

Elegant and Desert-Tough: M Resort Debuts with a Contemporary Architectural Finish



Marnell Carrao Construction had an architectural vision for M Resort, a new \$1 billion hotel-casino with a view of the Las Vegas skyline: contemporary architecture, rich colors and breath-taking grounds. The vision included a dramatic entrance for the upscale resort.

“We wanted the look of a specialty wood to tie in the exterior of the hotel with the interior lobby,” says Bryan Taylor, vice president of Interior Design, Marnell Carrao Construction. “But, we needed a material that could be used both indoors and out and could withstand the extreme desert climate.”

3M™ DI-NOC™ Architectural Finishes provided the solution. With proven durability and a choice of more than 600 patterns simulating natural and synthetic finishes, the films opened the doors to architectural freedom and utility.



The Freedom to Design

Marnell Carrao Construction chose a custom color and pattern (Black Limba) to match the rest of the hotel's décor. The company incorporated 50,000 square feet of the DI-NOC film into the architectural design to unite the spaces. The result? The elegant look of rich wood and grain in a seamless expanse.



3M™ DI-NOC™ Architectural Finishes were used to create the look of specialty wood in the hotel's interior and exterior.

Easy, Cost-Effective Installation

Marnell Carrao saved time and money on installation by applying the self-adhering DI-NOC film directly to substrates, including ceiling tiles and drywall.

The flexibility of the film, together with 3M™ Comply™ Adhesive air channels, enabled fast, easy and virtually bubble-free application. “If a mistake was made, you could simply reheat the film and re-install without starting over,” said Taylor.

Another key advantage of using DI-NOC films was the ability to break form after application, which would not have been an option with wood veneers.

“Ease of installation and the quality of the finished product are motivating factors for us to use DI-NOC films again.”

— Bryan Taylor, vice president of Interior Design, Marnell Carrao Construction.





Long-Lasting Beauty

Extreme desert heat and heavy traffic are no match for the 3M™ DI-NOC™ Architectural Finishes film installation at M Resort. The films are cleanable and stand up to weather, water, abrasion and impact to help keep the application looking good for years.

And should M Resort's décor need to be changed, new DI-NOC film can be easily installed over the existing films.

A Solution for New Construction or Remodeling

For new construction or refurbishing, DI-NOC films offer versatile and cost-effective alternatives to traditional construction materials without the need to sacrifice design or aesthetics.

Advantages of using DI-NOC film include:

- A choice of more than 600 patterns and finishes to substitute or complement more expensive natural and synthetic finishes, such as wood, marble, granite, stucco, stone, and aluminum.
- Excellent adhesion and flexibility allowing use of the material for interior or exterior applications and on flat or complex curved substrates, walls, ceilings, floors, furniture, fixtures, etc.
- Seams, if required, are practically invisible.
- Capability to install over existing surfaces to reuse building materials or to install over existing DI-NOC films when a new look is desired.
- Bubble-free installation with 3M™ Comply™ Adhesive speeds up the application process and helps ensure a perfect appearance.
- Resistance to solvents and other liquids means this product is easy to clean with detergent and water.
- Abrasion, impact and scratch resistance keeps an application looking good for years.
- Part of LEED Rating System for Sustainable Design; most films are rated Class A1 by the National Fire Protection Association (NFPA).
- Suited for retail, restaurants, hotels, banks, hospitals, offices and buildings, exhibits, elevators, transportation and a host of other applications.



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