



MotorCity Casino

A catalyst for urban revival in Detroit

Located in Detroit, Michigan, MotorCity Casino and entertainment center is emblazoned with the city's nickname, which is a salute to its automotive legacy. Finding a way to honor this legacy determined the design for this high-profile hospitality project. NORR's design team worked with a well-known car designer to incorporate distinctive design elements of classic American cars of the 1950s and 60s.

We meshed these automotive elements with the architectural features of the 1915 Wagner Baking Company building that already stood on the site. Famous for Wonder Bread and Hostess cakes, the building's historic brick exterior was preserved and integrated into the curved façade and undulating ribbon roof elements of the new hospitality building. Sleek stainless steel, tinted glass and aluminum give this dynamically themed building its retro automotive flair. NORR designers used Building Information Modeling (BIM) and CATIA, a program familiar to the automotive design industry to clearly communicate our design intent. MotorCity Casino celebrates Detroit in its heyday and serves as a catalyst for future urban development.

CLIENT	Detroit Entertainment LLC
PORTFOLIO	Hospitality
SIZE	800,000 SF (74,349 SM)
LOCATION	Detroit, MI, US
DATE	June 2008
SERVICES	Architecture MEP Engineering Structural Engineering

Hospitality

NORR's Hospitality team dreams big. Whether collaborating with a major hotel brand for the design of a cutting-edge new millennial-focused hotel concept or designing a custom boutique hotel in an urban setting, we bring the highest level of design standards and blend this expertise with specific local requirements to successfully deliver high quality solutions customized for specific sites.

From Signature Properties to Major Brands

NORR has a rich history in the resort, entertainment and hotel market internationally having worked for some of the world's most successful brands and developers. Our portfolio reflects a full range of accommodation types, from new and dramatic luxury resorts to boutique designs and focused service hotels. We also have a core strength in the design of hotel renovation projects for major brands that achieve their business goals through increased occupancy, average daily rate and guest satisfaction.

Working Across Geographies to Deliver the Guest Experience

Large mixed-use resort, entertainment and hotel design is driven by a wide range of design specialists. NORR has great success in leading diverse, geographically remote team members to achieve a fluid roll-out of project deliverables. Our multi-disciplinary team collaborates with clients to create the next generation guest experience. We leverage the unique location and culture in the design on balance with technology, facilities and local food and beverage, to create a specialized program that deliver real return on investment.

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