

QINGDAO, SHANDONG, CHINA

MGM GRAND QINGDAO

Preliminary Concept Presentation | August 29, 2017



釣魚臺·美高梅

DIAOYUTAI MGM HOSPITALITY

我們不僅是室內設計師。 WE DO MORE THAN INTERIOR DESIGN.

突破四壁的局限，我們關注對空間的體驗。
We think beyond walls and floors and imagine the shared experience.

我們不僅創造美麗畫面。 WE CREATE MORE THAN PRETTY PICTURES.

STUDIO MUNGE 的作品更為每個參與者的生活和工作帶來積極向上的能量。
Studio Munge creates the energy that audiences respond to
and brings businesses to life.

從1997年以來，我們用設計積極參與和影響了相關城市和社區的發展。
Since 1997, we have been positively impacting the communities
and cities we design in.

我們想像精彩的空間。 WE IMAGINE EXCITING SPACES.

那是讓人人樂於參與其中的空間，其生命力來自我們敏銳的洞察力，準確的預見及對設計的一貫熱情
Spaces that people want to be a part of. We have a keen insight,
foresight, and passion for the flow of design that brings a space to life.

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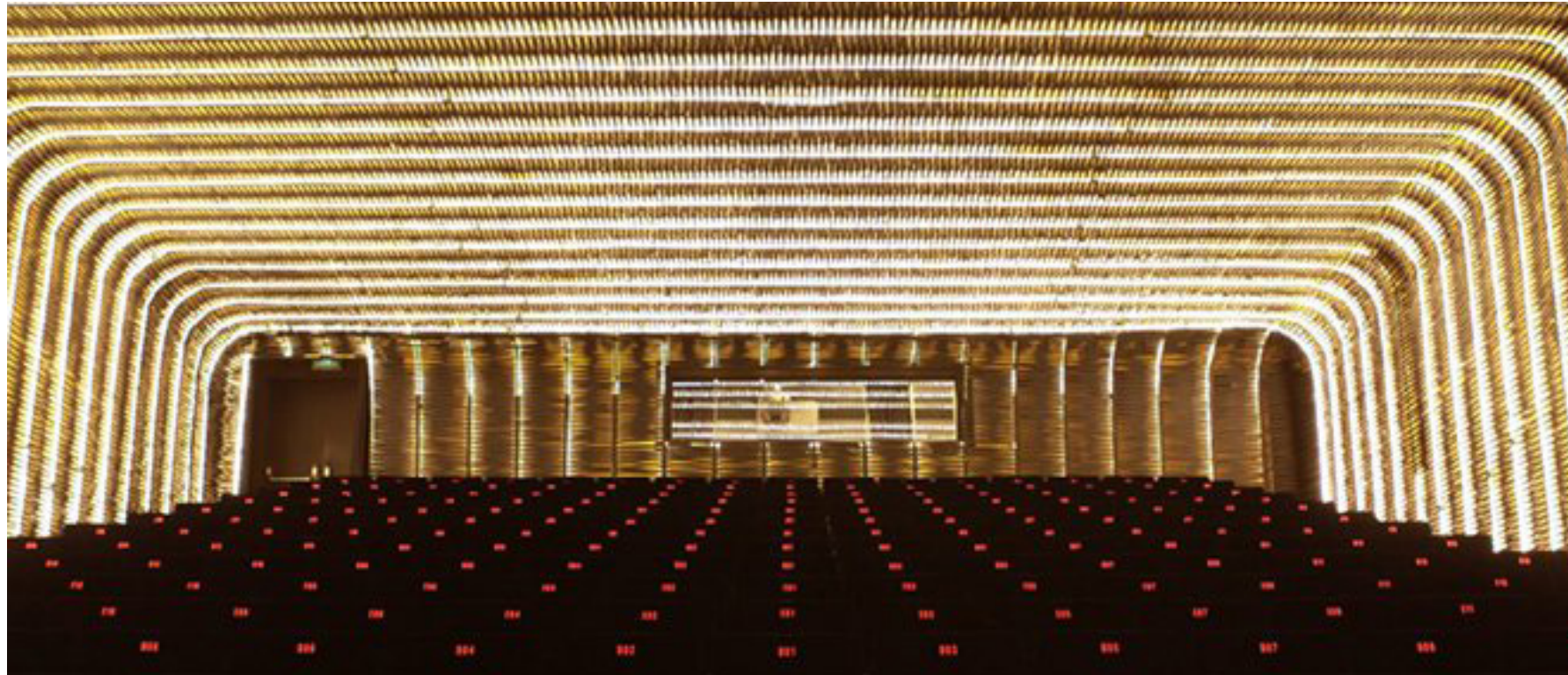
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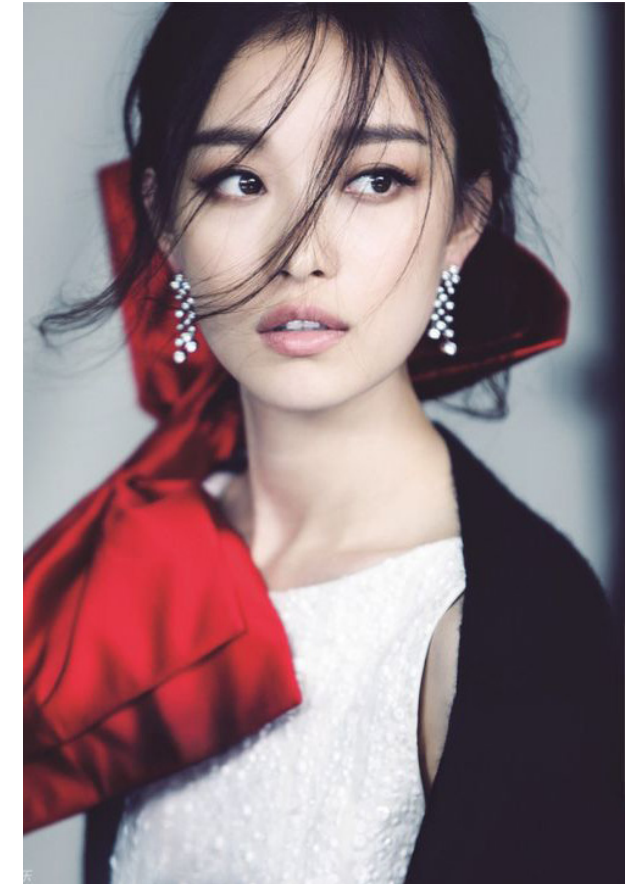
WHAT IS YOUR NEXT CHAPTER?

" ENTERTAINMENT IS NOT EXTRACURRICULAR, IT IS A FUNDAMENTAL HUMAN NEED ".
- MGM RESORT INTERNATIONAL



ADRIAN LIU / MOVIE DIRECTOR

BORN IN CHINA & STUDIED FILM IN EUROPE. ADRIAN IS A CREATIVE SOUL WHO IS INNOVATIVE & SENSIBLE WITH AN EMPATHETIC HEART. ABOVE ALL HE LOVES MUSIC SOCIAL-IZING & IS A DIE-HARD BEER LOVER.



OLIVIA WANG / MUSICAL ACTRESS

BORN IN CHINA, OLIVIA IS A HOUSEHOLD NAME IN HER COUNTRY. SHE IS OPTIMISTIC ABOUT LIFE, CONTEMPORARY & A PASSIONATE ENTERTAINER. OLIVIA CARRIES HERSELF WITH ENERGY & ELEGANCE. SHE LOVES BEING A GRACIOUS HOST & IS BOTH OUTGOING AND FUN.

CHAPTER ONE

WHEN WE WERE YOUNG

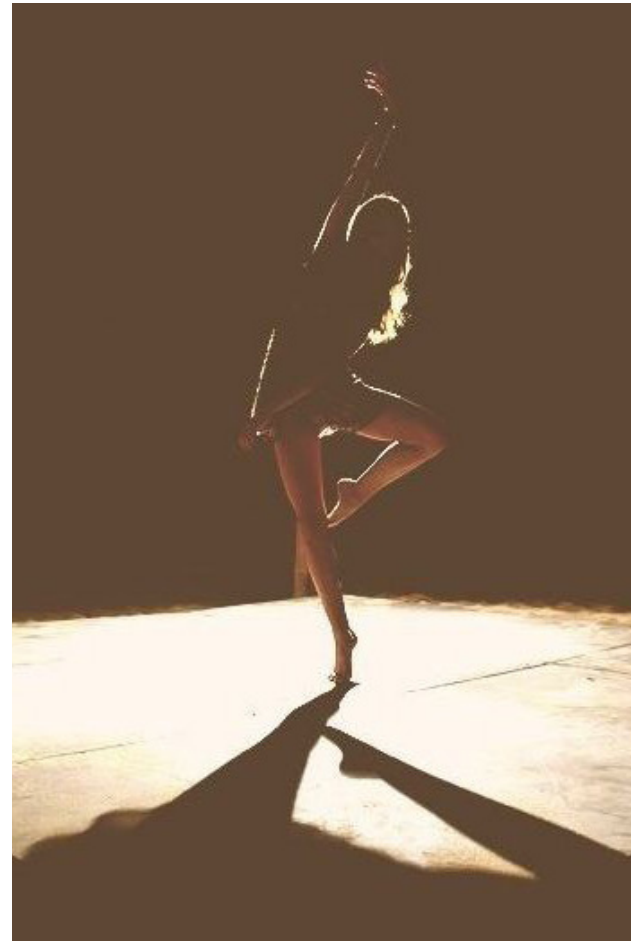
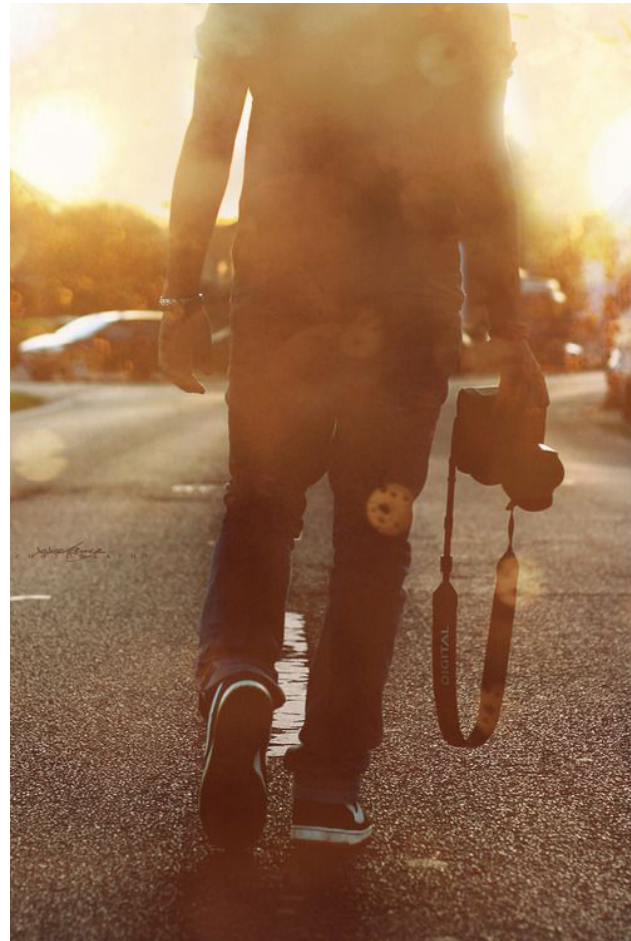
In a distant past, Adrian and Olivia attended the same high school in Qingdao. They became good friends when they found out they shared the same tastes in music, film, and entertainment. These similar interests brought them closer together, and they would often hang out after school or on weekends. Adrian & Olivia would visit arcades, movie theatres, and concerts together. And after each experience, they enjoyed discussing the limitless topics. Their imagination would run wild as they would think of the endless possibilities they could achieve in the future, minds wandering continuously. You see, the biggest dream they shared bloomed from their passion for culture and entertainment. It gave them complete happiness and bliss. Realizing how much joy performers bring to an audience, they made it their goal to bring passion, excitement and fun into the world. Without realizing it, this dream is what would separate Adrian and Olivia for over a decade.





Adrian & Olivia share a strong passion for culture and entertainment and made it their ultimate goal to bring excitement and fun to the world. They know that entertainment is a fundamental human need.





CHAPTER TWO

DIFFERENT PLACES, DIFFERENT LIVES, SAME DREAM

Adrian flew to Europe to pursue his dream of becoming a famous film director. He genuinely wanted to touch the hearts of people through the art of telling stories, and sharing innovative ideas. Through hard work and perseverance, Adrian succeeded in winning several short film awards during his studies, and was selected to direct a feature film. Adrian's successful career truly brought him recognition throughout the world. Yet, he still could not create his perfect film, one that he always had simmering in his mind, the perfect musical. After all of his international work he decided to go back to his roots, and cast a talented singer that would be the star of his new piece. Bound for China, he was in search of the one who could make his musical come alive.

Across the world, at a similar time, Olivia stayed in Shanghai chasing her dream of becoming a successful singer, studying musical theatre at a well renowned University. After years of training and starring in many outstanding performances, she was at the peak of her career, dreaming of something bigger. Olivia wanted to be her own boss and create performances that no one had ever seen before. But she needed a partner, someone who could help her achieve this dream, someone for whom she could be a muse.



CHAPTER THREE

SERENDIPIDY & COINCIDENCE

Olivia is the headline performer at the Qingdao Beer Festival. This is a special performance for her because Qingdao is her hometown and the place that holds her fondest memories. By lovely coincidence, it just so happened that Adrian was also back in Qingdao to visit family & friends he hasn't seen in a decade. He is also there to get some inspiration for his perfect musical.

Being a devoted fan of craft beer, you could easily call Adrian a connoisseur. He would not dare to miss out on the biggest beer festival in Qingdao. After a bottle or two of the finest beer, a familiar voice drowns the noise of the crowd. This voice brings Adrian back to his high school days, and memories of being with Olivia and their shared experiences. He vaguely has heard of her career in musical theatre but would never have imagined hearing her voice in Qingdao. Fate and serendipity have brought them back together in a place that split them apart.



Moving closer towards her voice, he sees her performing a famous song, perfect for the occasion. After the applause from the cheering crowd, he waits for her at backstage, where he surprises her with his presence and childhood smile. After their warm embrace, they reconnect over good food and hours of nostalgic talk.

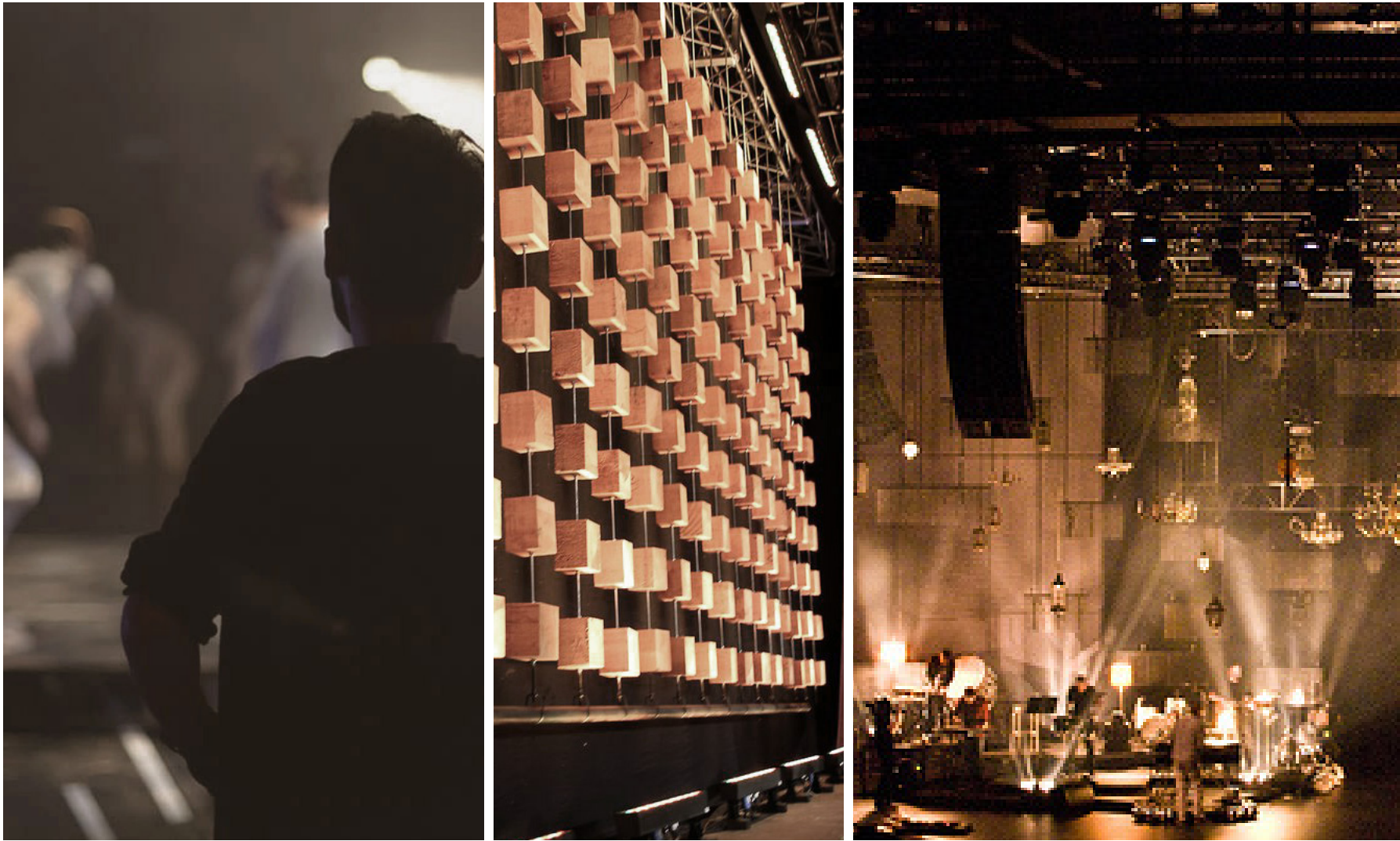




CHAPTER FOUR

ONE STEP CLOSER ...

During Adrian’s bewildering Qingdao visit and Olivia’s exceptional performance, their meeting ignites the ultimate idea, they felt they were brought back to Qingdao for a reason, for this. After days of chatting about their experiences and journeys through life, they re-connected on another level, they shared more in common than they could imagine. Adrian and Olivia came to realize that they had the same goal in mind, which had been there since their high school days. Adrian believes Olivia is the perfect muse to be in his film and offers her the opportunity to collaborate together, with her captivating voice and performance abilities it could be the piece he always wanted to realize. Thankfully Oliva is delighted to take the role. She felt it was made just for her and would capture her passion and talent eloquently. Olivia was determined to make this the best performance of her life.



CHAPTER FIVE

THE NEXT CHAPTER - THEATER IN QINGDAO

It didn't take long for Adrian & Olivia to realize the strong bond between them, and their dream being the intent which kept them determined. They were the perfect combination for embarking on their biggest goal yet. They decide to make a remarkable place where all of the ideas imagined since they were young, have a chance to become reality. They will orchestrate the biggest and best performances Qingdao has ever seen. Qingdao will acquire a new treasure that will be a monumental landmark, diverting the old ways into new forms of entertainment. Through two creative and passionate minds, a new theatre is born, where Olivia is the star and Adrian the director of the perfect musical.



FRONT OF HOUSE

MGM GRAND LOBBY



SCULPTURAL



LAYERED



ORAGNIC



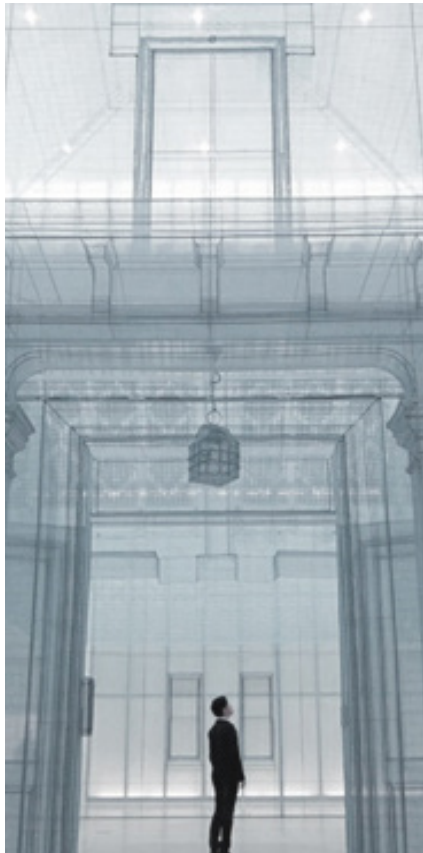
FRAMED

FRONT OF HOUSE

MGM GRAND LOBBY



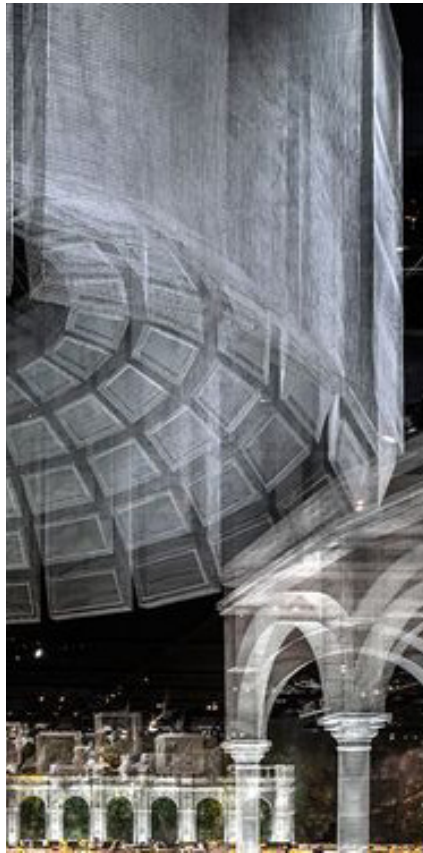
MYSTERIOUS



SIGNIFICANT



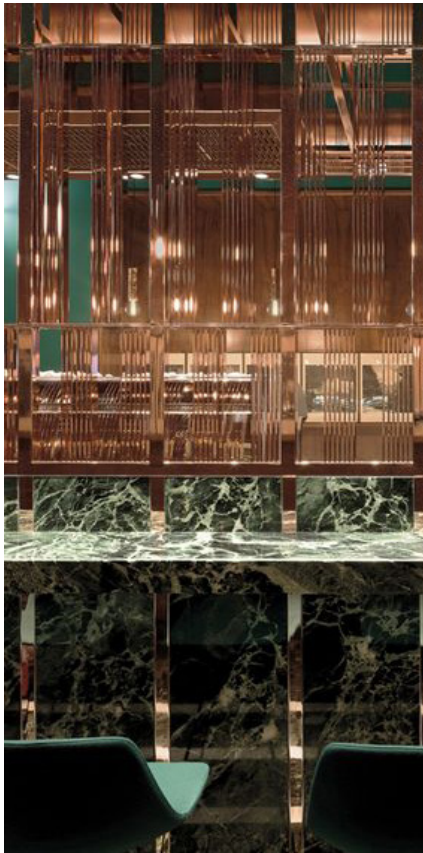
CURIOUS



DRAMATIC

DINING ENSEMBLE

MGM GRAND F&B



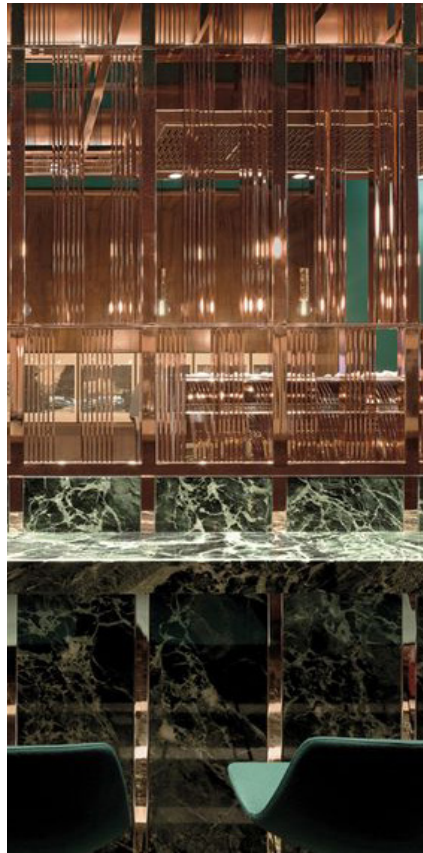
RICH



ELEGANT



EXCLUSIVE



SENSUAL

DINING ENSEMBLE

MGM GRAND F&B



FRESH



LIVELY



AIRY



LUSH

LOGGIA

MGM GRAND HOTEL ROOM



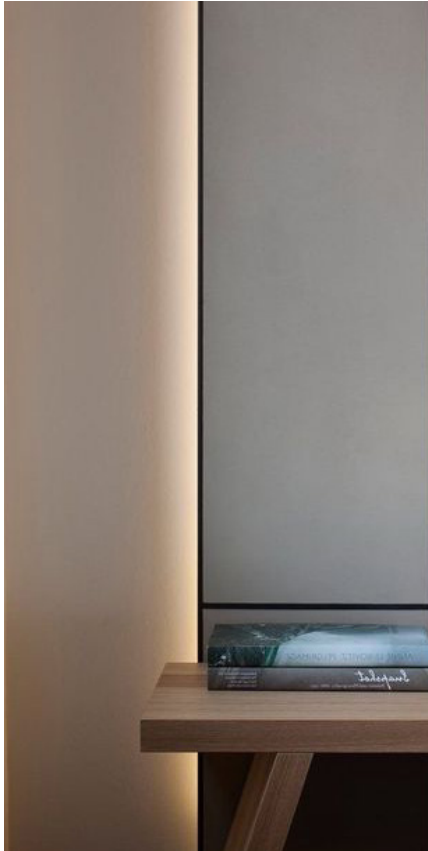
TAILORED



ARTISTIC



TASTEFUL



CURATED

LOGGIA

MGM GRAND HOTEL ROOM



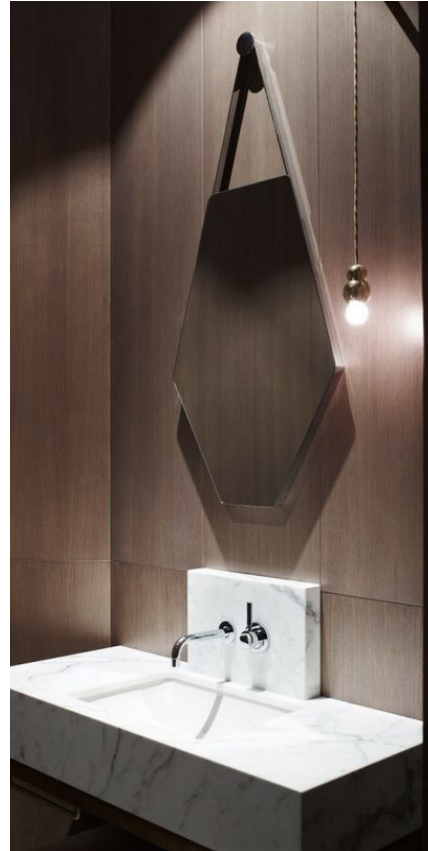
RESIDENTIAL



REFINED



HONEST



ALLURING

GREEN ROOM

MGM GRAND SPA



DRAMATIC



STUNNING



UNEXPECTED



THEATRICAL

GREEN ROOM

MGM GRAND SPA



DELICATE



ARTISTIC



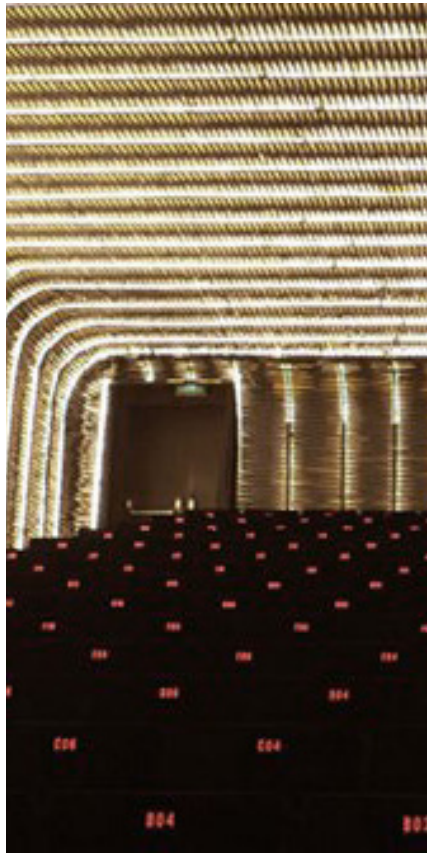
TASTEFUL



ORNATE

STAGE & WINGS

MGM GRAND BALLROOM AND PRE-FUNCTION



THEATRICAL



LAYERD



IMPRESSIVE



ILLUMINATING

CALLBOARD

MGM GRAND MEETING ROOM



EXCEPTIONAL



ECLECTIC

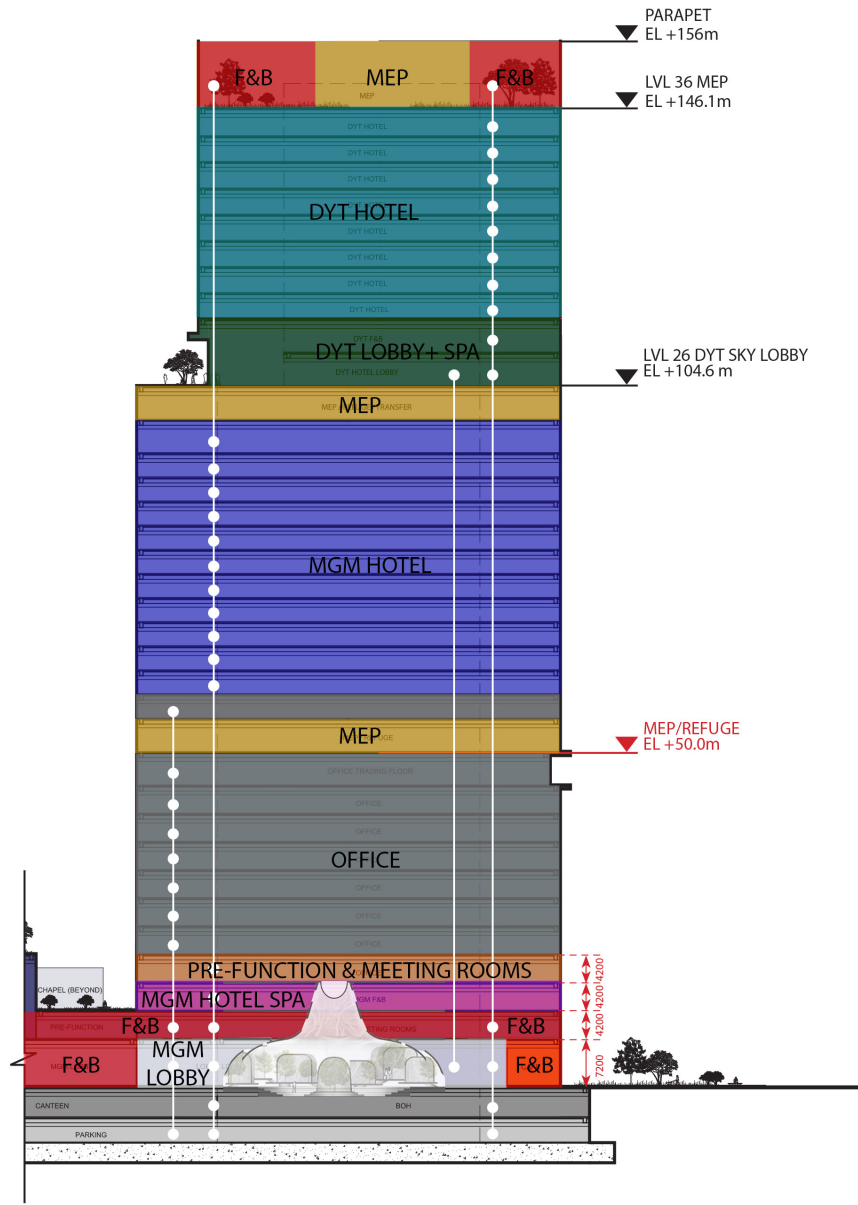


RHYTHMIC



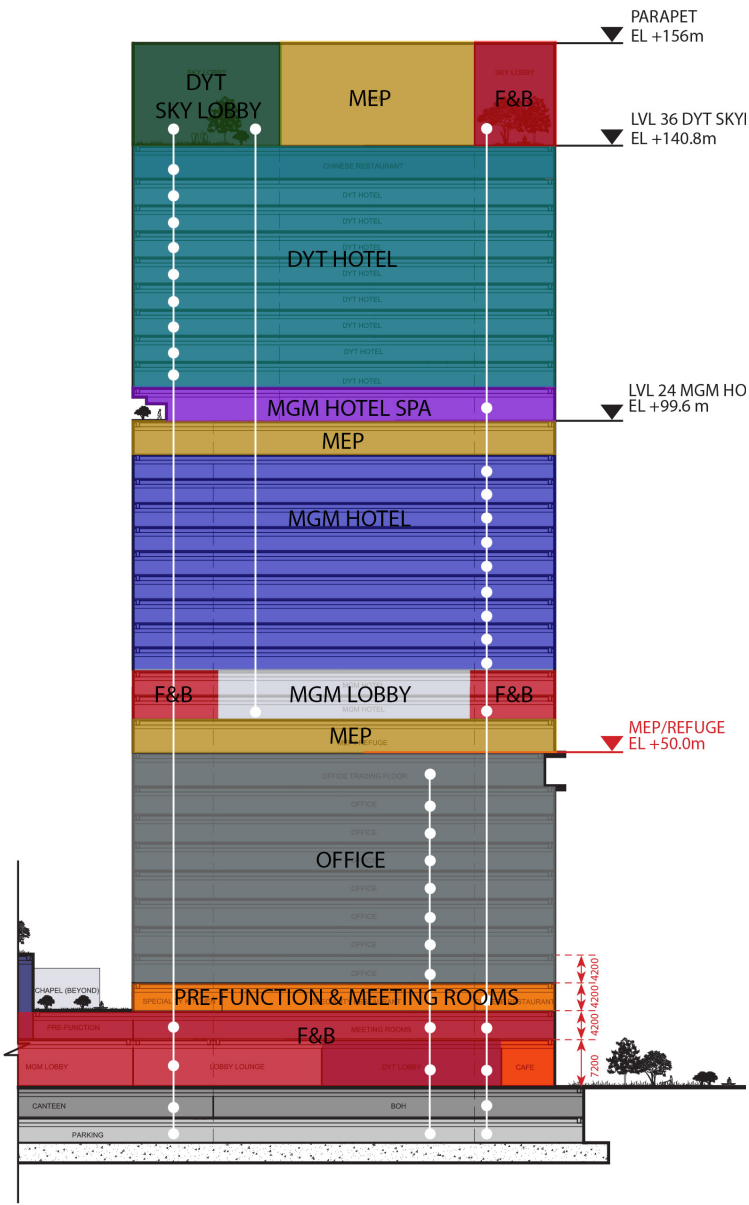
SOPHISTICATED

MGM GRAND QINGDAO

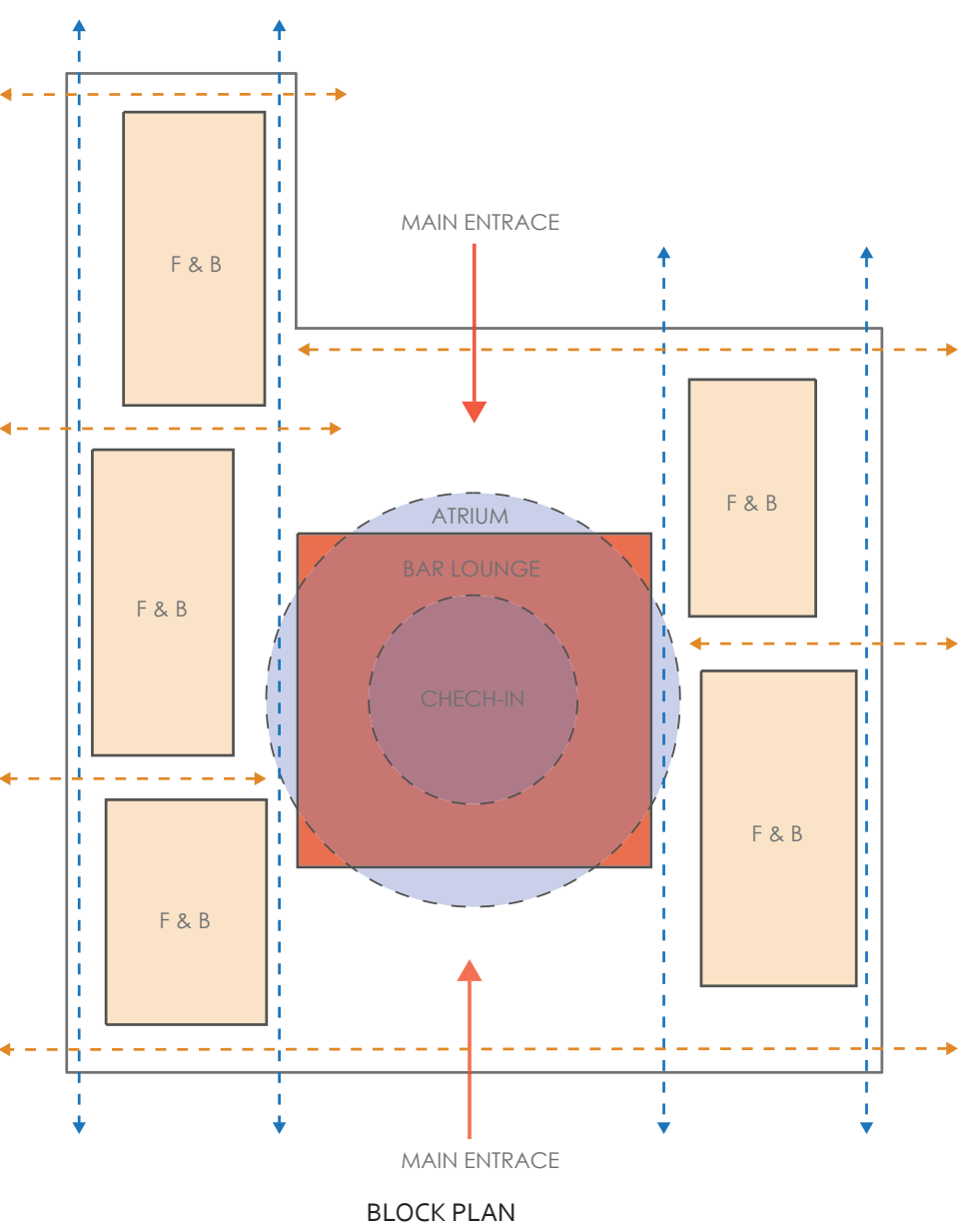
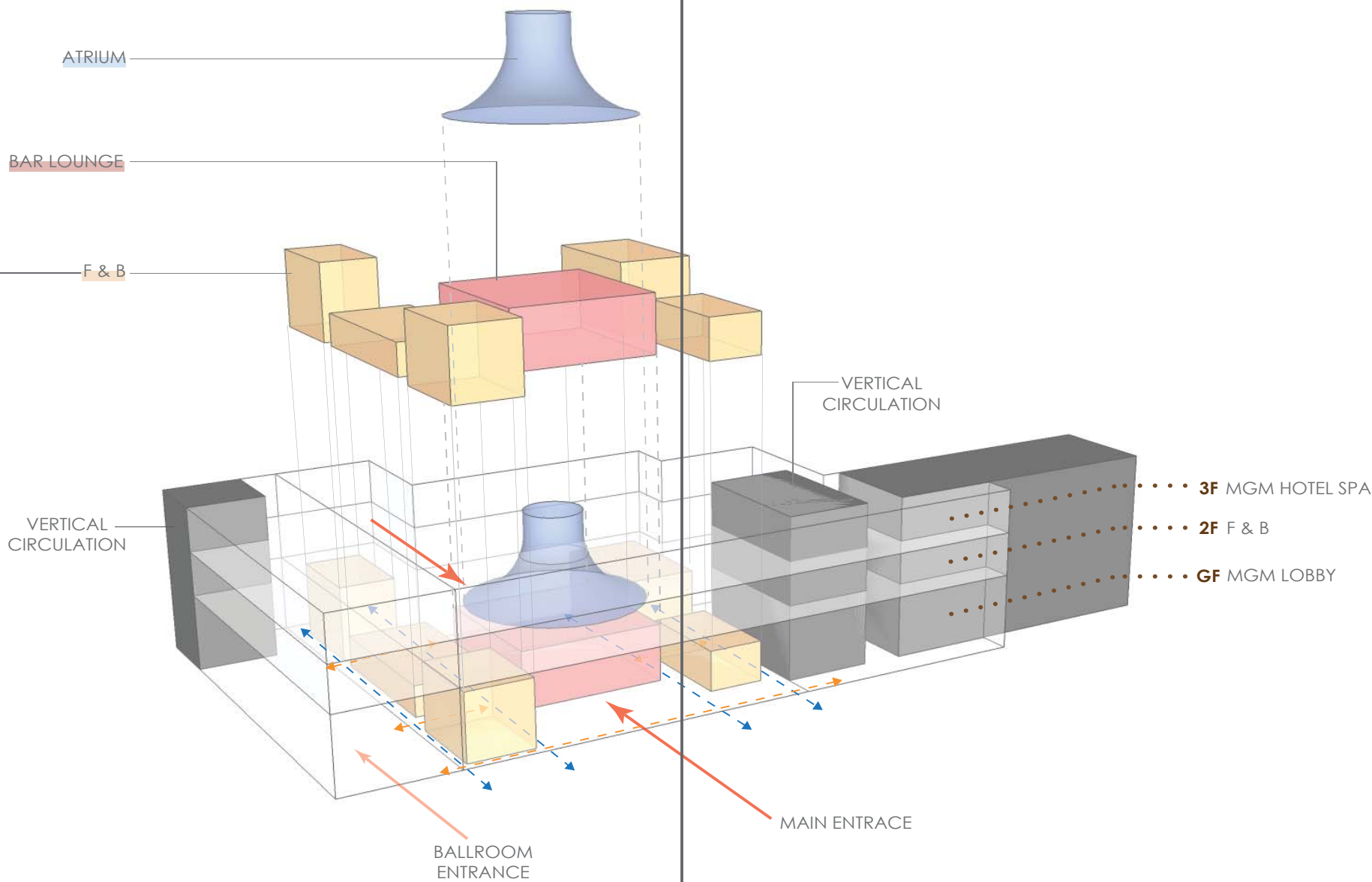
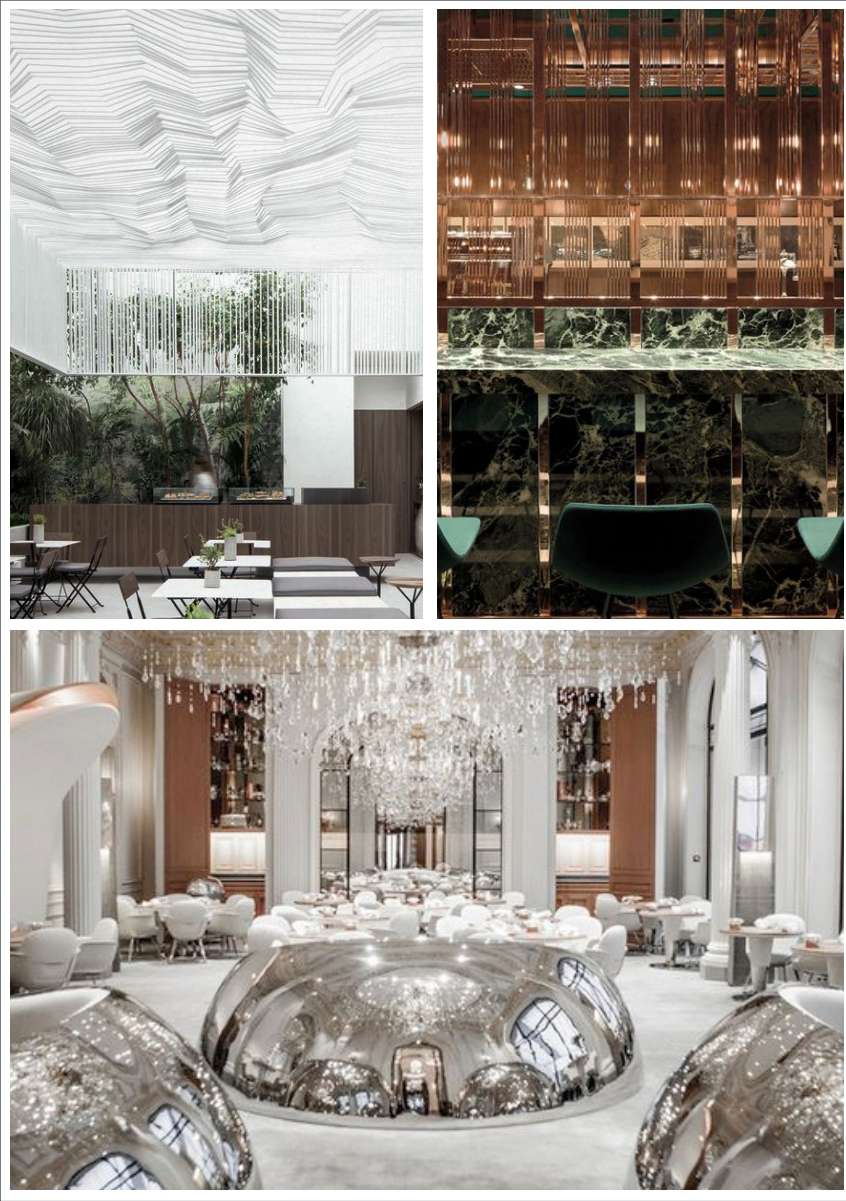


OPTION 1_SM PREFERRED*

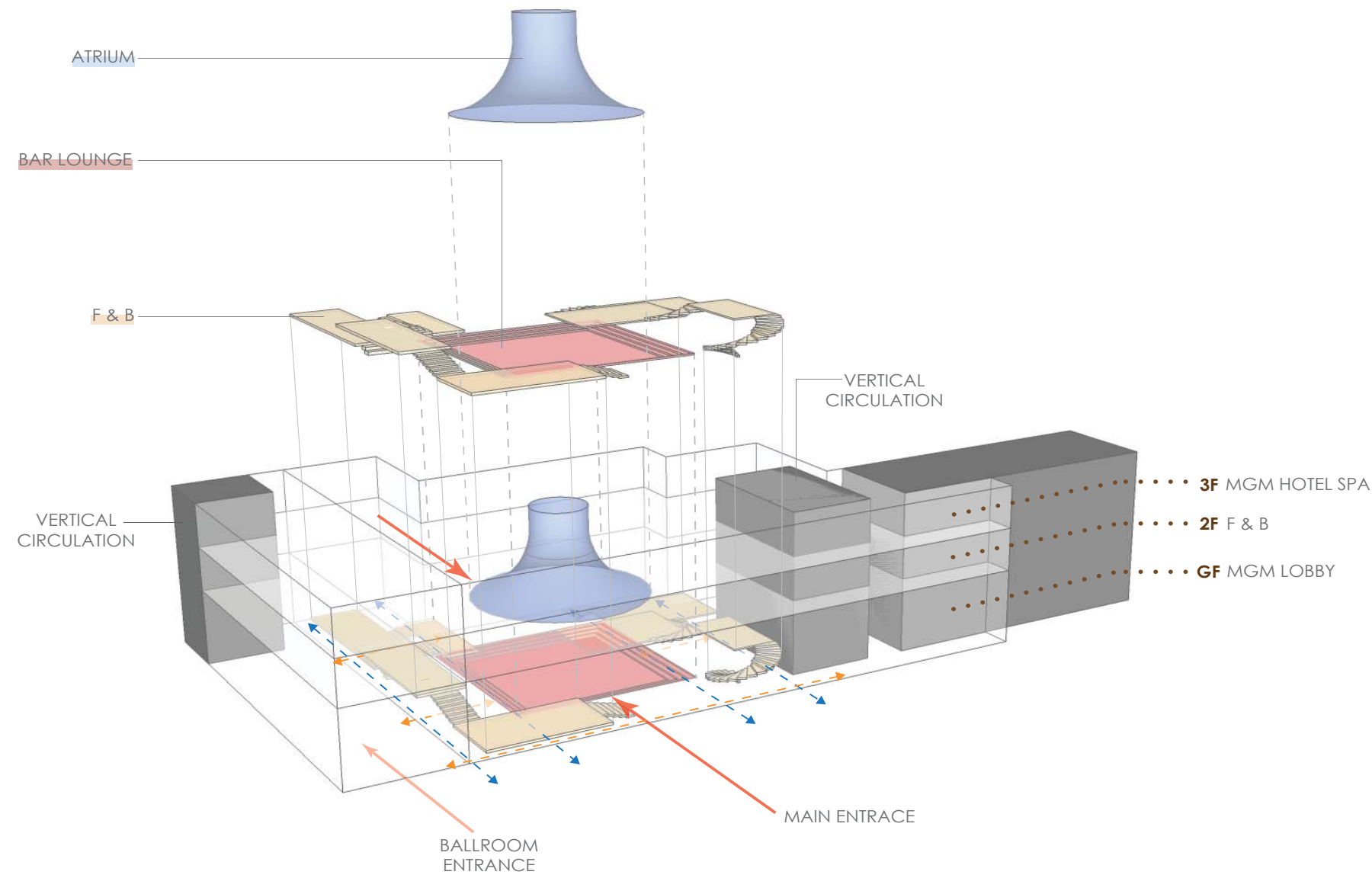
VERTICAL SECTIONAL DIAGRAM



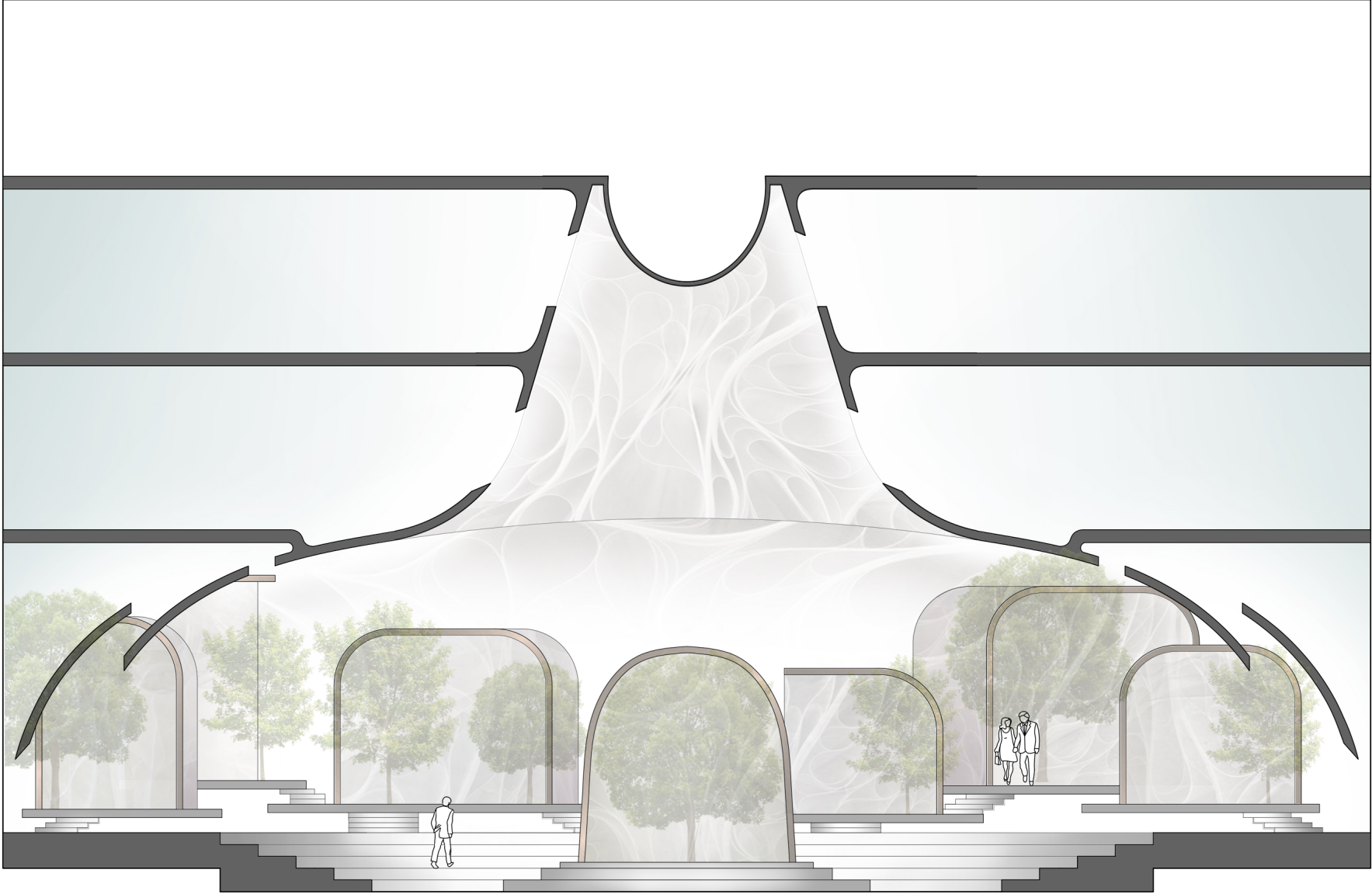
OPTION 2



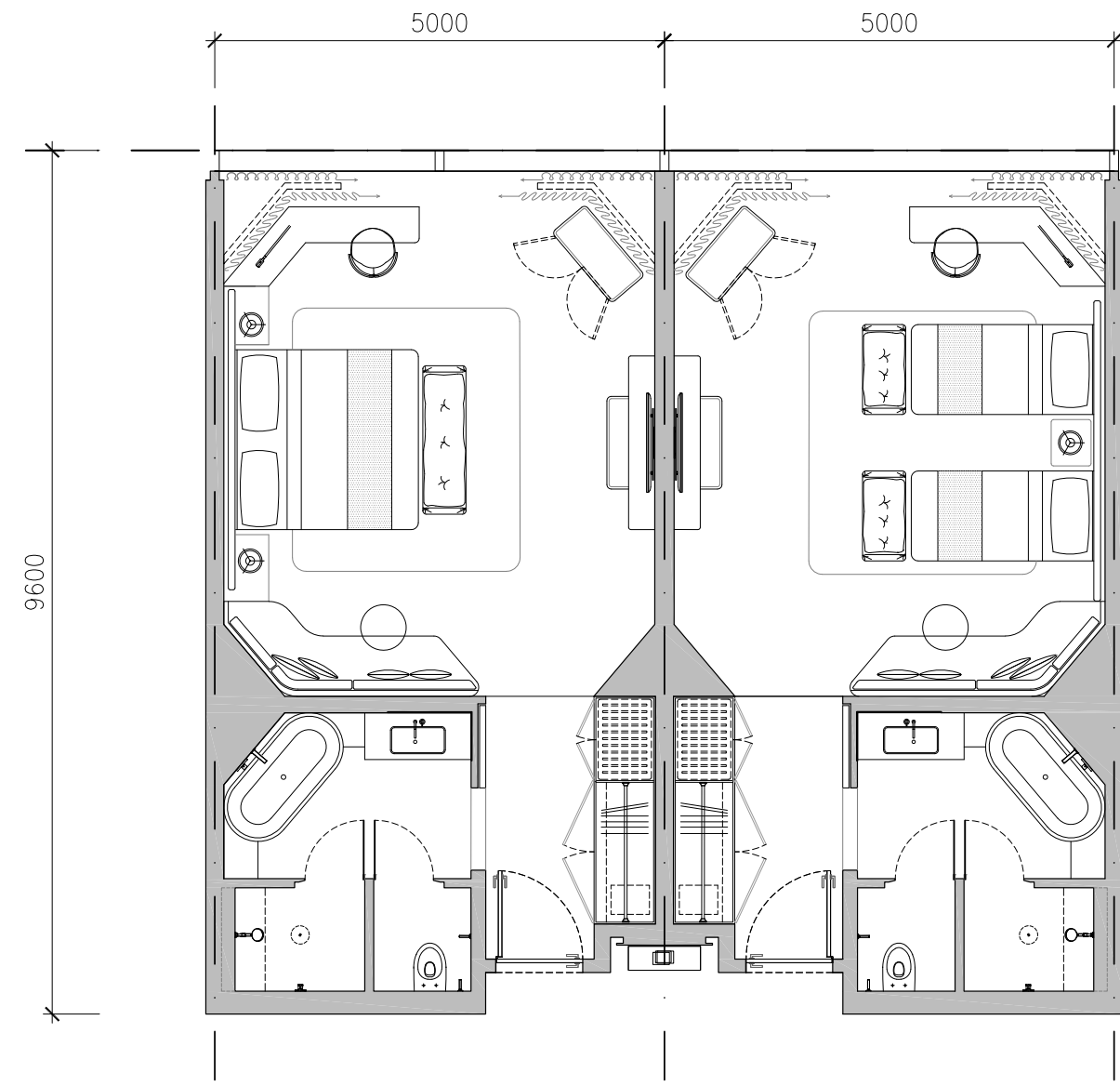
MGM GRAND QINGDAO



SPACE DIAGRAM & SECTION OPTION

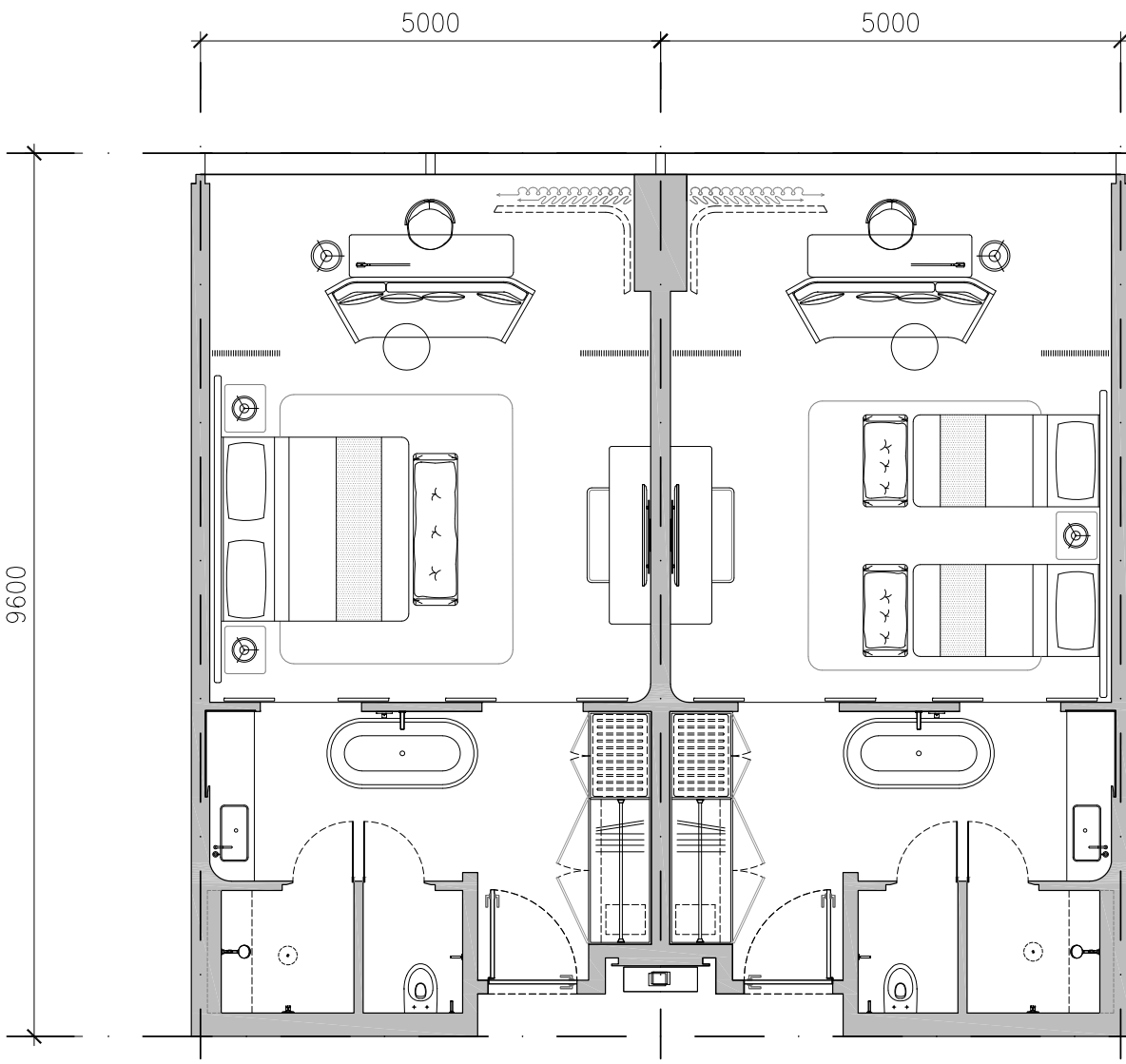


MGM GRAND QINGDAO

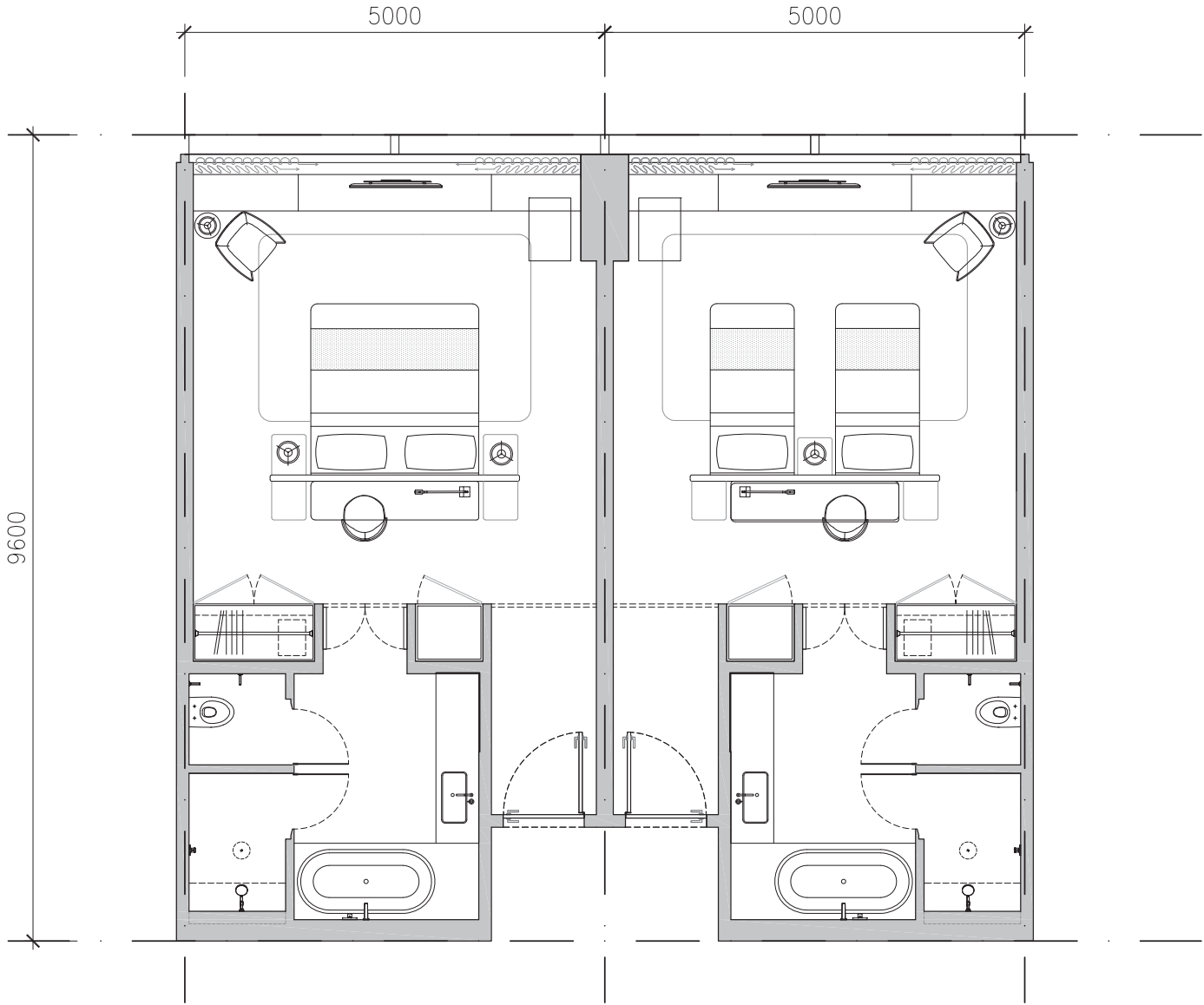


OPTION 1

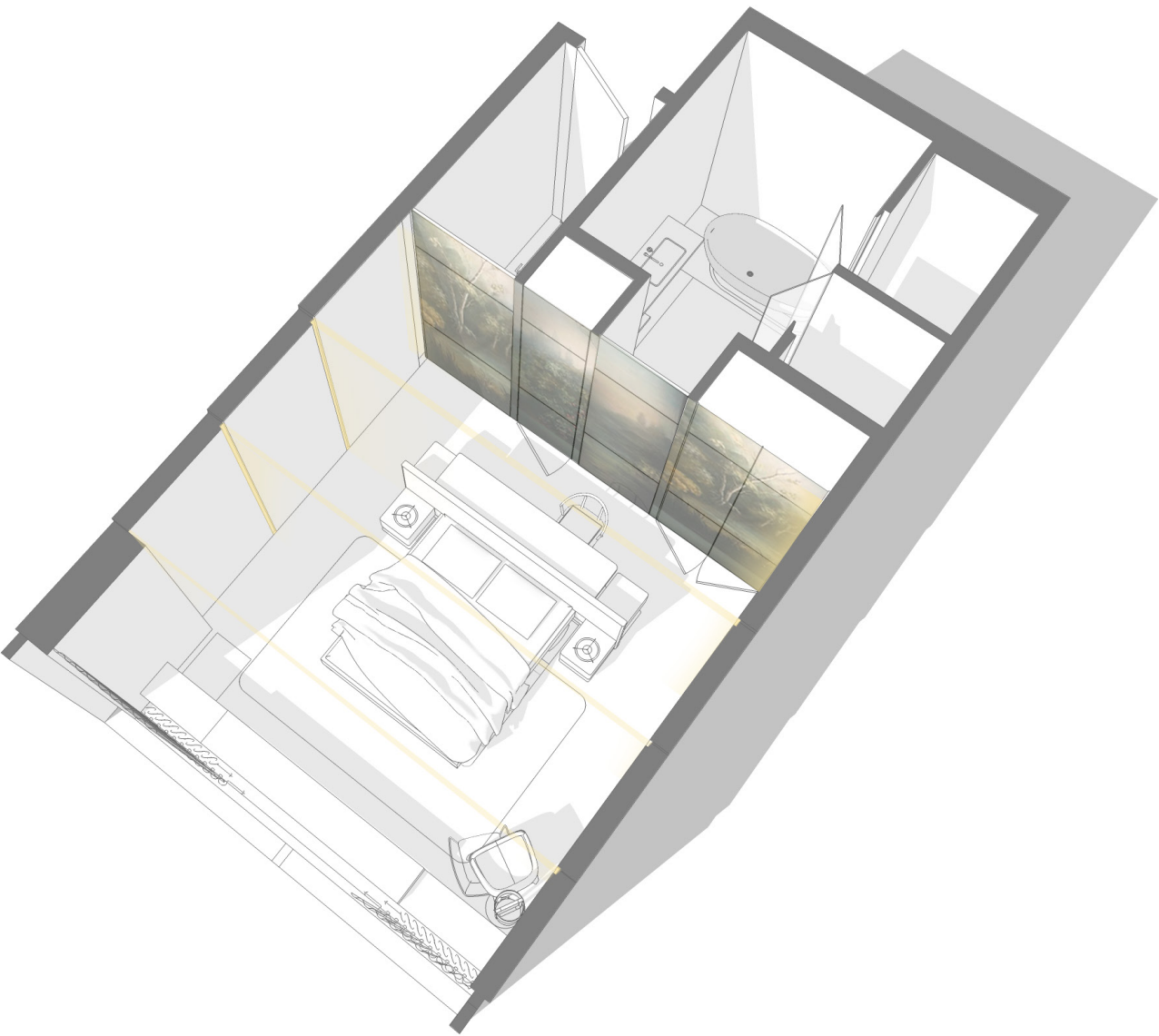
STANDARD ROOM PLAN OPTIONS



OPTION 2



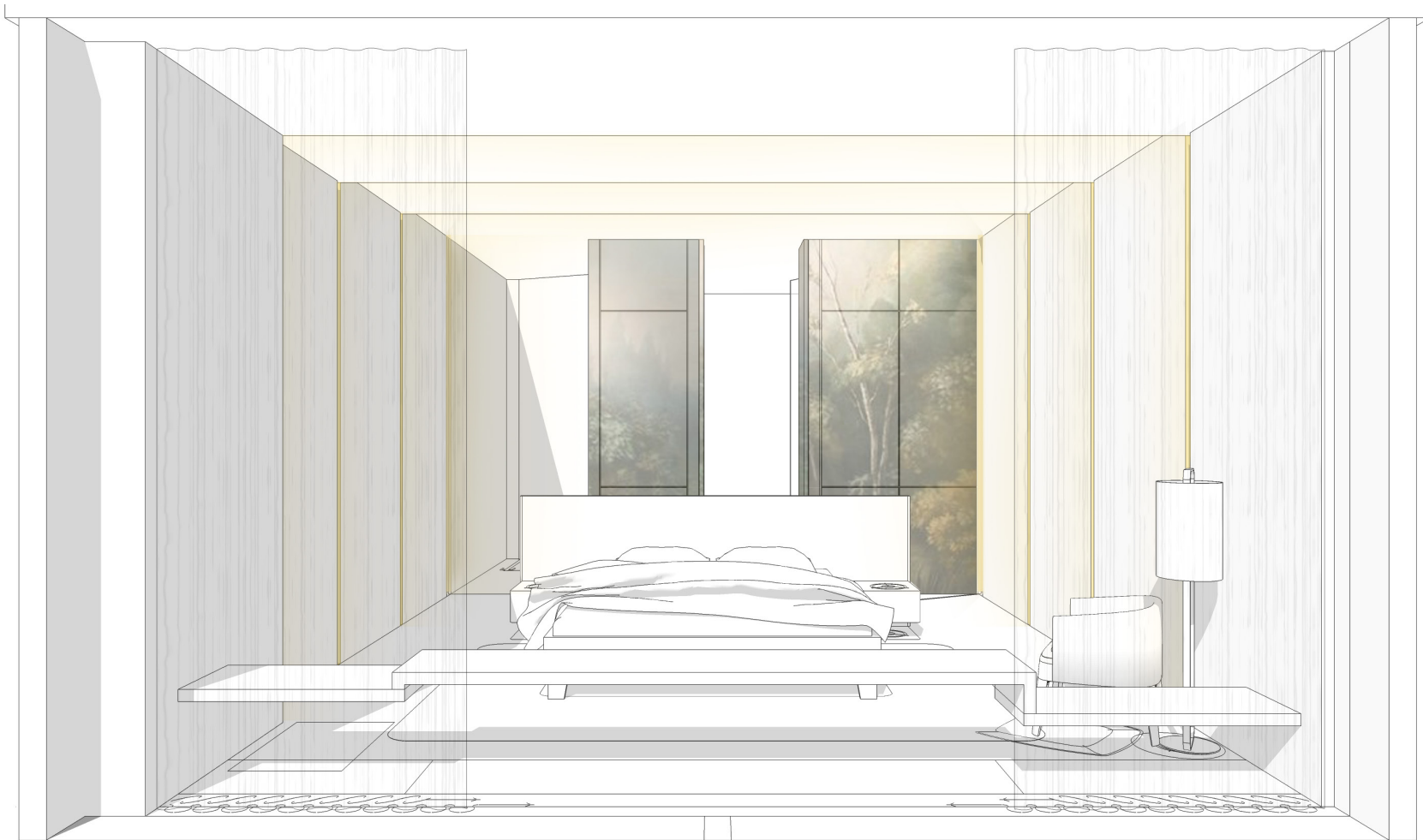
OPTION 3



CONCEPTUAL ISOMETRIC



SCREEN CLOSED



SCREEN OPEN

THANK YOU

Driven by a passionate curiosity in the human experience, and believing that a sense of wonder and discovery are key to the creation of meaningful environments, Studio Munge creates luxurious design experiences that are warm and timeless—but also surprising and dramatic. Our unique approach combines our clients’ business needs with unparalleled design solutions that will yield emotive, functional, human-conscious, beautifully designed interiors.

We bring stories to life in a way that takes the visitor on an emotional journey through space. Our holistic approach, in which no detail is overlooked, instills our projects with purpose and beauty in equal measure.