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MGM hires Spine3D alongside KPF, Pelli, Libeskind, Jahn, Vinoly, and Foster for its Visionary Vegas Venture

Miami, FL (Spine3D) April 20, 2007 – MGM Mirage recently contracted Spine 3D to illustrate the unprecedented \$7 billion, 68 acre CityCenter project in Las Vegas. As the industry leader in architectural visualization, Spine3D is a fitting addition to the A-list roster of design professionals carefully selected by the MGM team.

Already on board were Kohn Pedersen Fox Architects, Foster and Partners, Helmut Jahn, Pelli Clarke Pelli Architects, Rafael Vinoly Architecture, Studio Daniel Libeskind, and Gensler. Numerous design drawings from each firm were submitted to Spine3D whose team of artists digitized the immense complex. A virtual model of Las Vegas also was built by Spine3D in record time as the backdrop for the much anticipated development. In fact, Spine3D renderings and animations are already at work, generating publicity and sales for MGM.

“The scale of this project is so large, that dozens of artists and talented production staff had to be dedicated solely to it” says Kevin Smith, Chairman & Founder of Spine3D. “In fact, it is our ability to deliver a top quality product in record time that prompted MGM to select us” adds Smith. Some of the project components included modeling, texturing, and animating: casinos, hotels, condominiums, retail and entertainment spaces, convention areas, a theater, garages, elevated trams, even an on-site power plant.

These CityCenter renderings show of the enormity of logistical development about to impact the Las Vegas Strip between the Bellagio and Monte Carlo hotels. However, they also illustrate Spine3D’s remarkable ability to understand, process, and produce at any given scale.

“Although commercial renderings and animations may be classified as ephemera, we approach our work as art, and that sets us apart from others” says Damir Sinovcic, Director of Business Development, Spine3D. “Our artists and managers take great pride in their work and the result is always impressive, regardless of the project scale” notes Sinovcic.

Although CityCenter is touted as the single most expensive privately funded project in the western hemisphere, Spine3D is simultaneously working on an array of large and impressive projects around the world including Europe, Middle East and Asia. To view CityCenter images or to request information, visit www.spine3d.com.

Spine3D was founded in 2000 by Kevin Smith, Eddie Leon and Johann Beckford. It has offices in Miami, New York and Shenzhen.

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