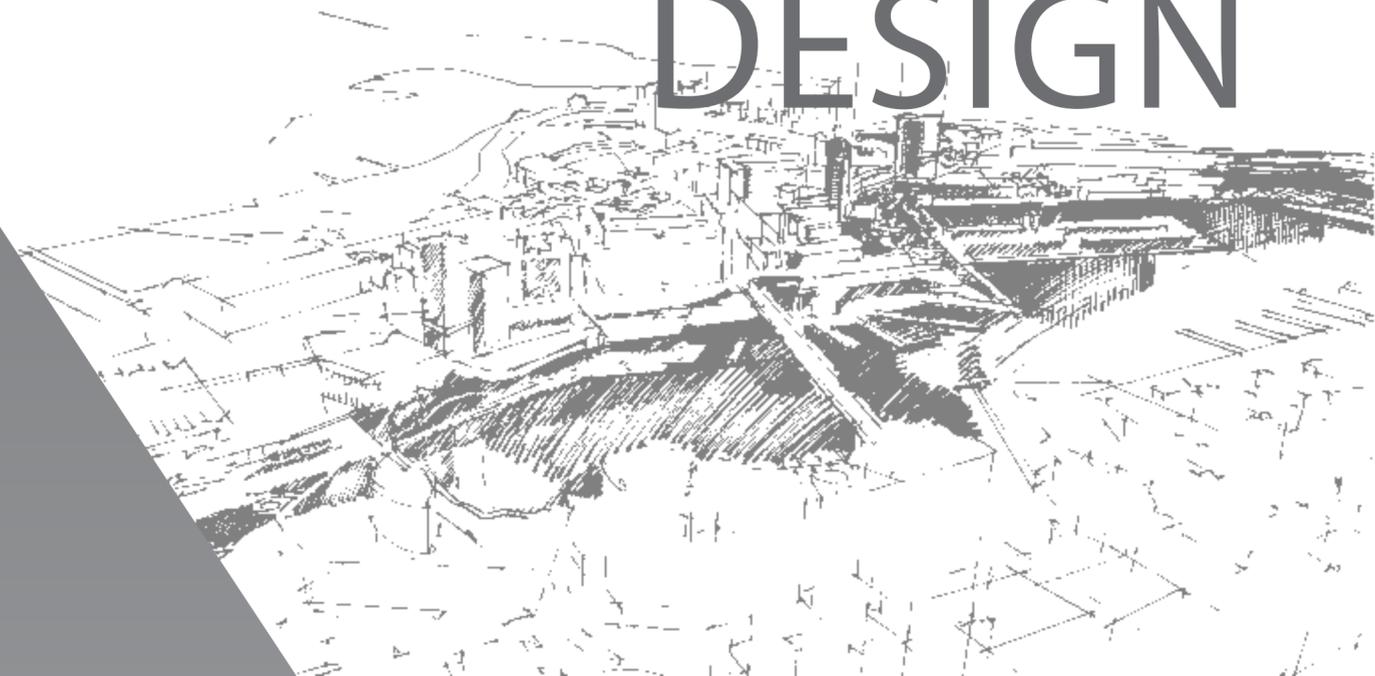


ECHO ENTERTAINMENT GROUP
Steelman Partners



Commercial in Confidence
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Defining Sydney's
**URBAN
DESIGN**



THE STAR
INTEGRATED CONNECTED RESORT

THE BOWLINE



**A WATERFRONT
AUSTRALIAN RESORT... THE STAR**

Sydney boasts an impressive array of traditional and modern architecture. The Sydney Opera House is possibly the most recognized and loved building in the world. The future is optimistically expressed with the new Sydney International Convention Center and SICEEP.

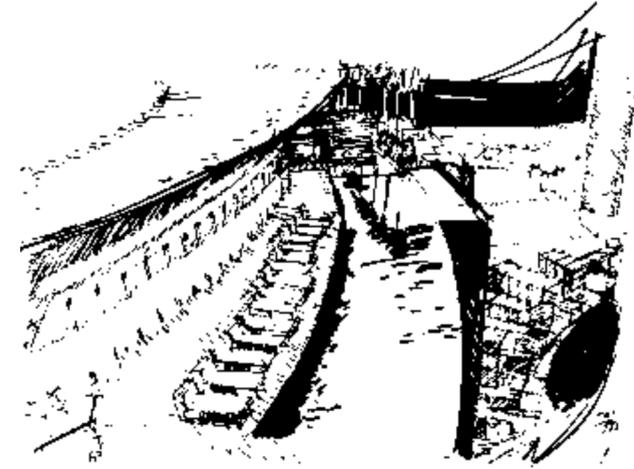
Echo Entertainment is proud to present a proposal for a complete transformation of the Star Resort that is unlike any other destination in the world. It will be the first integrated resort that is truly designed to be a part of a grand master plan.

This resort will be designed to be an integral component of Sydney's brand. The planned resort will be expanded and renovated to enhance the diverse urban experience uniquely defined by Sydney.

Through the development and operations of the new integrated resort, and in cooperation with the Government of New South Wales, we seek to execute a business strategy that generates diverse benefits for both Echo Entertainment and Sydney as a whole.

By developing a unique, multifaceted attraction in Sydney, distinguished by a world-class standard of operation, the connected, integrated resort will become an internationally recognized architectural and urban design, targeted toward premium leisure, business, and tourism customers from Asian and other international destinations.

We will synergize relationships between our resort and the vast urban infrastructure of Sydney.



We propose to deliver this combination by:

- Enhancing and expanding the urban infrastructure to deliver a full urban entertainment district that belongs in and complements Sydney.
- Drawing on our experience to energize a large group of foreign and local visitors.
- Expanding our hotel offering to assist in the development of the new international convention, exhibition, and theatre close to the site.
- Anchoring one end of our urban plan with the Convention Center and the opposing end with the new integrated resort.
- Creating a premium gaming environment that will aggressively market to all international high limit players.
- Developing a unique, lush, artful, waterfront walk that links all of the entertainment and convention amenities.
- Connecting the Sydney CBD and this new entertainment district in an exciting, dynamic way.
- Animating the waterfront facility and the urban walk through the genius of local sculptors and artists.



THE STAR INTEGRATED CONNECTED RESORT

To effectively compete with the modern-day integrated resorts of Macau, Singapore, The Philippines, and Melbourne, The Star must achieve several goals:

The Integrated Resort should consist of the following:

- Hotel rooms and Suites
- Convention/ Meeting Space
- Restaurants, Bars, Nightclubs, Buffets/ Food Courts
- Health Club & Spa
- Extravagant Pools and Outdoor areas
- Theatres and Multi-Purpose Rooms
- Retail Shopping Entertainment Area
- Cultural Exhibit/ Display
- Casinos and High Limit Casinos

The existing Sydney Star has many of the above areas but will need to add some to be brought up to the new worldwide standard and scale.

Existing Hotel Rooms and Suites

The Star has several hotels. One that is a tourist/ convention hotel and the other a boutique hotel, (The Darling). The existing older hotels will need to be renovated to become a true convention hotel with a business floor/ lounge. There needs to be several additions to complete an integrated resort complex.

A recognized spa-branded hotel. We are in early stages of negotiations to achieve this outcome.

A new six-star hotel to accommodate the needs and expectations of the international VIP customers. The rooms of this VIP hotel need to be 60-70 SM to compete with the rising international standards.

Convention/ Meeting Center

The Star Integrated Connected Resort is not a full sized Convention facility. The Star does have one large multi purpose room which can accommodate 1000 people for a banquet. The Star will also add a convention level in the VIP Hotel. The Star integrated connected resort will create "The Bowline" to utilize the new Sydney International Convention Center as it's convention component. The Star will act as a supporting hotel and entertainment center to the ICC.

The Convention Center Connection

The Star needs a strong connection to the new Sydney International Convention Center. This connection will complement The Star and ICC. Furthermore, the connection will also touch retail/ restaurants, outdoor, parkland, and public space attractions, a cultural attraction (the Maritime Museum), and the Convention Center. We will propose a unique waterfront walk, but also explore a small environmental, electric trolley allowing all of the buildings to interact together all in a fun, weatherproof way. Integrating these elements into the urban district of The Star will create a successful connected integrated resort.

Restaurants, Bars, Entertainment, Buffets, Food Courts

The new Star will need a significant increase in the number of food and beverage outlets to more effectively compete with the today's integrated resorts. The new Star will build a connection to the many restaurants on the waterfront through the urban connection mentioned previously. It will also construct several new food offerings to ensure that the full spectrum of tastes and budgets are accounted for.

1. A new World Food Court – an amazing spectacle of food, drink and deserts with multiple venues and seating up to 500. This food court will be accessible from the street without entering the casino.
2. A new buffet... all with action food stations... an amazing display of the fun of food and cooking.
3. Two new signature restaurants in the hotels overlooking the waterfront.
4. A new premium Chinese Restaurant, front and center, looking over the harbour.
5. A new Hotel Pool Restaurant and a new entertainment bar in the Spa Hotel
6. A new Hotel Pool Restaurant and entertainment venue in the signature VIP hotel.
7. A new food and beverage attraction area at level five, featuring multiple, new, local restaurants and bars. This outdoor seafront entertainment district will be a major attraction area for locals and tourists.
8. Two new bars will be constructed in the casino: a modern sports bar with the largest indoor video screens in Australia, and a new center bar destined to become the place to meet and greet in the casino.

Health Club/ Spa

The Star will offer new spas featuring the ultimate in treatments, relaxation and wellness services.

Extravagant Paradise Pools and Outdoor areas

The pools are a signature of an Integrated Resort. The pools need to blend seamlessly with the waterfront even if they are on an upper roof. Infinity Edge dynamic pools are extremely popular.

Outdoor Waterfront Area: The Seafront District

The area that is discussed in the restaurant section will also have its own waterfront. Surrounding a dynamic entertainment sea will be a village of the best modern Australian beach villas filled with restaurants and bars. This area will feature waterfront entertainment nightly that will include the following:

1. Water feature featuring entertainment shows and water and light spectaculars
2. Videos screens for sports events and other functions

Theatres and Multi-Purpose Rooms

The Star has two theatres including a large Events Center and a theatre (The Lyric). These theatres will remain active participants in the Integrated Resort.

Retail Shopping Entertainment Area

The Star currently has a small retail center. It will be expanded when the food court is completed. It will feature the shops that most Asian hotel guests desire. The adjacent shopping Area Cockle Bay Wharf is a unique waterfront shopping district that features many bars and restaurants. The urban plan will connect this area to The Star. Development will be mindful of any evolution of the harbourside.

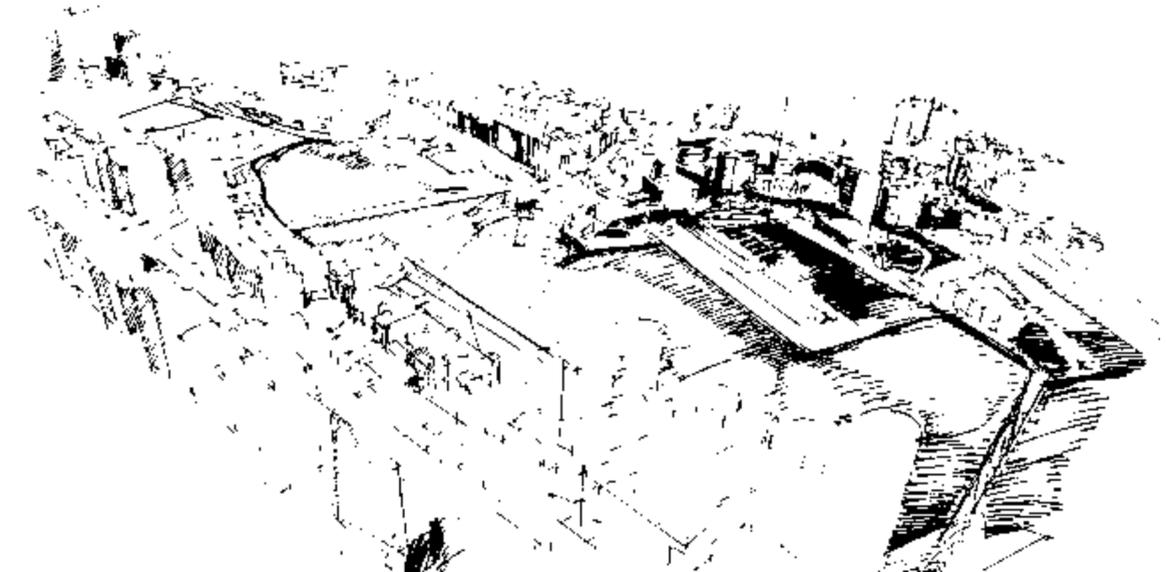
Cultural Exhibit/ Display

The Star will take full advantage of these synergies on the waterfront through this new urban connection.

Gaming

The Star will reconfigure, renovate and expand its casinos. This will include the following:

1. Fix all of the entries taking the entry points to the main casino down to a quantity of six (Two Main Entries, Three Hotel Points, Food Court).
2. Move, renovate, and expand the Oasis Casino to the north Mezzanine.
3. Create a new Sovereign Casino with High Limit Rooms.
4. Create a Jade Room with High Roller Casino Rooms.
5. Renovate the existing Sovereign Private Gaming Rooms.
6. Create a VIP luxury room overlooking the waterfront.
7. Create two new small "Sky Casinos" on each new tower at the pool overlook.
8. Build five new Australian beach villas on the infinity pool above the VIP Casino.



COHESIVE COMPONENTS

The Star Resort's cohesive critical mass of visitation facilities will be planned, designed and operated to maximize the synergy between the components.

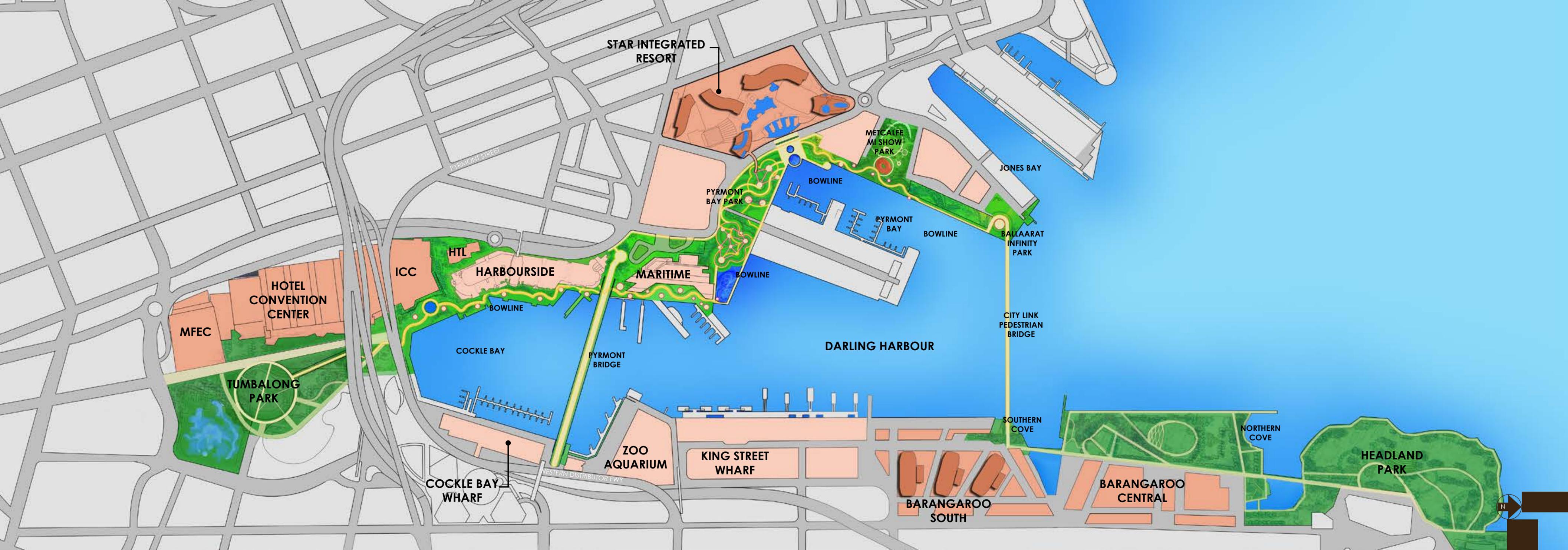
Echo Entertainment's experience in operating large hotel resorts has directed the concept development of the new connected, integrated resort and its surrounding urban plan. The new hotels will add approximately 500 hotel rooms and suites. This expansion of rooms will serve as a part of the hotel base the city and the new International Convention Center requires. All of the hotels will be accessed without visual exposure to the casino.

Our goal is to connect a series of elements on the Sydney waterfront together... each powerful... each necessary to create a world class entertainment destination. These elements include the following:

- Sydney International Convention Center
- SICEEP Theatre
- Star Integrated Resort
- Star proposed Spa Hotel
- Star proposed VIP Hotel
- Food and Beverage Outlets in The Star
- Theatre and multi-function rooms in The Star
- Multiple waterfront restaurants/ entertainment venues
- Australian National Maritime Museum
- The Waterfront
- The Seafront District restaurants and bars
- The Metcalfe MiShow Park
- Entertainment Pools
- Health Spas
- Retail
- Casino featuring all market segments

This district will be connected together by *The Bowline*. Echo Entertainment proposes a unique must-see connection, pedestrian, and bicycle bridge to Barangaroo and the Sydney CBD. Additionally, a small trolley car implemented through The Bowline presents an opportunity to create a unique transportation system between both sides of the harbour. Connecting the cohesive entertainment district as described above to Sydney fulfills an important link in creating a better connected city for the people.





STAR INTEGRATED RESORT

METCALFE MI SHOW PARK

JONES BAY

PYRMONT STREET

PYRMONT BAY PARK

BOWLINE

PYRMONT BAY

BOWLINE

BALLARAT INFINITY PARK

HTL

HARBOURSIDE

MARITIME

BOWLINE

ICC

HOTEL CONVENTION CENTER

MFEC

BOWLINE

COCKLE BAY

PYRMONT BRIDGE

DARLING HARBOUR

CITY LINK PEDESTRIAN BRIDGE

TUMBALONG PARK

SOUTHERN COVE

NORTHERN COVE

COCKLE BAY WHARF

ZOO AQUARIUM

KING STREET WHARF

WESTERN DISTRIBUTOR FWY

BARANGAROO SOUTH

BARANGAROO CENTRAL

HEADLAND PARK

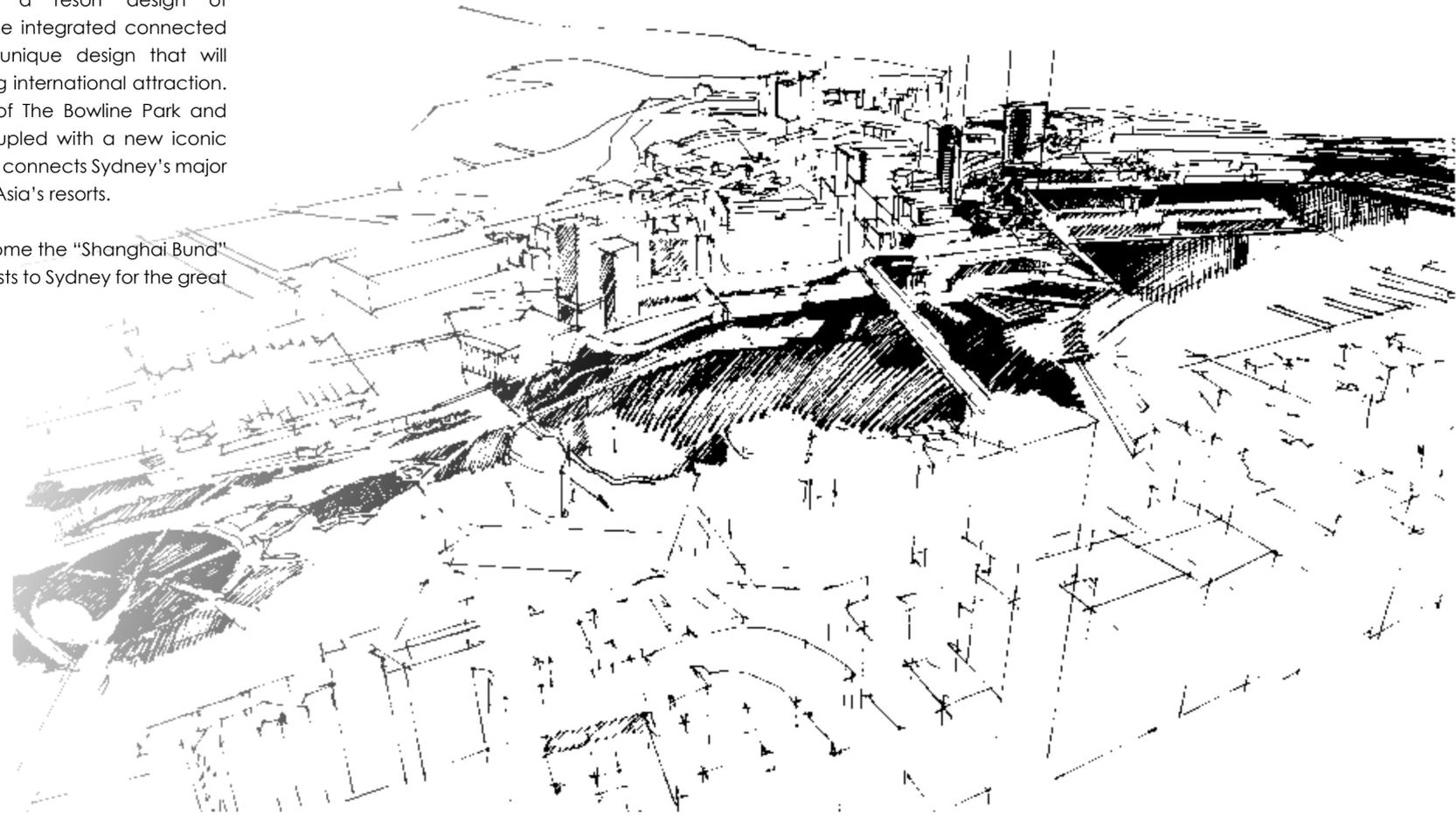


FLAGSHIP IN AUSTRALIA

The Star is and will continue to be the Echo Entertainment Flagship Resort in Australia.

The emphasis focuses on a resort design of unprecedented innovation. The integrated connected resort will represent a truly unique design that will become a visitation generating international attraction. The progressive environment of The Bowline Park and its entertainment features, coupled with a new iconic pedestrian crossing bridge that connects Sydney's major attractions, are singular within Asia's resorts.

This new urban design will become the "Shanghai Bund" of Sydney attracting more tourists to Sydney for the great entertainment experience.



THE RESORT'S SIGNIFICANCE

The increased visitation driven by the critical mass of entertainment, cultural, and business uses will create economic benefits that will reverberate from the hospitality and service sectors throughout the economy of Sydney.

The integrated connected resort, and The Bowline, will establish Sydney's place in the region as Australia's premier center of culture, convention, and entertainment. This cultural magnet will drive development in the realms of culture, arts, business and creative industries.

There is already a significant gaming market that is highly accessible to Sydney. Through superior urban design as well as Australia's most far-reaching gaming marketing network, the future resort will attract existing patrons of these markets as well as regional and international premium players that currently only find premium gaming facilities abroad.

The majority of the resort's diverse economic impacts will accrue to the existing hospitality and services industry in Sydney, and will significantly extend the direct economic benefits generated by the Resort.

An integrated destination at the accessible and prominent site of Darling Harbour, the future integrated resort and The Bowline are poised to drive an increase in visitation to Sydney.

A growing collection of diverse activities and massive attractions along the harbourfront beckon tourists and attract new visitation from a variety of potential audiences: the cultural tourism center, regional convention business visitors, as well as gaming and entertainment patrons.

More critical to Sydney's long-term positioning is the step that the integrated connected resort and The Bowline take towards enhancing Sydney as a must-see destination in Australia.

Echo Entertainment's proposed Star Resort and The Bowline provide a nexus of business, leisure, and culture that will be pivotal in this process by combining every form of tourist visitation generating element possible.



OUR COMMITMENT TO SYDNEY

Echo Entertainment, The Star Resort, and The Bowline will be at once a place for the meeting of business minds, a location of cultural and artistic dialogue, and a center of diverse entertainment.

Echo Entertainment's vision in Sydney is to develop an integrated resort and an urban district that combines gaming, entertainment, culture and the arts, convention, exhibition, and hospitality in a destination that is unique in composition and critical mass in Australia. Furthermore, Echo Entertainment seeks to operate its planned facilities cohesively with the highest standards of social responsibility and corporate professionalism.

We envision that this unique destination will transform Sydney's profile as a tourist destination by contributing a multifaceted visitation generating asset that is an extension of Sydney's continuing urban development.

We are honored to present our proposal for The Star Integrated connected resort and The Bowline to the people and Government of New South Wales.



Singing Tree

Concept in partnership with the MCA:
The Singing, Ringing Tree by Mike Tonkin,
 Anna Liu, Lancashire, England



DESIGN CONCEPT

An overview of Sydney's urban fabric indicates that the city is divided into a series of districts. Historically, these districts have evolved out of the seafront cultural landscape of Sydney, the diverse, harmonious and colorful mix for which Sydney has become renowned.

A unique and dominant character that threads these districts together is the seafront culture, which energizes the city and simultaneously provides a fragrant haven of calm. Unlike some other districts of Sydney, the site of the integrated connected resort and The Bowline continue as a man-made landscape.

In an effort to complement Sydney's brand, the overarching concept nods to Sydney's past and presents a celebrated look toward the future.

The new resort and The Bowline sites offer:

- An uninhibited outlook that grants an achievable environment and lifestyle for all walks of life.
- An incredible "work hard, live large" opportunity for Sydney's residents and visitors.
- A progressive solution that incorporates art, technology, interactivity, and encouragement
- A fresh and beautiful place for all to enjoy

Its comparable short history offers the potential to celebrate the harbour front site with a unique and distinctive identity – a dynamic entertainment, cultural and arts district. The development will become a fresh new breeze within the landscape of Sydney, a new wind that will further reinforce Sydney's international identity as a global city of excellence.

Sydney's Museum of Contemporary Art Australia (MCA) has agreed to partner with Echo Entertainment in the creation of the "Bowline" Connection. The MCA will advise on, curate, and maintain the extensive public art program proposed as an important element of the connectivity and activation of the new precinct. The program may include permanent installations as well as pieces which can be regularly renewed, in order to ensure that the visitor experience remains both consistent and compelling. The quality and artistic integrity of the program, ensured by the MCA's involvement, means that the Bowline will truly extend and complement the "cultural ribbon" linking Sydney's famous foreshore cultural institutions.



Concept in partnership with the MCA: The solar sculpture installation on The Bowline is constantly changing in its form, pattern and color in accordance with how the sun is positioned in the sky and the amount of energy that is received from its rays in combination with the pedestrian traffic around it.



HISTORY OF URBAN PLANNING AND INTEGRATED RESORTS

Urban Planning Thoughts Regarding Integrated Resorts

Integrated resorts in recent times have seen unprecedented success especially in the Asian region. Integrated resorts are larger, more exotic, and more attractive than ever before. They are no longer designed as "boxes" to keep people in eternal darkness. Integrated resorts have now become a significant part of the urban structure of many great cities. What are we, the architects and resort owners, doing now to design our facilities to give to the city?

- We are cracking the integrated resorts open so they are the energy anchors at many locations on the city streets yet we are respectful that gaming is an adult activity.
- We are day lighting our integrated resorts so people can live in the rhythm of life within our buildings.

- We are creating active façades that create street life on all sides of our buildings (still mindful of noise impact).
- Our roof podiums now feature an active use such as restaurants and entertainment venues.
- Landscaping and the suburban approach to entertainment life is now required and our resort clients are very interested in creating spectacular landscaping displays.
- Integrated resorts built 20 years ago featured a design trick or attraction (Volcano, Fountains). Now a resort needs ten unique "must-see" elements that have nothing to do with gaming.
- Integrated resorts were originally designed with small guest rooms. The standard size was once 35 SM; now many hotels are designed to have 90 SM suites as standard rooms.
- Integrated resorts are now designed to connect to other attractions like convention centers, retail/ cultural districts.

- Integrated resorts are now being designed to serve the Hotel "room need" of a major convention center... and our new hotels do not make the convention guest go through the casino to his/her room.
- Integrated resorts are now being designed to take advantage of a view... and allow the gaming customers to take part in the daily beauty of life.

The Star was designed and constructed when casinos were very different. The owners, architects and designers gave this casino the structure to be a great building. The recent transformation started the renovation to the future process... now Echo Entertainment will complete this expansion and make this building a true part of the Sydney waterfront culture and allow it to compete on a global scale as a great entertainment attraction.

Now is the time for the first
Integrated Connected Resort in the world.



URBAN PLANNING

There are several goals for the new integrated resort to develop the urban plan needed for a must-see district.

The Bowline

- Connect the existing facilities to create a unique harbourfront entertainment district. This connection will feature a unique waterfront ribbon park that will connect all of the significant buildings around Pyrmont Bay and Cockle Bay.
- The walk will be an attraction similar to the Highline in Brooklyn, yet have a distinctive "Sydney" feeling. The walk will feature lush green plantings, custom light pole fixtures with security cameras, video projectors, wireless internet broadcast points, and beautifully designed urban furniture.
- The Bowline may also feature a trolley car system which will transport people to their destinations comfortably in inclement weather.

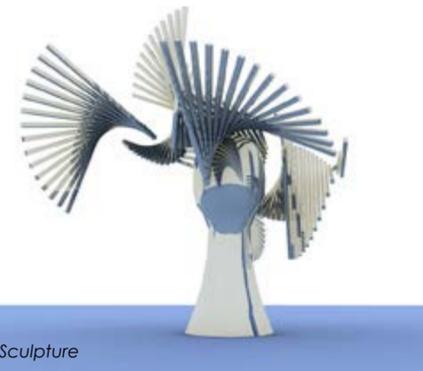
Echo Entertainment wants to use the most creative Australian ideas for The Bowline. It is the company's intention to organize a competition to create a signature design that makes Sydney proud.

- The park will use wind and energy as its innovative theme. Wind energy will be passed through various sculptures to show its power. The power of wind can move objects, create sounds, and prompt many other interesting effects in these whimsical art pieces.
- The Bowline is a public-use park although we would like for Sydney to promote alfresco activities to create an urban destination. The Bowline should feature areas for events, dining and drinking. It will be a hub of activity for people watching, relaxation and recreation all while taking in gorgeous views of the city and the harbour.
- The anchors of The Bowline will be the ICC, the SICEEP, Barangaroo, and the new integrated connected waterfront resort.



Ele-Fun Sculpture

Concept in partnership with the MCA
This abstract mechanical wind creature has several elephant trunk-like limbs which fall into harmonic oscillations as wind direction and intensity varies.



Ivy Sculpture

Concept in partnership with the MCA
Ivy - Manolo Valdes - New York, New York, USA



URBAN PLANNING GREEN SPACE

The Parks

We believe there are three enhanced parks within The Bowline. Our plans will respect and maintain casual leisure usage of the existing parks across the precincts.

Pyrmont Bay Park

This is the nexus of The Bowline. This park will feature spectacular landscaping and expansive green lawns for all types of activities as well as unique wind sculptures.

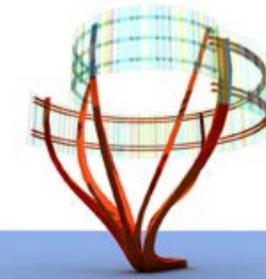
Ballaarat Infinity Park

We envision this park to be the touch down point of the proposed pedestrian and bicycle bridge. It will feature incredible views of Sydney, the different bays, maritime travel and Barangaroo.

Metcalf MiShow Park

This is the home of a unique interactive experience for all who visit The Bowline. Visitors will enjoy an incredible public art installation centered around the latest technology, music, lighting, and human interaction.

Echo Entertainment wants to use the most creative Australian ideas for The Bowline. It is the company's intention to organize a competition to create a signature design that makes Sydney proud.



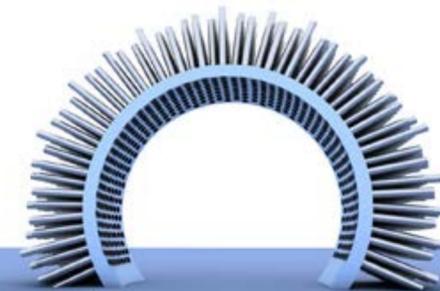
Color Current Sculpture

Concept in partnership with the MCA
This sculpture changes its vertical color coating based on various atmospheric changes. Sensors pick up barometric pressure, wind intensity, and temperature to program the color surface in real-time.



The Third Eye Sculpture

Concept in partnership with the MCA
A three branched structure supports nested rings on each branch. Each nested ring in turn act as gyroscopic elements that turn around their own axes.



Aelus Sculpture

Concept in partnership with the MCA
Aeolus - Luke Jerram - United Kingdom



URBAN PLANNING

The Pyrmont Bay Park is designed to become the nexus of Sydney's new feature precinct.

- It is the connection link to all of the attractions.
- It connects the integrated resort to the harbour.
- The Bowline is the tourist attraction that will create a difference in attracting more people to the district.
- We have proposed a parking structure and bicycle depot under the park to support increased tourism of the Bowline and the integrated, connected resort.



URBAN PLANNING

The Bridge Link:

As Sydney's new feature precinct is completed, our proposal seeks to enhance connectivity east-west across the city, addressing existing capacity issues and the significant further demand that will be introduced as the precinct, including Barangaroo, becomes fully occupied and active. With the existing Pyrmont Bridge already at capacity in peak, a new iconic pedestrian and cycle bridge, the "CityLink", is proposed to relieve transport pressure for people travelling from the Pyrmont side to Barangaroo or further into the CBD.

The "CityLink" will provide a missing transport connection and an enhancement to the walkability of the city for tourists and Sydneysiders alike. A separate pedestrian and bike 'lane' will ensure safe, enjoyable shared use.

The span involved is approximately equivalent to the existing Pyrmont Bridge, and similar pedestrian bridges in Melbourne, Brisbane and overseas. The bridge will be operable to accommodate occasional tall ships, and will have permanent clearance to enable regular water traffic such as ferries.

To ensure an appropriately iconic yet locally-sympathetic design, it is anticipated that leading Australian and international architects would be invited to participate in a design competition for the CityLink.

By completing the Barangaroo-Darling Harbour-Pyrmont loop, the CityLink will also fully enable the cohesive activation and presentation of Sydney's new feature precinct, unlocking full competitive potential for the city.

The Trolley Car:

An electric, environmentally friendly trolley car could connect the entire district together. The trolley car could stop at the new ICC, Maritime Museum, and all of the major buildings along the Bowline.



Electric Trolley Car



URBAN PLANNING

Ballaarat Infinity Park

We propose a new park at the bridge connection called the Infinity Park to become the touchdown point from the new bridge. It serves as the entry to The Bowline as well as the pedestrian gateway to the new integrated, connected resort.

- It will be a key promontory observation point of the Sydney CBD and the new Barangaroo.
- It will become a connective landmark for cyclists and pedestrians coming from Barangaroo and the Sydney CBD. Guests of the park will experience the best views of the city. This park is located to allow for a memorable tourist experience.



Echo Entertainment wants to use the most creative Australian ideas for the Bridge Design. It is the company's intention to organize a competition to create a signature design that Sydney will be proud of.

URBAN PLANNING

The Arts

It is very important that the new integrated resort make a significant contribution to the Arts of Sydney. Traveling and permanent sculptures and artwork will be encouraged throughout the greenspace of The Bowline.

A walk through The Bowline will become an interactive experience for all visitors and create an artistic journey that adapts to all conditions.

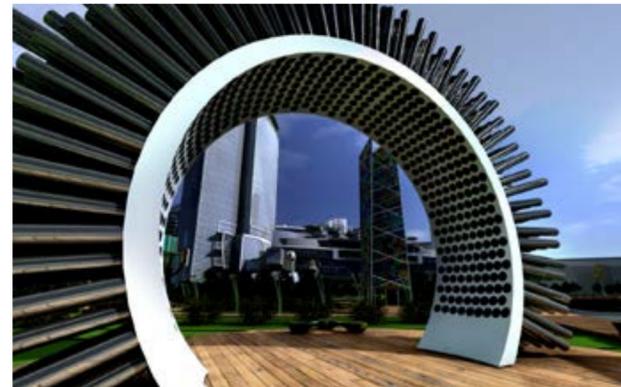
Technology

The Bowline will feature a strong wireless network for guests to utilize from open green space.

Many of the sculptures will show off technology in the movement by wind or solar power

Security will be paramount to the design making an active safe place for all to visit

Echo Entertainment wants to use the most creative Australian ideas for The Bowline in partnership with Sydney's MCA. It is the company's intention to organize a landscape design competition to create a signature design that makes Sydney proud.



Lighting

The Bowline and the surrounding district will be illuminated to become a brilliant part of Sydney's urban plan. Lighting will change color for different seasons, holidays, or public events.

Several Mi-Shows will be created through community smart phones. Download an application, design, program, and watch the spectacular that you and your friends create.



Blowhole Sculpture

Concept in partnership with the MCA
Blowhole - Duncan Stemler - Melbourne, Australia

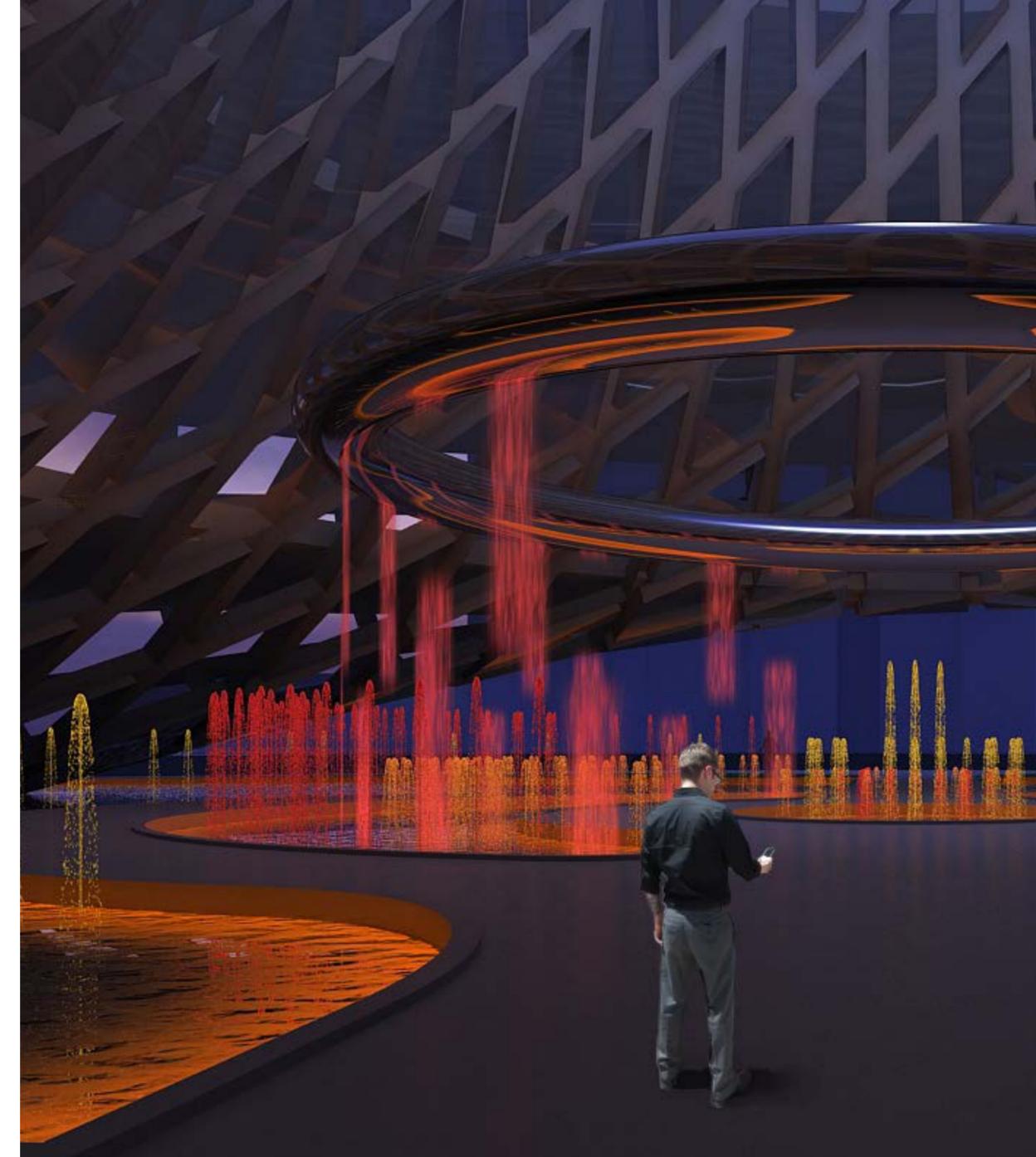
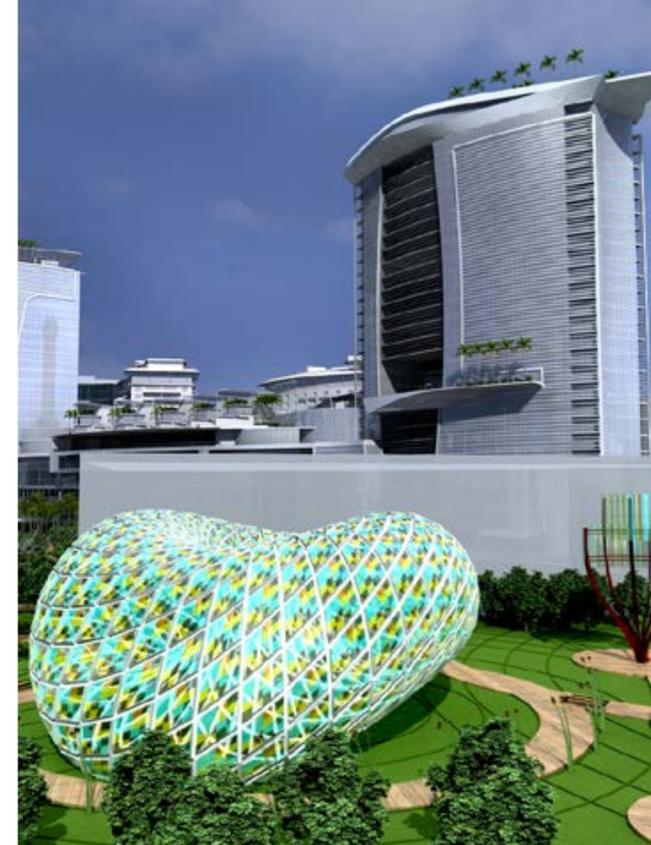
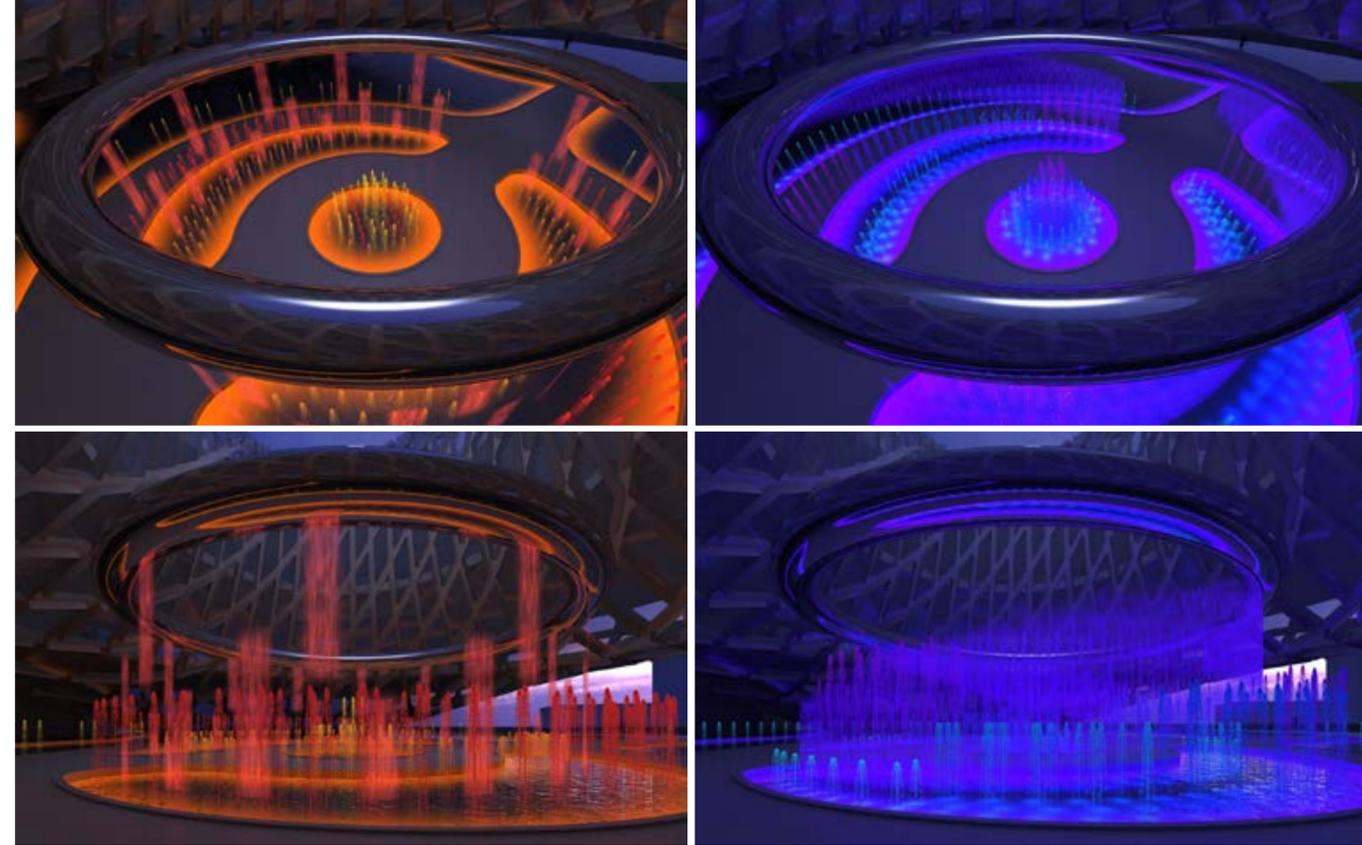


METCALFE MISHOW PARK

MiShow is an interactive public art installation programmed by any visitor carrying a smart phone. Comprised of water fountains, lighting effects, music, and video elements, this never-seen before attraction sets a new standard for interactive technology.

Individuals are invited to download the MiShow app to their smart-phones, and then program their own show sequences using their choice of musical background.

Preset effects, variable sequences, and adjustable timing make it easy for all visitors to program and time their show. Users can upload pictures with friends and preview their design on their smart phones while it queues in preparation for the center stage. Every night, a lucky winner will have their MiShow created live for all to see!



MiShow is the first interactive extravaganza designed for the smart phone generation....
A first in the world, a first in Sydney.

LIGHT RAIL STATION

The Star will renovate the light rail station to create a clean, well lit and friendly environment. The station will be the headquartered landmark for The Bowline as well and the future integrated connected resort.



Existing Light Rail Station



CONNECT TO THE WATERFRONT

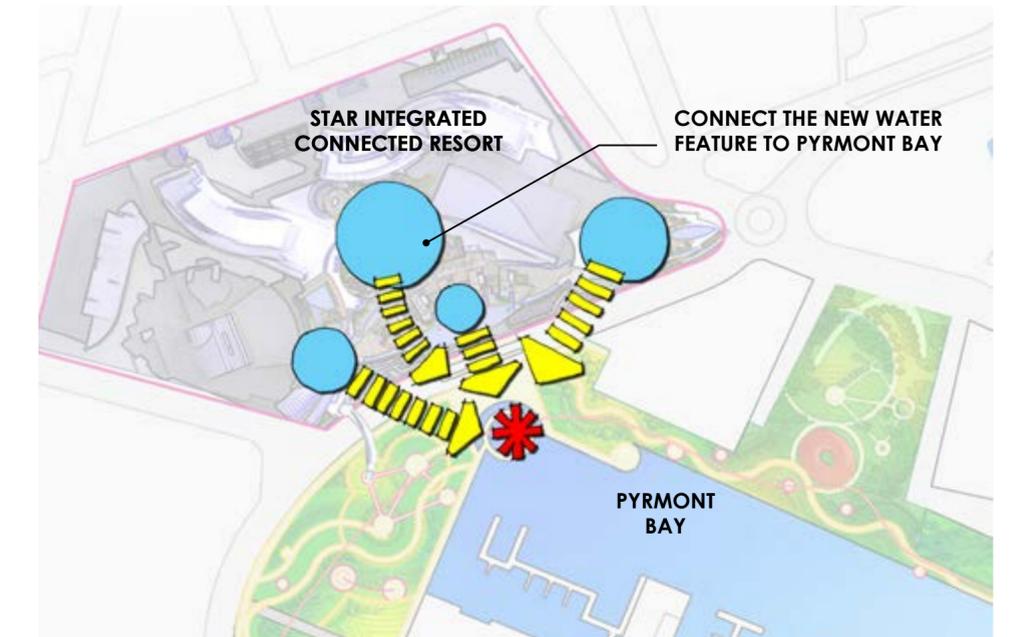
When The Star was constructed in 1995 the building turned its back on the harbour front. Then in 2012 a major expansion was completed that created entertainment areas and restaurants looking at Sydney Harbour, Barangaroo, and The Sydney CBD. The expansion created a spectacular view.

It is necessary that the new integrated, connected resort gets connected to the waterfront even though it is across Pirrama Road. We believe a great majority of vacationers go to water oriented hotels (beach, lakes, harbour etc.) Bridging the gap between the building and the waterfront location will ultimately create more tourist visits and assist with the change from a casino resort to a truly unique integrated, connected resort.



There are several ways to connect the future integrated resort to Sydney Harbour:

- Create a unique waterfront park that rivals the great urban parks in the world.
- Orient the new hotels along the waterfront
- Extend the porte cochere towards the waterfront with planting, lighting and water features.
- Create a water oriented resort with many new dynamic pools and water features.
- Visually connect all of the pools and water features to the harbour so that a swim in the resort's rooftop infinity pools allows an incredible view at the Sydney CBD.



Echo Entertainment wants to spend in excess of a billion dollars where people can see it, use it, LOVE it.

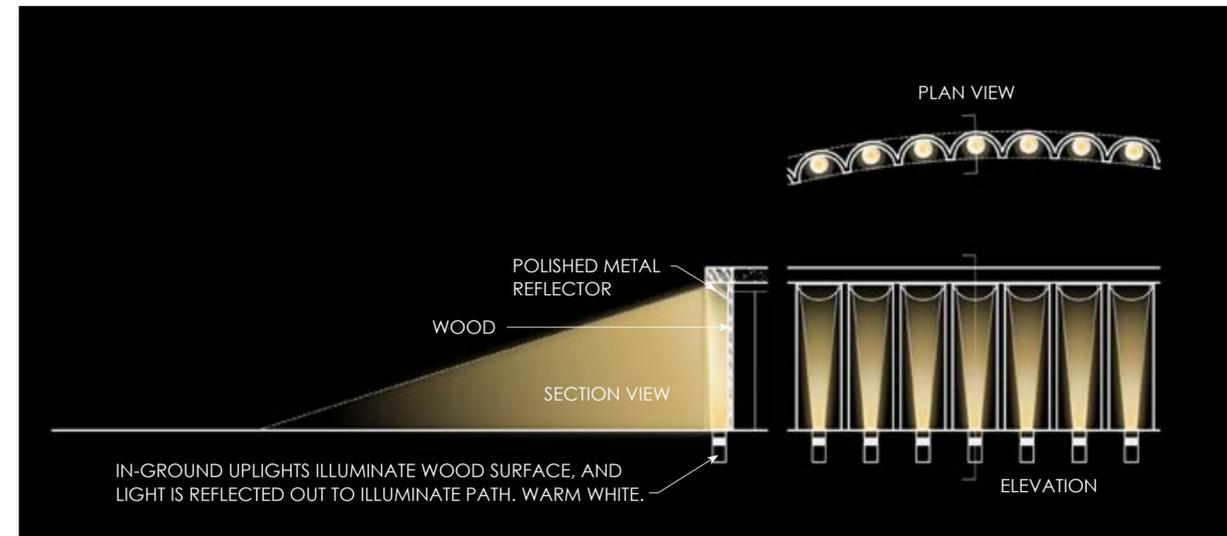
THE BOWLINE & BRIDGE LIGHTING CONCEPTS

Illuminate the features first – Make sure the view from the bay is organized and prioritized. Sculptural elements at the Bowline way points present exciting opportunities for dramatic lighting. The forms can and should be even more compelling at night than they are during the day.

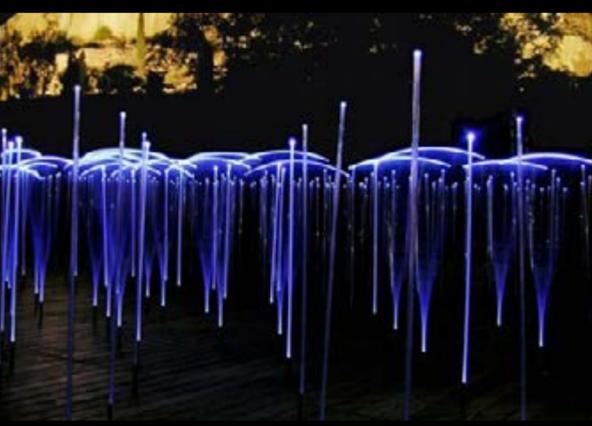
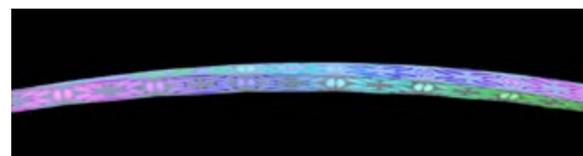
Light the pathways creatively – The Bowline pedestrian paths will be illuminated by LED fixtures integrated into the SICEEP lighting system and landscape topography. This directed approach will keep the lighting down low where it is needed, reducing visual clutter at eye level, and still emphasizing the highly sculptural topography.

Create something never seen before – The pedestrian paths will be lined with oversized bollards modeled after the Ficinia Nodosa, or “Knobby Club Rush,” grasses common to Australian Coastal Regions. The fixtures will be flexible and will incorporate a gyroscope in the flower near the top of each “blade.”

As the fixtures blow in the wind, the gyroscopes will send information regarding the degree and direction of tilt to a central controller, allowing the fixture coloration to dance in the wind along with the fixtures themselves.



Bridge Lighting | The lighting of the City Link will seek to enhance as well as reveal the dimensional form of the bridge, while creating a memorable visual statement of its own. The treatment of the bridge must consider three simultaneous viewers, those on the bridge, those viewing the bridge directly, and those seeing the bridge as it is reflected in the water below. Only if all three are taken into account in a thoughtful, creative manner can the design be considered a success.



BOWLINE ENERGY

Bowline Energy

New South Wales is Australia's a leader in renewable energy generation.

Wind Art

We intend to continue that tradition through the use of solar, wind and geothermal energy throughout The Bowline. Wind sculptures displayed along the green space will represent competition winners and participant art from the MCA. Sculptures will feature combined beauty and functionality by creating objects that don't merely create a sense of wonder, but generate electricity as well.



Geothermally heated/cooled public seating to be located throughout the park areas.

Geothermal

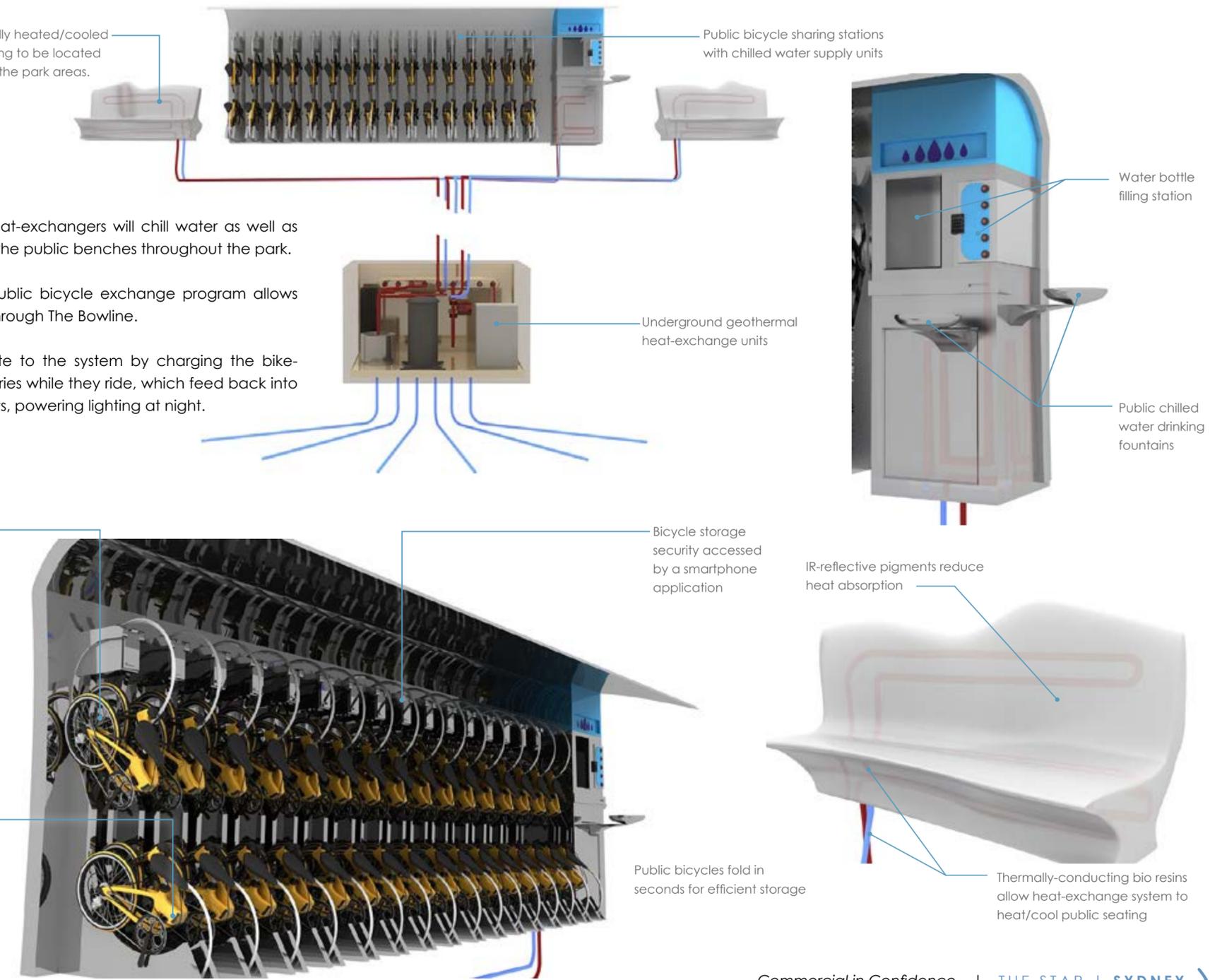
Geothermal heat-exchangers will chill water as well as heat and cool the public benches throughout the park.

A free-to-the-public bicycle exchange program allows visitors to ride through The Bowline.

Riders contribute to the system by charging the bike-mounted batteries while they ride, which feed back into the storage units, powering lighting at night.

Electricity generated by custom bicycle dyno-hubs is stored in on-board battery. Bicycle batteries are connected to storage unit which powers water dispenser pump and charges power-assist bicycles, available according to need.

RFID tags ensure that bicycles are not taken out of the park area

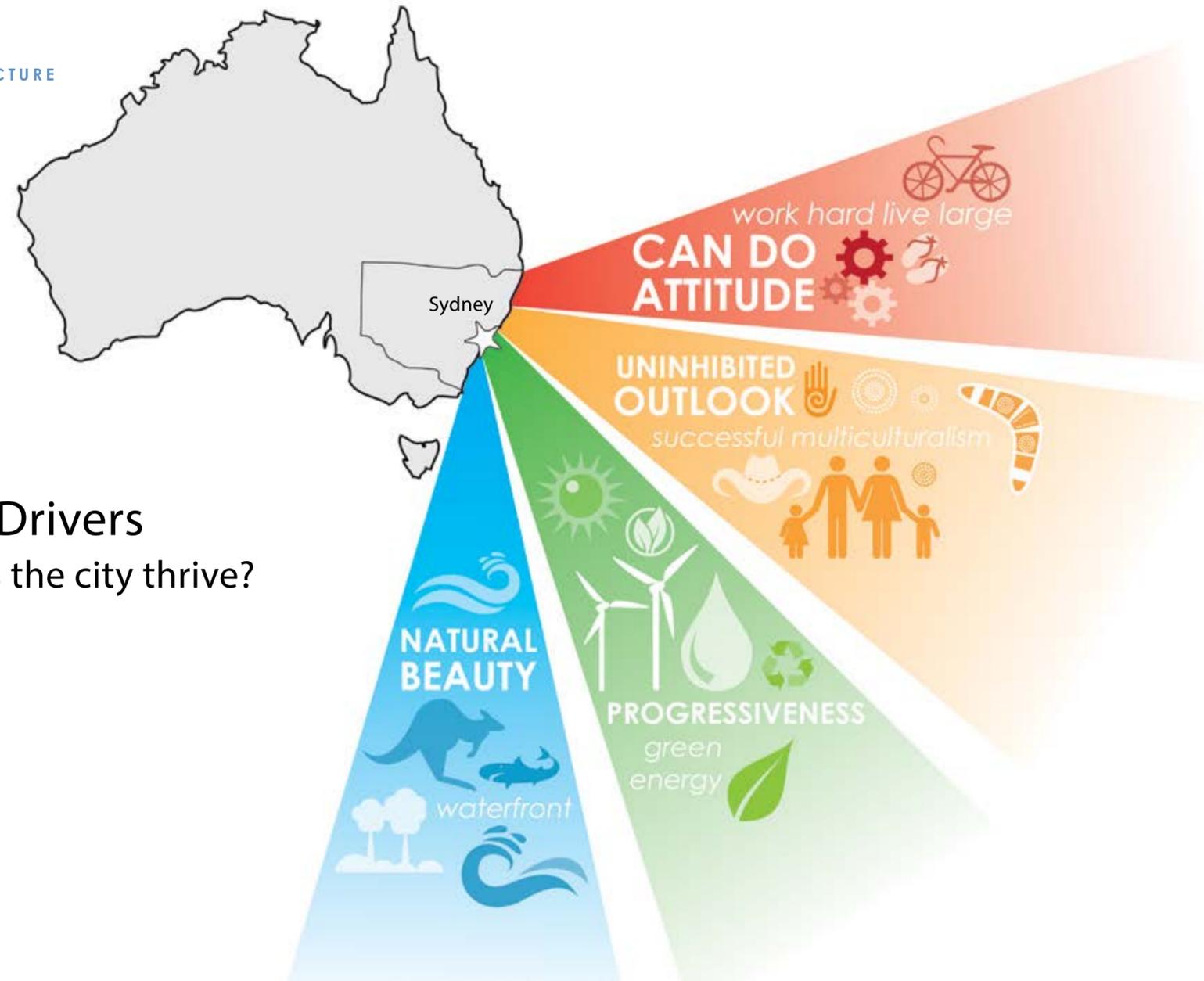




Branding Sydney's

URBAN INFRA
STRUCTURE

Sydney's Drivers What makes the city thrive?



PLAYFUL

—
One cannot see the wind, nor hold it in his hands. Instead, life celebrates autumn's fallen leaves dancing in a circle, balloons in flight amongst the clouds, birthday candles awaiting a yearly wish, and kisses blown lovingly through the air...



EXPRESSIVE

—
For centuries, people have been fascinated with the gentle breeze of the ocean's seas. While feathered vagabonds soar effortlessly among the atmosphere's varied currents, wayfarers on foot long for the cool breaths of rippled harbours upon their wearied skin.



INSPIRED

—
Photographers, old and new, strive to capture the wind's purest moments. True imitation is impossible.



BRANDING
URBAN INFRASTRUCTURE

Can Do Attitude.
"Work Hard. Live Large"

People come to Sydney for its extraordinary vibrancy and enviable way of life. Once off the plane, Sydney's captivating, beaches, climate, and alluring getaways pull travelers far away from worlds of worry and stress. Yet, in spite of its vacation-place image, this corner of the world boasts an incredibly unique phenomenon: *people here are inspired to work.*

Sydney pulses with an energy so dynamic, visitors can't help but breathe new and rejuvenated life into themselves and consequently, everything around them - including their work.

Sydney's natives are proof of this phenomenal trend. Its residents are internationally benchmarked and driven by a healthy combination of setting and achieving goals in both professional and recreational landscapes.

As Sydney positions itself to become a modern hub of business opportunity, the "can-do" attitude of its people inspires a new urban framework of living. Historically built around trade, with a strong financial and commercial backbone, new entrepreneurs come ready to embrace opportunity and send past business hardships away into the receding waves of the sunset shoreline.

In choosing to revitalize its presence within Sydney's new feature precincts - including Australia's financial and professional services headquarters - The Star Integrated Connected Resort makes a smart decision to work with a characteristic that already exists in Sydney's culture.



Fiercely Competitive by Nature

We (Australians) like to work hard, but we take our leisure time seriously.
- Hugh Jackman

› We can't change the direction of the wind, but we can adjust our sails to reach our destination.



BRANDING
URBAN INFRASTRUCTURE

Uninhibited Outlook
Successful Multiculturalism

Sydney is well known as one of the world's most open and welcoming cities. The international movement of people across the globe to this harbour city facilitates a cross-fertilization of culture that cannot be overlooked in planning for Sydney's future development.

Much has changed in the 225 years since Arthur Phillip and his First Fleet set up in Sydney Cove, yet it remains a city of diversity with its own unique cultural identity.

Sydney does not tolerate different perspectives; Sydney celebrates them.

Renowned for its tolerance, the vibe here is distinctly cosmopolitan, so events such as Chinese New Year (the largest outside Asia), Parramasala (the Australian Festival of South Asian Arts), and Sydney's world-famous Mardi Gras joyfully occur season after season. Sydney's willingness to welcome just about anyone and anything, is precisely what defines it.

The future integrated connected resort and urban landscape both deserve the same opportunity given to Sydney's local residents and international patrons - a genuine chance at reinventing itself - so that it can be celebrated and embraced.

The new resort does not promote exclusivity, but instead continues Sydney's initiative to be a place of opportunity for all. Cultural, sexual, and racial diversity define Sydney as a place of progressive evolution. Creativity, entertainment, and inspiration flow from the doors of this revitalized landscape and draw a vibrant scene both in and around the city.

The new resort participates in events and festivals that promote this uninhibited outlook.



Celebrating Differences

Society is stronger when we make vows to each other and support each other. - David Cameron

› Wind does not discriminate. It touches everyone, and everything.

- LISH MCBRIDE



BRANDING
URBAN INFRASTRUCTURE

Progressive Motion
Toward a Unified Vision

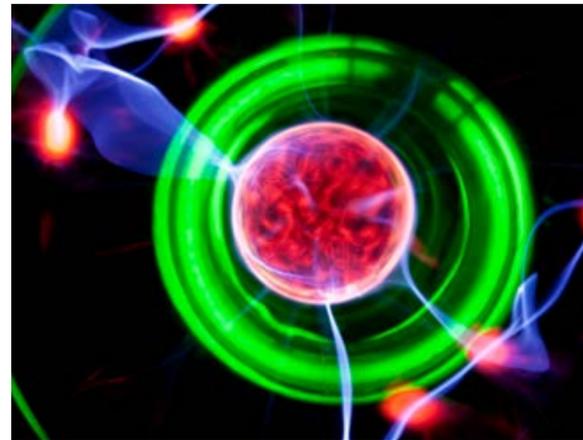
Australia's most populous city, Sydney is progressing at a more rapid rate than the average metropolitan city in terms of green advancements. By considering the way in which things are done in other places, and not being afraid to borrow from the best, Sydney has forged a world renowned, highly successful place to work and play.

Rather than settle for the status quo, Sydney progresses at its own pace and embraces new ideas that surpass standard city benchmarks. Globally, Sydney offers a new vision when it comes to living with green energy.

Proud of its progressive arts scene and liberal in its government policies, the city provides a birthplace not just for new ideas, businesses, and concepts, but also a place to reinvent oneself and the future ahead.

The planned urban infrastructure surrounding Sydney's new integrated resort adopts this branding initiative by welcoming a uniquely Australian series of parks and green spaces in, on, and around its property.

Art and technology happily collide on this playground of human interaction and exploration. Nowhere in the world does a permanent exhibit of this kind exist.



Challenging the Status Quo

*I feel sorry for people who divide their whole life up into
'things that I like' and 'things that I must do.'
You're only here for a short time, mate. Learn to like it.
-Russel Crowe*

› Kites fly high
against the wind,
not with it.



BRANDING
URBAN INFRASTRUCTURE

Enhancing Sydney's
Natural Beauty

Sydney is blessed with a breathtakingly beautiful harbour, truly iconic architecture, and incredible seaside beaches.

The park across from The Star shall be a beacon for beauty. It is the largest of the four parks on The Bowline and offers ample space for walking a dog, outdoor exercise classes like yoga and tai-chi, or simply enjoying a lazy afternoon in the sunshine.

Playful foliage invigorates this green space and sets it apart from Sydney's already prosperous botanical garden across the water. The Pymont Bay Park inspires guests to explore among the leaves, frolic in the grass, fly kites in the field, and take pictures with nature's most creative expressions.



› And forget not that the earth delights
to feel your bare feet and the winds
long to play with your hair”

- KAHILIL GIBRAN



**BRANDING
THE BOWLINE**

The Bowline is the working title for the thoughtfully planned green space along the harbour. Its winding pathways utilize maritime knots as metaphorical touch points that connect various aspects of Sydney's culture.

Physically defined as an ancient and simple knot commonly used to form a fixed loop at the end of a rope, The Bowline represents:

- The pedestrian loop around the harbour created in conjunction with the existing footbridge
- The sailor's shanty and the concept of community working together toward common goals
- An idea that uniquely ties together both existing and desired elements of the Sydney brand

The famous sea shanty, from which The Bowline takes its inspiration, supports Sydney's Work Hard, Live Large lifestyle. The lyrics of these rhythmic sailor songs were written to unify the men on board – all faced with life's challenges and the hope of a better future.

The planning of this sprawling green park echoes the aerial landscape art once produced by Australia's Aboriginal peoples. Often meant to tell a traditional dreaming story from the bird's-eye view, The Bowline offers public spaces meant to foster life, love, and civic engagement. Thoughtful details not only make the path inviting, comfortable, and safe, but also improve our personal well-being.

Traditional
a cappella

Verse

Haul on the bow - line Kitty is my dar - ling

Refrain

Haul on the bow - line, the bow - line haul.



› The park anchors the property to the harbour, just as The Bowline anchors the sail to the bow of the ship.



BRANDING THE BOWLINE

The Bowline will transform the Pyrmont waterfront into a lush destination complete with several parks and bike trails that connect the Sydney International Convention, Exhibition and Entertainment Precinct (SICEEP) to the beautifully revitalized, integrated connected resort.

Both small and large scale sculptures are activated and are put in motion by nature herself. Each exhibit offers sensory interactions with its visitors and provides experiences larger than life. Patrons can enjoy live shows performances at the Metcalfe MiShow Park.

Inspired by the musical lyrics that represent voyages at sea, The Bowline's winding pathway utilizes maritime knots as metaphorical touch points along an incredible botanical journey.

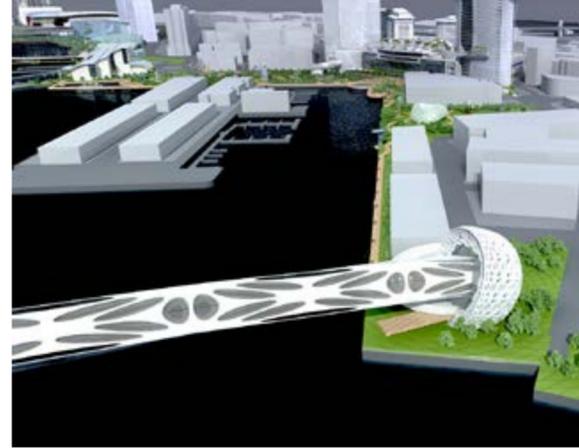
THE BOWLINE



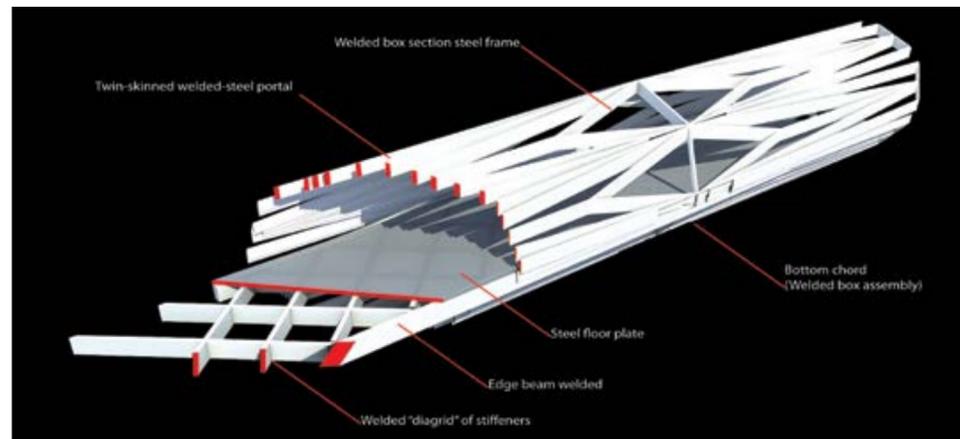
BRANDING
BALLAARAT INFINITY PARK

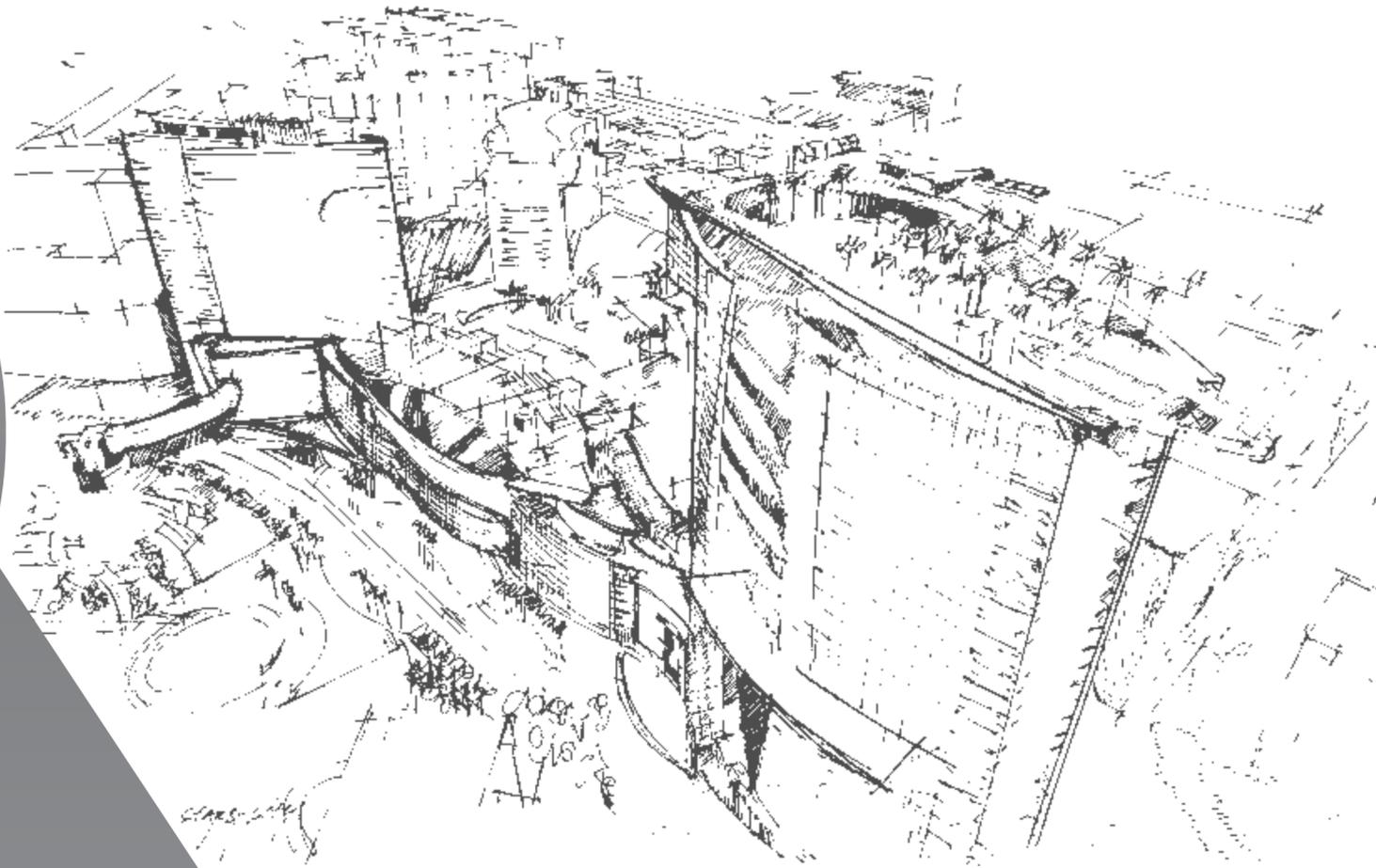
Connecting the Park to the Landscape

The City Link Bridge and Ballaarat Infinity Park create a seamless connection to the projected Barangaroo development. Traditionally, the eight knot is used to join two ropes together. Similarly, the park and pedestrian bridge will link these two future Sydney projects into a flourishing and vibrant area for business, commerce, and overall urban development.



› The challenge is to bridge the gap between that which exists and the goals we intend to reach.





Implementing
Sydney's Brand into a
**INTEGRATED
CONNECTED
RESORT**



STAR RESORT PLANNING

Sydney's brand has guided our planning. Following is an overview of the major components of our unique connected, integrated resort development.

Create a Larger Attraction: A casino building alone does not equal an integrated resort. The surrounding district creates the resort. The Star should be integrated into an urban plan; *this is the paramount design objective.*

Add Hotel Rooms: The building needs additional hotel rooms to support the ICC and the integrated resort. These rooms need to satisfy a large and diverse demand.

1. Large 60 SM five-star suite rooms
2. Rooms designed for VIP's and convention attendees
3. Brand-managed rooms that bring new tourists from Australia, Japan, Thailand, Singapore, China or Korea.
4. Hotel entries that avoid walking through the casino
5. Hotels that feature great water features and pools
6. Hotels that feature health and wellness
7. Hotels and suites that can attract the wealthiest visitors in the world to Sydney

Add Restaurants and Food & Beverage: We will build or renovate restaurants and bars in the resort to enhance its food and beverage program.

1. A new buffet connected to the hotel and casino will feature action cooking stations and provide both a fun and fulfilling experience.
2. A new food court offering foods from around the world, including the eight cuisines of China.
3. A new sports bar hosting the largest indoor video screen in Sydney
4. A new meet and greet bar providing the entertainment center of the casino and promoting a friendly and sociable atmosphere.
5. A revitalized signature Chinese restaurant overlooking Pymont Bay
6. Complete renovation of both the Jade and Sovereign Room restaurants.
7. New hotel restaurants with tremendous views of Sydney and Pymont Bay. Each of the restaurants will feature favorite, hotel-brand cuisines.
8. Two new rooftop pools and entertainment venues overlooking Pymont Bay.
9. A Seafront District featuring new bars and restaurants

Develop The Seafront District: We will add a new entertainment district on the roof of the podium. This area will feature a beach, lake, entertainment venues, restaurants, and large video screens for outdoor movie viewings. Adjacent to this area is the new multipurpose room, available for after-concert meals and drinks.

Meeting and Conference Rooms: The resort will add a small group of meeting and convention rooms to compliment the new ICC.



Improve Gaming: The Star resort has been developing its high-end and VIP offering for several years, but today there is significant competition in Asia and Melbourne. Since The Star has been constructed there have been new integrated resorts built in the following locations:

1. Singapore (2)
2. Macau (13 new, 23 prior to the new gaming law)
3. Vietnam (2)
4. Cambodia (25)
5. The Philippines (2 new, 13 prior to new gaming law)
6. Crown expansion in Melbourne

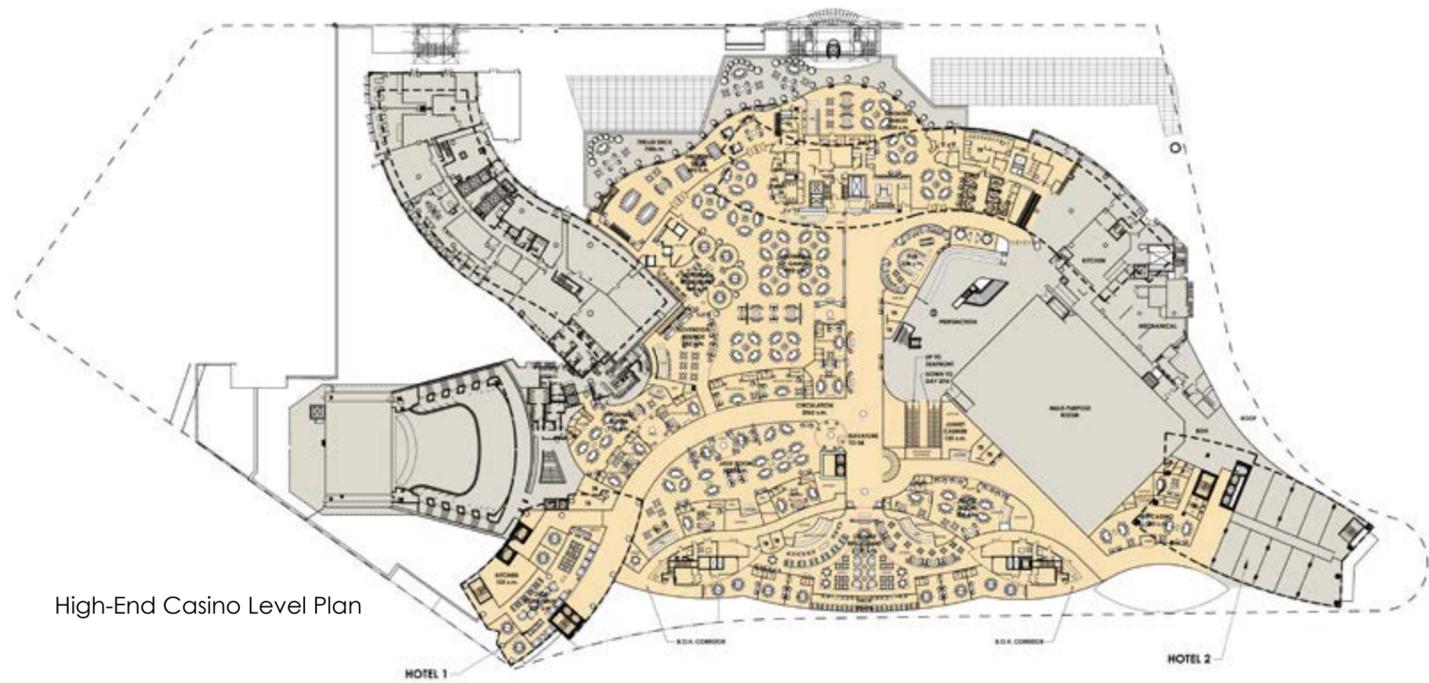
These casinos have spent over \$40 billion in building superior facilities for high-end and VIP players. There are six new casinos planned or under construction in Macau with a budget exceeding \$35 billion USD. Three new casinos are being planned or built in the Philippines, and a new casino district the size of Macau is being planned in Matsu, Taiwan. There are also new casinos being planned in Vladivostok Russia. In the next five to six years The Star will face an additional \$60 billion of new integrated resorts.

To better position Sydney for this competition, The Star's high-end gaming facilities will be updated as follows:

1. The Oasis Gaming Club will be relocated and renovated
2. The Sovereign Club will be expanded and renovated
3. The Jade Club will be expanded and renovated
4. A new high-limit area will be created for tables/ slots
5. A new junket area will be created at the base of the hotel towers.
6. A new junket VIP room will be created above the Sovereign room
7. Two new sky casinos will be created on the rooftops of the two new hotels.
8. Five new Australian beach villas on the infinity pools will be created just above the VIP casino.

High-end and VIP gaming has always been an important part of the offering at The Star. It is imperative we expand this premium gaming arena to be a uniquely Australian experience. Asian customers traveling from all corners of the world will come here for fun and enjoyment.





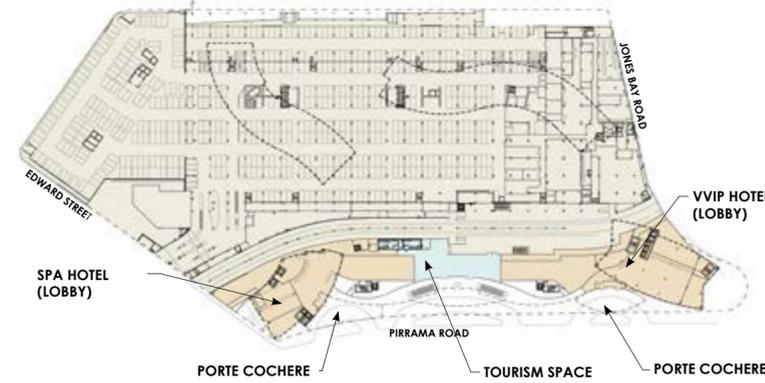
High-End Casino Level Plan



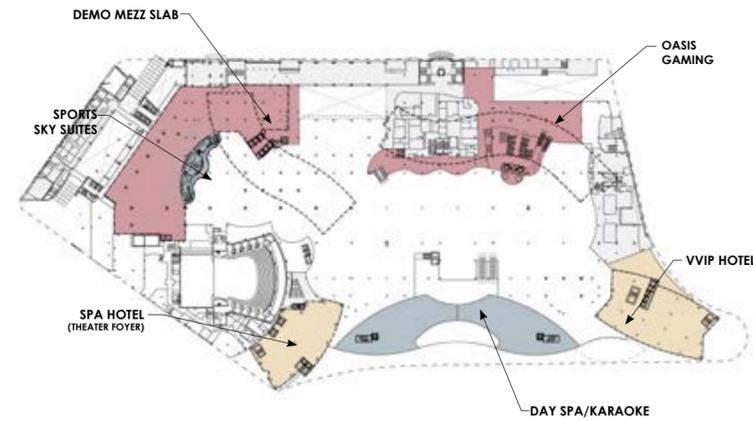
STAR RESORT ARCHITECTURE
THE FLOOR PLANS

The Floor Plans have been designed to achieve the following:

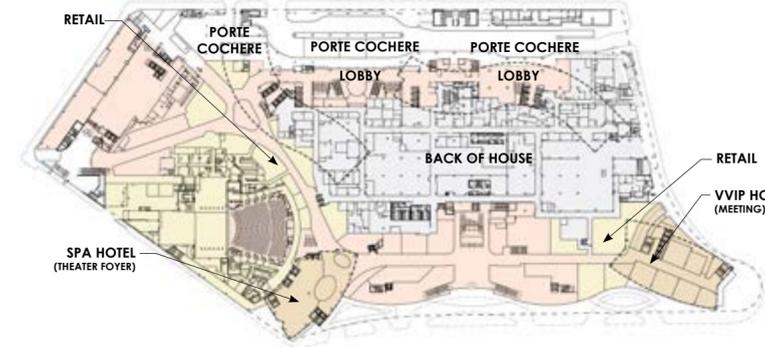
- Create a new front door to The Star on Pirrama Street on the Harbour.
A great Australian hotel should be located on the waterfront.
- Orient the new structures to front The Bowline Park and the urban infrastructure.
- Create short travel distances from the new hotels to the VIP gaming facilities.
- Design towers that take advantage of the incredible views of Barangaroo and the Sydney CBD.
- Energize the resort at all corners with new food and beverage units.
- Remove some of the complicated space planning existing in The Star.
- Create a high-end gaming level that services all of the high-end areas required.
- Expand and recreate the existing Chinese restaurant with great views.
- Fix the access to the Events Center.
- Create two new porte cocheres.
- Create a signature “beach-like” rooftop entertainment/food/beverage area.
- Create a series of rooftop infinity signature pools; guests can swim and enjoy a fantastic view.
- Create two new hotel towers... one a spa hotel and the other a VIP hotel.
- Design rooms that can compete with any five or six-star hotel in the world.
- Create multi level beach villas on an incredible infinity pool overlooking the harbour and CBD.
- Become an anchor for The Bowline and Sydney’s new feature precinct.
- Make The Star, ALL NEW, allowing it to complete with the best integrated resorts in Asia.



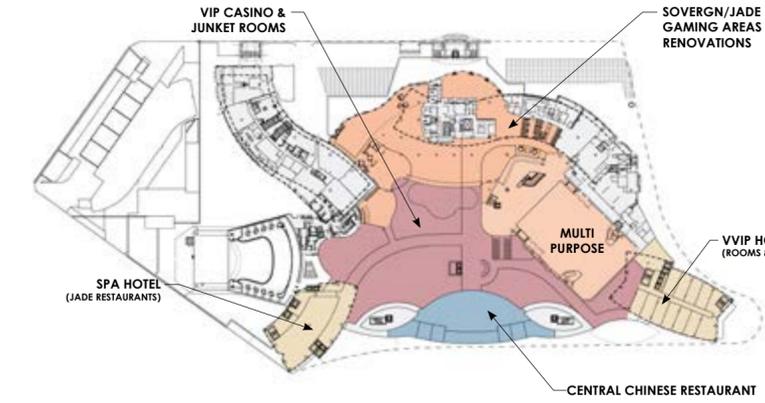
Entry Level B2



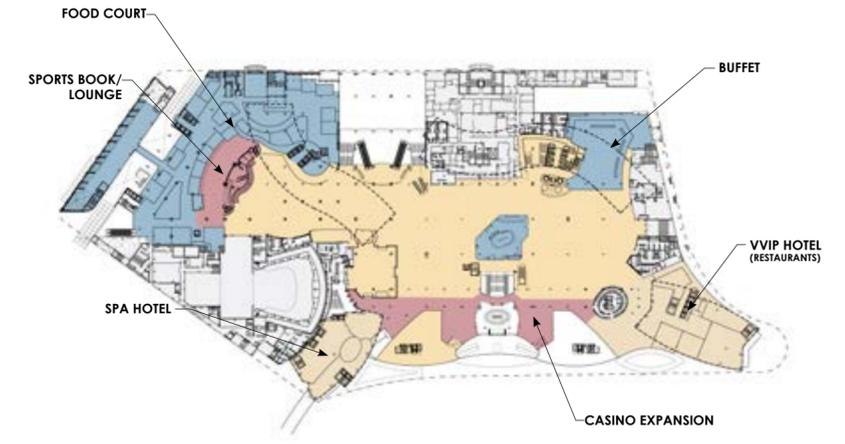
Spa Level 02



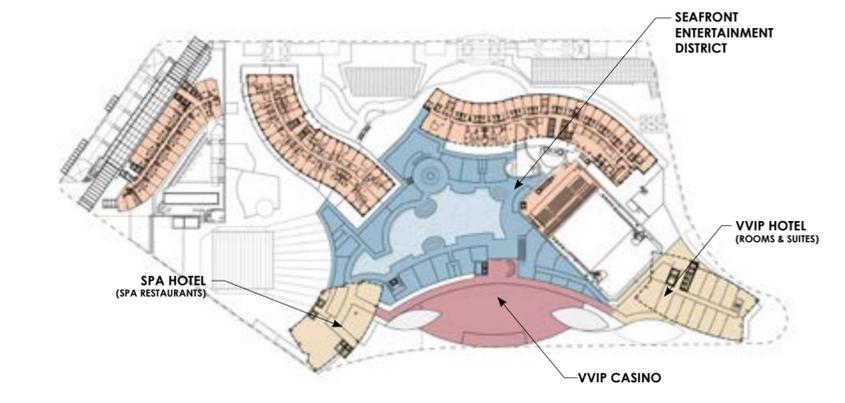
Retail Level 00



VIP Level 03



Casino Level 01



Seafront Level 05

**STAR RESORT ARCHITECTURE
THE EXTERIOR DESIGN**

The exterior design is based on the following criteria:

- Create active modern façades that say "Resort."
- Design a building that coexists and synchronizes with the existing Star structure.
- Create a building that does not scream "me," and instead has respect for the sky and its environment.
- Establish a building mass that can enhance the overall urban plan: The Bowline.
- Construct a building shape in which graceful lighting can feature the structure.
- Create tower shapes that are distinctive in style, yet complimentary to the existing Sydney skyline.
- Design a soft reflective exterior glazing to beautifully reflect The Bowline Park, the harbour and the sky.
- Pique curiosity and building exploration by designing towers with curved façades
- Plan and place the towers in a way that creates an "opened-armed" welcoming effect.
- Set up active roofs, so Sydney can see that the center of entertainment in the area is at The Star.
- Define curved, wave flowing shapes that echo the sea and the harbour
- Create windows on the façades where people in the district can see the entertainment of the interiors
- Follow the design theories of Feng Shui; align entries to face the water and subsequently awaken great chi in the facility for all Asian customers.
- Design a building in which landscaping can accentuate the architecture; provide a suburban look in an urban setting.



STAR RESORT ARCHITECTURE
THE EXTERIOR DESIGN

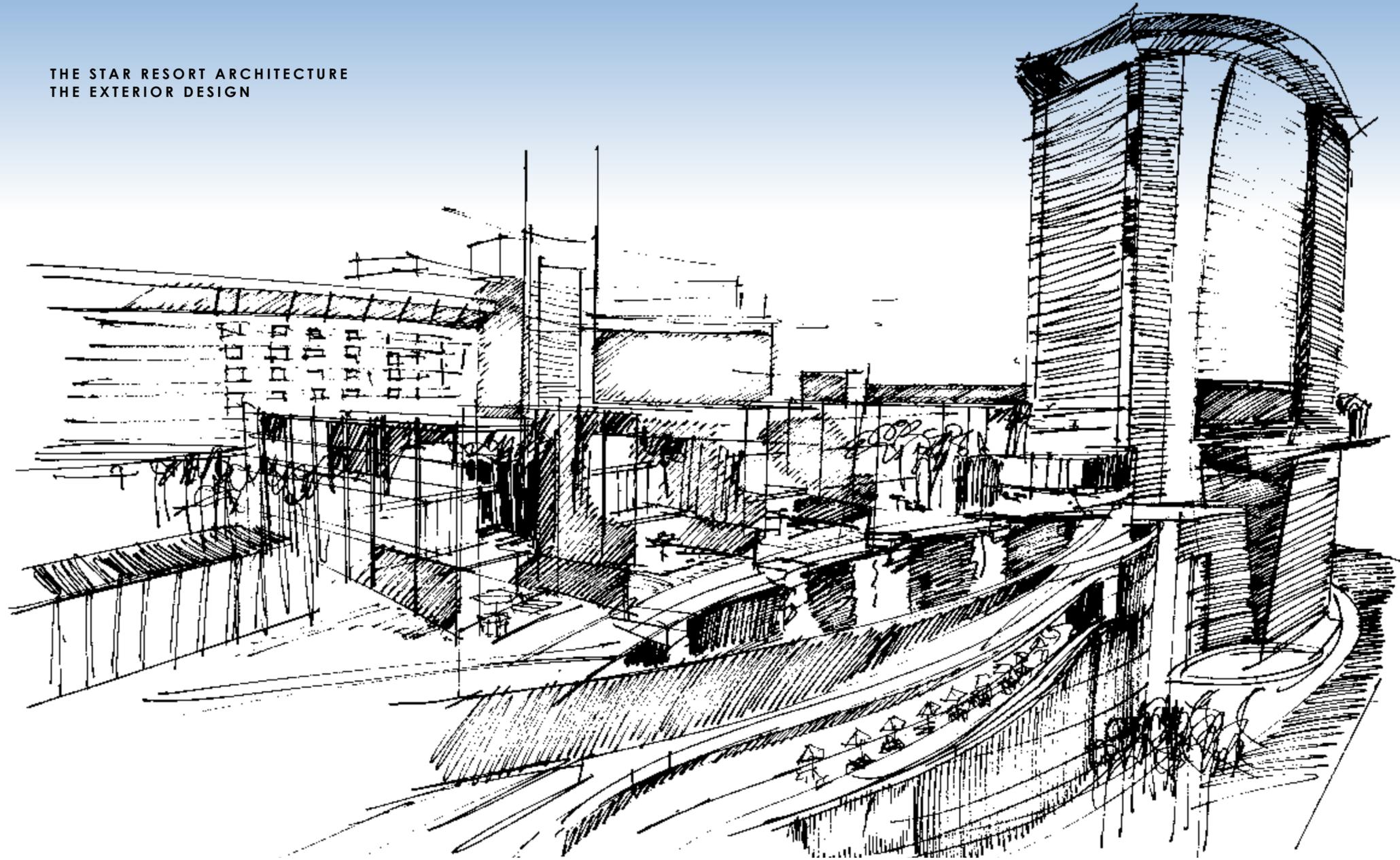
“We shape our buildings;
therefore they shape us.”

- SIR WINSTON CHURCHILL



> “I need something
truly beautiful to look
at in a hotel room”
- VIVIEN LEIGH

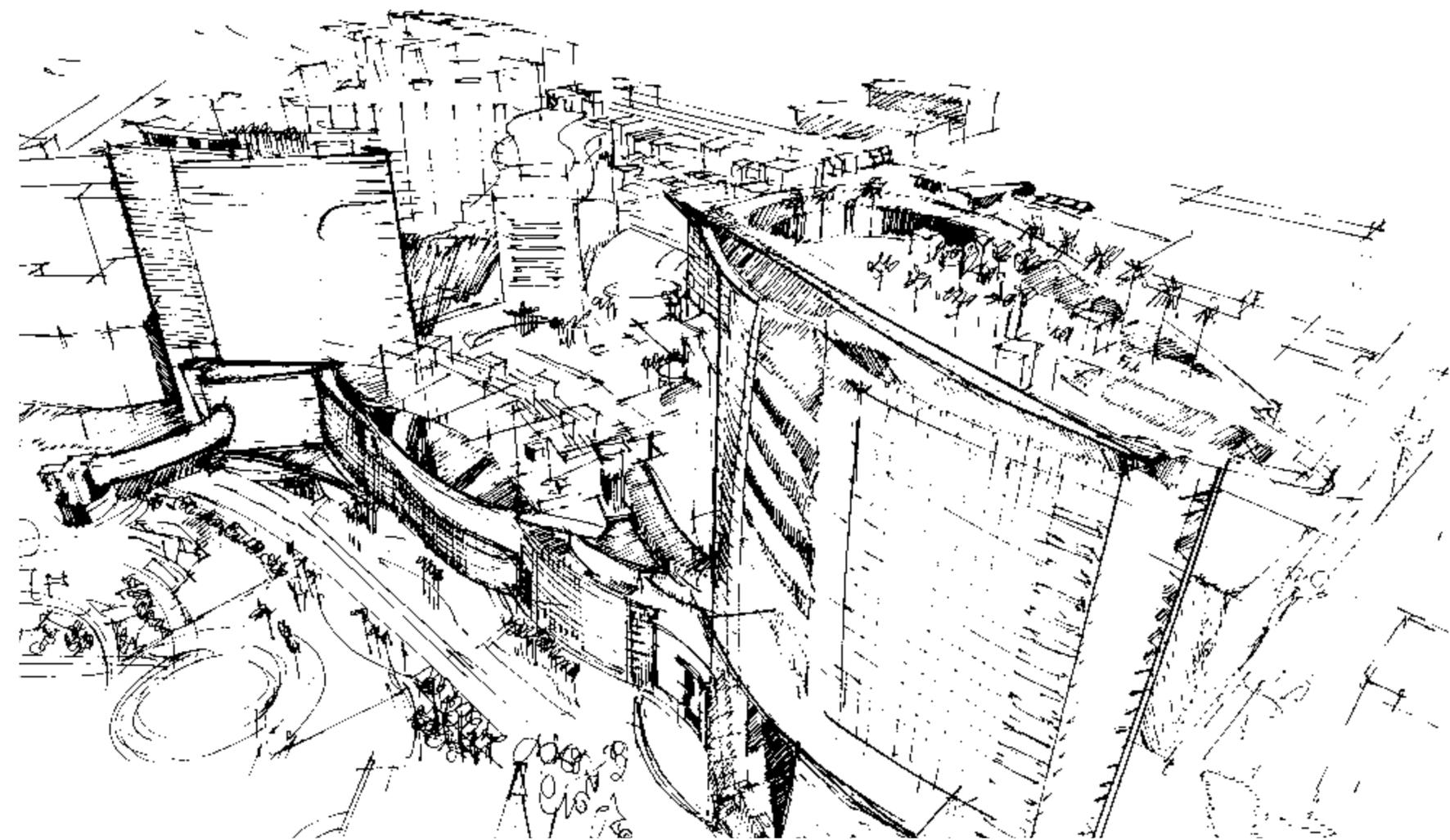
THE STAR RESORT ARCHITECTURE
THE EXTERIOR DESIGN



The setting is pure bliss, overlooking Darling Harbour. The eye line makes you feel as if you're floating on top of the water.



STAR RESORT ARCHITECTURE
THE EXTERIOR DESIGN



STAR RESORT ARCHITECTURE THE SEAFRONT DISTRICT

An outdoor district named The Lagoon was created on the harbourfront to be an outdoor entertainment zone. This district is designed to do the following:

- Create an outdoor people space surrounding an entertainment water body
- Design lease spaces that allow for tenant flexibility
- Feature multiple medium-priced eateries
- Create a space that is properly scaled so that people will all look and feel great in this district
- Design all restaurants and bars to interact with each other, the multi-purpose space and the water feature
- Be illuminated at night to accentuate this outdoor nighttime entertainment district of Pyrmont Bay



STAR RESORT ARCHITECTURE EXTERIOR DESIGN AT STREET LEVEL

It is important that the Pirrama Street façade be designed to create a front door and interact with The Bowline.

The design includes the following items:

- The great large operable windows of The Star are an inspiration for the entire design. These windows crack open The Star to The Bowline.
- A connection to the harbour to the porte cochere to create the front door of The Star.
- Lush landscaping to emphasize that The Star is also an outdoor lifestyle experience.
- The effect of soft surfaces that change with the sun and wind.
- Architectural elements that are scaled for people.
- Entrances that compress scale, then explode into grand lobby spaces.

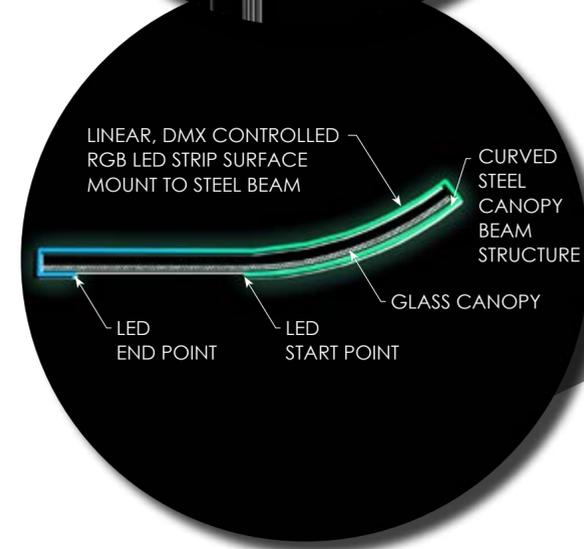
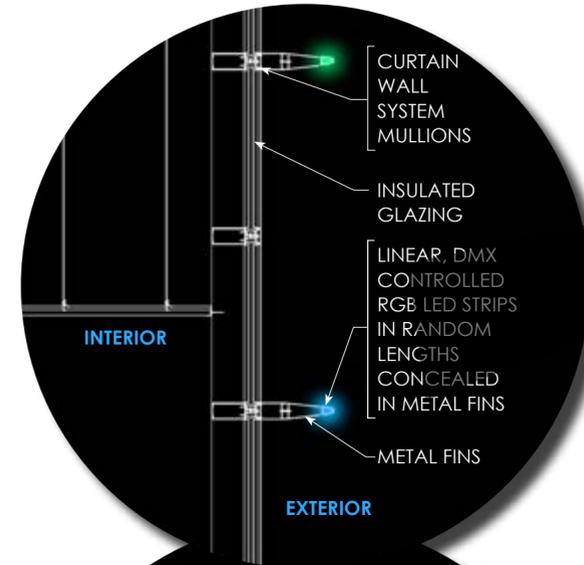


**STAR RESORT ARCHITECTURE
EXTERIOR TOWER LIGHTING**

Clean, modern, tower façade lighting will accentuate the building architecture at night. Key façade features will be highlighted in lieu of blanket flood lighting.

The tower roof tops features will be brilliantly featured while the tower façades will be adorned with an array of visually interesting linear light strips. Low resolution media façade effects can be incorporated into the linear light strips to occasionally activate the towers or to provide a simple, clean, static color effect. Large volume, high ceiling interior spaces like the indoor pool shall radiate light from within, allowing the eyes to pierce through the tower like a jewelry display box.

Overall, the lighting shall be simple, elegant and modern, enhancing the architecture, while at times dynamic, bringing visual interest and excitement.



STAR RESORT ARCHITECTURE
EXTERIOR TOWER LIGHTING

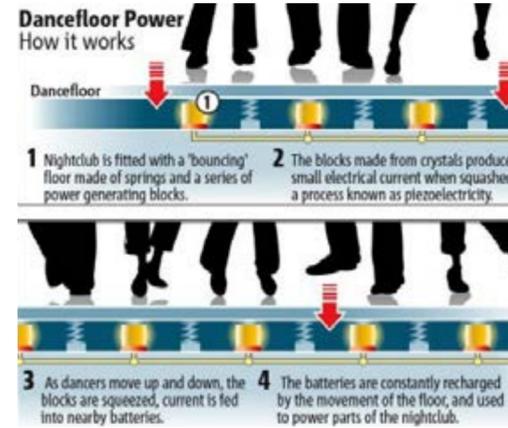


Photovoltaic Panels

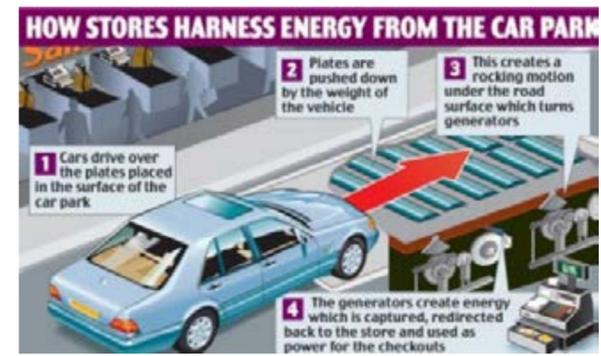
Building integrated photovoltaic panels allow us to create a beautiful structure capable of generating its own power. With clear as well as colored options, aesthetics do not need to be sacrificed for efficiency.

Piezoelectricity

Through piezoelectricity, otherwise mundane building components become power generating features. Doors, ramps, entry walk-off-mats, even furniture contribute to this idea; anything that is walked-over, sat upon, or moved can be a source of energy.



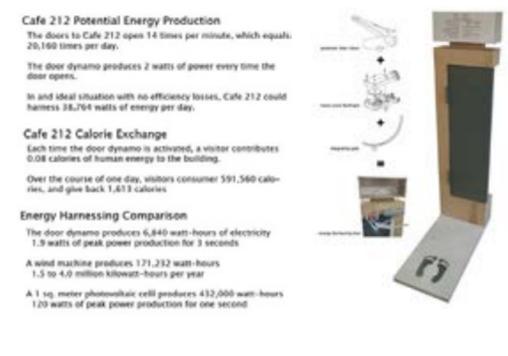
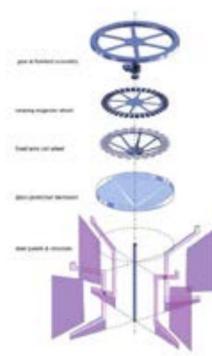
Piezoelectric flooring generates electricity from pedestrian traffic. Additional locations include stairs and playgrounds.



Electrokinetic road ramps generate power from the force of a crossing automobile. This technology is ideal for parking structure entrances.



Fluxlab's revolution door transforms an ordinary revolving door into a power-generating generation mechanism



Fluxlab's door dynamo takes advantage of the forces required by the opening of a door. Electricity generated can be used to power LED lighting or stored in batteries.

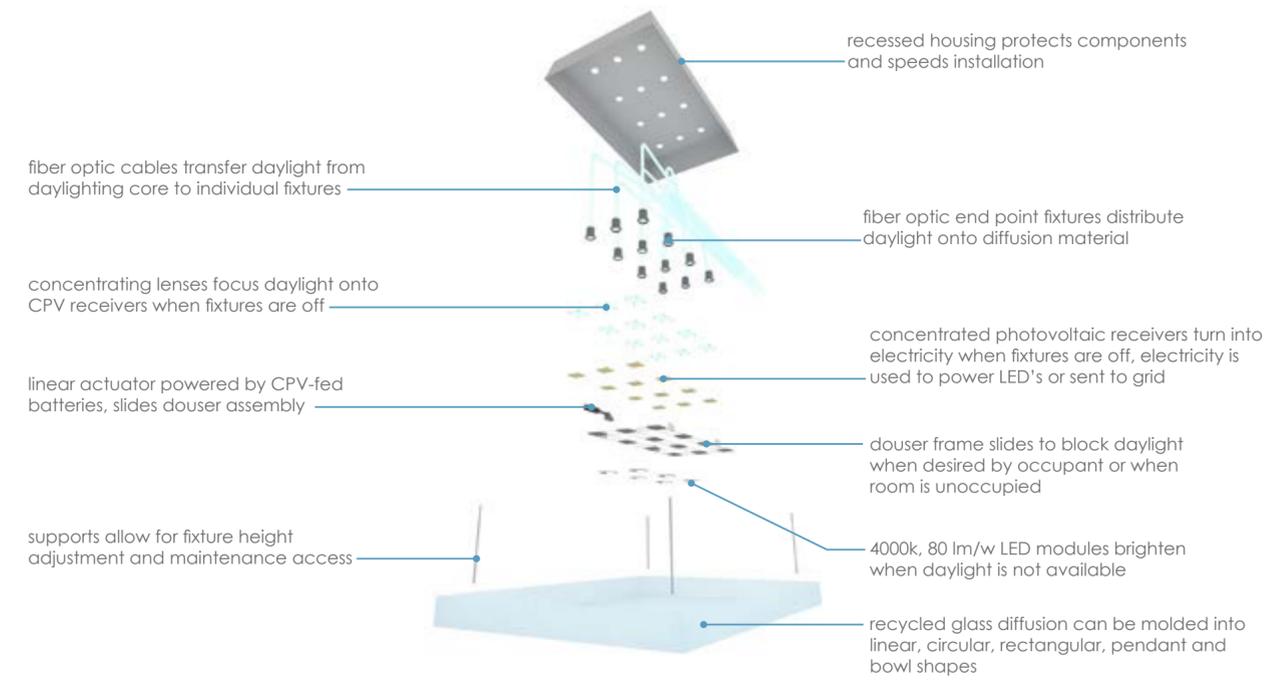
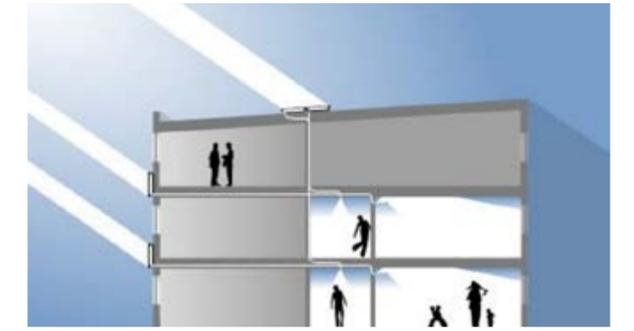
Daylight Harvesting

Daylighting used to be for perimeters and atria only. Now Daylight harvesting fiber-optic systems allow us to bring that daylight anywhere.

Solar collectors track the sun, optimizing solar usage throughout the day.

Hybrid Lights

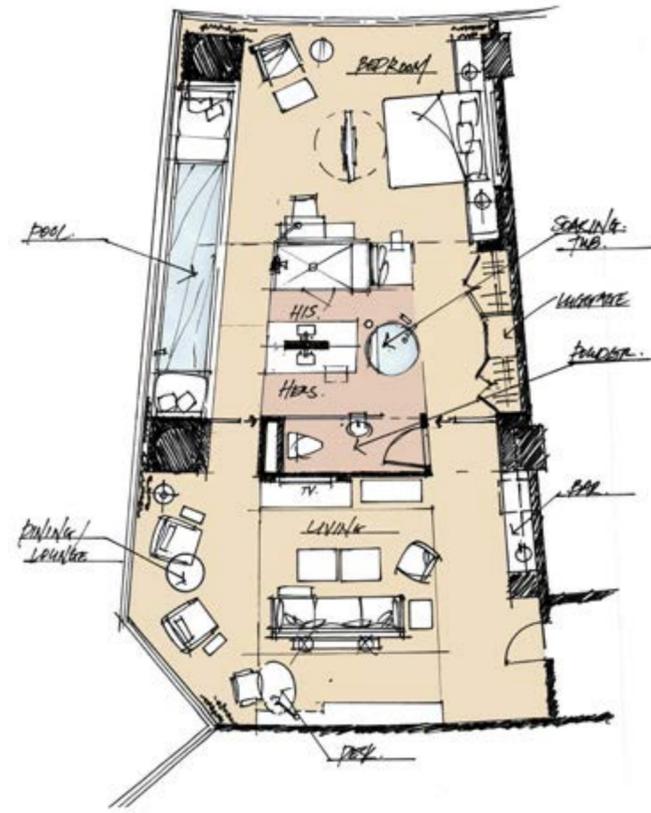
Hybrid solar/LED light fixtures are the ultimate in efficiency, using the sun not only for lighting when available, but also to charge the LED lights when there's more daylight than necessary.



THE SPA HOTEL

The Spa Hotel is proposed to contain 180 double bay suites. This hotel will feature the following:

- Large double bay suite rooms including water features at the windows
- A spa design that has a Sydney signature
- Large bathrooms with soaking tubs
- Signature health club
- Direct access to The Seafront District
- Direct access to all of The Stars VIP gaming facilities
- Rooftop signature pool
- One rooftop restaurant and entertainment venue (Convert the pool area at night)
- Coordinated theatre access and prefunction rooms at the podium

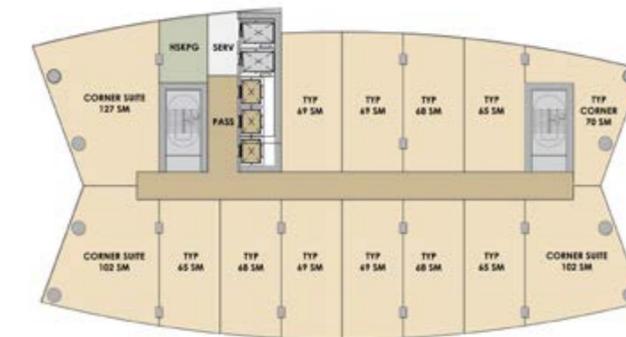


Spa Hotel: 180 Rooms & Suites

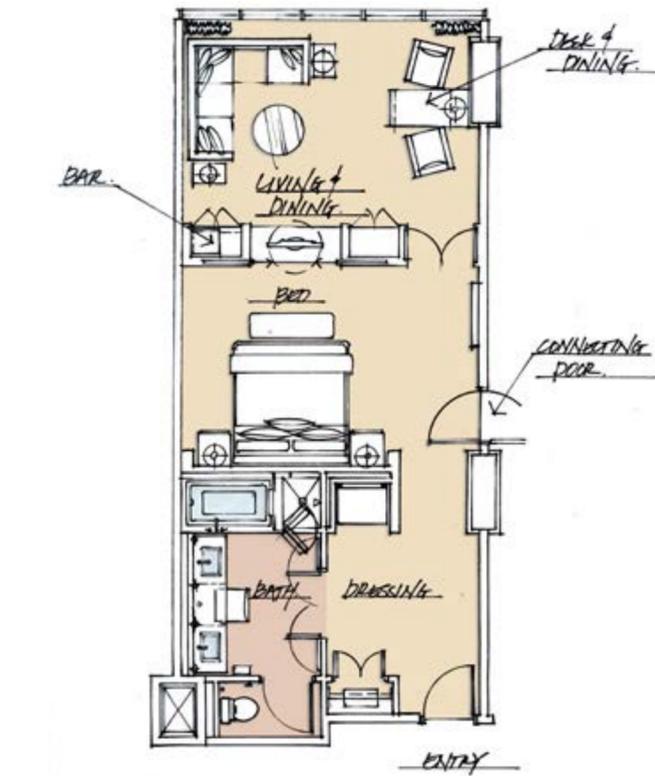
THE VIP HOTEL

The VIP Hotel is proposed to contain 328 large "player" suites. This hotel will feature the following:

- A players suite with a separate living area
- Large five-fixture bathrooms
- Luxurious but practical finishes and furniture
- Signature restaurants
- Direct access to The Seafront District
- Direct access to all of The Stars VIP gaming facilities
- Rooftop signature pool
- Two harbourview signature restaurants, (situated on the 1st and 5th floors) The 5th floor will become the restaurant for the Jade Casino
- One rooftop restaurant and entertainment venue (Convert the pool area at night)



VIP Hotel: 328 Rooms & Suites
Total New Hotel: 513 Rooms & Suites
The Star after expansion: 1164 keys



THE CHINESE RESTAURANT

The Century, a loved restaurant located at the B2 level is going to be relocated to the 3rd level adjacent to the VIP and junket gaming areas. This restaurant will feature the following:

- Six private dining rooms with harbour views
- Each of the private dining rooms will have private bathrooms
- A beautiful harbour front alfresco deck
- Direct connection to VIP and junket gaming areas
- Capacity of over 400
- Private bar



世纪中餐馆

Each ginkgo tree leaf indicates one tree.
Three tree leaves means there are three trees.
In chinese pronunciation "three" can be
pronounced as "San," therefore three trees
can be pronounced as san tree = century.

THE VIP AND HIGH-END CASINOS

The new high-end casino will be the highest quality exclusive casino. It will include the following:

- In addition to the Baccarat Pit and Oasis Casino located adjacent to the main casino level there are four additional levels of high limit gaming. The Sovereign, Jade, Junket Rooms, and VIP casinos.
- Many food and beverage options.
- Luxurious private gaming salons
- Private bathrooms and cashiers
- Easily accessible VIP gaming through existing vertical transportation systems and new hotel entrances.
- Brighter lighting of the overall area
- Comfortable lounge areas located throughout
- Monumental sized grand promenade



THE HOTEL ROOFTOP SIGNATURE POOLS

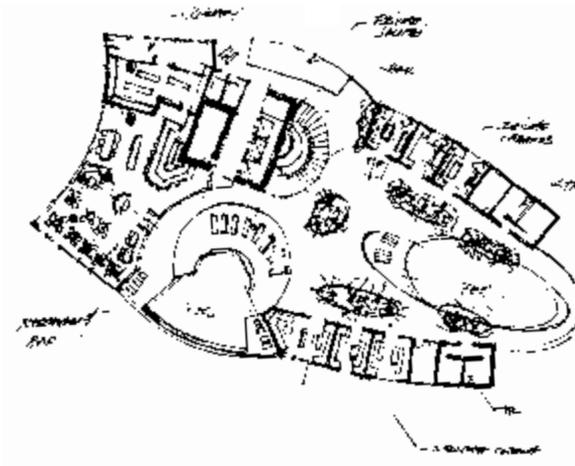
SUCCESS P•O•O•L

.....Swim on the Edge.....

.....Liquid Infinity.....

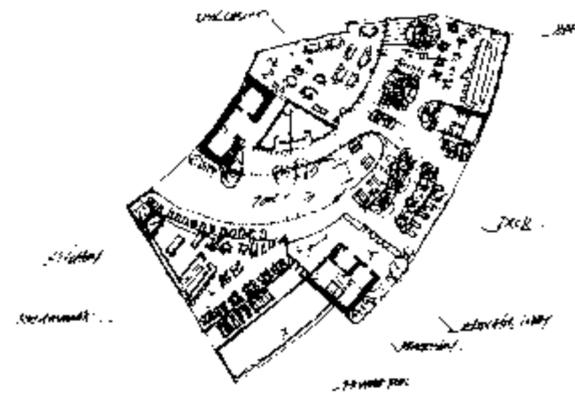
RAINBOW P•O•O•L

Each hotel will feature a signature pool deck on the high-rise roof. These "on-the-edge" pools will feature private cabanas, bar and restaurant areas, after-dark occupancy as a entertainment venue, and the unique ability to host corporate events.



Sydney's first regattas were public events similar to the early challenge matches. In 1827, Captain Rous and Captain Stirling organized a series of rowing and sailing matches on the harbour. The officers of His Majesty's Ships *Success* and *Rainbow* donated a purse of 50 Spanish dollars as a prize for the sailing race. Spectators of all ranks and denominations crowded Dawes Point and Macquarie's Fort while the colony's elite watched the day's events from the decks of the *Success* and *Rainbow*.

Named after His Majesty's two ships, the new infinity rooftop pools offer elevated decks where visitors and patrons can relax and enjoy the incredible views of Sydney's breathtaking harbour.



THE AUSTRALIAN BEACH VILLA

The Quarterdeck Villas are the exotic suites that high limit gamblers will covet. Instead of a typical suite that could be found in Singapore or Macau, these five incredible Quarterdeck Villas offer a one-of-a-kind residential experience for the property's most elite customers.

Each villa will feature the following:

- Operable glass walls that open the entire villa to the outside harbour
- Multiple master suites
- Large bathrooms and water features
- A unique "beach" experience
- Large decks
- Private saunas and massage rooms
- Bars and pantries
- Conference rooms
- Private accommodations close to the gaming and entertainment options



Q quarterdeck VILLAS

Named after the raised deck behind the main mast of a sailing ship, the Quarterdeck was traditionally where the captain commanded his vessel and where the ship's colours were kept. As such, it was used as the main ceremonial and reception area on board and serves as a perfect name to celebrate the property's high rollers and aristocratic guests.



THE SPORTS AREA

The sports entertainment area will be an enhanced feature of the new resort near the new food court. This sports area will feature the following:

- The largest high resolution video screen in Australia
- A mezzanine with private viewing boxes (the stadium sky box)
- A new sports bar inspired by the existing casino
- Bar and deli



STADIUM
SPORTS

THE CASINO BAR

The new casino bar is at the center of the action. This will be the "meeting" place of The Star. This bar will feature the following:

- A center baccarat table, the show off table, "Home of the next James Bond Casino scene"
- A wine display that will promote wines of Australia
- The bar is located on a raised podium to become the people watching area of the Star




evoke
C E N T E R B A R

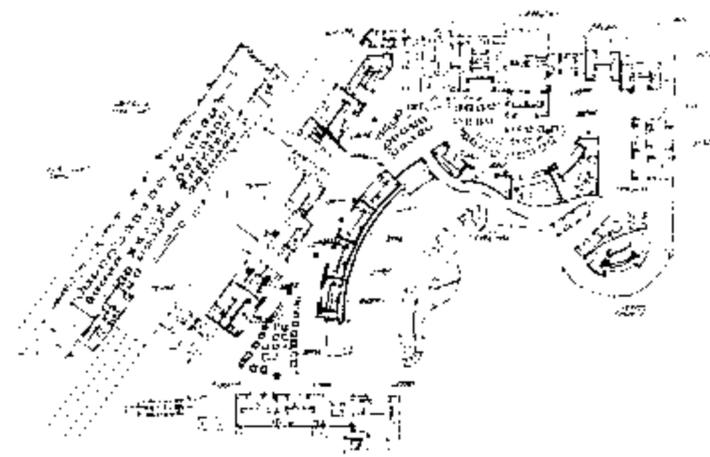
THE FOOD COURT

The food court is a new exciting concept that will feature the following:

- 20-24 new food and beverage outlets
- The Asian section will feature the eight cuisines of China, and Vietnamese, Malaysian and others
- More than just fast food outlets, some zones will be small restaurants in which guests can enjoy a sit down meal.
- Changing lighting going from day to night will create a beautiful enhanced environment.
- The food court will feature something for every taste.



Asian Food Court

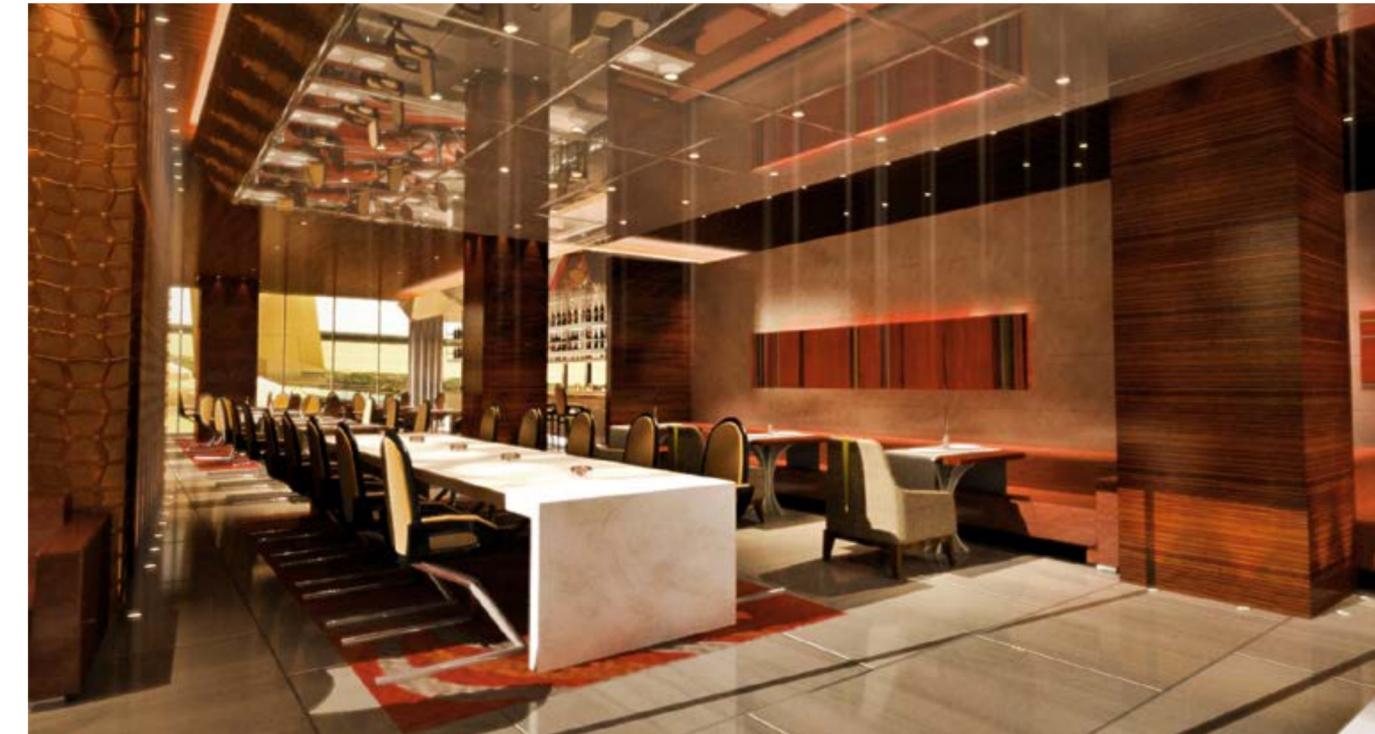


Australian Food Court

THE BUFFET

The new buffet will be an open and airy modern design featuring action cooking stations from around the world. The following is some of the statistics:

- 500 seats
- 12 Action exhibition cooking stations
- Designed for 3 meal service
- Private dining areas for groups and VIP's
- Bar
- Salad and fresh bar



THE DAILY
CATCH
BUFFET

THE HEALTH CLUB & SPA

The new health club located in the Spa Tower will be an oasis of tranquility that will refresh the body and spirit. It is named Noble Soul to represent the place of enlightenment we desire after a calming, cleansing day at the spa. The spa offers a luxurious range of beautifully designed treatment pavilions and garden spa suites designed for total relaxation and recreation. This opulent health club will feature the following:

- Cardio and Weight Area
- Beauty Salon
- Pilates Studio
- Massage Rooms
- Turkish Hammam
- Vitality Pools
- Rock Saunas
- Crystal Steam Rooms
- Cafe



THE HEALTH CLUB RESTAURANT

Above the spa, featuring a great view of the harbour and the CBD of Sydney will be a new restaurant featuring specialized spa cuisine. This unique restaurant will feature the following:

- Tremendous views of the harbour
- Alfresco dining
- Private dining rooms
- Open kitchen
- Bar

Named *vital* because it means “of or pertaining to life” and it provides all the vitals needed to maintain a healthy diet. This health club restaurant, offers a uniquely green vegan menu as well as a comfort food menu, to provide nourishment for body, mind, and soul.

vital
a healthy food restaurant





URBAN

A Study of

**ARCHITECTURE
& PLANNING**



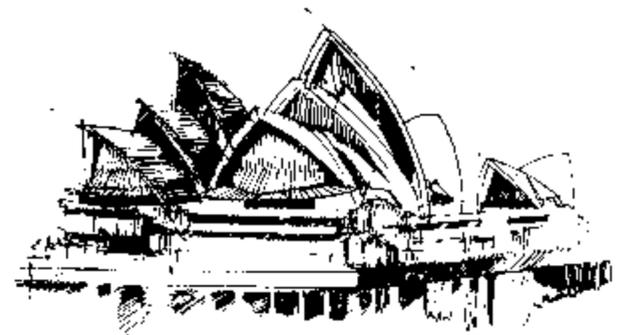
**MODERN CASINO BUILDINGS
& INTEGRATED RESORT DESIGN**

As integrated resort architecture has developed over the last 30 years there have been many trends that define architectural success, business success, the taxes paid to the government, the quantity of employees, and all of the economic benefits that an integrated resort offers.

Architecture is a very important decision.

Only a handful of buildings around the entire world are truly distinguished and recognized; the Sydney Opera House is one of them. Instantly recognizable for its simple architectural lines, this famously loved building has become a true symbol for the city of Sydney and the country of Australia. Others include:

- Guggenheim New York by Frank Lloyd Wright
- Ronchamp, France by Le Corbusier
- China Central Television in Beijing by Koolhaas
- Eiffel Tower by Charles Eiffel
- Burj Al Arab in Dubai by Atkins



Comparatively, there are several buildings that are achievements for their architects yet misunderstood, (and rightly so) by their occupants and users. Many integrated resorts have recently tried to build iconic structures as their primary attraction:

- Cosmopolitan Las Vegas
- Revel Atlantic City
- City Center Las Vegas
- Marina Bay Sands in Singapore
- Crown Allira Macau

With the exception of Marina Bay Sands all of these have not achieved the success of their themed neighbors. Some of them pay the least taxes and employ a small number of residents while others have featured terrible financial performance, or worse, bankruptcy. All of these buildings create a confused experience.

Great entertainment buildings are created by a sketch of a journey and we, as the architects, have a responsibility to put the guest in that journey. The success of Marina Bay Sands has a lot to do with its license, the \$1 billion dollar garden adjacent to it, and its superior location on Marina Bay. Many years ago several of us recognized that we could not create giant themed or historic buildings that had a lasting “50-year” life. Integrated resorts are not judged in 50 years; they are judged in five minutes.

There have been many modern buildings created that are softer on the eyes, the feet, and the urban landscape, yet flamboyant and fun. Some of these buildings include the following:

- Mirage
- Wynn
- Mandalay Bay
- Sands Macau
- Encore
- Galaxy Macau

This type of architecture is understood by customers that frequent integrated resorts throughout the world and these buildings have achieved remarkable success. They do not “stick out” in the urban context; instead they seem to gracefully fit into a complex backdrop. They are elegant yet appear achievable and accessible to everyone. They are truly the first buildings to be loved in five minutes that will endure for the next 50 years.

Few buildings around the world have been as iconic as the Sydney Opera House over the long run. It’s location, position, scale, and definition cannot be easily matched, especially in Sydney.

To propose that a casino building will become an icon for a city already dedicated to one landmark is unrealistic. The beloved symbol of Australia will not and should not be compared to.

Timeless Architecture

Distinguished. Memorable. Celebrated.



Obscure Modern Buildings

Confusing. Overwhelming. Complex.



Loved Integrated Resorts

Elegant. Engaging. Accessible.



**DESIGNING AN INTEGRATED RESORT
A CASINO FOR THE ASIAN 'HIGH ROLLER'**

Steelman Partners has designed casinos all over the globe for over 33 years and has designed more Asian high limit gaming areas than any other architect in the world.

Contrary to popular belief, many Chinese gamblers are everyday people who do not live an overly luxurious lifestyle. All are aspirational and long to be successful at several aspects of life, including gambling.

As the "new rich" evolve, tourists and gamblers from China are demanding the following:

- Convenient, quick travel to the facility
- Mindful layout for gaming, dining, spa, and hotel
- Bright gaming atmosphere free from distractions
- Design that follows the strict principals of feng shui

Currently there are 600,000 Chinese visitors to Australia. Many of these visitors come to Australia for a college education and seek a unique experience during their stay. The proposed integrated connected resort will attract the Chinese tourist for reasons far beyond just an opportunity to gamble.



Above: Galaxy Starworld before renovation
Below: Galaxy Starworld after renovation in 2009.
The brighter, more beautiful space resulted in an increase in Chinese Gaming Wins of over 35%.

**DESIGNING
FOR CONVENIENCE**

Today, there are many vacation and integrated resort options for the Chinese tourist. Overcoming long hours of travel is a challenge Sydney must accommodate in order to be competitive with its integrated resort neighbors. As Sydney looks to increase tourism for its future growth, it must address the pros and cons of its geographical location in context.

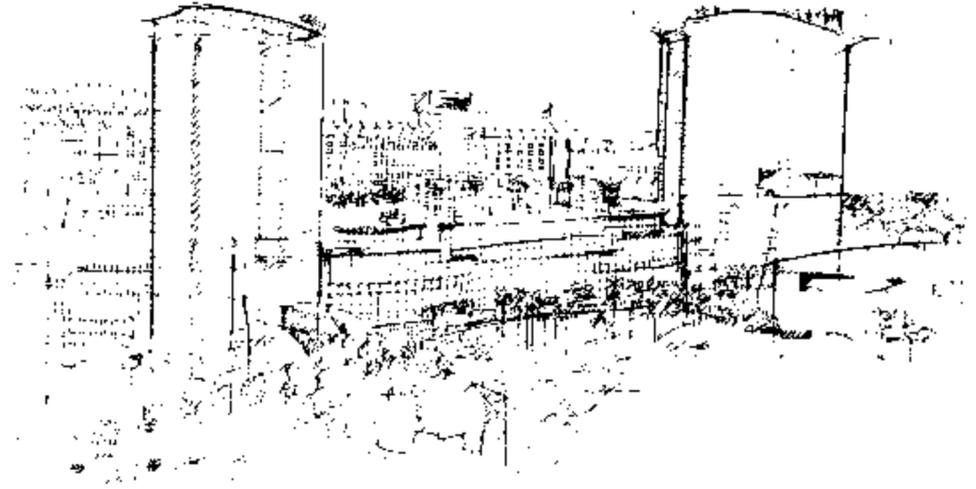
The typical "high roller" room is not enough to attract the Chinese gambler it desires. Today's travelers seek a genuine vacation in addition to their gaming experience. Only a uniquely Australian, integrated connected resort can offer a true difference.

**Only a uniquely Australian
Integrated Connected Resort
can offer a true difference.**



RESORT LOOK

Resorts around the world are designed in many different styles, shapes, themes, colors and mass. The architecture must create a place to relax and unwind and then deliver on that expectation.



What are some of the key points that make architecture “Resort Architecture?”

1. The architecture draws the patron “in the door” for the first time; the exterior clearly says *entertainment* and welcomes patrons immediately.
2. The massing/ architecture should announce that there is something for all visitors inside; a multitude of options abound.
3. The architectural mass should coordinate and flow with the heartbeat of the interior.
4. At night, the building should appear as though it is populated with people.
5. The lighting should not scream “I am a Casino!” Instead the lighting design should welcome fun, excitement, and safety while adding brilliance to the city.
6. The building design should provide a sketch of a journey that places its customer in an exotic, one-of-a-kind location.
7. The architecture should make its guests feel young, excited, and vibrant.
8. The design should avoid trendy fads; it should be solid well-conceived architecture that has a design life of over 50 years.
9. The design should not make anyone feel small; all architecture and spaces need to be properly scaled.
10. The resort should feature “fun” and that fun must be immediately perceivable on the exterior of the building.
11. The building should avoid using angles less than 90 degrees to ensure that the Asian population will use the facility.
12. The building must follow the rules of feng shui; entries will face toward a body of water and other principles will be followed.

“The design should not make anyone feel small...”

URBAN CONSIDERATIONS TALL BUILDINGS



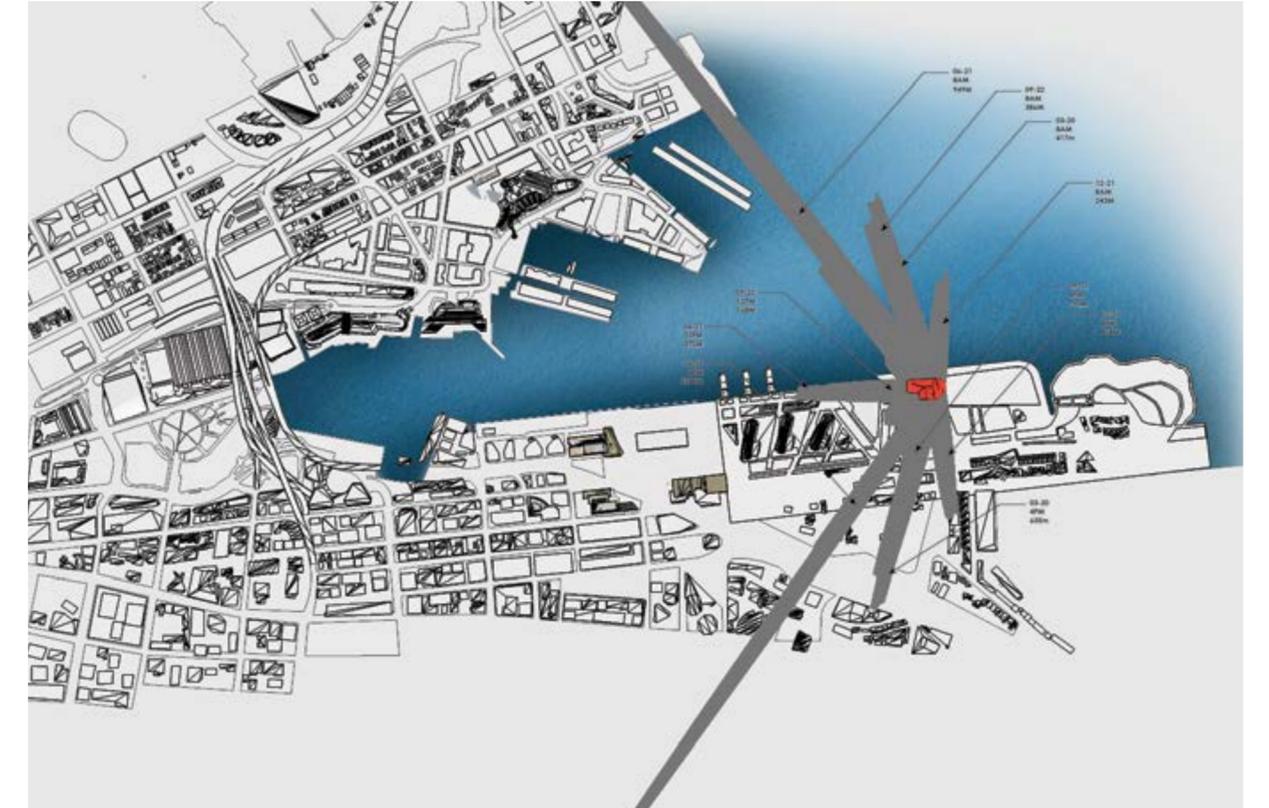
Above: Gherkin Tower, London
The tower base has no area for commercial activity.

Wind buffeting off a skyscraper may blow patrons away. Some tall buildings are difficult to approach on foot.

Wind blowing between skyscrapers can create noise within the structure and may render it uninhabitable.

Tall buildings cast a long shadow - placing urban districts, once sunny, in shade.

Although there are several towers recently constructed that are energy efficient (30 St Mary, London), they are not very sustainable over the long term. Their expense has made them a trend of the past.



The shadows from a tall building are very long.

SCALE OF THE STAR RESORT

The Star design was completed in strict accordance with scale and context set by Sydney's planning authorities.

We propose the integrated connected resort to have towers of a reasonable height of 118 meters.

A tall building is only a symbol of pride and achievement to its owner. It does nothing for the urban environment and functional continuity of its city.

Crown Barangaroo
235 m



Sydney's waterfront is a people place... not an urban wall on the harbour.

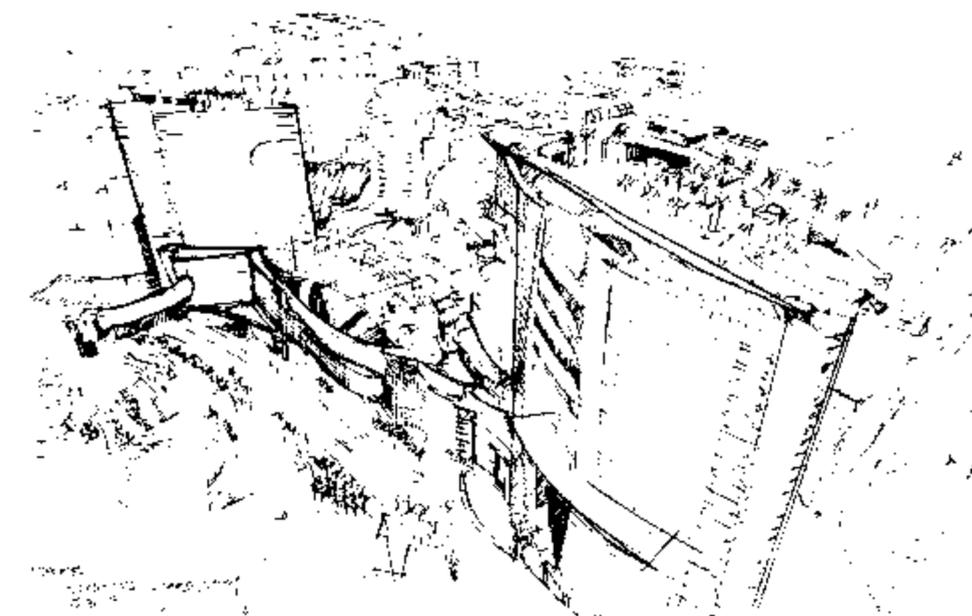
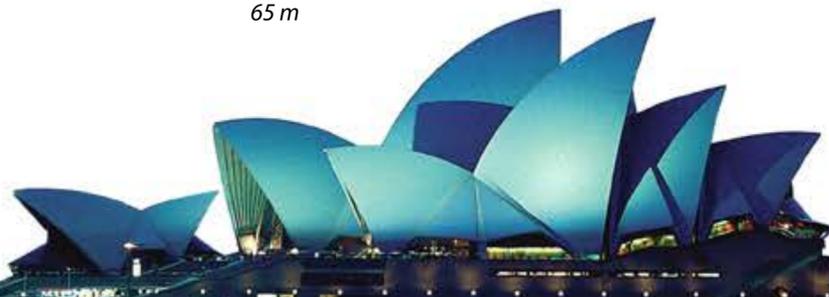
Proposed Star Casino
118 m



Existing Star Casino
57 m



Sydney Opera House
65 m



CREATING UNIQUE ARCHITECTURE

What makes a building unique?
What makes it iconic?

There are twenty-five twisted buildings constructed or planned around the world. Though beautiful in form, each misses a significant opportunity to celebrate and support the cultural and community life of its home city.

Most iconic buildings never achieve the symbolic status they set forth; many are not affordable for two reasons:

- 1) Construction costs
- 2) Opportunity costs (it takes too long to build)



Above: The skin of Absolute Tower does not look like the beautiful renderings. It was value engineered to look like this.

Many renderings of iconic structures do not look like the final building.



Bitexco Renderings

Bitexco Final Building is 47% efficient, leading to an unoccupied building at the opening. This building is not an icon in Ho Chi Minh City.

Absolute Towers
Mississauga, Canada



HSB Turning Torso
Malmö, Sweden



Lakhta Tower
St. Petersburg, Russia



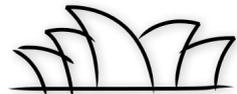
Al Hamra Tower
Kuwait City



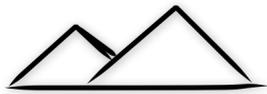
ICONIC BUILDINGS

An icon is a symbol or emblem

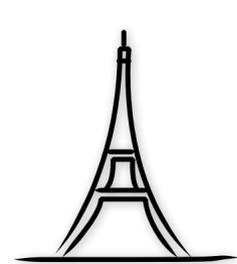
Successful, iconic buildings are both created and later realized by the simple architectural line. Iconic buildings become a symbol for a neighborhood, a city, a country.



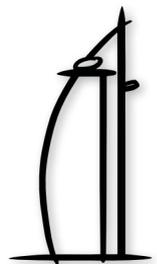
SYDNEY OPERA HOUSE



THE PYRAMIDS



EFFEL TOWER



BURJ AL ARAB

Iconic buildings do not alter the scale of their context. Only the buildings that fit or enhance the neighborhood and promote civic and cultural life truly succeed at becoming an asset for their home city. Indeed, the greatest iconic buildings are the ones used by the public.



ABOVE: Sydney Opera House (top) Guggenheim Bilbao (below)



=

Australia

INTEGRATED RESORTS FOOTPRINT

Integrated resorts throughout the world feature large footprints. These footprints are home to many of the entertainment components that attract tourists. The current integrated resort building trend pushes for a larger footprint.



LAND SIZES

All great integrated resorts are on a large piece of property, especially in Asia. Though their cities are filled with multi-level leisure spaces and bridges, patrons do not like vertical spaces.

Success is now created by compact planning in a large space and diversifying each space to match the customer. Gone is the centralized WOW atrium; the customers do not want it. Galaxy Macau is designed with nine entry porte coheres, and places the guest close to where they want to be. Resorts World Sentosa is also designed this way.

Modern day integrated resorts need a plot of land to compete with Galaxy, Resorts World Sentosa and Marina Bay Sands.

By offering a multitude of entertainment, attraction, gaming, dining, and connected activity opportunities, Echo takes a strong step toward unifying, inspiring, and promoting Sydney to the world.



Can a small footprint compete with the new integrated resorts?



THE SCHEDULE

PHASING	START	FINISH	0	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	32	33	34	35	36								
GOVERNMENTAL CONSENT																																															
Unsolicited Proposal Approval		0																																													
Organize Required Governmental Info.	1	2	2 months																																												
Director General Requirements	3	3	1 month																																												
Development Application Documents	4	5	2 months																																												
Development Application Review Period	6	9	4 months																																												
DESIGN																																															
Schematic Design	3	5	3 months																																												
Design Development	5	10	6 months																																												
Detailed Design	8	12	5 months																																												
Tender Documentation	8	13	6 months																																												
TENDER PROCESS																																															
Tender Period	9	14	6 months																																												
CONSTRUCTION PROCESS																																															
New Construction																																															
Demolition for New Hotels	14	15	2 months																																												
Foundation for New Hotels	16	18	3 months																																												
Hotel Structures	19	30	12 months																																												
Hotel Interiors	24	36	13 months																																												
Podium Demolition	17	18	2 months																																												
Podium Structure	19	24	6 months																																												
Podium Interiors	24	31	8 months																																												
Renovation																																															
Phased Build-Out	13	26	14 months																																												
SERVICE RELOCATIONS																																															
Co-ordination with Service Providers	1	30	30 months																																												
Service Provider Design & Approvals	4	12	9 months																																												
Critical Service Diversions	9	13	5 months																																												
Ongoing Service Diversions & Installation	14	24	11 months																																												



BRAND SUMMARY

The 2012 renovation of The Star turned the front of the building toward the harbour and implemented an entire wall of windows that actually opened up to allow the harbour breezes into the casino space. The design decision prompted a necessary starting point for the future of Sydney's connected integrated resort: The city of Sydney desires to enjoy the harbour from all possible vantage points.

The beauty of the sparkling blue waters, the mist of the bay's ocean air, and the warm golden light of the southern hemisphere's ball of fire almost seem to seek out those longing for its touch.

In truth, high rollers and hippies alike all long to embrace nature's companionship. The wind that fuels Sydney's regatta sailors is the same breath of fresh air that fills the lungs of a child blowing bubbles... or the gust that whips a woman's evening dress into the air. It is the life force of the practicing yogi and the deep shout of joy from a lucky winner at the blackjack tables.

Without searching too deeply to define all that makes this city great, Sydney's ocean air is ever present, reminding us that each breath is meant to be inhaled, felt, lived.

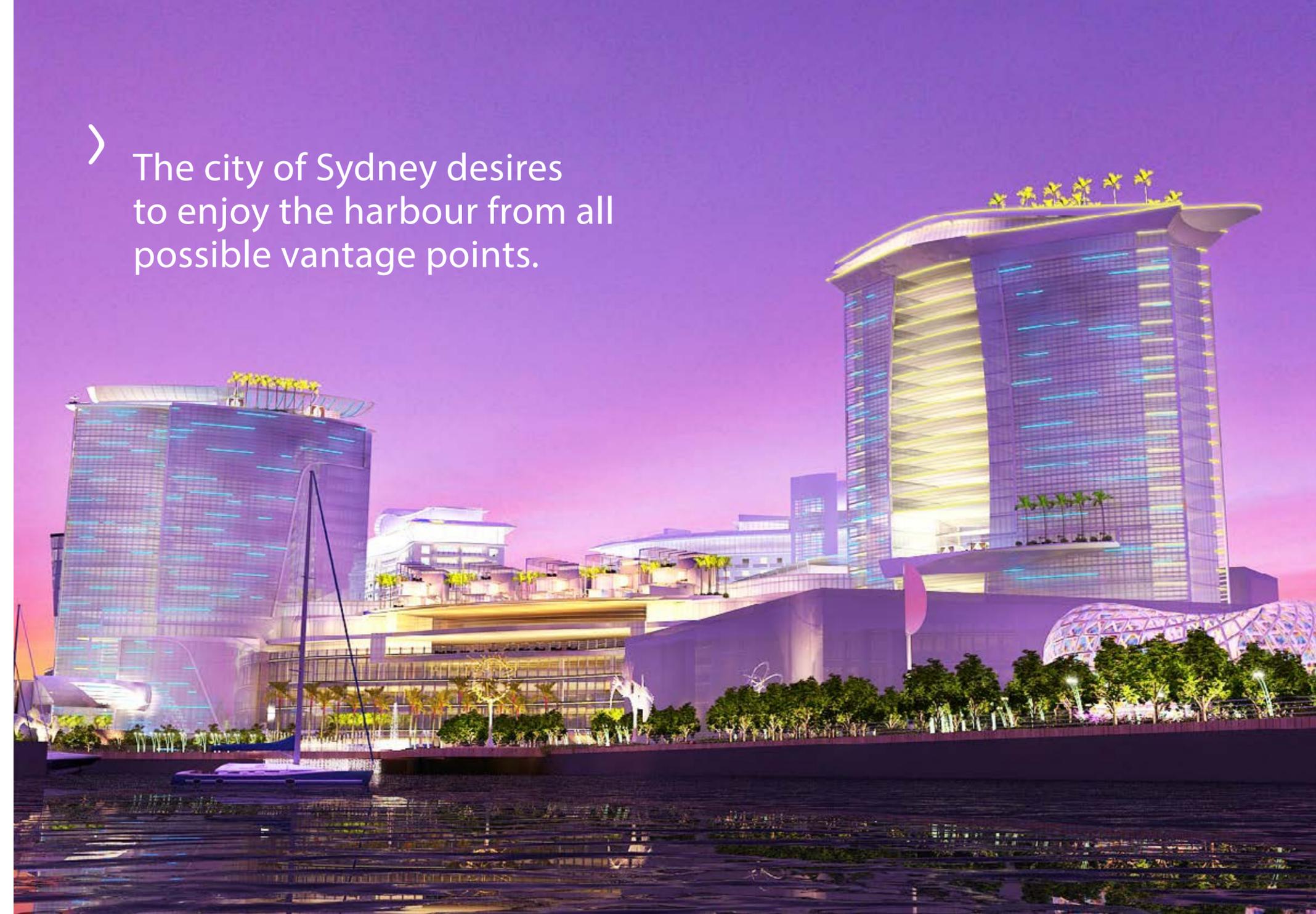
Echo Entertainment proposes to breathe new life, vitality, prana, and fresh inspiration into the existing Star. By giving it a chance to grow, a revitalized effort makes use of the structure that already exists - and in doing so, accommodates a green initiative set forth by Sydney long ago.

The new integrated connected resort utilizes an existing framework and enhances it with design ideas that endorse Sydney's personality and goals for the future. By offering a multitude of entertainment, attraction, gaming, dining, and connected activity opportunities, Echo takes a strong step toward unifying, inspiring, and promoting Sydney to the world.

The Bowline builds upon the current urban fabric of the city and expands Australia's presentation on the world stage. The combination of its natural and built environment, and the way in which it allows diverse experiences in one place, at one time provide truly unique opportunities. The synthesis of art, technology, design, and nature, coupled with vibrant, interactive human behavior sets a catalyst for dynamic progression on an international scale.

The Star already provides and supports important elements of the offerings presented in this book. The next stage of development must extend to reinforce the positioning mentioned herein.

› The city of Sydney desires to enjoy the harbour from all possible vantage points.



Steelman Partners



Paul Steelman
Chief Executive Officer

Paul Steelman, a native of Atlantic City, NJ, is widely recognized as a visionary designer of entertainment, hospitality and gaming architecture worldwide. With over 33 years of international experience, Steelman specializes in the multi-disciplinary facets of integrated resorts, entertainment complexes, theme parks and attractions, retail malls and districts, museums, and hotels. Steelman has designed and constructed integrated resorts in Macau, Vietnam, and the Philippines and has designed more Asian High Limit gaming areas than any other architect in the world.

Paul was honored as the 2010 SARNO Lifetime Achievement Award recipient and received the 2006 HOSPY Lifetime Achievement Award. He has been featured in many publications and visual media, including Forbes Magazine "Designing for Dough" and the Oceans 13 DVD (The Opulent Illusion).

Based in Las Vegas, NV, Steelman Partners has completed over 4,000 casino and integrated resort designs in countries such as Singapore, Thailand, Vladivostok. The firm is considered the largest architect of casinos and integrated resorts throughout Asia. The firm has offices in in Macau and Zhuhai, China; Ho Chi Minh City, Vietnam; Manila, Philippines and a new location in Amsterdam, Holland.

Steelman Partners owns and operates several other design companies: DSAA (Interior Design), Shop12 (Lighting, Theater, Ride and Attraction Design, Inviro Studios (Film Animations), MARQI Branding Studio (Identity and Brand Design), Hyperion Partners (Energy Design), and Steelman Development (owns commercial real estate properties in Nevada and California).

Paul serves on the board of directors for The Lou Ruvo Brain Institute in Las Vegas, The Federal Law Enforcement Foundation in New York, and The Clemson School of Architecture at Clemson University in South Carolina.



Ben Mammina
Partner

Ben Mammina, a native of Chicago, IL, has been in the business of developing Integrated Resorts for 20 years. He has developed professional systems and served as an owner's representative and developer for more than 30 hotel, entertainment, and integrated resort projects.

In 2008 Mammina formed the Ben Mammina Development Group (BMDG) to provide consulting services for owners of Integrated Resorts, Hotels and Entertainment business ventures. His consulting expertise includes site acquisition, development team selection, predevelopment budgeting, management of master plan design process, overseeing design/construction documentation risk management, project management and financial management. Since formation of the BMDG, Ben has overseen billions of dollars of integrated resorts master planning and hundreds of millions of dollars in project management. His award winning projects are delivered as expected, on-time, in-budget, safely and with social awareness.

Prior to forming Ben Mammina Development Group, Ben obtained 15 years of integrated resort development experience as a key executive for Caesars Palace and MGM Mirage in Las Vegas, Nevada, USA. As Senior VP of Planning and Development for MGM Grand Resorts Development Group, Ben was head of an in-house development group responsible for design, construction management, purchasing, finance and accounting. During this time Ben was responsible for the oversight of conceptual planning of many projects in excess of \$10 billion and billions of dollars in construction.

Ben Mammina has a BS in Civil Engineering and a MS in Engineering from the University of Nevada, Las Vegas.



Ethan Nelson
Steelman Partners President

Full service interior design firm focused on concept through construction and specializing in the creation of engaging interiors for the high-end hospitality, resort, and gaming industry.



Nicole Dalton
DSAA Principal



Keith Winters
DSAA Principal



Steve Anderson
DSAA Principal



Mayumi Koshiba
Interior Designer



Ellen Ho
Senior Architectural Designer

Full service lighting and visual feature studio specializing in the creative design of performance venues, custom visual features, and all facets of high-end hospitality lighting.



Jon Champelli
shop12 President



George Huang
Senior Lighting Designer



Kelli Groskopf
Lighting Designer



Rich Moon
3D Artist



Michael Arias
Senior Architectural Designer

International animation studio creating content for film, television, and architectural industries. Responsible for original character design, script writing, 3D spce, and product merchandising.



Keith Winters
Inviro President



Michelle Nixon
VP Graphics



Donovan Lu
3D Project Lead



Alana Withers
Project Designer



Afsheen Rais
Senior Architectural Designer

International branding studio focused on naming, branding, theming, identity, and visual communication for innovative concepts, signature products and services, and hospitality environments.



Anne Graves
MARQI President



Lauren Brown
Senior Brand Designer



Bill Cunningham
Senior Planner



Madalena Chiang
Designer

