

Client: MGM MIRAGE Production Services Job: CityCenter Community Overview Video Script Creative: Dana Lord/Write On, Inc. Date: 5.6.08	
VIDEO	AUDIO
CityCenter Logo - 3 seconds	Music fades in
Quotes from CityCenter Executives Terry Lanni, Chairman of the Board and CFO, MGM MIRAGE Jim Murren, President and COO, MGM MIRAGE Bobby Baldwin, Chief Design and Construction Officer, MGM MIRAGE. President & CEO, CityCenter Group Bill McBeath, President and COO, CityCenter Bill Smith, President, MGM MIRAGE Design Group Frank Visconti, COO, MGM MIRAGE Retail Sven Van Assche, Vice President of Design, CityCenter	
Quick, exciting pans of CityCenter renderings or images	Fast-paced music plays Music stops abruptly on drum beat or at dramatic point
CUT TO graphic with quote from HE Sultan Ahmed Bin Sulayem , "CityCenter is the most ambitious real estate project ever undertaken in Las Vegas and rivals any similar project around the world. Its global significance cannot be underestimated."	
Quick-moving lifestyle footage of all the great cities in the world: Manhattan, Dubai, Paris, London, etc. (parks, art, shopping, residences, street cafés, pedestrian thoroughfares, etc.) CUT TO specific CityCenter offerings	CityCenter. It will astonish the mind... A multi-faceted display of the world's finest offerings infused into one singular setting – a city within a city. It will energize the senses – the most dramatic elements of every great metropolis – together – in the world's most <i>dynamic</i> city.
Flyover of Las Vegas area that supports "entertainment capital of the world"	Las Vegas, Nevada - the entertainment capital of the world.
New footage of Las Vegas showing latest developments. CUT TO construction footage. CUT TO city pans, luxurious offerings, shopping, dining, and Cirque shows	The most visited, progressive city on earth astounds 40 million visitors per year; is ranked as one of the top 10 cities for population growth within in the United States; and welcomes thousands of new residents every month. Year-round sunshine, trend-setting restaurants, live entertainment , designer shopping, and a riveting collection of five-star resorts - Las Vegas defines luxury... Now, for the ULTRA discerning - a development so revolutionary the world awaits its unveiling. A community encompassing unsurpassed accommodations and amenities delivering <i>the first and only</i> opportunity for resort living on The Las Vegas Strip...
Night skyline of Las Vegas with silhouette of CityCenter or lighting from CityCenter site to illuminate the future site	CityCenter - <i>Be a part of</i> the evolution.

<p>CUT TO portion of existing Community Overview video with shots of all eight architects, including their names</p> <p>Construction and behind-the-scenes footage: architects, planning meetings, executives, etc.</p>	<p>What began in 2004 as a blank 76-acre canvas of irreplaceable real estate located on Las Vegas Boulevard is today a collaboration involving hundreds of the world's most talented placemakers.</p> <p>Eight of today's foremost architects.</p> <p>Two internationally renowned development companies: MGM MIRAGE and Dubai World.</p> <p>And more than eight billion dollars, eighteen-million square feet of new construction and twelve-hundred feet of frontage on The Strip were predestined to fulfill a truly ground-breaking purpose – to prepare the way for a destination beyond compare to any other, <i>anywhere</i>.</p>
Show renderings and animations of residential properties	CityCenter's residences boast <i>the</i> most coveted address in the United States – The Las Vegas Strip – <i>and</i> a lifestyle rich in <i>luxuriant</i> experiences.
Show renderings and animations of Mandarin Oriental	The Residences at Mandarin Oriental, Las Vegas. Embrace the superb style, impeccable service and amenities made renowned by this luxurious tradition in a residence thoughtfully situated above its signature hotel.
Show renderings and animations of The Harmon	The Harmon Hotel, Spa & Residences. A chic and secret retreat for the quietly cool. Experience exclusive, privileged living defined by spaces which evoke intimacy and privacy – all located within the tower's upper 21 floors.
Show renderings and animations of Vdara	Vdara Condo Hotel. CityCenter's only condo hotel. Enjoy the comforts and ease of a fully furnished residence made complete by elaborate services and amenities offered to hotel guests.
Show renderings and animations of Veer	Veer Towers. Capture the contemporary feel of two cutting-edge 37 story towers – inclined at dramatic opposing angles – rising from the center of a truly phenomenal retail and entertainment district.
Show renderings of The Crystals	The Crystals. This stunning experiential environment features approximately 500,000 square feet of illustrious shopping. <i>All</i> covered by a canopy of unprecedented brilliance.
Show renderings of the resort	<p><i>And</i>, at the heart of CityCenter - a 61-story tower illuminating the Las Vegas skyline.</p> <p>Aria. A paradigm shift in destination resort design - a dramatic 4,000-room sleek glass skyscraper creating a welcoming, warm environment filled with natural light to relax and enjoy fine dining, nightlife or a Cirque du Soleil performance based on the music catalogue of Elvis.</p>
<p>Show other MGM MIRAGE Vegas resorts' entertainment offerings</p> <p>CUT TO footage of a Residential Services Manager assisting a resident</p>	As part of your extraordinary lifestyle as a CityCenter owner, you will enjoy envied access to the matchless offerings of MGM MIRAGE. Even more remarkably, you will receive the assistance of a Residential Services Manager and begin enjoying owner benefits from the time of purchase.
Renderings of CityCenter lifestyle experiences	Impeccable service is only one facet of this new superlative way of life...
More renderings of CityCenter lifestyle experiences	Just outside your door...every experience you could ever dream of to complete a uniquely lavish lifestyle...all interconnected by breathtaking city streets and blocks, promenades, pedestrian bridges, and the CityCenter Tram.
<p>Photos of artists' work</p> <p>Claes Oldenburg and Coosje van Bruggen, Typewriter Eraser, Scale X, 1998-1999 Credit: "Copyright 1998-99 © by Claes Oldenburg and Coosje van Bruggen" Photography credit: "Ellen Page Wilson, courtesy PaceWildenstein, New York"</p> <p>Henry Moore, Reclining Connected Forms, 1969-1974 Credit: "Reproduced by permission of the Henry Moore Foundation"</p>	CityCenter's \$40 million Fine Art Program will put you in the presence of captivating creations by some of the world's most famous artists.

Footage of LEED	Every element of CityCenter has been masterfully woven together with the greatest of consideration for our environment and future.
Insert visual explaining what the acronym "LEED" stands for. Use existing LEED footage and description from current Community Overview video. End with transition to set up Lanni's soundbite – communicating that CityCenter will be remembered as Las Vegas' most important development <i>not because of</i> LEED, but because of <i>all its attributes, etc.</i>	At the forefront of sustainable thinking, CityCenter seeks to be the largest project anywhere to receive LEED certification from the U.S. Green Building Council.
CityCenter Logo	Music from opening plays
CUT TO footage or renderings of residential and neighborhood spaces	Exquisite living spaces.
CUT TO footage or renderings of hospitality spaces	Exquisite escapes.
Flash great cities of the world onto the screen, one after the other ending with CityCenter rendering	A new standard for luxury urban living and experiences is transpiring... CityCenter. Be astounded. Be inspired. Be one of the privileged few to own a part of it.
Endslate with CityCenter Logo	citycenter.ae
TRT : 7 min 30 sec	