



Vision Becomes Reality

An interview with Bradley H. Stone

Bradley H. Stone, executive vice president of Las Vegas Sands, Inc., had never been to Venice before he began working on The Venetian.

was sometimes added to the mold to create a "pitting" effect, or the material was streaked with paint.

But for many of the most stunning effects, nothing but authentic Italian marble shipped in from Genoa would do. "The majority of the stone went into the hotel tower," Stone says. "Verde St. Denis, a green stone from the Italian Alps used in Venice, is on the lavatory tops, the entry-foyer tables and some of the ornamental marble patterns in the public areas. The main colonnade has huge, twenty-five-foot-high columns that are solid Botticino marble. The front of the Doges' Palace is Rosa Verona and Botticino."

Sometimes re-creating the authentic splendor of Venice required going to extraordinary lengths. "The

As the man responsible for executing the overall vision of the resort, Stone quickly became familiar with the Italian city, returning numerous times with other senior executives, artists and architects to determine how best to replicate not only the details of Venice's major landmarks but its ineffable charm as well.

It wasn't easy. "Venice was created over hundreds of years," Stone says. "We had to create The Venetian in two, and we had to marry functioning buildings with authentic

landmarks in Venice, not only looking the same but on the same scale." For the hotel team, the mission was to overcome interesting challenges that the Venice city faces. They, for example, never had to deal with 117-degree desert temperatures, with building a floor canal over a casino or with stringent Las Vegas building codes. "At the bottom of the clock tower, we had to serve as fire exits," Stone points out. "The artwork blended into the architecture."

Stone envisioned creating "Venice as it was 500 years ago, not 100 years into its heyday—we didn't want to create a museum with the aging."

Many of the arches, the stannary and the columns were made from casts, in a procedure that involved creating items out of clay, creating a reverse silicone mold, then carving and then filling in the mold with glass-reinforced concrete or glass-reinforced gypsum—two materials that can withstand the elements and meet codes. For

