Headline: Sphere is a venue unlike any other

Deckhead: Las Vegas’ newest arena lights up your senses

The Las Vegas Strip is a catwalk for architectural opulence. It’s the only place worldwide where you can visit Paris, Egypt, ancient Rome and New York City all on the same roadway. So, it should come as no surprise that its newest entertainment venue puts an exclamation point on its celebrated reputation.

Sphere is as unique as it innovative. The world’s largest spherical venue – to no one’s surprise – boasts a commanding presence. The structure stands 366 feet high and is 516 feet wide; enough volume to conceal the Statue of Liberty.

It’s more than twice the height of the domes on Spaceship Earth at Walt Disney World® Resort’s Epcot. Does it get anymore Las Vegas?

Sphere’s 580,000-square-foot Exosphere is comprised of 1.2 million LED lights that are each the size of a hockey puck, making it the largest LED screen on Earth. Each diode is capable of displaying 256 million different colors.

Essentially, the surface is a blank palette for creativity in animation and it will be illuminated every day and night.

“Sphere Exosphere is a 360-degree canvas for brand storytelling that will be seen around the world,” said David Hopkinson, president and chief operating officer of MSG Sports. “There’s nothing comparable to the impact from displaying innovative brand and immersive content on the world’s largest video screen.”

Nothing is out of question. Sphere could share the appearance of a basketball. It could be an eyeball, a jack-o’-lantern, the moon, Christmas snow globe, sayings … The options are unlimited and the future sits in the present.

“The Exosphere is more than a screen or a billboard,” said Guy Barnett, senior vice president of brand strategy and creative development at MSG Sphere. “It is living architecture, and unlike anything that exists anywhere in the world. The are possibilities for artists, partners and brands to create compelling and impactful stories with audiences in new ways.”

Sphere, which opened on September 29, with “U2:UV Achtung Baby Live at Sphere”, cost $2.3 billion to build. It seats more than 18,000 and sits a block east of the Strip and will be connected by a pedestrian walkway to the Venetian resort complex. Guests will be able to enjoy immersive shows, concerts, sporting events and other entertainment productions.

The acts onstage are dwarfed by a towering 16K LED screen that wraps around much of the audience and can augment the concert experience with trippy animations or close-ups of performers.

There are more than 160,000 speakers spread throughout the bowl that deliver pristine sound to every seat – no matter where you are sitting. The venue also is equipped with haptic seats than can vibrate to match whatever is onscreen and 4D machines that can create wind, temperature and scent effects.

Sphere is a venue unlike any other. No stone is unturned or door unopened. It’s an opening meant to peek into the future of entertainment.

In other words, it’s Las Vegas, through and through.

Cutline: GLOBAL IMPACT – Sphere is a futuristic entertainment venue in the heart of the Las Vegas Strip. Image: Sphere Entertainment.