

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

This finding aid was created by Tyler Stanger, Maggie Bukowski, and Melise Leech on February 28, 2019.

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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]:	1950s-2015
Date [bulk]:	1980s-1990s
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 By early 1955, Cohen had also withdrawn from the project, leaving other investors, including Harpo and Gummo Marx, to open the hotel as the Riviera in April of 1955.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

Materials in this collection may be protected by copyrights and other rights. See [Reproductions and Use](#) on the UNLV Special Collections and Archives website for more information about reproductions and permissions to publish.

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 -- History
- 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, 1977-2001 Physical Description: 17 Files	box 001
Performers, Bofill to Conn, 1978-2001, undated Physical Description: 31 Files	box 002
Performers, Copperfield to Funny Boys, 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, 1980-1990, undated Physical Description: 24 Files	box 005
Performers, Liberace to Minnelli, 1977-2000, undated	

Physical Description: 15 Files	box 006
Performers, Mitchell to Roger and Roger, 1975-2000, undated	box 007
Physical Description: 26 Files	
Performers, Roman to Tillotson, 1979-2000, undated	box 008
Physical Description: 27 Files	
Performers, Tiffany to Walker, 1978-2000, undated	box 009
Physical Description: 18 Files	
Performers, Wall to Zucker, 1982-2000, undated	box 010
Physical Description: 27 Files	
Performers, "Splash" and "La Cage", 1980-1988, undated	box 011
Physical Description: 19 Files	
Performers, "Crazy Girls", 1950s-1996, undated	box 012
Physical Description: 17 Files	box 013
Performers, "Latin Quarter," "Shimodu", 1980s-2001	box 014
Physical Description: 12 Files	
"The Riv," improv performers, 976-Sing to Fox, 1982-1992, undated	box 015
Physical Description: 39 Files	
"The Riv," improv performers, Friedman to Leary, 1992-2001, undated	box 016
Physical Description: 29 Files	
"The Riv," improv performers, Lewin to Pavarotti, 1977-1999, undated	box 017
Physical Description: 24 Files	
"The Riv," improv performers, Pavarotti to Skinner, 1984-1998, undated	box 018
Physical Description: 41 Files	
"The Riv," improv performers, Skyving to Vidale, 1988-1993, undated	box 019
Physical Description: 40 Files	
"The Riv," improv performers, newspaper clippings, 1982-1992, undated	box 020
Physical Description: 25 Files	
Performers, musical, 1978-1987	box 021
Physical Description: 13 Files	
Athletes, boxing, 1992-1993	box 022
Physical Description: 10 Files	
Employees, 1955-2003	box 023
Physical Description: 90 Files	box 024
Employees and casino winners, 1988-1991	box 025

Physical Description: 25 Files

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, 1980 Physical Description: 15 Files	box 043
Personnel and casino winners information, 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, 1988-2007 Physical Description: 9 Files	box 029
Newspaper clippings, 1987-1988 August Physical Description: 18 Files	box 030 box 031 box 032
Newspaper clippings, 2003 Physical Description: 9 Files	box 033
Newspaper clippings, 1996-2004 Physical Description: 4 Files	box 034
Events and advertising, 1989-2005, undated Physical Description: 14 Files	box 035
Events, 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	box 044
Physical Description: 33 Files	box 045
Press releases and articles, 1980-1988, undated	box 046
Physical Description: 22 Files	
Press releases, 1980s-1985, undated	box 047
Physical Description: 21 Files	
Press releases, 1955-2006, undated	box 048
Physical Description: 9 Files	
Press releases, 1992-1993, undated	box 049
Physical Description: 11 Files	
Press releases, advertising for prize fights, 1994-2003, undated	box 050
Physical Description: 12 Files	
Press kits, 1983-1999, undated	box 051
Physical Description: 92 Files	box 052
	box 053
	box 054
	box 055
	box 056
Attractions and promotions, 1981-2000, undated	box 057
Physical Description: 32 Files	box 058
Promotions and winner releases, 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, 1988-2013, undated	box 061
Physical Description: 9 Files	
Publicity, 1985-1987, undated	box 062
Physical Description: 27 Files	
Entertainers, publicity, 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, 1987-2004	box 066	
Physical Description: 45 Files		
Photographs, general, 1980-2006, undated	box 067	
Physical Description: 25 Files		
Casino tournament winners, 1987, undated	box 068	
Physical Description: 25 Files		
Photographs of casino statues, undated	oversized box 069	
Publicity materials, 1980s-1990s	oversized box 070	
Awards and plaques, 1980s-1990s	oversized box 071	
Physical Description: 6 Items		
Hard hat and empty time capsule container, undated	box 072	
Physical Description: 2 Items		
"Addy" award statue and film reels, 1989-1995	box 073	
Physical Description: 4 Items		
Hotel publicity videotape, 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.		
		box 079
Advanced notice is required.		
		box 080
		box 081
		box 082
		box 083
		box 084
		box 085
Menus, 1980s-1990s	oversized box SH-040	flat file 107

Ceremonial ribbon-cutting scissors, undated

object
109[^ Return to Table of Contents](#)**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 Physical Description: 4 Sheets Scope and Contents Note: This set includes drawings prepared by John D. Laspaluto (architect) for Riviera Holding Company (client).	roll 086
Crazy Girls Theater, sheets A1-A2, M1, E1, and P1, 1989 August 02 Physical Description: 6 Sheets Blue-line prints Scope and Contents Note: This set includes drawings prepared by Nikita Zukov (architect).	roll 087
Casino expansion, architectural drawings, 1989 February 27 Physical Description: 16 Sheets Blue-line prints Scope and Contents Note: This set includes drawings prepared by Nikita Zukov (architect). Job Number: 8818	roll 088
La Cage Theater, seating layout, 2002 August 23 Physical Description: 3 Sheets Inkjet prints on paper Scope and Contents Note: This set includes drawings prepared by Irwin Seating Company (manufacturers).	roll 089
Riviera Theater, architectural drawings, sheet A2; La Cage Theater, architectural drawings, sheet A1; and Crazy Girls Theater, architectural drawings, sheet A1, 1986 July 18 Physical Description: 6 Sheets Blue-line prints Scope and Contents Note: This set includes drawings prepared by Nikita Zukov (architect). Job number: 8915, 8916, 8612	roll 090
Casino expansion, South expansion, and Phase E, 1982 October 14; 1989 November 03	roll 091

Physical Description: 28 Sheets

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).

Job number: 01422, 8427, 8920

Master floor plan, SK10-SK14 8829, 1/4 prints, 1988 July 22 roll 092

Physical Description: 5 Sheets Blue-line prints

Scope and Contents Note: This set includes drawings prepared by Nikita Zukov (architect).

Job number: 8829

Casino expansion slot layout, 8830, 1990 February 23 roll 093

Physical Description: 3 Sheets Blue-line prints

Star Plaza remodel, floor plans, A1.010-A4.020, 1997 782, 1997 September 02 roll 094

Physical Description: 8 Sheets Blue-line prints

Scope and Contents Note: This set includes drawings prepared by Klai Juba Architects (architect).

Job number: 782

Hotel additions, Becket, plumbing and air conditioning drawings, 1959 January 30 roll 095

Physical Description: 20 Sheets Ink on tracing cloth

Scope and Contents Note: This set includes drawings prepared by Welton Becket and Associates (engineers).

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

<p>Convention Hall expansion, architectural drawings, 1997 October 13</p> <p>Physical Description: 45 Sheets Blue-line prints</p> <p>Scope and Contents Note: This set includes drawings prepared by Klai Juba Architects (architect).</p> <p>Job number: 775</p>	roll 099
<p>Star Plaza, 7-4, 1984 May 30</p> <p>Physical Description: 19 Sheets Brown-line prints</p> <p>Scope and Contents Note: This set includes drawings prepared by Yates-Silverman, Inc. (architect).</p> <p>Job number: 699</p>	roll 100
<p>South Tower remodel, new 12th floor luxury suites, preliminary architectural drawings, 1990 May 14</p> <p>Physical Description: 6 Sheets Blue-line prints</p> <p>Scope and Contents Note: This set includes drawings prepared by Veldon Simpson Architect, Inc. (architect).</p>	roll 101
<p>Casino interior design drawings, 1989 July 12</p> <p>Physical Description: 22 Sheets Blue-line prints</p> <p>Scope and Contents Note: This set includes drawings prepared by Nikita Zukov (architect) and Di Leonardo International (interior design).</p>	roll 102
<p>South Wing addition, 6501, first floor plans, mechanical and electrical drawings, 1965 August 4</p> <p>Physical Description: 4 Sheets</p> <p>Scope and Contents Note: This set includes drawings prepared by Harold W. Levitt AIA (architect).</p> <p>Job number: 6501-1</p>	roll 103
<p>Master egress drawings, as built, 2014 May 6</p> <p>Physical Description: 16 Sheets Inkjet prints on paper</p> <p>Scope and Contents Note: This set includes drawings prepared by Vedelago Petsch AIA (architect).</p> <p>Job number: 2010105</p>	roll 104
<p>Splash Dancing Machine, 7-4, 1985 February 28</p> <p>Physical Description: 13 Sheets Blue-line prints</p> <p>Scope and Contents Note: This set includes drawings prepared by FM Productions (manufacturer).</p> <p>Job number: 114</p>	roll 105
<p>Splash Dancing Machine, 2-10, 1985 February 28</p> <p>Physical Description: 7 Sheets Blue-line prints</p>	roll 106

Scope and Contents Note: This set includes drawings prepared by FM Productions (manufacturer).

Job number: 114

Architectural renderings, 1994

flat file
108

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