

Custom Brick Case Study



Lightweight and Flexible, Custom Brick is the Star of the Show at The Venetian

Millions of annual visitors to the spectacular Venetian Resort and Casino in Las Vegas, Nevada marvel at the grandeur and scope of the lavish surroundings. The intricate design features are among the finest in a city renowned for the opulence of its buildings. For those who have also been to Venice, Italy, however, the effects are even more appreciated. The astonishing recreations of that city's legendary architecture are what make the Venetian one of the truly great construction marvels.



Dryvit Custom Brick™ finish played a starring role on one of the country's great design stages. The ability to precisely match the unique Venetian brick work – as well as the dramatically lower cost involved in designing the exterior and interior walls with Custom Brick – was the pivotal reason for selecting the product.

The lightweight characteristics of the Custom Brick finish – approximately 1/35th the weight of a similar wall constructed with traditional brick – saved tens of thousands of dollars in construction costs. Not only was the Custom Brick material itself far less expensive than a traditional brick alternative, but the lightweight material enabled the building to be built using less costly structural framing members – saving even more without sacrificing on durability or the desired appearance.

More than 250,000 square feet of Custom Brick finish adorns both exterior and interior surfaces at the Venetian. The interior use of the product enabled the owner to meticulously recreate the city's famous canals throughout the interior of the casino and shopping areas. The brick facings that comprise perhaps the casino's most famous recreations are made possible with Custom Brick.

For more information about Dryvit Custom Brick, or any of the systems and products sold by Dryvit Systems, Inc., call Dryvit Customer Service at 1-800-556-7752 or visit us on the web at www.dryvit.com.

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