

**EXCLUSIVE  
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INSIDE**

# **UNLOCK THE POTENTIAL OF YOUR GAMING ROOM**

**A GUIDE FOR OWNERS, DESIGNERS, AND DECISION-MAKERS**



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FOUNDER AND LEAD DESIGNER

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# WELCOME.

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Welcome to your first step towards crafting an exceptional gaming room that stands out in the competitive hospitality landscape.

This guide by Alyssa Suyko, founder and lead designer at 9x8 Studio, is designed to empower you with insider knowledge and practical tips for designing your gaming room.

Here's what you can look forward to:

**Expert Insights:**

Gain practical insights into enhancing gaming environments with Alyssa's expert advice on creating engaging and functional spaces.

**Design Principles:**

Understand the fundamental principles that drive impactful and memorable gaming room designs.

**Tailored Strategies:**

Learn how to apply these principles to your project, considering your unique needs and vision.

# DEEP DIVE ON THE KEY ASPECTS OF DESIGN

Dive into the art of transforming ordinary rooms into extraordinary gaming experiences.

In the following pages, we will explore the key design principles that elevate gaming venues.

Discover how thematic consistency can create a cohesive and inviting atmosphere. Learn about selecting and arranging furniture to enhance comfort and engagement. Uncover the impact of strategic lighting, from ambient to accent, in creating a captivating ambiance.

Additionally, understand the importance of thoughtful layout and flow to maximise both aesthetics and functionality to design a gaming venue that captivates and delights every guest.



**When designing a gaming venue, the key is not just to entertain but to create a journey. Every element, from the entrance to the gaming floor, should tell a story and evoke a feeling that keeps guests returning for more.**





**Creating an engaging and profitable gaming room goes beyond just the placement of gaming machines. It involves a deep understanding of design principles that not only attract patrons but also enhance their overall experience.**

Understanding the preferences and demographics of your target audience is the first step in tailoring a theme that resonates with them.

A well-chosen theme can create a sense of familiarity and comfort, making patrons feel welcome. When implementing your theme, consistency across all design elements is crucial.

From the carpet designs underfoot to the artwork adorning the walls, every detail should reflect the chosen theme.

However, it's important to exercise restraint; the goal is to immerse patrons in a themed environment without overwhelming them, ensuring the space remains inviting and comfortable.



Creating a gaming room that resonates with a wide array of patrons demands thoughtful consideration of public and private gaming preferences, strategic design integration, and the infusion of unique, custom elements.

#### **Crafting Hero Spaces:**

Identifying the centerpiece or 'hero' of your gaming room establishes the core around which other elements orbit.

Whether it's an architecturally stunning ceiling or a striking piece of artwork, this focal point should be supported by other aspects that together create a cohesive and engaging environment.

#### **Design for Comfort and Engagement:**

Prioritising ergonomic furniture and strategic machine placement significantly impacts the overall patron experience. Offering a variety of gaming options that cater to both communal and solitary preferences encourages longer stays and enhances satisfaction.

#### **Optimising for Flow and Engagement:**

An adaptable and intuitive layout promotes exploration and interaction within the gaming room. Clear signage and well-defined pathways, complemented by thoughtful zoning, guide patrons through a seamless journey of discovery and enjoyment.



**Whether it's a breathtaking ceiling feature or a captivating piece of art, let it lead your design. Ensure other elements complement this focal point to craft a unified and engaging space.**

**Create Social Gaming Zones:**

Create areas designed for group play, such as communal gaming banks without screens or paired machines that allow for side-by-side play. This setup fosters a shared gaming experience while respecting personal space.

**Create Private Gaming Zones:**

Introduce screens and private booths to offer secluded gaming opportunities. This design strategy caters to players seeking solitude, enhancing the overall attractiveness of the gaming environment by providing diverse experiences.

**Custom Features and Finishing Touches**

Elevating your gaming room into a standout destination involves more than just functional design; it's about embedding your space with character through customisation.

From bespoke joinery that echoes your chosen theme to custom bar designs and unique entry features, these personalised touches imbue your space with identity and flair, making every visit memorable.

**Maximising Space Utilisation:**

Employ multifunctional furniture and innovative storage solutions to address spatial limitations, ensuring the gaming room feels open and uncluttered.

**Creating Visual Interest:**

Introduce design elements of varying heights and styles to craft distinct zones within the room, adding depth and visual appeal that captivate and engage patrons.





**The best gaming spaces are born from meticulous planning and a deep understanding of the end user's needs."**

**Versatile Layouts:**

Ensure your gaming room's layout is adaptable, allowing for easy reconfiguration to suit the shifting balance between social and private gaming needs. This flexibility in design accommodates varying preferences and peak times.

**Comfort and Accessibility:**

Emphasise comfort across all areas with ergonomic seating, adjustable lighting, and accessible amenities to enhance player satisfaction, regardless of their gaming preference.

By adopting a holistic approach to gaming room design that prioritises player comfort, engagement, and the accommodation of diverse gaming preferences, you transform your space into a welcoming, inclusive environment that appeals to all players. This strategy not only enhances player satisfaction but also positions your gaming room as a versatile and engaging destination.



# ACHIEVE THE CASINO LOOK

Create a sense of luxury by incorporating precious metals like gold or bronze in the space.

Transforming your gaming room into a space that exudes the allure and excitement of a casino is an art.

It's about more than just the games—it's about crafting an environment that engages all senses and invites patrons into a world of luxury and thrill.

### **Embrace Thematic Consistency**

A cohesive visual and sensory narrative is essential. Every design element, from the plush carpets beneath your feet to the dazzling lighting overhead, should contribute to a unified casino experience.

Alyssa stresses the importance of thematic consistency, noting, "Every detail matters in crafting the authentic casino look and feel."

### **Incorporate Precious Metals:**

To infuse your space with a sense of opulence, integrate finishes of gold or bronze. These touches of luxury can elevate the overall aesthetic, making patrons feel like they've stepped into a high-stakes game.

### **Draw Inspiration from Design Themes:**

Whether it's the timeless elegance of Art Deco or the sleek lines of Mid-Century Modern, selecting a design theme can guide your choices in furniture, fixtures, and decor.



**Pick a theme that resonates with the essence of your brand and the expectations of your patrons. Some design themes you can draw inspiration from could be: mid century modern, art deco, coastal, glam, etc."**



### Attention to Detail

Achieving the casino look extends beyond large-scale renovations to the minute details that collectively define the space's character. From the tactile sensation of walking on a luxurious carpet to the ambient sounds that fill the room, every aspect contributes to the immersive casino experience.

Creating a gaming room that captures the essence of a casino requires a detailed and thoughtful approach. By following Alyssa's expert guidelines on thematic consistency, luxurious design elements, and strategic layout planning, you can transform your space into a destination that rivals the grandeur and excitement of a real casino.

Remember, the goal is to offer an exceptional experience that appeals to both the thrill-seekers and those in search of luxury and comfort.



**Infuse your gaming room with a touch of luxury. Incorporate gold and bronze finishes to elevate the atmosphere and deliver an authentic casino experience.”**



# FLOORS + CEILINGS

Always start with the floor and ceiling - they are your largest canvases and set the tone for your entire design.

# FLOORS AND CEILINGS TAKE CENTRE STAGE

Crafting an inviting gaming room begins with an understanding that the journey starts from the ground up, quite literally. Floors and ceilings aren't just the largest surfaces in any room; they're the backdrop against which all other design elements play out.

They set the initial tone and atmosphere, crucial for engendering that authentic casino vibe desired in gaming spaces.



**In gaming rooms, the floor is part of the experience. We choose vibrant patterns and modern colours that not only withstand heavy traffic but also draw the eye and set the tone.**





### **The Significance of Floors and Ceilings**

Before getting caught up in the specifics of lighting and layout, it's vital to grasp the profound impact that floors and ceilings have on a space.

They are instrumental in establishing the overall ambiance, pivotal for achieving the genuine casino feel that makes a gaming room genuinely stand out.

### **Durability Meets Style**

Flooring in gaming rooms does double duty: it needs to withstand the constant foot traffic inherent to these spaces while adding to their thematic allure.

Opting for vibrant carpet patterns serves a dual purpose: not only do they captivate and impress, but they also disguise the inevitable signs of wear in high-traffic areas.

Modern colour palettes, featuring blues and deep greens, refresh the space, moving away from traditional reds that can prematurely date an interior.

### **Altering Perceptions Through Colour:**

Ceilings offer a unique opportunity to influence the perceived size and feel of a room. Utilising lighter colours can give the illusion of a higher ceiling, enhancing the sense of openness, while darker tones can create an intimate atmosphere, drawing guests deeper into the gaming experience.

In areas where the ceiling is lower, employing darker colours or mirrored panels can cleverly adjust guests' perception, offering a more immersive experience.

### **Hero Elements and Budget Considerations:**

Identifying the 'hero' elements within a space is crucial; these are the aspects you want to highlight for maximum impact. Whether it's the expansive flooring or the intricately designed ceiling, focusing on these elements can elevate the overall design.

For those working within a limited budget, prioritising new carpets, fresh paint, updated gaming screens, and bases can offer the most significant visual transformation, ensuring the gaming room feels modern and inviting.

### **Selecting the Right Finishes**

Choosing finishes for a gaming room involves finding the right balance between visual appeal and functionality. Flooring solutions like polished concrete, luxury vinyl tile, and commercial-grade carpet not only look appealing but are also durable enough to handle the wear and tear of high traffic.

Wall finishes, too, should be both attractive and easy to maintain, ensuring the space remains pristine with minimal effort.





Crafting Captivating Spaces Establishing a strong foundation with meticulously chosen floors and ceilings is just the beginning of creating an engaging gaming space.

This approach empowers owners with the knowledge needed to make informed design decisions, combining durability, style, and practicality into a unified whole that resonates with authenticity and sophistication.

By adhering to these design principles and focusing on hero elements, gaming room owners can craft environments that not only draw patrons in but immerse them in an unparalleled gaming experience from the moment they step inside.

Through strategic design, a gaming room can transcend mere functionality, becoming a destination that captivates and delights all who enter.



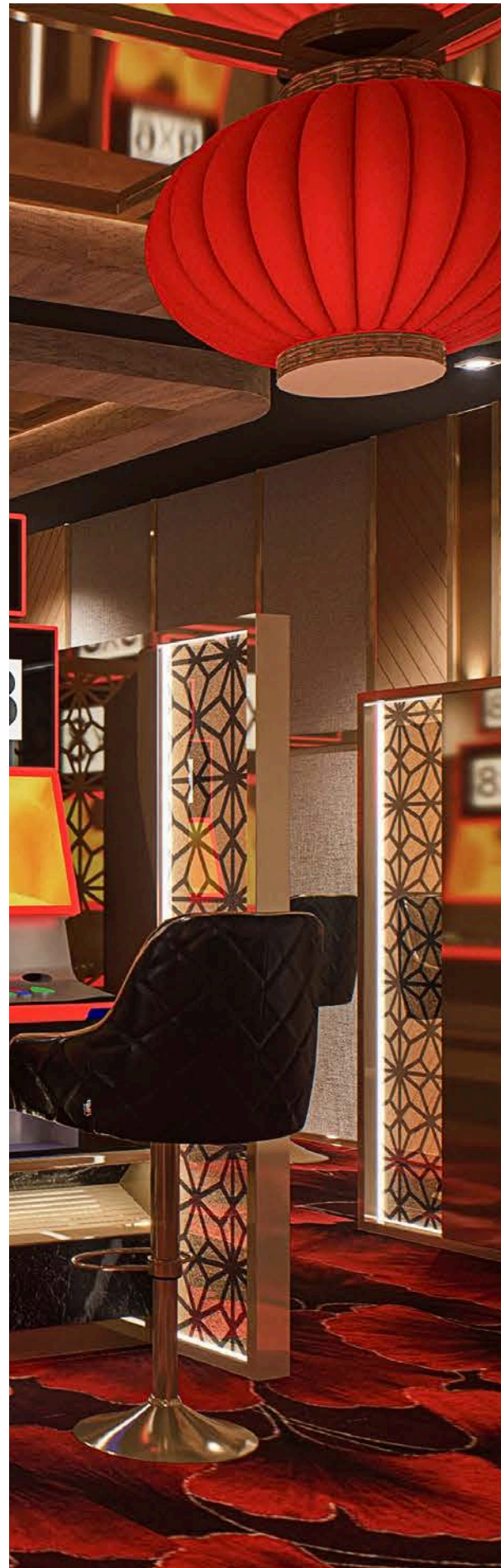
# HARNESSING THE POWER OF COLOUR PSYCHOLOGY

The colours chosen for a gaming room can profoundly impact the atmosphere of the space. Warm colours such as reds and oranges can evoke feelings of excitement and stimulate energy, while cooler tones like blues and greens may create a more relaxed environment. It's also vital to consider how lighting will interact with these colours; both natural and artificial light can dramatically alter the perceived ambiance of a room.

Incorporating patterns and balancing bold colours with neutral tones can add depth and interest without causing visual clutter. This balance ensures the space remains harmonious and inviting, encouraging patrons to linger longer.



**Select colours that evoke the desired mood; for example, use reds and oranges for excitement or blues and greens for a relaxed atmosphere.**





# LIGHTING IS A GAME CHANGER

Getting the lighting right in your gaming room is crucial. It's like having a secret weapon that can completely transform the space from ordinary to extraordinary.

Here's how you can make lighting work wonders in your gaming room.

### **Setting the Scene with Light**

Think of lighting as the control switch for the room's atmosphere.

Alyssa explains, "With lighting, we can highlight the main attractions like that standout ceiling feature or the vibrant new carpet, and subtly hide the less impressive bits. It's all about creating the vibe you want."

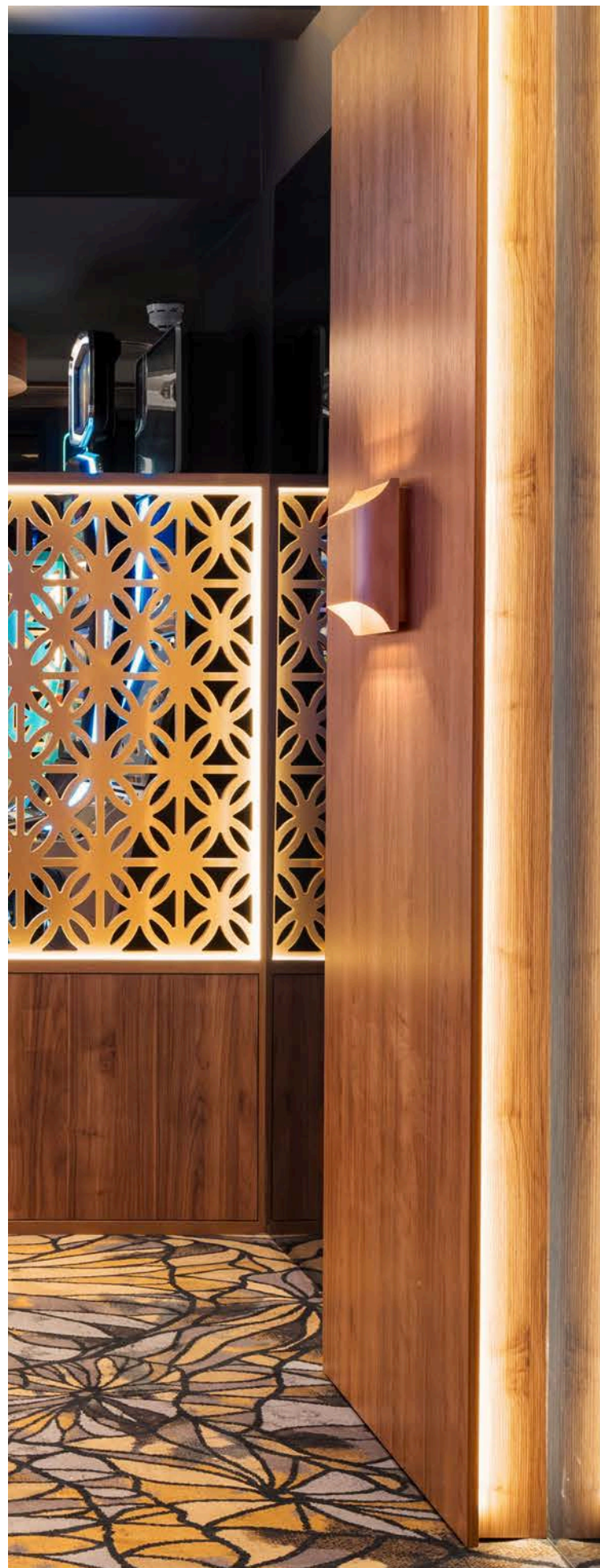
Lighting allows us to control the atmosphere and ambiance in the room. It allows us to highlight the hero elements (i.e., custom ceiling feature, new carpet, wall finishes) and make things disappear. Correct lighting will make the space "sparkle" and have that casino-effect you want

### **Spotlighting the Right Spots:**

It's not just about making the room bright; it's about guiding the eye. Mixing LED panels and dynamic lighting can turn a static room into a lively, engaging environment. This approach draws people in and keeps the energy up.



**If you've got new carpets, make sure to light them up with LEDs at the bases. It's about making those key features pop."**



**Control the Mood:**

Use adjustable lighting to change the room's feel as needed, making sure every corner matches the mood you're aiming for.

**Add Energy:**

Bring in LED and dynamic lighting for a boost of vibrancy. It's about creating an atmosphere that's alive and buzzing.

**Keep It Practical:**

Make sure gaming areas are well-lit for comfort and ease of play. Indirect lighting can help reduce glare and make for a better gaming experience.

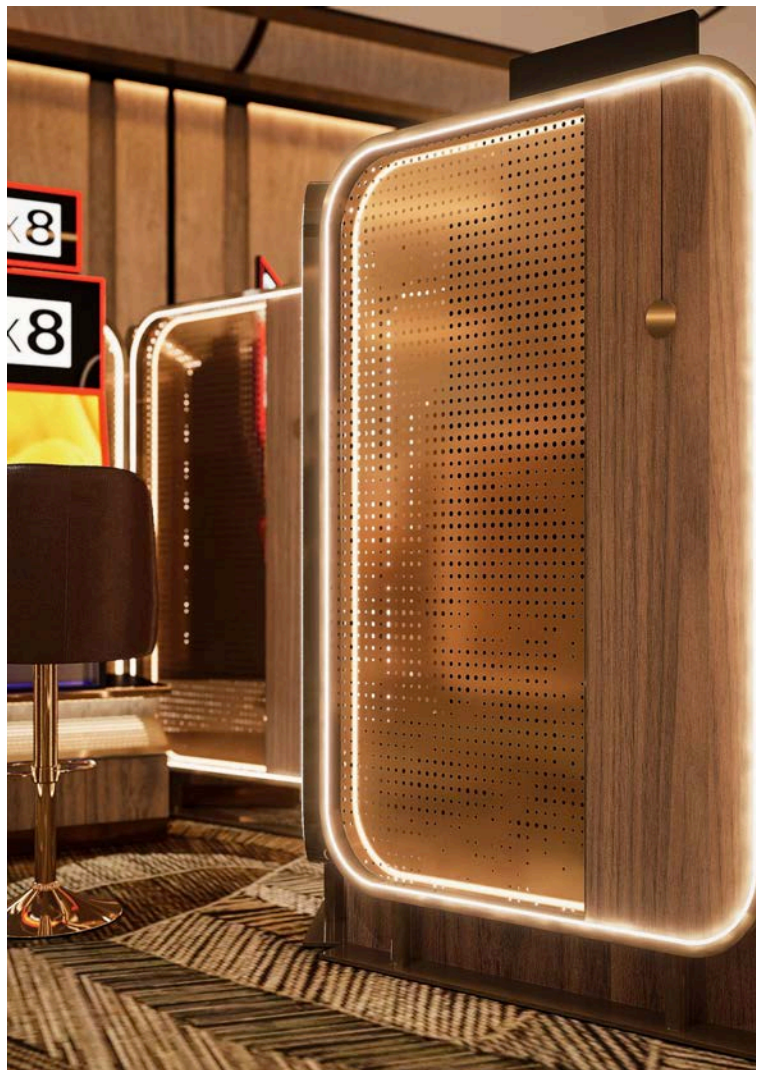
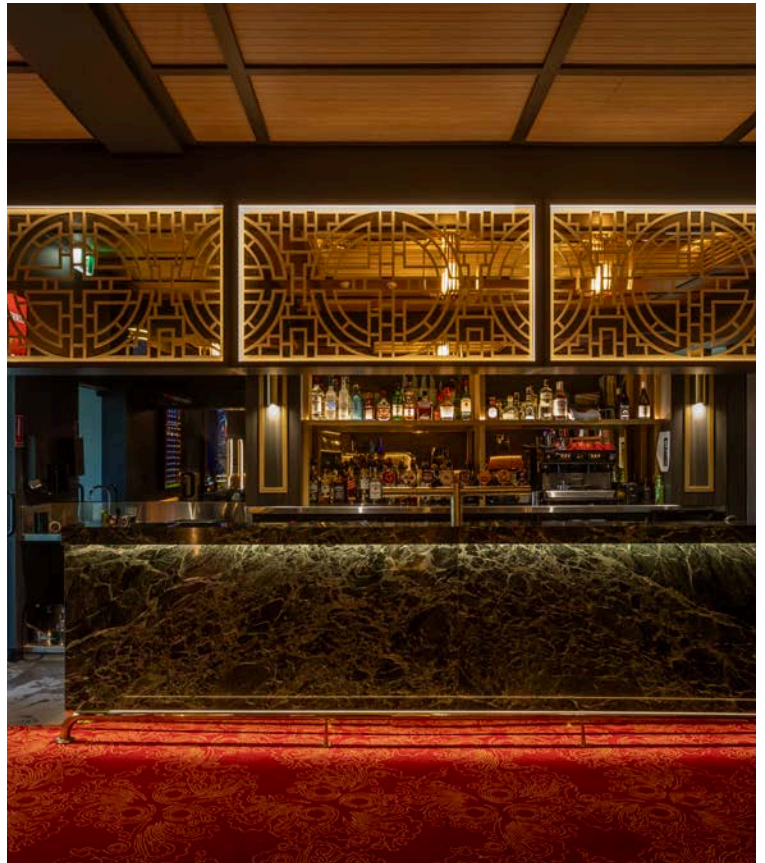
Wall lights, gaming bases, entry features, and ceiling features should highlight the walls, floors, or ceilings without being in direct contact with the players or causing glare on the gaming machines. Proper lighting placement ensures that the gaming experience remains comfortable and enjoyable without annoying screen glare.

**Highlight Your Best Features:**

Got a feature you're proud of? Light it up. Make those hero elements stand out and contribute to the room's overall wow factor.

By putting these ideas into action, you can transform your gaming room into a space that not only looks great but feels right.

Proper lighting isn't just about visibility; it's about setting the stage for a memorable experience every time someone steps into the room.



# CUSTOM FEATURES + FINISHING TOUCHES

The final layer of design that truly differentiates a gaming room is the incorporation of custom features and finishing touches. These elements not only enhance the aesthetics of the space but also contribute to the overall gaming experience, making it memorable for patrons.

Let's dive in and explore how bespoke design elements and thoughtful details can elevate the gaming room environment.



**Custom joinery elevates any interior space. It is where the designer can play up your chosen theme. Custom joinery includes things like bar design, ceiling features, entry features, gaming screen, wayfinding, etc.**





## Functional Finishes

The choice of finishes in a gaming room should balance aesthetics with practicality, ensuring durability and ease of maintenance without compromising on style.

### High-Durability Flooring:

Opt for flooring solutions that are not only visually appealing but also capable of withstanding high traffic and easy to maintain. Polished concrete, luxury vinyl tile, and commercial-grade carpet are excellent choices.

### Easy-Clean Wall Finishes:

Walls should be finished with high-quality paint or wallcoverings that can easily be wiped down and maintained, reducing the long-term upkeep costs.

## Bespoke Lighting as a Feature Design

Lighting should be considered both a functional necessity and a key design element. Custom lighting fixtures can serve as stunning focal points while also providing the necessary illumination for gaming activities.

### Custom Light Fixtures

Design or commission light fixtures that complement the room's theme, such as bespoke chandeliers or uniquely shaped pendant lights.

### Dynamic Lighting Systems

Implement systems that allow for the colour and intensity of the lighting to be adjusted, creating different moods or highlighting special events.





## Enhancing the Experience with Technology

Integrating the latest technology into the design of a gaming room can enhance the gaming experience, making it more engaging and interactive for patrons.

### Digital Signage

Utilise digital screens to display dynamic content, such as jackpot alerts, upcoming events, or promotional offers, adding an interactive element to the space.

### Advanced Gaming Machines

Invest in the latest gaming machines that offer a higher level of interactivity and advanced graphics, attracting tech-savvy patrons and providing a more immersive gaming experience.

The incorporation of custom features and finishing touches is what ultimately sets a gaming room apart, creating a space that is not only functional but also visually captivating and memorable for patrons.

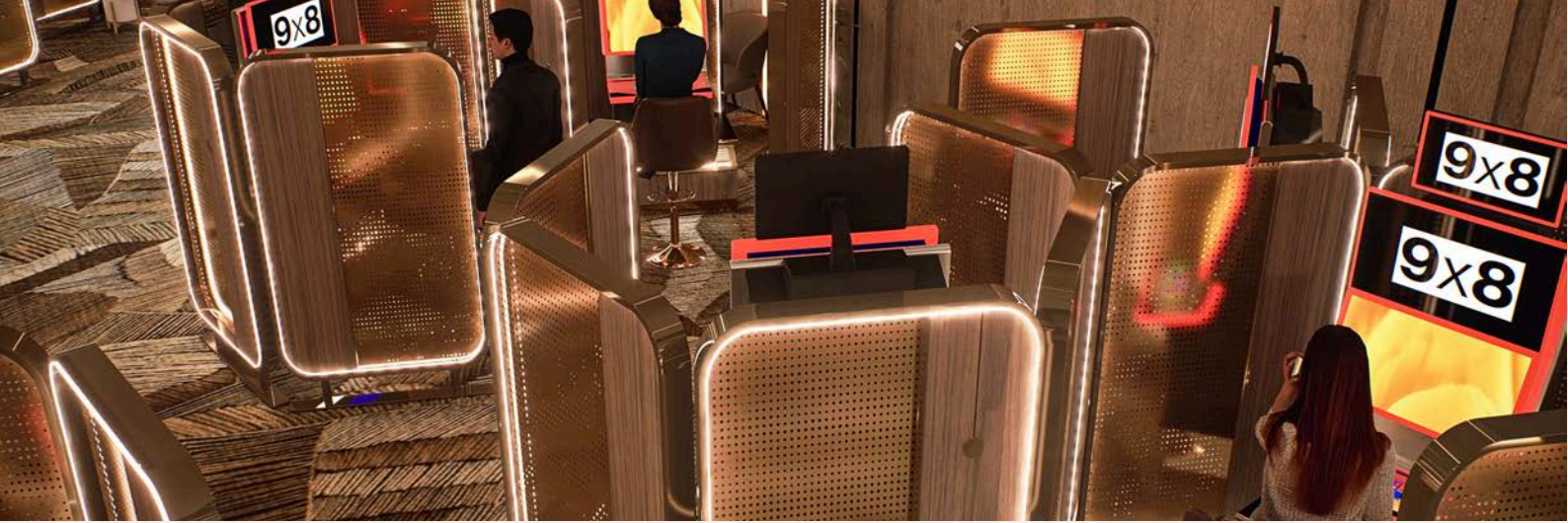
By focusing on bespoke design elements, functional finishes, and the integration of technology, operators can craft a gaming room that exceeds expectations and enhances the gaming experience.

These final layers of design detail reinforce the venue's identity and contribute to its success by creating an environment that patrons are drawn to and want to return to.



**'The magic in gaming room design lies in the custom features and finishing touches. It's about more than functionality—it's creating a visually captivating space that leaves a lasting impression.'**





# A STEP-BY-STEP GUIDE

## TO TRANSFORM YOUR GAMING ROOM

Embarking on a gaming room renovation is a significant journey that transforms your space into an engaging, modern, and profitable venue. At 9x8 Studio, we specialise in guiding you through every phase of this transformation, ensuring your vision comes to life with precision and flair.

Here's a straightforward, informative guide on planning and executing your gaming room renovation.

### Initial Planning and Conceptualisation

#### **Developing Your Vision:**

Start by evaluating your existing gaming room. Identify what's working, what isn't, and the potential for new features.

Setting clear, achievable objectives early on will shape your project's direction, focusing on enhancing the player experience, operational efficiency, and venue profitability.

#### **Designing with the End User in Mind**

At 9x8 Studio, we utilise detailed 3D renders and conceptual drawings to help you visualise the proposed changes. This step is crucial for aligning your concept with real-world application, ensuring the design caters to the comfort, preferences, and behaviour of your patrons.

### Budgeting and Financial Planning

#### **Creating a Budget:**

A detailed budget is essential, covering all anticipated costs from materials and labour to permits and unforeseen expenses. This comprehensive financial planning ensures your project remains viable and on track.

#### **Exploring Funding Options:**

Investigate various funding avenues to support your renovation, whether through loans, grants, or other financial instruments. A solid strategy for cash flow management throughout the project is critical.

## Design and Development Phase

### Choosing Materials and Fixtures:

With a clear concept and budget, the selection of materials and fixtures becomes the focus.

Durability, ease of maintenance, and compliance with regulations are paramount. We guide you through selecting options that not only meet your aesthetic vision but also stand the test of time.

## Navigating Regulations and Compliance

### Ensuring Compliance:

Familiarity with and adherence to local building codes and gaming regulations are non-negotiable aspects of the renovation process. Obtaining all necessary permits is essential for a smooth, legally compliant project.

## Construction and Implementation

### Executing the Plan:

The construction phase is where your vision starts taking shape. Choosing the right contractors is crucial, and at 9x8 Studio, we connect you with professionals who understand the specific needs of gaming room projects.

### Effective Project Management:

A dedicated project manager will coordinate all aspects of the renovation, from design to completion. Regular progress meetings ensure any issues are promptly addressed and the project stays aligned with your vision.

## Post-Renovation:

### Assessing the Outcome:

Once completed, it's important to evaluate the renovated space against your initial objectives. Gathering feedback from both patrons and staff offers insights into the renovation's success and highlights areas for future enhancements.

Renovating your gaming room is about more than just updating the space; it's about reimagining the gaming experience for your patrons. Following this guide and partnering with 9x8 Studio ensures you have the expertise and support needed to achieve a successful renovation.





# QUESTIONS + ANSWERS

## ALYSSA ANSWERS COMMON QUESTIONS

### **How can we modernise our gaming room without losing its classic charm?**

Focus on blending the old with the new. Retain classic architectural elements or motifs and complement them with modern furnishings and lighting. This approach preserves the room's character while introducing a fresh, contemporary vibe.

### **What are cost-effective ways to refresh an outdated gaming room?**

Prioritise changes that offer the most significant visual impact for the least expense. A fresh coat of paint, updated lighting, and new carpet can dramatically transform a space.

**How do we ensure our modernised gaming room appeals to a broad audience?**

Focus on blending the old with the new. Retain classic architectural elements or motifs and complement them with modern furnishings and lighting. This approach preserves the room's character while introducing a fresh, contemporary vibe.

**What's the best way to incorporate modern design trends without quickly becoming dated?**

Choose timeless elements for the foundation of your design, such as neutral colours and simple, clean lines. Use trendy accents in easily replaceable items like art, decor, or even wall coverings, allowing for affordable updates as trends evolve.

**Can technology integration really make a difference in modernising a space?**

Absolutely. Incorporating the latest gaming machines and using modern LED signage can help give that casino-look and feel.





Gain a competitive edge through design.  
Contact 9x8 Studio to transform your vision into reality.

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