

RIO HOTEL & CASINO PARTNERS WITH IVORY STAR PRODUCTIONS TO REIMAGINE THE VENUE INTO LAS VEGAS' NEWEST ENTERTAINMENT HUB

Two Showrooms Immersive Dining Experiences, a Bar with Rotating Themed Pop-up Events and an Exciting Lineup of New Productions Coming this Month

LAS VEGAS, NV, UNITED STATES, August 19, 2026 /EINPresswire.com/ -- A new era of entertainment is arriving at Rio Hotel & Casino as Ivory Star Productions announces changes coming to [The Venue showroom in the Masquerade Village](#). The Venue is currently being transformed into a multi-use entertainment space designed to bring together live performances with elevated brunch and dinner selections and immersive guest experiences under one roof.

The reimagined venue will feature two distinctive showrooms, each offering its own unique atmosphere for live productions, along with a vibrant Box Office Bar. The space will come alive throughout the year with ticketed themed pop-up events, specialty cocktails, and exclusive activations, creating a destination that extends beyond showtime.



The Venue showroom in the Masquerade Village at Rio Hotel & Casino is currently being transformed into a multi-use entertainment space designed to bring together live performances with elevated brunch and dinner selections and immersive guest experiences.



Ivory Star Productions delivers boutique show alternatives, and large-scale events in Las Vegas.

The transformation reflects Rio's broader vision of delivering one of the most diverse, full-scale

hotel and casinos in Las Vegas where locals and visitors alike can discover something new with every visit.

“The Venue represents another major milestone in Rio's ongoing evolution. We're building a dynamic entertainment complex for immersive productions, dinner experiences, private events, and much more,” said Rod Turlan, President and General Manager of Rio Hotel & Casino. “This investment reflects our commitment to giving guests more reasons to choose Rio and as we continue reimagining the property, The Venue will play a key role in establishing Rio as a year-round destination for even more world-class entertainment.”



The first new production to debut will be Tony n' Tina's Wedding debuting on August 20, 2026, with additional details and other productions to be announced in the coming week.

The addition of rotating themed experiences allows The Venue to remain active beyond performance schedules, while giving guests new reasons to return throughout the year. From immersive seasonal pop-ups and specialty drink menus to live music and exclusive events, the entertainment complex is designed to offer a fresh experience with every visit.

“We wanted to create more than just a place to see a show,” said John Bentham, Producer at Ivory Star Productions which owns The Venue. “Our inspiration came from the idea that great entertainment shouldn't begin when the curtain rises or end with the final bow. We wanted to create a space where people can gather, enjoy incredible performances, experience creative pop-up concepts, and make lasting memories every time they walk through our doors.”

New Shows Coming Soon

The two showrooms will serve as the centerpiece of an all-new entertainment destination, featuring an evolving lineup of immersive productions that pair live performances with elevated food and beverage experiences. From interactive brunches and dinner shows to specialty cocktails and themed pop-up events, guests can expect a night out that goes far beyond the stage. [Faaabulous! The Ultimate Drag Brunch Show](#) will return in a new time slot of noon when The Venue re-opens in mid-August.

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“Las Vegas built its reputation on unforgettable nights that started with a great meal and ended with an incredible show, and we're excited to bring that tradition back in a new way,” said Bentham. “Guests can expect immersive brunches, dinner experiences and entertainment that's

designed to be enjoyed with food, cocktails and the people you're with. That's the kind of Vegas experience we want to create."

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About Ivory Star Productions

Ivory Star Productions is a leader in the entertainment field with strong insight into the Las Vegas and tourist market. Led by award-winning producer John Bentham, Ivory Star Productions delivers boutique show alternatives, and large-scale events, not only from the stages of Las Vegas but to worldwide productions. For more information visit ivorystar.com.

About the Rio Hotel & Casino Las Vegas

Rio Hotel & Casino, part of the Destination by Hyatt brand, is located just one block off the Las Vegas Strip on Flamingo Road. The resort features more than 2,500 suite-sized guestrooms, including 1,500 newly remodeled suites in the Ipanema Tower. Highlights include a reimagined 117,000-square-foot casino floor with 800 slot machines and 40 table games, a 3-acre pool paradise, and an evolving lineup of dining and nightlife options including Canteen Food Hall, Eggslut, Lapa Lounge, Luckley Tavern & Grill, The Kitchen Table and High Steaks Vegas by acclaimed Chef James Trees. With 220,000 square feet of convention and meeting space, the property is also well-suited for conferences, trade shows, and large-scale events. The entertainment program features a standout roster of resident shows, including the long-running magic duo Penn & Teller, the visually stunning WOW – The Vegas Spectacular, The Empire Strips Back, a sci-fi burlesque parody with cult appeal and Comedy Cellar, the West Coast outpost of the iconic New York comedy club. For more information, visit riolasvegas.com and follow Rio on Facebook, Instagram and X.

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