

THE HIDDEN MEANING IN LAYOUT OF CASINOS

Khushi Mehta
SVKM's NMIMS School of Design
mehtakhushi1105@gmail.com
Mumbai, India

Siddhesh Shirsekar
SVKM's NMIMS School of Design
siddhesh.shirsekar@nmims.edu
Mumbai, India

Arundhati Guha Thakurta
SVKM's NMIMS School of Design
arundhati.thakurta@nmims.edu
Mumbai, India

ABSTRACT

This paper is about the psychology behind the design of casinos. Many might not be aware that there are major psychological backings behind each element. The layout, lighting, colours, interior and music has been given vital importance. In the past few decades, casinos have been designed according to Bill Friedman's approach. This method resulted in several problems. It also increased the stress level of the visitors. A solution was provided by Roger Thomas, an addict and designer named 'The playground approach'. This paper gives insights about the details that go into planning and designing a casino.

Keywords— Casino Design; Maze Approach; Playground Approach; Customer Satisfaction

I. INTRODUCTION

WHAT IS A CASINO?

A casino is a place where different forms of gambling, including table games, sports betting, and slot machines, are offered. They are often located in large cities or popular tourist areas and are frequently connected to opulence and splendour. Casinos are frequently constructed next to or in conjunction with hotels, resorts, dining establishments, shops, cruise ships, and other tourist attractions. Additionally, certain casinos have a reputation for organising live events including stand-up comedy shows, concerts, and sporting events. A casino is a location where people can engage in gambling and chance-based games. They provide customers with the possibility to gamble in an effort to win cash or other rewards, as well as the chance to partake in entertainment, food, and drink. They provide a variety of games, including classic table games like roulette, craps, and blackjack. A common draw in many casinos are the slot machines, which come in a variety of themes and types. Slot machines are mostly responsible for a casino's success. You'll be amazed to learn that they produce 71% of the revenue. The majority of players like playing slots over classic table games.

II. HISTORY OF CASINOS



Fig.01 Gambling back to 3000 B.C.

The name "casino" is derived from an Italian term that means "a tiny dwelling."

The fact that gambling was conducted in private homes prior to the creation of the first legal casino helps to explain how this phrase came to be. In addition to gambling, dancing and music were frequently used to keep the crowd entertained. Also, drinks and lunches were provided.

Gambling first arose then, in the past. Dice models that date back several thousand years have been discovered by archaeologists. These objects are thought to have first been utilised in divination and magical rituals before becoming associated with gambling.

In ancient times, gambling became a popular pastime. The "Circus," a gathering place where people could play dice games and place wagers, was established in ancient Rome. The gambling facility was only open to those with privilege. All in all, the wagers were substantial.

There were always guidelines to follow:

1. Visitors to the casino were instructed on how to dress
2. There were conduct norms to follow
3. The players were required to order certain foods from the menu.

Casinos don't have windows or wall clocks, which makes them different from other hospitality locations. Operators do this because they want players to become engrossed in their gaming, lose track of time, and not worry about other obligations.

III. AUDIENCE OF CASINOS

The target audience of casinos are widespread. They have been categorised as mentioned below:

1. The player: They come to your establishment primarily to gamble and are interested in your new slot machines, loyalty rewards points, and bonuses. They are a crucial group to draw in for repeat visits since they come prepared to spend money. They take pleasure in getting goodies that make them feel like high rollers.
2. The tourist: They are interested in enjoying all of your amenities, including the casino as well as the restaurants, bars, and entertainment. They also enjoy making package reservations.
3. Business Men: These tourists are searching for details on nightlife, restaurants, and meeting rooms for conventions. In the future, meetings and conventions can appear different, therefore promote compact spaces, telecommunications feature, and on-site entertainment and catering.
4. The locals: These customers, who range from high rollers to penny slot players, come both for enjoyment and with the sincere hope of striking it rich. These are loyal customers who frequently use loyalty programmes.
5. The Entertainment Seeker: People want to have fun, whether that means hanging out on the casino floor with friends playing slots or going to your events, restaurants, and nightclubs. People typically play the game for fun rather than spending hours hoping to strike it rich.

IV. DESIGN OF CASINOS – THE MAZE APPROACH

Like any other business, a casino should be developed with its objectives in mind. Casinos are successful because they encourage patrons to stay longer and take more chances. The more time casino patrons spend playing and wagering, the more money the casino makes.

Nonetheless, even if they don't make any money, visitors should still have a good time. Making the entire experience engaging and exciting can help your casino build a good reputation and entice customers to return for more gaming in the future. So, a casino's objective is to provide patrons a fun time so they will keep playing and spending money in the hopes of striking it rich.

All these years, they have implemented the layout suggested by Bill Friedman. He developed many of the casinos of today while struggling with a gambling addiction. He wanted to figure out a way to keep customers in the casinos for as long as he could. 'Designing Casinos to Conquer the Competition', written by Friedman, was published in 2000.

He suggested to build a maze-like structure that may easily confuse visitors is the first step in the process. According to science, narrower, twisting corridors encourage further exploration, whereas large spaces blur the line of sight and make it difficult for individuals to know where to go next.

As mazes offer hidden, personal gambling places and low ceilings have little space between the tops of the gambling equipment and the ceiling, closeness and a focus on gambling are created, a labyrinth arrangement of slot machines is preferable than long, broad, straight hallways and aisles.

Due to architectural restrictions, casinos must become inventive and create walkways using their gaming equipment. A player is more likely to try to take advantage of one of the exciting gaming possibilities or find a machine that catches his eye if he needs to travel a long path with opportunities for thrilling gaming at every turn.

But is this design advice infallible? And does it function? According to research, the best casino layouts may not be the gloomy, confusing designs we always thought.

V. PROBLEM AREA

The maze layout introduced by Friedman did not give much of an exclusive welcome as well as induced high levels of psychological stress.

VI. SOLUTION

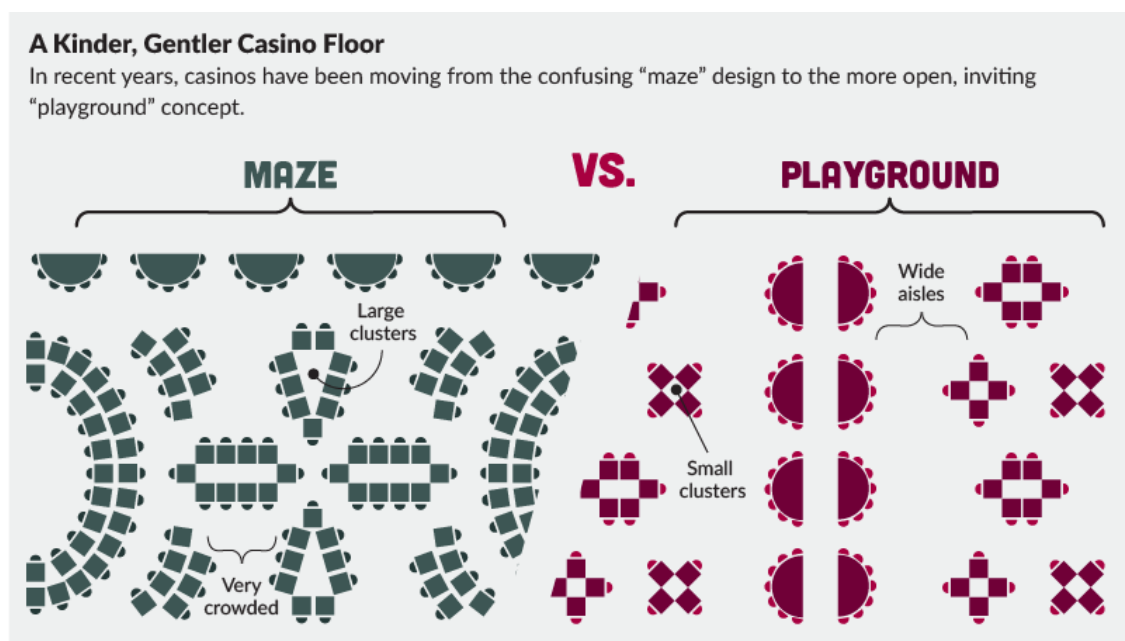


Fig.02 A Kinder, Gentler Casino Floor

Several of Friedman's views are refuted by American designer Roger Thomas.

Thomas uses what he refers to as a "playground approach".

His approach is to make visitors feel like they are a part of something significant rather than confusing them or overwhelming them with options. His ideas are based on the theory that being surrounded by luxury might tempt gamers to make hazardous purchases and that the opulent environment may serve as anaesthesia to dull visitors' sorrows when they suffer losses. This casino's design psychology includes soaring ceilings, opulent, spacious lobbies, and extravagant furnishings.

His plan was supposed to create a situation with less psychological stress and attentional exhaustion. The Kranes' environment was supposed to have components that promote happy feelings, prevent unhappy thoughts, and keep physiological arousal at a healthy level. The incorporation of flora and water features, moderate depth and complexity, and the existence of a focal point in a predetermined scenario were all predicted to produce a therapeutic response. So, it was anticipated that in a casino created in accordance with Kranes' recommendations, gambling purpose and intensity would naturally be lower.

Lighting:

They stay away from bright lights and cool environments in casinos. Ambient lighting is undoubtedly more advantageous in this area than visibility-focused lighting. The lighting's purpose is to provide a cosy, welcoming ambiance that will entice visitors to stay awhile. Warm weather is not the best time for bright lighting since they make people more attentive. Not for vision but for atmosphere, the light.

Audio:

Particularly when it comes to music, what we hear has the potential to be a strong stimulation. By using a distributive sound system to play music for everyone in the casino to hear, casinos may benefit from music's capacity to establish the perfect mood. In one study, participants said that playing music in a playground casino setting would encourage them to wager longer.

The music at your casino shouldn't be so loud that it drowns out the sounds of the slot machines since when players hear someone else win, it encourages them to take more chances.

The choice of music relies on the concept of the casino and the emotions you want to arouse. When you want your visitors to experience a sense of old Hollywood splendour, for example, vintage tunes work great. Some casinos decide to use a performance audio system to provide live music. Gamblers may stay longer and have an even better time if there is a live band playing. Regarding sound levels, however, the same rules apply.

Visual media:

Another technique to influence the environment to further your objectives is through visual media. At the casino, video displays may enhance the aesthetics and serve practical purposes. Another technique to influence the environment to further your objectives is through visual media. At the casino, video displays may enhance the aesthetics and serve practical purposes.

Video displays may assist with digital advertising on a practical level. In other words, video displays may display a variety of messages and alert visitors to future activities like live music or other close-by attractions. Gamblers are accustomed to seeing screens all around them since game machines frequently contain displays. Thus, it is crucial to strategically position digital advertising screens so that they are not blocked by game screens and can be viewed.

Additional strategies

Cohesive: In order to achieve the immersive environment, you're going for, every element of your casino's design must work in perfect harmony. This feeling of unity won't happen by chance. In actuality, a lot of AVL systems are lacking in this area. For an AVL system to deliver the sensory experience that will keep visitors coming back, every component must work together seamlessly.

Instructiveness is another important aspect of your casino. A setting that is engaging and thrilling may be created with the correct music and images. Think about how you may make your casino's visitors more engaging. You may make the gaming environment for casino patrons more engaging by using technology, especially audio-visual technology.

Realistic: If you've already included audio-visual technology into the layout of your casino, think about how realistic and up-to-date the graphics are. For instance, video walls with sharp, clear images are popular with visitors. This outstanding degree of realism enhances the immersion experience.

VII. CONCLUSION

As mentioned, while designing a space, one should keep the objectives in mind. A casino's objective is to maximize a customer's spendings and time spent in a casino. It also aims to make them feel exclusive and important. Keeping this in mind, the 'Maze Approach' has been replaced by the 'Playground Approach' suggested by Roger Thomas. It is a layout that gives a sense of glamour. The psychological play is also light, less stressful and exciting. The layout and design of casinos must be thought about. All this while, they have adopted the "Maze approach" by Bill Friedman. It has been almost successful. The design raised stress levels and was not as welcoming as it should be. Hence, Roger has introduced the "Playground approach" which makes casinos exclusive, welcoming and the atmosphere does not dishearten the player in case of loss.

It is about time that casinos adopt this design. It will boost business and improve customer satisfaction to another level.

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