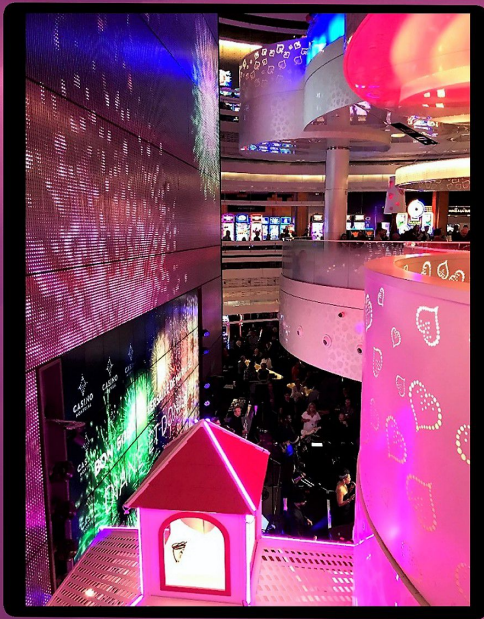


# “A Touch of Luck and a ‘Real Taste of Vegas’: A Sensory Ethnography of the Montreal Casino”

Erin Lynch

Given the recent explosion of “experiential design” and mood management in casinos, this paper argues that sensory ethnography offers valuable insight into the (co)production of casino atmospheres. Looking particularly at the Montreal Casino’s ‘Vegas Nights’ promotion, we ask: how does the casino feel (and how does it touch back)? What rhythms flow through its neon labyrinth? What does “getting a real taste of Vegas,” well ... taste like? Moreover, we position this ambiance at the center of the casino’s “push-and-pull” approach to problem gambling - where this government-affiliated sensory extravaganza must toe a tenuous line between attraction and responsabilisation



The festive atmosphere of the Montreal Casino during Vegas Nights. Image by Erin Lynch.

**Thursday, October 15  
at 13h00**

**Please write to [cissc@concordia.ca](mailto:cissc@concordia.ca)  
(with "ATMOSPHERES" in the subject  
line) to register and you will be sent a  
Zoom link.**

**Erin Lynch** is an interdisciplinary scholar and Senior Fellow at the Concordia Centre for Sensory Studies who works at the intersection of space, mediation, culture, and the senses. She was recently awarded a PhD in Social and Cultural Analysis from Concordia University, Montreal. Her doctoral research used multi-sited sensory ethnography to explore how city-sanctioned mobile tourism apps mediate users' experience of urban destinations – and conjure up narratives of the city on a shifting stage. Her work on casino atmospheres was co-authored with Dr. David Howes and Dr. Martin French.

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