking evolution:

- Stage 1: A car with a driver and a passenger. Note: 'Driver on street, driver and passenger, street parking'.
- Stage 2: A car with a driver and a passenger, and a carpool. Note: 'parking in hotel, carpool, driver and passenger, driver parking'.
- Stage 3: A car with a driver and a passenger, a carpool, and a carpool with a driver. Note: 'parking in hotel (in regard), driver, driver parking, carpool'.

Change and Permanence

DIRECTIONAL SPACE

	SPACE · SCALE	SPEED	SYMBOL <small>sign-symbol big ratio</small>
EASTERN BAZAAR		3 M.P.H.	
MEDIAVAL STREET		3 M.P.H.	
MAIN STREET		3 M.P.H. 20 M.P.H.	W
COMMERCIAL STRIP		35 M.P.H.	W
THE STRIP		35 M.P.H.	
SHOPPING CENTER		3 M.P.H. 50 M.P.H.	W



“Just as architectural evolution of a typical Gothic cathedral may be traced over decades through stylistic and symbolic changes, a similar evolution – rare in contemporary architecture – may also be followed in the commercial architecture of Las Vegas. However, in Las Vegas, this evolution is compressed into years, not decades... Evolution in Las Vegas is consistently toward more and bigger symbolism”.

Learning from Las Vegas, 1972



“Just as architectural evolution of a typical Gothic cathedral may be traced over decades through stylistic and symbolic changes, a similar evolution – rare in contemporary architecture – may also be followed in the commercial architecture of Las Vegas. However, in Las Vegas, **this evolution is compressed into years, not decades...** Evolution in Las Vegas is consistently toward more and bigger symbolism”.

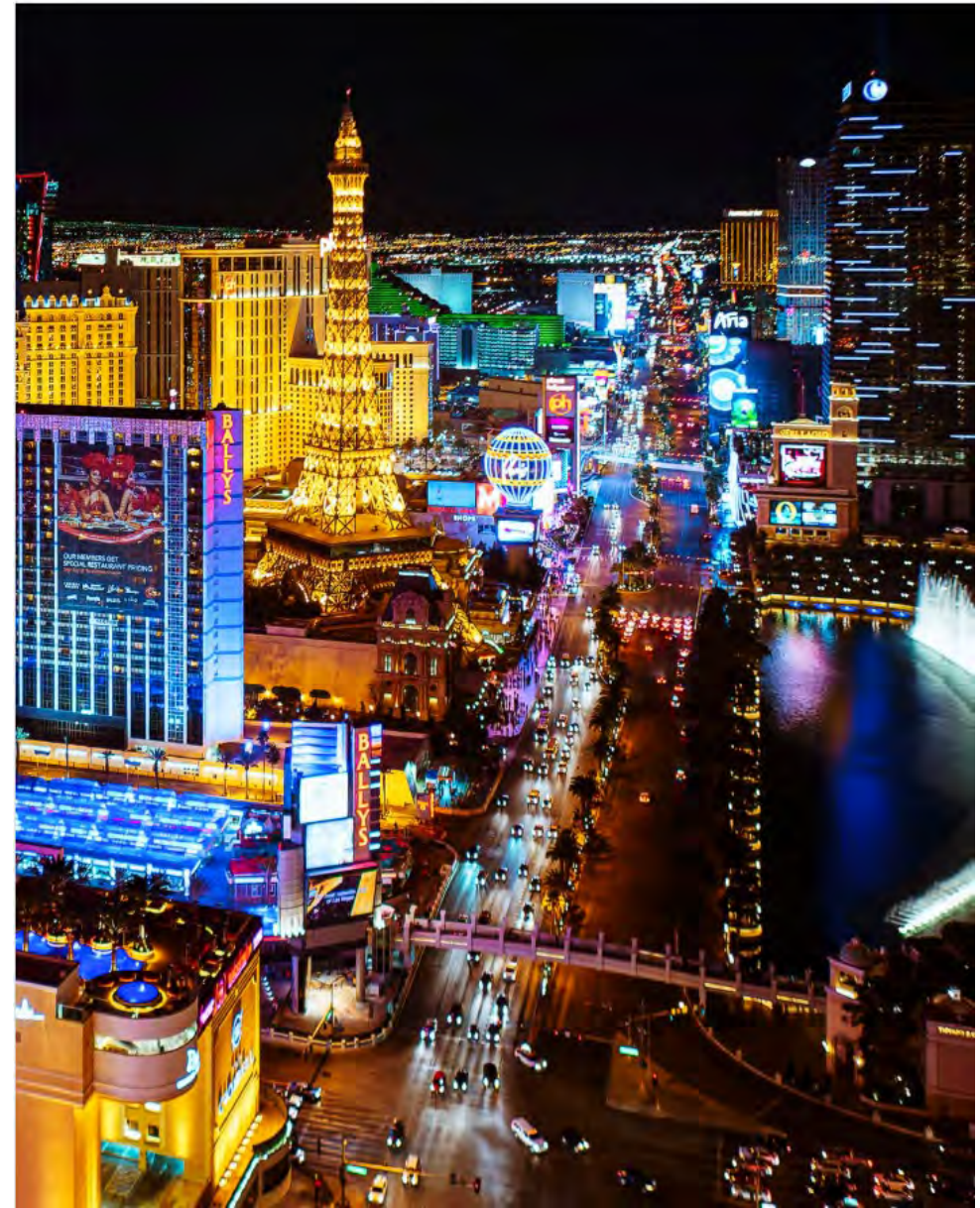
Learning from Las Vegas, 1972



Resorts World, 2025



Sphere, 2025



The Las Vegas Strip, 2026



“Las Vegas exists because it is a perfect reflection of America.
It represents **all** the things people in **every** city in America like.
Here they can get it in one gulp.”

Steve Wynn, Real Estate Developer and Casino Mogul, 1994

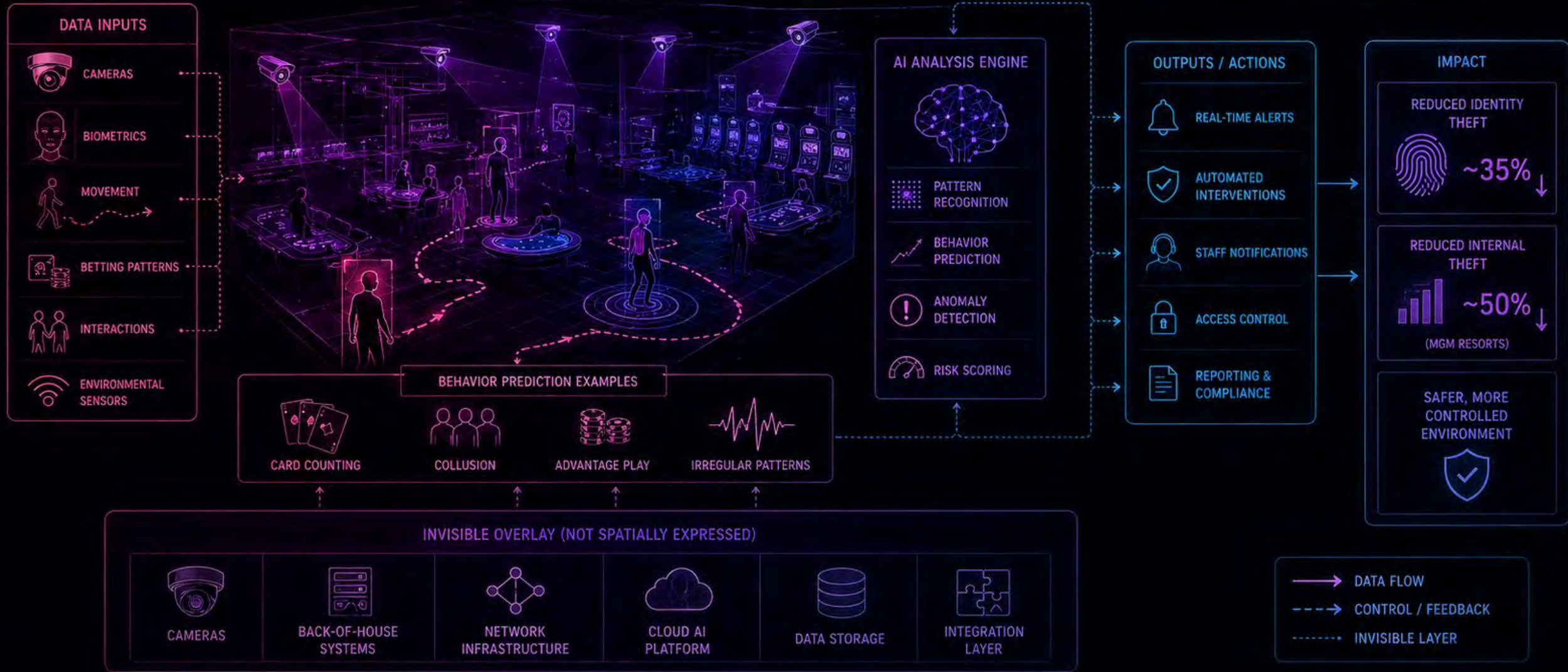
Algorithmic Surveillance

Digital Footprint Mining

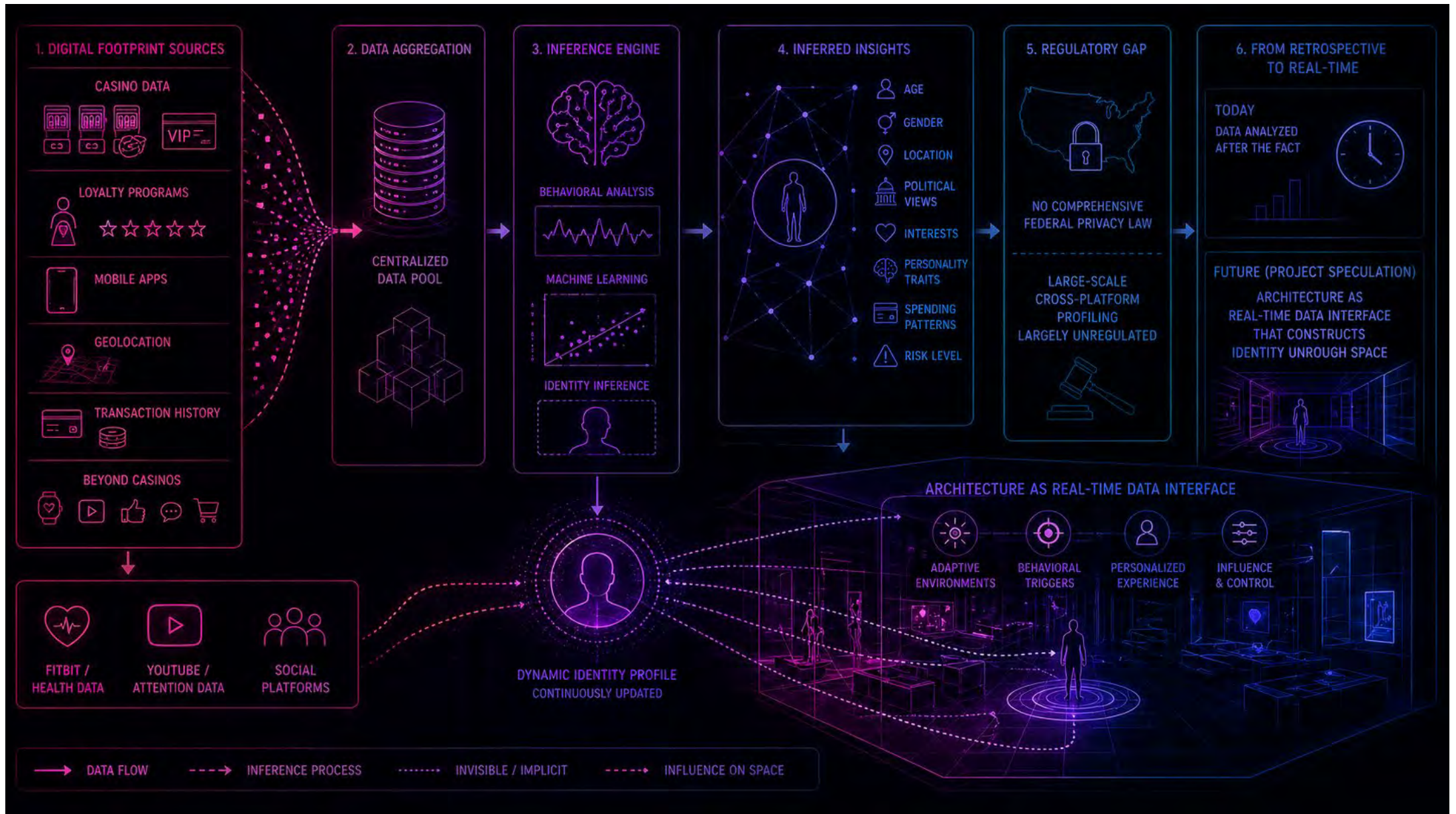
Aggressively Targeted Marketing

Frictionless consumption

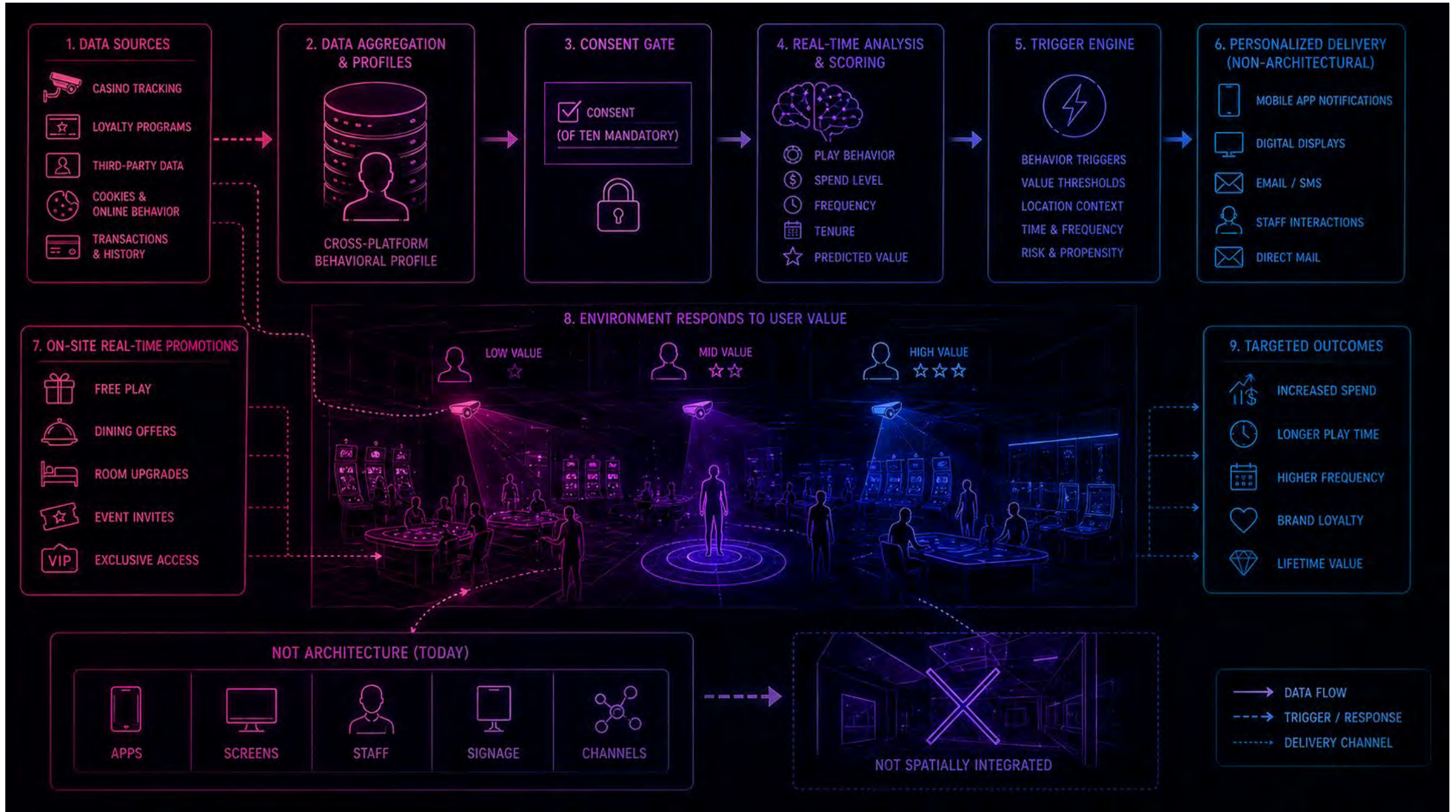
Algorithmic Surveillance



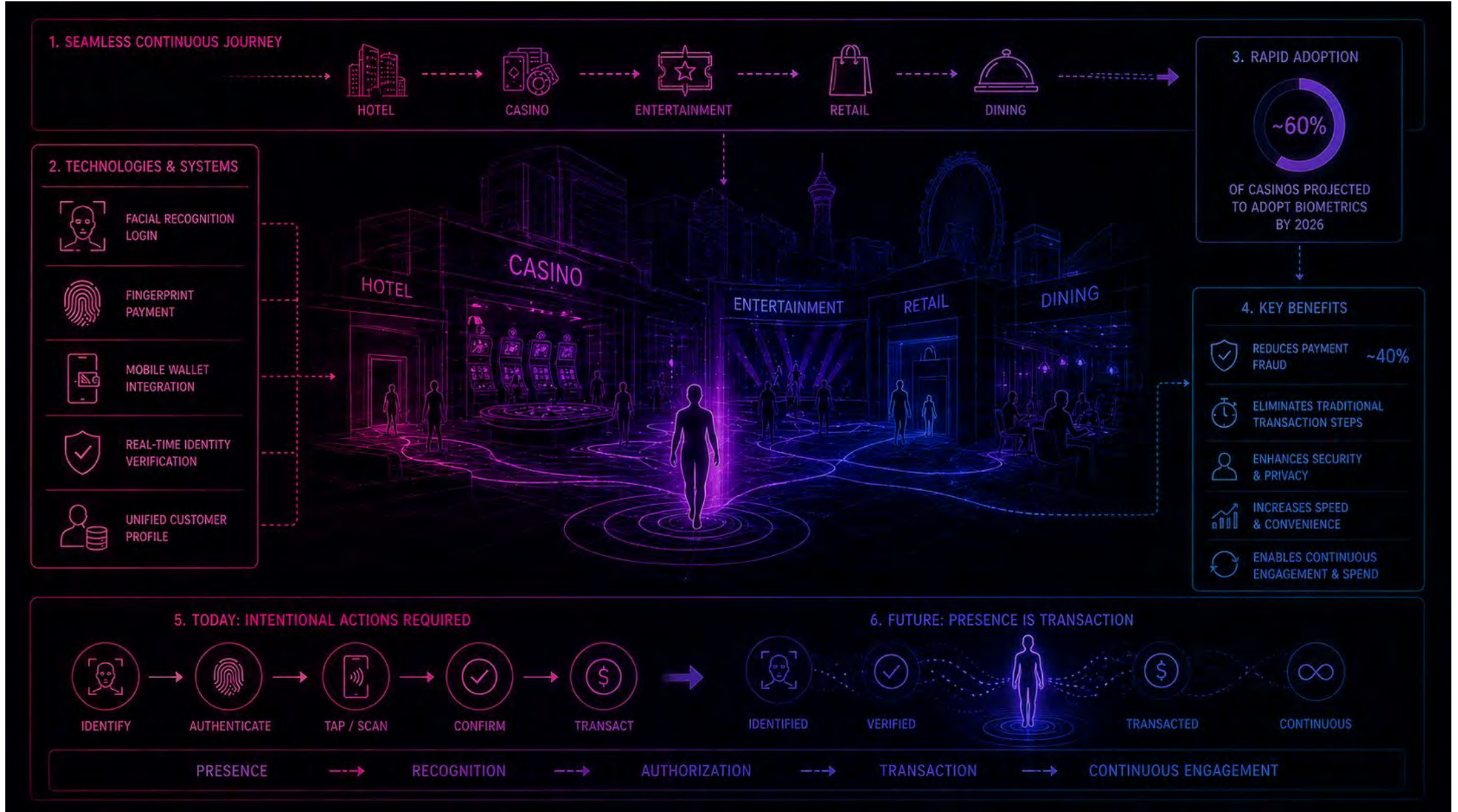
Digital Footprints and Data Mining



Aggressively Targeted Marketing



Frictionless Systems of Consumption





From Symbol to System

If Vegas once accelerated symbolism, what happens when the raw material is no longer signs, but data?

From Symbol to System



INCREASING ABSTRACTION

INCREASING CONSOLIDATION OF OWNERSHIP + CONTROL





Beyond the System

Speculating the Next Iteration of Las Vegas

How does technology's constant evolution impact Las Vegas?



N SERIES

BLACK MIRROR

Black Mirror as Analytical Lens



Luxury as Trojan Horse



Illusion of Choice



Surveillance



Gamification

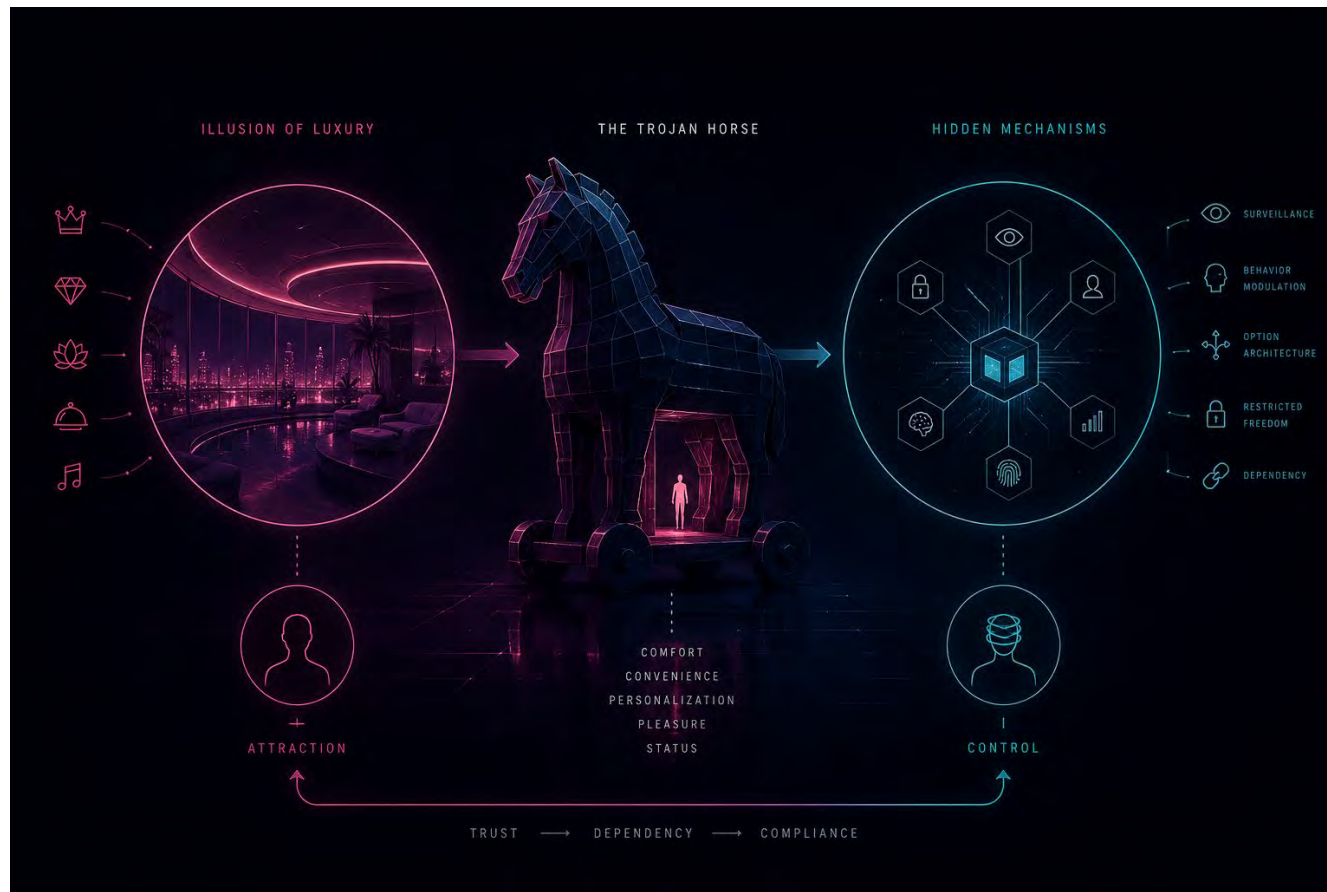


Spatial Manipulation

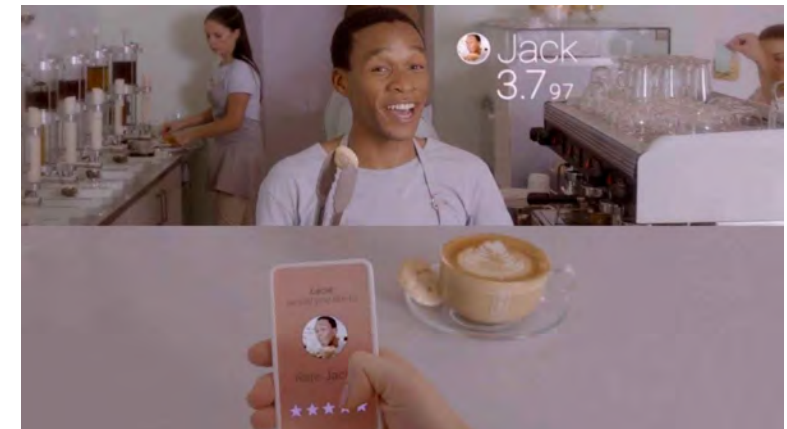




Luxury as Trojan Horse



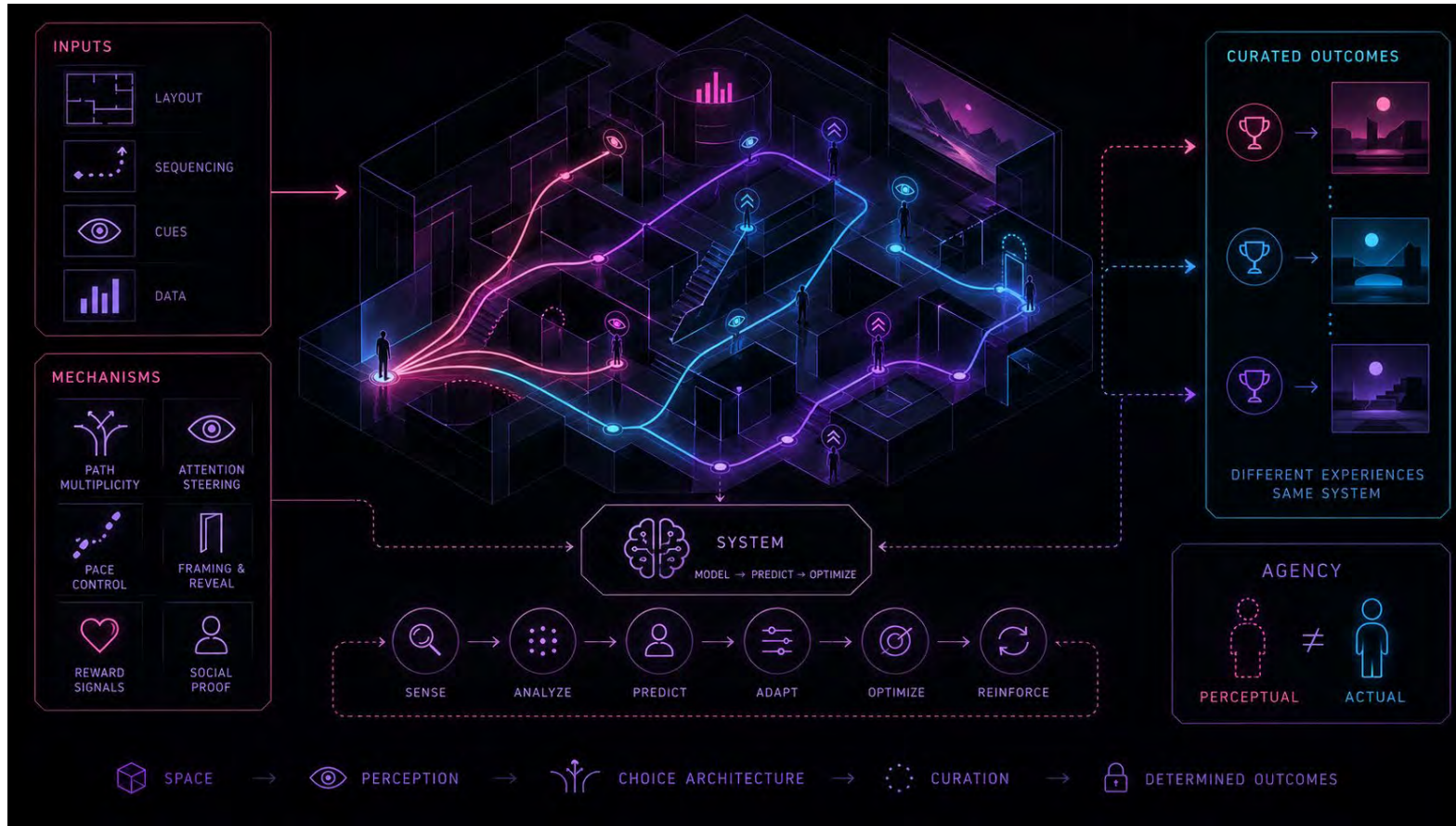
“Nosedive” (S3 E1)



“Fifteen Million Merits” (S1E2)



🎩 Illusion of Choice



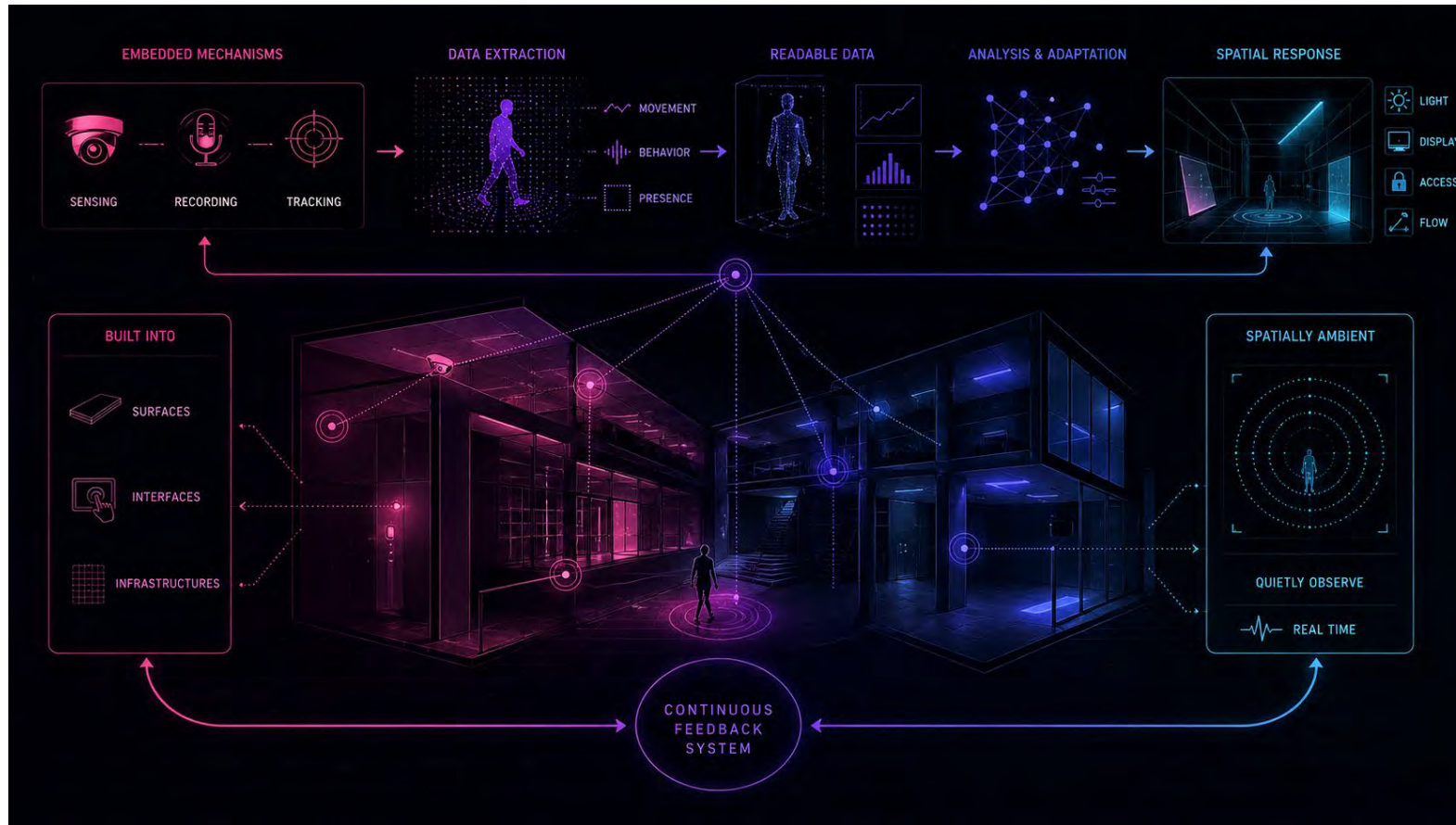
“Hang the DJ” (S4 E4)



“Arkangel” (S4E2)



Surveillance

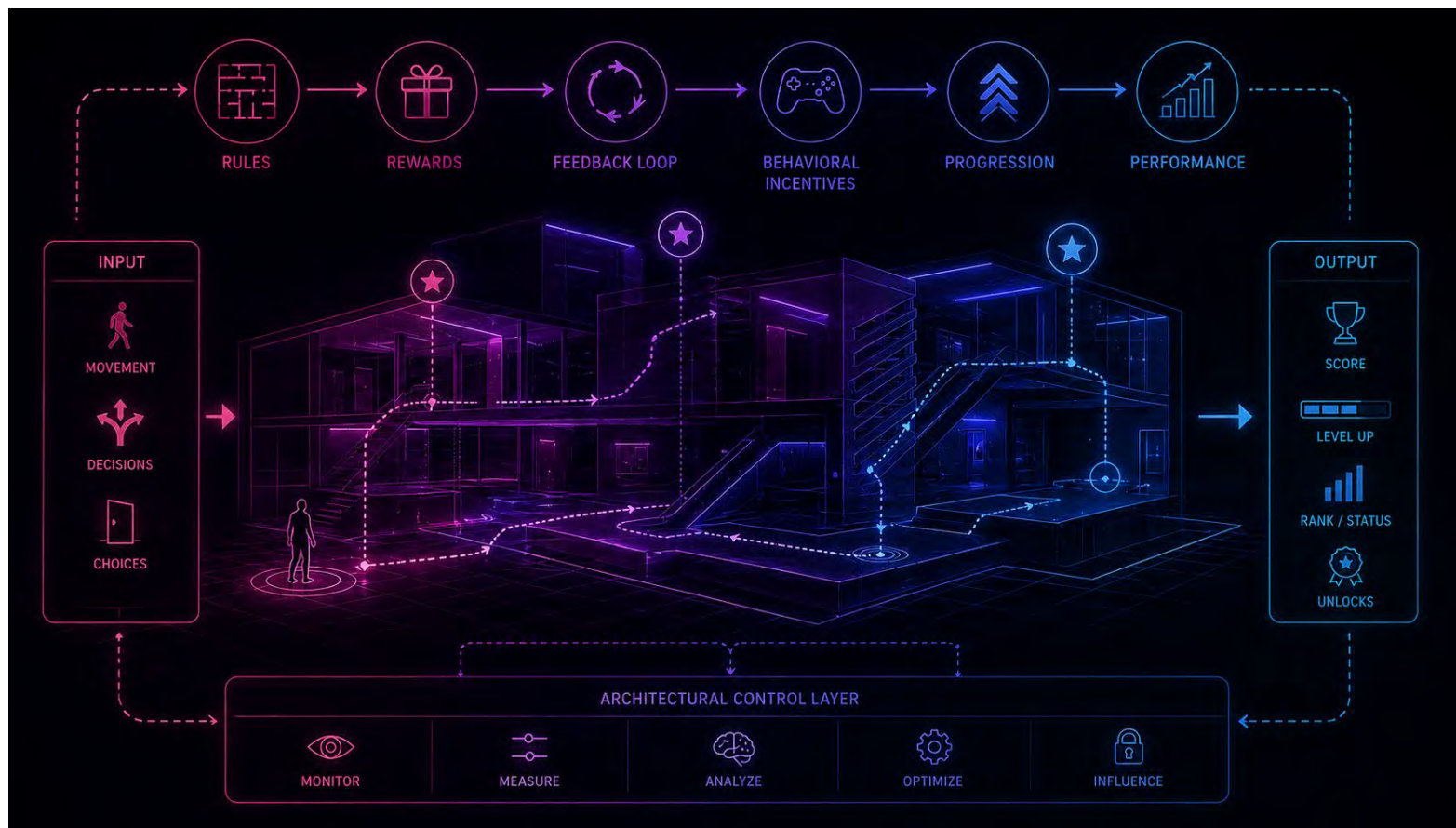


“The Entire History of You” (S1 E3)



“Arkangel” (S4E2)

Gamification

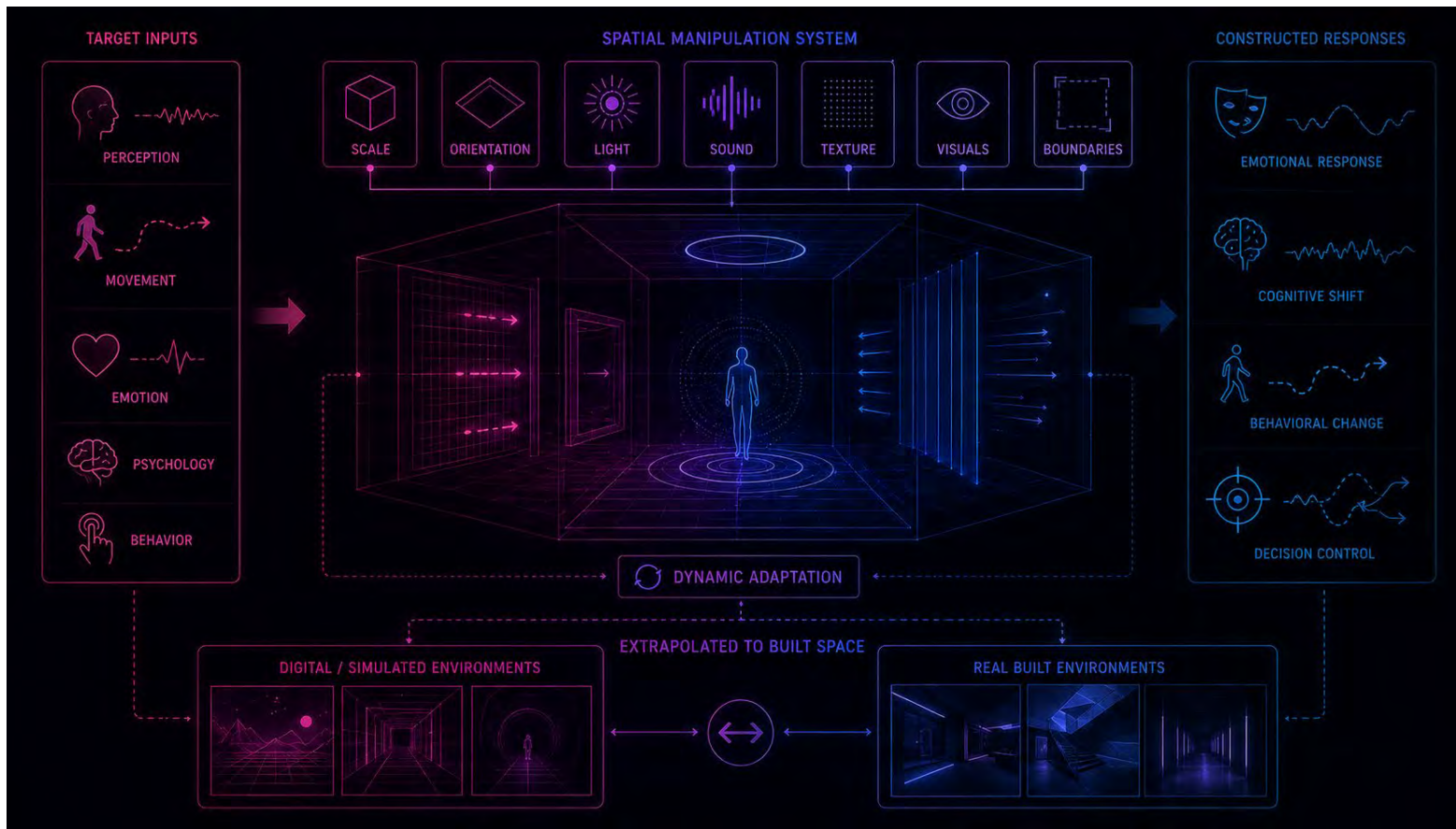


“Playtest” (S3 E2)



“Fifteen Million Merits” (S1E2)

Spatial Manipulation



“USS Callister” (S4 E1)



“Playtest” (S3 E2)



From Screen to Strip



ARCHITAXONOMY

1 | Neutral State (2026)



2 | Hyper-Curated Environment (+5 years)



3 | Post-Choice System (+10 years)



4 | Emergent Order (+15 years)



Black Mirror Themes

- Luxury as Trojan Horse
- Illusion of Choice
- Surveillance
- Gamification
- Spatial Manipulation

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1 | Neutral State (2026)



2 | Hyper-Curated Environment (+5 years)




3 | Post-Choice System (+10 years)



4 | Emergent Order (+15 years)



Black Mirror Themes

-  Luxury as Trojan Horse
-  Illusion of Choice
-  Surveillance
-  Gamification
-  Spatial Manipulation









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1 | Neutral State (2026)



2 | Hyper-Curated Environment (+5 years)



3 | Post-Choice System (+10 years)



4 | Emergent Order (+15 years)



Black Mirror Themes

-  Luxury as Trojan Horse
-  Illusion of Choice
-  Surveillance
-  Gamification
-  Spatial Manipulation





2 | Hyper-Curated Environment (+5 years)





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Black Mirror Themes

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Black Mirror Themes

-  Luxury as Trojan Horse
-  Illusion of Choice
-  Surveillance
-  Gamification
-  Spatial Manipulation





Welcome Amara, Nicole, and Alex!

Viva Las Vegas!

Girls Trip 2036

Girls Trip 2036

Good Luck Girls!

Viva Las Vegas!

Dior

Dior

NEXT ADVENTURE
DANCE PARTY
@ 10:00 PM

150707: \$1,200,000.00

TSLA	AMZL
TSLA	45.11
HEAL LATT	0.58
COMP R PPT	-0.1080

CASINO WINS
PROJECTION:
UNLIMITED

YOUR PRIVATE
CABANA, SECURE
@ 1:00 PM



THE SPHERE
HERE'S JOURNIES

THE NEXUS THEATRE

THE SPHERE
- IMMERSIVE JOURNIES

CABARET
LIVE

CABARET
THE - THE NEXUS THEATRE



CASINO

1 | Neutral State (2026)



2 | Hyper-Curated Environment (+5 years)



3 | Post-Choice System (+10 years)



4 | Emergent Order (+15 years)



Black Mirror Themes

-  Luxury as Trojan Horse
-  Illusion of Choice
-  Surveillance
-  Gamification
-  Spatial Manipulation

↑ VIA BELLAGIO SHOPS · SPAGO · → LAGO

DIOR

TRUNKS

LOUIS VUITTON

HARRY WINSTON

\$22,157.12

WHITNEY HOUSTON

\$20,561.22

WHEEL OF FORTUNE

WHEEL OF FORTUNE

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THE SPHERE
- IMMERSIVE JOURNEYS

JomiV
POWERED BY BILIBILI | REACH | REALITY | THE SPHERE
EXPERIENCE THE FUTURE

SPLASH POOL PARTY


OBSERVATION
DECK


DATA CORE

CABARET
LIVE - THE NEXUS THEATRE



1 | Neutral State (2026)



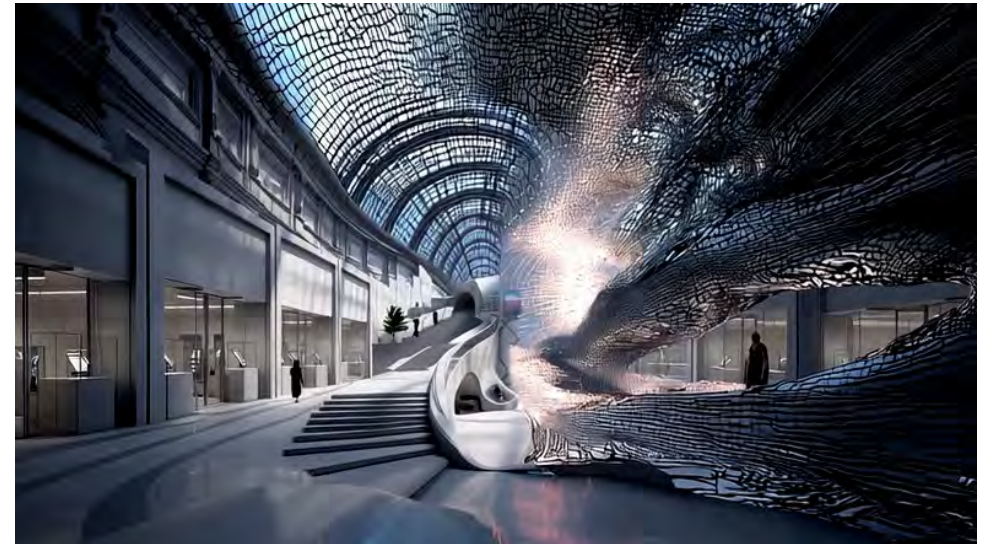
2 | Hyper-Curated Environment (+5 years)



3 | Post-Choice System (+10 years)



4 | Emergent Order (+15 years)



Black Mirror Themes

-  Luxury as Trojan Horse
-  Illusion of Choice
-  Surveillance
-  Gamification
-  Spatial Manipulation



USHER
LIVE IN LAS VEGAS



THIS WEEKEND
COLOSSEUM
CAESARS PALACE

WEEKENDS WITH
ADELE



COLOSSEUM
CAESARS PALACE

VEGAS
NEVER STOPS

LIVE ENTERTAINMENT
EVERY NIGHT



**HEINEKEN
SILVER
LAS VEGAS
GRAND PRIX**

NOV 21-23



RESIDENCY
DEALS
BOOK NOW

**CARRIE
UNDERWOOD**

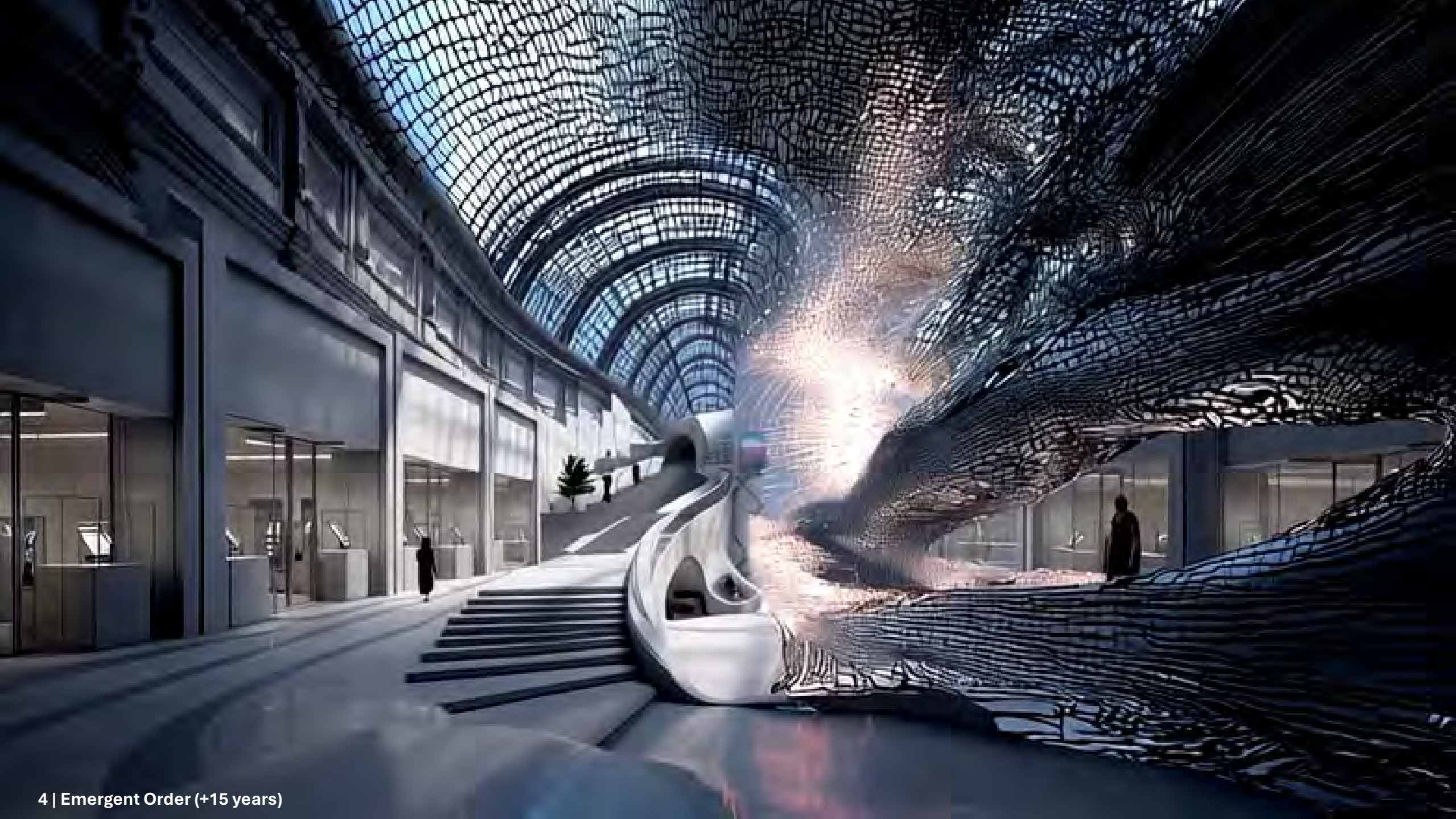


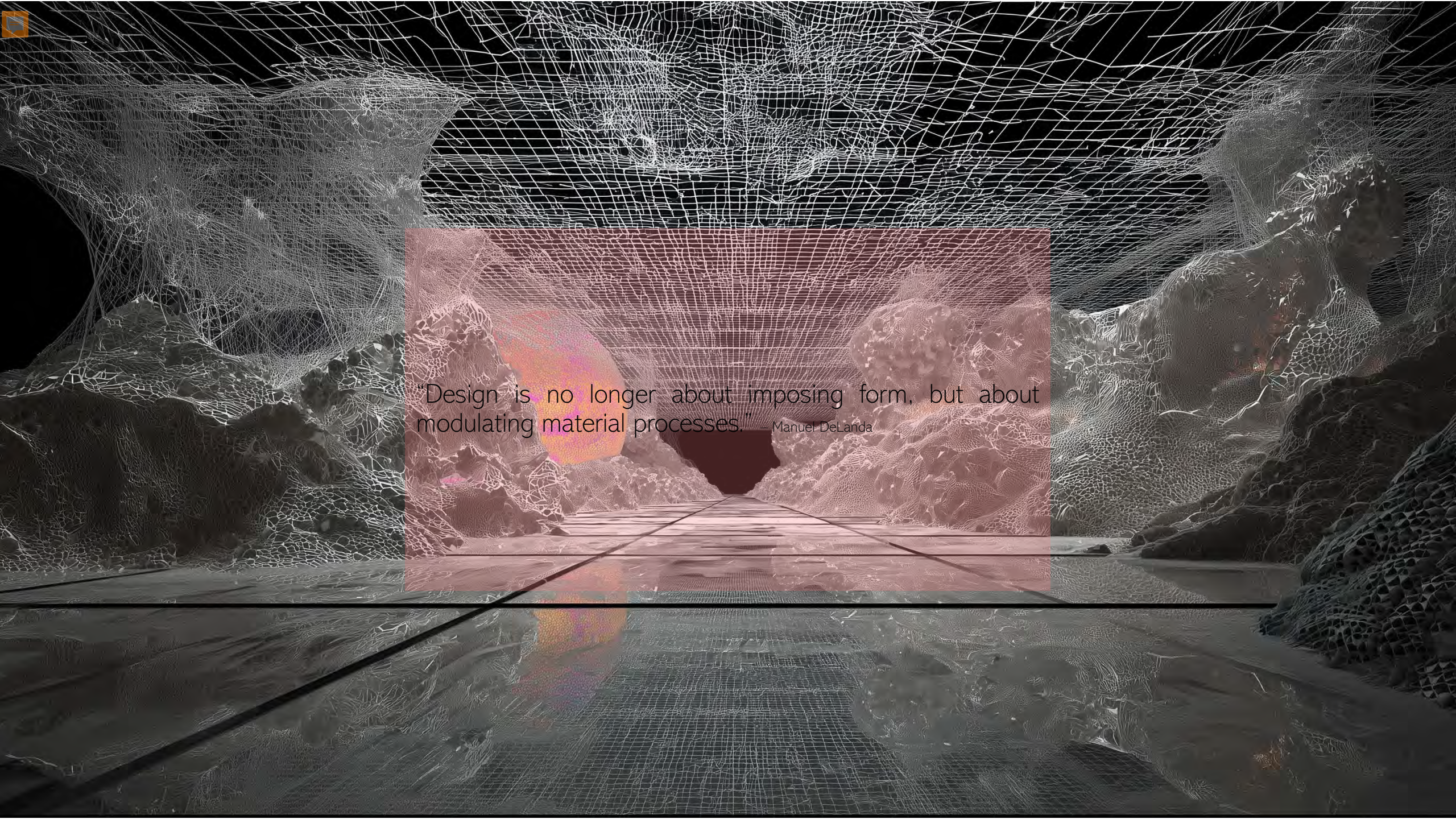
REFLECTION
THE RESIDENCY
RESORT SPHERE

**EVOLVE
TOMORROW
TONIGHT**









"Design is no longer about imposing form, but about modulating material processes." — Manuel DeLanda