



Guide to the Riviera Hotel & Casino Publicity Collection and Architectural Records

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Summary Information

Repository:	University of Nevada, Las Vegas. University Libraries. Special Collections and Archives.
Creator:	Riviera Hotel & Casino (Las Vegas Strip, Nev.)
Title:	Riviera Hotel & Casino Publicity Collection and Architectural Records
ID:	MS-00647
Date [inclusive]:	approximately 1950 to 2015
Date [bulk]:	approximately 1980 to 1999
Physical Description:	62.16 Cubic Feet (79 boxes, 6 oversized boxes, 21 rolls, 2 oversized flat files, and 1 unboxed item)
Physical Description:	60.96 Linear Feet
Language of the Material:	English
Abstract:	The Riviera Hotel & Casino Publicity Collection and Architectural Records (1950s-2015) are comprised of entertainment, publicity and marketing files, and architectural drawings from the Riviera Hotel & Casino in Las Vegas, Nevada. The records include publicity photographs and videotapes, press kits, and information about various entertainers who appeared at the Riviera, publicity, promotional material, and newspaper clippings about events, and publicity photographs of restaurant and club venues within the hotel. Also included is information about the Riviera's longest running shows, <i>Splash</i> , <i>La Cage</i> , and <i>Crazy Girls</i> .

Preferred Citation

Riviera Hotel & Casino Publicity Collection and Architectural Records, 1950s-2015. MS-00647. Special Collections and Archives, University Libraries, University of Nevada, Las Vegas. Las Vegas, Nevada.

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Historical Background

The Riviera Hotel & Casino originally opened as the Casa Blanca Hotel in 1952. The Casa Blanca was owned by William Bischoff, who built the resort for \$3.5 million dollars. Granted a gaming license in 1952, Bischoff withdrew his application the following year and turned over operations

to Miami investor Samuel Cohen. By early 1955, Cohen had also withdrawn from the project, leaving other investors, including Harpo and Gummo Marx, to open the hotel as the Riviera in April of 1955. Within three months of opening, the hotel was bankrupt, and control went to managers of the Flamingo, including Gus Greenbaum. Greenbaum ran the Riviera for three years, until he and his wife were murdered in their Scottsdale, Arizona home.

After the Greenbaums' deaths, the vice-president of the Riviera, Ben Goffstein, took over as president. The Riviera was sold multiple times and filed for bankruptcy in 1983, 1991, and 2010. In 2015, the Las Vegas Convention and Visitors Authority (LVCVA) purchased the Riviera with plans to use the property as an extension of the Las Vegas Convention Center. The hotel and casino officially closed May 3, 2015 after sixty years of operation, and was imploded in August of 2016.

Source:

"The Riviera Hotel, Las Vegas." Accessed December 14, 2018. <https://www.rivierahotel.com/>

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Scope and Contents Note

The Riviera Hotel & Casino Publicity Collection and Architectural Records (1950s-2015) are comprised of entertainment, publicity, and marketing materials from the Riviera Hotel & Casino in Las Vegas, Nevada from the 1950s to 2015, with the bulk of the material dated between 1980 and 1999. The records focus on entertainers who performed at the Riviera, as well as the Riviera's theatrical productions, *Splash*, *La Cage*, and *Crazy Girls*. Along with marketing and publicity, the records include internal information such as employees, ticket sales, cost of productions, and day-to-day operating information relating to entertainment, casino tournaments, and athletic events. Also included are architectural drawings dating from the 1950s to the 2000s, detailing casino expansions, floor plans, and venue remodels.

The material about performers and comedians consists of photographs both posed and candid, fliers, publicity, newspaper clippings, and marketing materials collected by the Riviera. The publicity and promotions material consists of newspaper clippings and press releases created by the Riviera. The records offer historical documentation into one of the Strip's longest operating casinos and provide information about the type of entertainment offered to visitors at Las Vegas casinos in the latter decades of the twentieth century.

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Arrangement

These records are organized into three series:

Series I. Performers and hotel employees, 1950s-2003;

Series II. Publicity, advertising, press releases, promotions, and events, 1955-2015;

Series III. Architectural drawings, 1959-2015.

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Administrative Information

Access Note

Collection is open for research, with the exception of materials that are restricted to protect personally identifiable information. Restrictions are noted at the file level of this inventory and will be open for research use January 1, 2074. Collection is open for research. If use copies of the recordings do not exist, reformatting/production of use copies is required before access will be granted; this may delay research requests. Advanced notice is required.

Publication Rights

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Acquisition Note

Materials were donated in 2015 by the Las Vegas Convention Center and Visitors Authority; accession number 2015-094.

Processing Note

A rough inventory of the accession was created by Lindsey Oden, Hannah Robinson, Tyler Stanger, and Maggie Bukowski in 2016 and 2017. To prepare the inventory, the described materials were reviewed to create a content list, estimate dates, and identify material types. In 2017, the architectural drawings were arranged and described by Tyler Stanger. In 2019, as part of an archival backlog elimination project, Melise Leech rehoused and arranged the material, revised the inventory, and completed the finding aid in ArchivesSpace.

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Related Materials

Related Collections

The following resource may provide additional information related to the materials in this collection:

Marshall L. Wright Collection on the Riviera Hotel, 1944-1956. MS-00394. Special Collections and Archives, University Libraries, University of Nevada, Las Vegas. Las Vegas, Nevada.

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Names and Subjects

- Gambling -- United States
- Entertainment -- Nevada -- Las Vegas
- Entertainers
- Comedy -- Las Vegas
- Hotels -- Nevada -- Las Vegas
- photographs
- Casinos -- Nevada -- Las Vegas -- History
- Las Vegas -- Strip -- 20th Century

Collection Inventory

Performers and hotel employees, 1950s-2003

Physical Description: 19.46 Cubic Feet (27 boxes, 3 oversized boxes)

Physical Description: 18.68 Linear Feet

Scope and Contents Note: The performer and hotel employee series (1955-2015) consists of publicity materials, including photographs and photographic negatives, biographical information, and interviews with entertainers and athletes contracted to perform at the Riviera Hotel & Casino's various venues, including the *Riv* comedy club, the *Versailles Lounge*, and the *Splash*, *La Cage*, and *Crazy Girls* stage shows. The series also contains photographs and photographic negatives of the hotel's back-of-house employees, and photographs and brief biographical information of casino winners.

Arrangement: Materials are arranged alphabetically.

Title/Description	Containers
Performers, 5th Dimension to Blood, Sweat and Tears, approximately 1977-2001	box 001

Physical Description: 17 Files

Performers, Bofill to Conn, approximately 1978-2001, undated Physical Description: 31 Files	box 002
Performers, Copperfield to Funny Boys, approximately 1977-2001, undated Physical Description: 28 Files	box 003
Performers, Gabor to Griffin, 1979-1988, undated Physical Description: 20 Files	box 004
Performers, Guillaume to Letterman, approximately 1980-1990, undated Physical Description: 24 Files	box 005
Performers, Liberace to Minnelli, approximately 1977-2000, undated Physical Description: 15 Files	box 006
Performers, Mitchell to Roger and Roger, approximately 1975-2000, undated Physical Description: 26 Files	box 007
Performers, Roman to Tillotson, approximately 1979-2000, undated Physical Description: 27 Files	box 008
Performers, Tiffany to Walker, approximately 1978-2000, undated Physical Description: 18 Files	box 009
Performers, Wall to Zucker, approximately 1982-2000, undated Physical Description: 27 Files	box 010
Performers, "Splash" and "La Cage", 1980-1988, undated Physical Description: 19 Files	box 011
Performers, "Crazy Girls", approximately 1950s-1996, undated Physical Description: 17 Files	box 012
Performers, "Latin Quarter," "Shimodu", approximately 1980s-2001 Physical Description: 12 Files	box 014
"The Riv," improv performers, 976-Sing to Fox, 1982-1992, undated Physical Description: 39 Files	box 015
"The Riv," improv performers, Friedman to Leary, approximately 1992-2001, undated Physical Description: 29 Files	box 016
"The Riv," improv performers, Lewin to Pavarotti, approximately 1977-1999, undated Physical Description: 24 Files	box 017
"The Riv," improv performers, Pavarotti to Skinner, approximately 1984-1998, undated	box 018

Physical Description: 41 Files

"The Riv," improv performers, Skyving to Vidale, 1988-1993, undated Physical Description: 40 Files	box 019
"The Riv," improv performers, newspaper clippings, 1982-1992, undated Physical Description: 25 Files	box 020
Performers, musical, 1978-1987 Physical Description: 13 Files	box 021
Athletes, boxing, approximately 1992-1993 Physical Description: 10 Files	box 022
Employees, 1955-2003 Physical Description: 90 Files	box 023 box 024
Employees and casino winners, 1988-1991 Physical Description: 25 Files	box 025
Performers, publicity photographs, undated Physical Description: 21 Files	oversized box 026 oversized box 027
Performers, Versailles Lounge posters, undated Physical Description: 184 Items	oversized box 028
Athletes, Women's Tennis Classic, approximately 1980 Physical Description: 15 Files	box 043
Personnel and casino winners information, approximately 1970s-1990s, undated	box 110

Restricted: Materials are restricted to protect personally identifiable information and will be open for research use on January 1, 2074.

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Publicity, advertising, press releases, promotions, and events, 1955-2015

Physical Description: 36.40 Cubic Feet (53 boxes, 3 oversized boxes, 1 flat file (shared box))

Physical Description: 34.44 Linear Feet

Scope and Contents Note: The publicity, advertising, press releases, promotions, and events series (1955-2015) consist of publicity and promotional materials related to hotel operations and events, including casino gambling tournaments, promotional and special events, advertising for restaurants, press kits for boxing matches and photographs and photographic negatives of casino activities. Also included in this series are statues, awards, plaques, menus, ceremonial ribbon-cutting scissors, film reels, video tapes, a hard hat and an empty time capsule container.

Arrangement: Materials remain in original order.

Title/Description	Containers
Newspaper clippings, approximately 1988-2007	box 029

Physical Description: 9 Files

Newspaper clippings, approximately 1987-1988 August Physical Description: 18 Files	box 030 box 031 box 032
Newspaper clippings, 2003 Physical Description: 9 Files	box 033
Newspaper clippings, approximately 1996-2004 Physical Description: 4 Files	box 034
Events and advertising, approximately 1989-2005, undated Physical Description: 14 Files	box 035
Events, approximately 1979-2005, undated Physical Description: 134 Files	box 036 box 037 box 038 box 039 box 040 box 041 box 042
Special events, 1979-2015, undated Physical Description: 33 Files	box 044 box 045
Press releases and articles, approximately 1980-1988, undated Physical Description: 22 Files	box 046
Press releases, approximately 1980s-1985, undated Physical Description: 21 Files	box 047
Press releases, approximately 1955-2006, undated Physical Description: 9 Files	box 048
Press releases, approximately 1992-1993, undated Physical Description: 11 Files	box 049
Press releases, advertising for prize fights, approximately 1994-2003, undated Physical Description: 12 Files	box 050
Press kits, approximately 1983-1999, undated Physical Description: 92 Files	box 051

box 052

box 053

box 054

box 055

box 056

Attractions and promotions, approximately 1981-2000, undated

box 057

Physical Description: 32 Files

box 058

Promotions and winner releases, approximately 1987-1991, undated

box 059

Physical Description: 23 Files

Promotions and press releases, 1986-1990, undated

box 060

Physical Description: 39 Files

Publicity and advertising, approximately 1988-2013, undated

box 061

Physical Description: 9 Files

Publicity, approximately 1985-1987, undated

box 062

Physical Description: 27 Files

Entertainers, publicity, approximately 1987-1989, undated

box 063

Physical Description: 22 Files

Hotel promotions, 1988-1991, undated

box 064

Physical Description: 29 Files

Promotions, 1980-1984

box 065

Physical Description: 6 Files

Hotel, candid photographs and negatives, approximately 1987-2004

box 066

Physical Description: 45 Files

Photographs, general, approximately 1980-2006, undated

box 067

Physical Description: 25 Files

Casino tournament winners, approximately 1987, undated

box 068

Physical Description: 25 Files

Photographs of casino statues, approximately undated

oversized
box 069

Publicity materials, approximately 1980s-1990s

oversized
box 070

Awards and plaques, approximately 1980s-1990s

oversized
box 071

Physical Description: 6 Items

Hard hat and empty time capsule container, approximately undated

box 072

Physical Description: 2 Items

"Addy" award statue and film reels, approximately 1989-1995

box 073

Physical Description: 4 Items

Hotel publicity videotape, approximately 1980s-2015, undated	box 074
Physical Description: 18 Betacam	box 075
Physical Description: 4 U-Matic Videotapes	box 076
Physical Description: 216 VHS Tapes	box 077
Physical Description: 7 Items (Camcorder VHS-C)	box 078
Access Note: Where use copies do not exist, production of use copies is required before access will be granted; this may delay research requests. Advanced notice is required.	box 079
	box 080
	box 081
	box 082
	box 083
	box 084
	box 085
Menus, approximately 1980s-1990s	oversized flat file box 107 SH-040
Ceremonial ribbon-cutting scissors, undated	no object container 109 00

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Architectural drawings, 1959-2015

Physical Description: 6.19 Cubic Feet (21 rolls, 1 flat file)

Physical Description: 7.48 Linear Feet

Scope and Contents Note: The architectural drawings series (1959-2015) consist of 246 architectural drawing sheets (blue-line, brown-line, inkjet) and one folder of architectural renderings. The scope of the drawings include designs for theatre construction and remodels, hotel and casino floor expansions and remodels, master floor plans, master egress drawings, mechanical and electrical drawings, and plans for the *Splash* "Dancing Machine."

Arrangement: Materials remain in original order.

Title/Description	Containers
Versailles Theater remodel architectural drawings, sheets A1-A4, 1995 April 04	roll 086
Physical Description: 4 Sheets	
Scope and Contents Note: This set includes drawings prepared by John D. Laspaluto (architect) for Riviera Holding Company (client).	
Crazy Girls Theater, sheets A1-A2, M1, E1, and P1, 1989 August 02	roll 087
Physical Description: 6 Sheets Blue-line prints	

<p>Scope and Contents Note: This set includes drawings prepared by Nikita Zukov (architect).</p>	
<p>Casino expansion, architectural drawings, 1989 February 27</p> <p>Physical Description: 16 Sheets Blue-line prints</p> <p>Scope and Contents Note: This set includes drawings prepared by Nikita Zukov (architect).</p> <p>Job Number: 8818</p>	roll 088
<p>La Cage Theater, seating layout, 2002 August 23</p> <p>Physical Description: 3 Sheets Inkjet prints on paper</p> <p>Scope and Contents Note: This set includes drawings prepared by Irwin Seating Company (manufacturers).</p>	roll 089
<p>Riviera Theater, architectural drawings, sheet A2; La Cage Theater, architectural drawings, sheet A1; and Crazy Girls Theater, architectural drawings, sheet A1, 1986 July 18</p> <p>Physical Description: 6 Sheets Blue-line prints</p> <p>Scope and Contents Note: This set includes drawings prepared by Nikita Zukov (architect).</p> <p>Job number: 8915, 8916, 8612</p>	roll 090
<p>Casino expansion, South expansion, and Phase E, 1982 October 14; 1989 November 03</p> <p>Physical Description: 28 Sheets</p> <p>Scope and Contents Note: This set includes drawings prepared by Martin Stern Jr. (architect), Nikita Zukov (architect), Design Core Inc. (architect), and Veldon Simpson (architect).</p> <p>Job number: 01422, 8427, 8920</p>	roll 091
<p>Master floor plan, SK10-SK14 8829, 1/4 prints, 1988 July 22</p> <p>Physical Description: 5 Sheets Blue-line prints</p> <p>Scope and Contents Note: This set includes drawings prepared by Nikita Zukov (architect).</p> <p>Job number: 8829</p>	roll 092
<p>Casino expansion slot layout, 8830, 1990 February 23</p> <p>Physical Description: 3 Sheets Blue-line prints</p>	roll 093
<p>Star Plaza remodel, floor plans, A1.010-A4.020, 1997 782, 1997 September 02</p> <p>Physical Description: 8 Sheets Blue-line prints</p> <p>Scope and Contents Note: This set includes drawings prepared by Klai Juba Architects (architect).</p> <p>Job number: 782</p>	roll 094
<p>Hotel additions, Becket, plumbing and air conditioning drawings, 1959 January 30</p> <p>Physical Description: 20 Sheets Ink on tracing cloth</p> <p>Scope and Contents Note: This set includes drawings prepared by Welton Becket and Associates (engineers).</p>	roll 095

Job number: 2164	
Planning Commission submittal, sheets PD1-PD7, 8726, 1987 September 17	roll 096
Physical Description: 7 Sheets Blue-line prints	
Scope and Contents Note: This set includes drawing prepared by Nikita Zukov (architect).	
Job number: 8726	
San Remo Lobby, 8811, sheets A1-A2, M1, 1988 April 07	roll 097
Physical Description: 3 Sheets Blue-line prints	
Scope and Contents Note: This set includes drawings prepared by Nikita Zukov (architect).	
Job number: 8811	
Casino expansion submittal scheme II, 8809, PD-15, 1988 March 18	roll 098
Physical Description: 2 Sheets Blue-line prints	
Scope and Contents Note: This set includes drawings prepared by Nikita Zukov (architect).	
Job number: 8809	
Convention Hall expansion, architectural drawings, 1997 October 13	roll 099
Physical Description: 45 Sheets Blue-line prints	
Scope and Contents Note: This set includes drawings prepared by Klai Juba Architects (architect).	
Job number: 775	
Star Plaza, 7-4, 1984 May 30	roll 100
Physical Description: 19 Sheets Brown-line prints	
Scope and Contents Note: This set includes drawings prepared by Yates-Silverman, Inc. (architect).	
Job number: 699	
South Tower remodel, new 12th floor luxury suites, preliminary architectural drawings, 1990 May 14	roll 101
Physical Description: 6 Sheets Blue-line prints	
Scope and Contents Note: This set includes drawings prepared by Veldon Simpson Architect, Inc. (architect).	
Casino interior design drawings, 1989 July 12	roll 102
Physical Description: 22 Sheets Blue-line prints	
Scope and Contents Note: This set includes drawings prepared by Nikita Zukov (architect) and Di Leonardo International (interior design).	
South Wing addition, 6501, first floor plans, mechanical and electrical drawings, 1965 August 4	roll 103
Physical Description: 4 Sheets	
Scope and Contents Note: This set includes drawings prepared by Harold W. Levitt AIA (architect).	
Job number: 6501-1	

Master egress drawings, as built, 2014 May 6	roll 104
Physical Description: 16 Sheets Inkjet prints on paper	
Scope and Contents Note: This set includes drawings prepared by Vedelago Petsch AIA (architect).	
Job number: 2010105	
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Splash Dancing Machine, 7-4, 1985 February 28	roll 105
Physical Description: 13 Sheets Blue-line prints	
Scope and Contents Note: This set includes drawings prepared by FM Productions (manufacturer).	
Job number: 114	
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Splash Dancing Machine, 2-10, 1985 February 28	roll 106
Physical Description: 7 Sheets Blue-line prints	
Scope and Contents Note: This set includes drawings prepared by FM Productions (manufacturer).	
Job number: 114	
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Architectural renderings, approximately 1994	oversized flat file box 108 SH-070

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