



Palms Las Vegas

Throw your own exclusive club party inside the g-Suite in the Palms Fantasy Tower. The suite and its furnishings are modeled after Ghostbar at the Palms.

Q & A

WITH HUGH HEFNER

Interviewed by Aleza Freeman

The Palms Las Vegas is a second home for ultimate bachelor Hugh Hefner. A partnership between the Palms and Playboy Enterprises led to the 2006 opening of the first Playboy Club in 20 years, as well as the 9,000 square foot Hugh Hefner Sky Villa, atop The Palms Fantasy Tower. While Hef admits that Playboy Enterprises was a victim of the politically correct American climate during the '80s and early '90s, now, he declares, "The bunny is back."

When you started out in Chicago in the '50s, did you ever envision that the Playboy logo would be emblazoned on a Las Vegas hotel and that the bunnies would be dealing cards and serving drinks to Las Vegas visitors?

Well nothing that came to pass is something that I could have imagined. When I started the magazine, I didn't put a date on the first issue, because I wasn't sure there would be a second — I didn't have any money. So what came to pass thereafter, that it so influenced society, that it became a brand known globally, that it turned into all of these different kinds of things from Playboy Clubs to television shows, to casinos — I could not have imagined. I was kid who dreamt impossible dreams, but I could not have imagined what lay ahead for me.

How has Las Vegas changed since your first trip here?

Vegas was a very different town back then. A lot of the members of the Rat Pack were personal friends of mine. I saw them on more than one occasion. I remember I took a trip to San Francisco to see Lenny Bruce who I had just heard about, and that would actually be the late 1950s. I saw Lenny Bruce and then went up to Los Angeles and from Los Angeles to Las Vegas. So that would have been the first trip and that would be probably around '57, '58. Now it's become the entertainment capital of the world. We all know phenomenal and unique history of the city, and its metamorphosis. It's a miracle.

Would you ever consider re-locating the Playboy Mansion to Las Vegas?

No, but I think it [Hugh Hefner Sky Villa at the Palms] will be, to some extent, a second home.

If you could invite anyone, living or dead, to a party at the Playboy Club in Las Vegas, who would you invite?

Marilyn Monroe probably first and foremost, probably Frank (Sinatra), and Elvis, and Sammy Davis who was a very good friend, and probably some of the people I grew up admiring when I was a kid: Cary Grant, (Humphrey) Bogart, the people who had an impact on me when I was growing up.

Beyond the Palms resort, what do you love about Las Vegas?

Well, the fact that it never sleeps. It's party central. I was raised in a very typical, Midwestern, Methodist home with a lot of repression, and I think that for me that was part of reason, consciously and unconsciously, for launching Playboy. Playboy was devoted to a celebration of life — and I think that the party theme, the very notion of a good party, has always been my response to Puritan repression. It was not a coincidence that when I did my very first television show, "Playboy's Penthouse," in the 1960s in Chicago, the theme for it was a party. After those shows, we would go to the original Playboy Mansion and have a late night party. I think that what makes Vegas unique is the fact that the party never ends.

Well, except when you have to work.

(Laughing) Yes, but in my case my work and play are kind of connected.

You have the ideal life.

That's true.

If Vegas was a woman, would she be a blonde, redhead, brunette or raven-haired beauty?

At various times she would probably be any one of the above. I think there are moments when she is any of the three or four: A blonde in the afternoon by the pool and a raven-haired exotic beauty later in the evening.

What's the secret to treating a lady right when you are in Las Vegas?

In any relationship it has to do with paying attention to what's going on. Don't be self involved. I don't think that it's a good line that wins the heart of a woman. I think it is listening, paying attention to what's going on — and a good sense of humor helps.

And finally, tuxedo or smoking jacket?

Smoking jacket.

Smoking jacket, you didn't even have to think about that ...

No (laughing).

Ultimate Fantasy

Indulge in a night beyond your wildest dreams at the Palms

BY ALEZA FREEMAN

Vegas.com

It's possibly the hippest ride you'll ever take in a hotel room. On the king-sized hydraulic bed in the hip-hop themed Crib Suite at the Palms Las Vegas, you can bounce around and tilt back and forth, simply by the touch of a remote.

Even Palms owner George Maloof has taken the bed for a spin. "That was interesting," said Maloof, struggling to describe the experience, "very different, fun."

The Crib Suite, which comes fully loaded with a DJ booth, pool table and video gaming lounge, is just one of more than 40 mega-suites and Sky Villas in the 53-story Fantasy Tower at the Palms. The sleek, contemporary rooms boast one-of-a-kind amenities and views of the Las Vegas Strip straight out of a tourist's wildest dreams.

The concept for Fantasy Suites grew out of the success of the Real World Suite on the 28th floor of the Palms main tower, where the cast of MTV's "Real World Las Vegas" lived for four months in 2002.

"That kind of opened my eyes," said Maloof, who introduced the Fantasy Tower in 2006. "We wanted to create more off-the-hook suites, in a way that it never had been done before, catering to the Las Vegas visitor who comes to town to have fun."

A night of fun at the Palms, however, can come with a pretty hefty price tag. Fantasy Suites range in price from \$1,500 to \$40,000 a night.

The 2,000-square-foot Crib Suite costs \$3,000-\$5,000 a night, while the 10,000-square-foot Hardwood Suite — Maloof's dream room — is \$25,000. The suite features a half basketball court with a scoreboard and a professional locker room. Guests can also request personalized jerseys and cheerleaders, for an extra fee.



Palms Las Vegas

Infinity pools in the Sky Villas offer the ultimate views of Las Vegas.



Palms Las Vegas

Stage your own March Madness inside the Hardwood Suite at the Palms Las Vegas' Fantasy Tower.

"They even have my rotating bed."

— Hugh Hefner, Playboy Magazine founder

"It's every boy's fantasy, at least it was mine, to grow up and be a basketball player," said Maloof, whose family owns the Sacramento Kings.

At the highest end of the Fantasy Suite price spectrum is the Palms' own version of the Playboy Mansion, the two-story, 9,000-square-foot Hugh Hefner Sky Villa. Hefner himself approved the Sky Villa's design and, along with his girlfriends at the time, Holly, Bridget and Kendra, was the first guest to stay in the suite.

In a telephone interview from the Playboy Mansion in Beverly Hills, Calif., Hefner equated the Sky Villa to "The Ultimate Bachelor Pad," a feature which used to run in Playboy Magazine during the '60s and '70s.

"I think what you have with the Sky Villa is bringing that to life," said Hefner, adding, "They even have my rotating bed."

The round bed — which has a mirrored ceiling above it — never actually belonged to Hefner. But he described it as "a tribute" to the original, which he still owns, and is in working order across the street from the Mansion at the Playmate House.

Hefner, 82, no longer sleeps in a round, rotating bed.

"I have a larger, rectangular bed," he said. "But it's all outfitted with all kinds of gadgetry and controls."

While the rotating bed has historic Playboy appeal, Hefner's favorite feature in his namesake Sky Villa is the cantilevered swimming pool on the terrace overlooking the Las Vegas Strip, a common feature among both the one-story and two-story Palms Sky Villas. In Hefner's Villa, however, the pool has a Playboy bunny logo

emblazoned on the bottom.

The suite also boasts a media room, dining room, full bar, fully-equipped gym with sauna, spa-style treatment room, glass elevator and a poker table. The art, such as the 1971 ink on paper, "Female Walking Tightrope" by LeRoy Neiman and a 1953 portrait of Marilyn Monroe by Tom Kelley, is also all Hefner-approved.

This ultimate bachelor pad also appeals to bachelorettes: Just ask pop princess Britney Spears, who stayed there back in 2006.

But for those who want a room designed specifically with a feminine touch, try the Hot Pink Suite. At \$3,000 a night, this 2,350-square-foot room features hot pink décor with silver accents and touches of fur throughout, a full bar, Jacuzzi tub, Hollywood-style dressing vanity and a two-way fireplace.

The Hot Pink Suite — like most Palms Fantasy Suites — also has an original creation: The Show Shower. Like the name suggests, the shower is surrounded by plasma glass, includes a stripper pole, and can be viewed from both the living room and bedroom.

Down the hall from the Hot Pink Suite, the 4,240-square-foot Kingpin Suite offers a retro-style fantasy at \$15,000 a night. The room features two full-sized bowling lanes with regulation equipment, pool table, full bar and a theater-sized projection screen in a lounge that seats up to 100 people.

Other fantasy suites include the G-Suite, which is modeled after the Palms' Ghostbar, with a glass floor on the terrace overlooking the hotel's pool area; the Erotic Suite with its round rotating bed; and the Hollywood-style Celebrity and Director's suites.

With the exception of the Hardwood Suite, Sky Villas and Hugh Hefner's namesake pad, all the fantasy suites are on the 25th and 26th floors creating the ultimate party floors in Vegas. The Palms caters to this by renting the two floors out to groups for one big block party.

"The goal of these suites is to create the ultimate Vegas experience," said Maloof.

Whatever your fantasy may be, the Palms probably has a suite to suit your needs. Of course, it's up to you to make it happen once you get inside.