



36 what's in a name?

A LITTLE HISTORY, GEOGRAPHY, AND LOTS OF PERSONALITY.

Bluegreen Club 36™ is the name of the forthcoming Bluegreen resort in Las Vegas, and the unusual name might inspire some wild theories about its origin and meaning. No, the resort won't have 36 floors; the resort will actually be L-shaped and have seven floors. No, there aren't 36 rooms; the plan is to have a total of 238 two-bedroom lock-off villas. And we believe there are much more than 36 reasons to visit Las Vegas. So where did this noteworthy name come from?

There were actually two inspirations for the Bluegreen Club 36 moniker that have more in common than you might realize. The name reflects the geographic location of Las Vegas – on the 36th parallel – and the era that inspired its planned décor, the Parisian Art Deco period that reached its pinnacle in 1936. The interior design of the resort will display some of the most unique and colorful expressions of the Deco era beyond Miami's great Art Deco District.

Art Deco was a unique, modern design movement popular from 1920 to 1939. The look influenced almost all design of the time, from architecture and interior design to fashion, art and film. The movement started after World War I, which is significant because it was during this time the U.S. changed from an isolationist view of the world to a more accepting, adventurous view of other cultures. As a result, many of the materials involved in Art Deco were influenced by other locations or cultures, particularly Egypt, Africa and the Orient.





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Art Deco designs were characterized by the use of materials such as aluminum, stainless steel, lacquer, inlaid wood, sharkskin and animal prints. Popular design themes included trapezoids, zigzags, geometric shapes, jumbled shapes, sweeping curves, flowers and sunbursts. The look was opulent and used rich color combinations and grandiose proportions. The '20s and '30s were industrial years, and the Art Deco style followed suit as an elegant, functional and ultra-modern expression of the time.

This is exactly the look that Bluegreen Club 36 will try to capture. Furniture will be defined by strong, streamlined shapes, with couches distinctly different than chairs and other accent furniture—a contrast to the matched furniture suites used in other resorts. Fabrics throughout the resort will highlight geometric shapes, flowing patterns and animal prints. Floors in richly colored marble and stone will be accented by gold and silver wall sconces and doors. Rich woods, patterned glass and brushed metals will be seen frequently throughout. Colors used in the resort will be varied and bold with reds, blues, greens and deep golds, accented by silver, black, white and beige.

The ornate lighting will feature amber, bronze and silver with ball-shaped resin accents. The wall hangings and artwork will draw from this age—when jazz came into its own—by featuring black-and-white photos of musical instruments and colorful abstract paintings.

There is further significance to the Bluegreen Club 36 name and this time period aside from the interior design. It was during this time—the 1930s—that the state of Nevada legalized gambling, paving the way for explosive growth of Las Vegas as a destination. The year 1936 also saw the completion and opening of the other major tourist site in Nevada: the Hoover Dam.

Bluegreen Club 36 will be Bluegreen's salute to history, honoring the age when the lights went on in Las Vegas, and when Art Deco was at its peak. The resort's name will be a tribute to its location, too. At latitude 36° North, Las Vegas is a part of the high desert that is rimmed on all sides by the colorful Spring Mountains and the Sierra Nevada range. Sunrises and sunsets in this part of the country are spectacular displays of oranges, reds, purples and blues. Combine those with the gold of the blazing sun overhead and the gleaming mineral that gave the Silver State its nickname and you have the resort's color palette—a vibrant panorama of Art Deco elegance, like Las Vegas itself, just a bit bigger and more flamboyant than real life.



This resort is under construction, and if delivered, is anticipated to be completed in the summer of 2008.