

## Trump Taj Mahal Casino

Atlantic City, NJ, United States

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The renovated entrance of the Trump Taj Mahal in Atlantic City, NJ showcases architectural DMX-controlled lighting. Designed for array installation, the system enables low-resolution imagery and vivid, dynamic effects across the façade. Originally opened in 1990 and once promoted as the “eighth wonder of the world,” the property earned that reputation through its scale and opulence – it was the most expensive casino ever built at the time (nearly \$1 billion), featuring lavish materials, dramatic chandeliers, marble finishes, and a highly theatrical design inspired by the Taj Mahal. The resort became one of Atlantic City’s most recognizable landmarks before closing and later reopening as the Hard Rock Hotel & Casino Atlantic City. Grenald Waldron Associates (GWA Lighting) received an IES Illumination Award of Merit for the building’s façade lighting design.

*Photographer: Ryan Linton*