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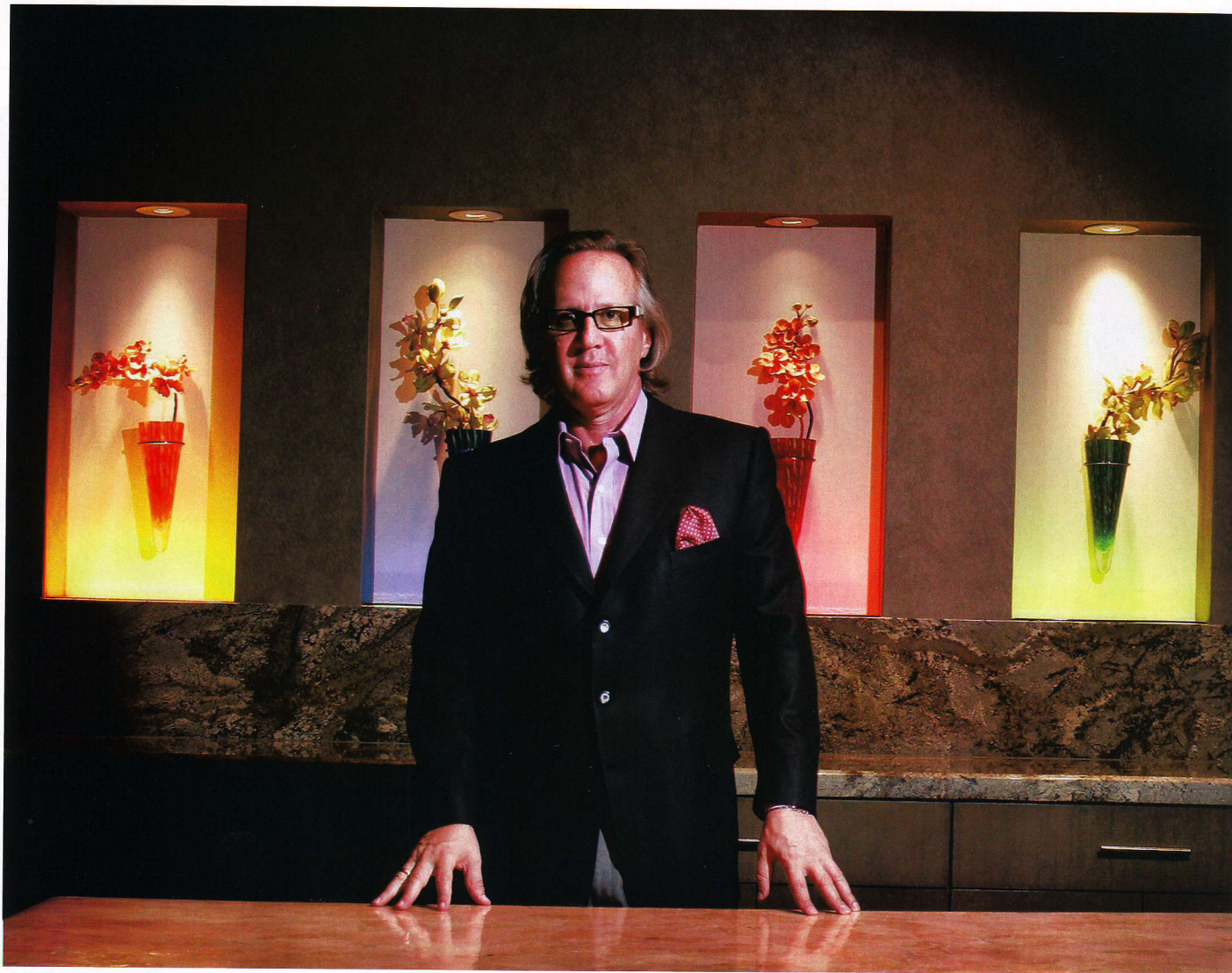
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Brad Friedmutter

Story by **BOBBIE KATZ** // Photography by **SEAN THOMPSON**

For the last 30 years, architect Brad Friedmutter has been answering the call of the gaming and hospitality industry's upward growth. Now his company, **Friedmutter Group, Inc.**, is working on its first major project on the Las Vegas Strip: the \$1.8 billion, eight-and-a-half acre **Cosmopolitan Resort & Casino**.

"I'm a project junkie," Friedmutter says. "I get excited over the challenge of doing it."

Friedmutter has Las Vegas' constant need for building and expansion to thank for his business literally going through the roof. But he also has a packed resumé to back it up. He laid the foundation for his company—which quickly skyrocketed from zero to more than 200 mostly senior-level employees—by being the vice president of design and construction for **Steve Wynn** from 1980-87 and for **Bally's** during the next four years.

But it was a twist of fate that handed him success. After being let go by Bally's in 1991, Friedmutter founded his own company as an answer to unemployment.

"It was like being thrown into the deep end of the pool," Friedmutter says. "I was forced to swim out of necessity. It's a neat thing that you can go from that to where I am today with initiative, perseverance, drive, and luck, because of the opportunities that the gaming industry offers."

His company offers architecture, themed design, master planning, interior design and branding on both the national and international levels. Friedmutter, who is a registered architect in 40 states, has offices in Las Vegas, Atlantic City and Newport Beach. Among his Vegas clients: **Harrah's Entertainment**, **MGM Mirage Resorts**, **The Ritz-Carlton Lake Las Vegas** and **Station Casinos**, including the highly-touted new **Red Rock Resort & Spa**.

"I thrive on the stress and, in turn, coming up with solutions," Friedmutter says. "That's the fun part for me. I'm a people person—that's my strength in the industry." □

ITEMS

» FRIEDMUTTER'S TOP 5 APPROACHES TO PROVIDING VIABLE DESIGN SOLUTIONS FROM ARCHITECT TO CLIENT:

1. Listen to the client
2. Provide a vehicle through design to achieve the client's needs
3. Follow through!
4. Stick with very complicated projects
5. Build relationships with clients with two-way trust, integrity and openness