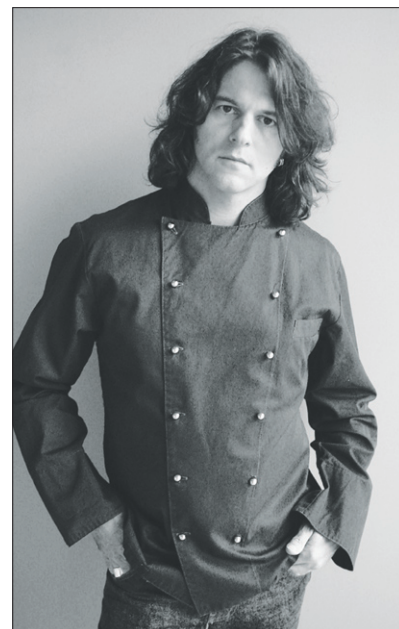


LIGHTS. VEGAS ACTION.



Photos courtesy Simon Restaurant & Lounge
The main dining room at Simon Restaurant & Lounge overlooks the pool at Palms Place (left). Chef Kerry Simon (above). Tuna dynamite is one of the delicious items on Simon's eclectic menu. (below).

Rock 'n' roll chef

Kerry Simon serves his creative concoctions poolside at Palms Place

"Right away, I see smoked salmon."
No, this isn't the reading of another psychic ready to make his mark on the Las Vegas Strip. Kerry Simon, chef and partner of Simon Restaurant & Lounge inside Palms Place Hotel & Casino, remembers one of his inspirations growing up.

"When we start talking about food, your life unfolds in your mind, and sometimes you just get snapshots and a slideshow of things and right away I see smoked salmon," says Simon.

Growing up on Bainbridge Island, Wash., Simon had a lot of natural food influences, including rhubarb, crab apples, fresh oysters, and crabs, all in the comfort of his back yard.

In fact, Simon had access to a bevy of fresh ingredients. The self-professed "clean eater" eats a lot of raw foods, fish, fruit and granola. And while healthy eating is reflected in the restaurant via menu items like steamed fish of the day and a deliciously delicate raw salad, make no mistake — Simon isn't just a one-trick pony.

His menu includes a junk food platter that features Simon's take on popular favorites like Hostess cupcakes, Sno-Balls, cookies, chocolate caramel popcorn, mini sundaes, milkshakes, Rice Krispie and Froot Loop

Simon Restaurant & Lounge

Located on the 6th Floor of Palms Place Hotel & Spa
4381 West Flamingo Road
Las Vegas, NV 89103

Hours: Open daily,
Breakfast: 7 a.m. - 11:30 a.m.
Lunch: 11:30 a.m. - 2:30 p.m.
Sunset Dining: 2:30 p.m. - 6 p.m.
Dinner: 6 p.m. - 11 p.m.

treats, brownies and cotton candy.

The restaurant, which is open for breakfast, lunch and dinner, serves up creative solutions to all three meals. For breakfast, you can find a rarity: fresh organic eggs, which are used in a variety of omelets, and egg specials. Lunch includes sandwiches and burgers, wood roasted pizzas and breakfast items, for those who have had a late night the night before.

For dinner, Simon keeps it simple with comforting meatloaf, short ribs, and steaks. Perhaps the reason people find his menu comforting, eclectic, and a little like Simon

himself, is because he credits his current restaurant offerings with past influences. Today, Simon has a revelation:

"As we speak about it now, I realize, even when I look at my menu, that's what's going on in my menu, it says who I am right there, and it really didn't hit me until just now," he says.

Simon Restaurant & Lounge is located on the sixth floor of Palms Place. The restaurant is adjacent to the pool and features floor-to-ceiling glass doors so diners can look at the vibrant pool scene, and likewise, pool goers can glimpse into the restaurant.

The restaurant, designed by David Rockwell, is staggeringly beautiful, with earthy elegant touches like grain wood chairs, which juxtapose high concept recycled-crystal lighting fixtures.

"I find it hard to leave this place, the sushi bar has this very zen feel to it, but it's very much like me, very rock and roll type thing on the pool. You never know what's going to happen or who's going to show up and that's kind of the excitement and the beauty of it," says Simon.

As for a mission statement, Simon features a "go green" theme. Natural bamboo floors, an herb room with rows of



fresh garden herb plants, and even in the kitchen, the restaurant is environmentally aware.

"I think this whole place is very much a green restaurant. That was the idea when we started it. All the bamboo floors, and everything is supposed to be recycled and we came very close [to that goal]...so, that's what the kitchen is based on too. We try to get fish that aren't over fished, that are as close as possible to us, by transportation and that, to me is the statement in itself... we have to be very mindful of what's going on in the world," explains Simon.

As for the restaurant's semi-secluded location, Simon says there was a reason that prompted him to open a restaurant on the sixth floor of Palms Place.

"First thing, I'm working with the Maloofs. In Vegas, I'm lucky. I really wanted to be

involved with somebody who had passion. I can call [George Maloof] on the phone, and he might not answer this minute, but he'll get back to me with a text or something within the hour, especially if it's something important," says Simon.

The man who earned the title "rock 'n' roll chef" dreamed of being a rock star. He even dabbled in playing guitar for local bands. But as for quality control, Simon forgets his rock 'n' roll roots and keeps the out-of-town touring and all-night partying to a minimum. The exception is when the busy chef is at one of his other restaurant ventures, like SIMON LA, the sister restaurant.

"I'm here. I'm one of the chefs that live in town. There's not a whole lot. There are a lot of big names, but I'm here, I'm in the restaurant. My brother [Scott Simon] works for us too, he's a sous chef here," says Simon.

With a clear presence in his restaurant, creative food, a working knowledge of his past and good work ethic, Simon is setting a standard for Las Vegas. Still, he keeps it all in perspective.

"At the end of the day, restaurants are about fun. I want people to come and have fun, like it's family," says Simon.

This advertising supplement was prepared by Nikki Neu and the VEGAS.com staff and did not involve the reporting or editing staff of the Los Angeles Times.



THIS WEEKEND IN VEGAS

For the latest Vegas information and what's hot this weekend, watch the 'Vegas Minute' Thursday Morning Show and the 'Vegas Live' report every Thursday evening during KTLA Prime News.



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Tony 'n' Tina

When audiences attend "Tony 'n' Tina's Wedding" at the Rio, they're not just seeing a show. Instead they become "guests" at the nuptials of an Italian-American couple who come from two slightly dysfunctional families. Comedy ensues as the two stereotypical Italian families, drunken guests, pregnant maid of honor and flamboyant brother of the bride come together for the wedding ceremony and reception. See it at the Rio at 8 p.m. nightly.



Tao Beach

When the sun goes down, the party heats up with Sunset Sessions at Tao Beach every Sunday. Operating as an extension of Tao Nightclub, Tao Beach offers guests a place where they can party in the pool or on the sand to the tunes of a special guest DJ featured every Sunday. Tao Beach is set in a secluded spot inside the already plush pool area at The Venetian, bringing a little class to the idea of a pool party. Hours are 10 a.m. - 10 p.m. Sunday.

WEEKEND HEADLINERS

Tom Jones 8 p.m., 8/14 - 8/20, MGM Grand
Brad Garrett 9 p.m., 8/15 - 8/16, Mirage
Steve Lawrence 8 p.m., 8/15 - 8/17, Orleans
Daughtry 8 p.m., 8/15, Red Rock Casino Resort and Spa
Paolo Nutini 9 p.m., 8/15, Hard Rock Hotel
Larry Carlton 7:30 p.m., 8/15 - 8/17, Suncoast
Hall & Oates 8 p.m., 8/15, Hard Rock Hotel
Alan Jackson 8 p.m., 8/16, Mandalay Bay Events Center
Liza Minnelli 8 p.m., 8/16, Buffalo Bill's
The Dells & The Manhattans 8 p.m., 8/16, Cannery
Jamie Kennedy 7 p.m., 8/16, Green Valley Ranch Resort and Spa
Dennis Wise: King for a Night 7 p.m., 8/16, Fiesta Rancho
Jeffrey Osborne 8 p.m., 8/16, Santa Fe
HEADLINERS
Barry Manilow: Music and Passion 8 p.m. Wed. - Sat., 8/27, 8/29 - 8/30 Las Vegas Hilton
Bette Midler 7:30 p.m. Tue. - Wed. Fri. - Sun., 10/9 - 10/19, Caesars
Cher 7:30 p.m. Tue. - Wed. Sat. - Sun., 8/16 - 8/31, Caesars
Danny Gans 7:30 p.m. Mon., Wed. and Fri. - Sat., Mirage
Elton John 7:30 p.m. 10/22 - 10/25, 10/29 - 11/1, Caesars
Terry Fator 8 p.m. and 6 p.m. on Sun., 8/15 - 8/17, Las Vegas Hilton
Wayne Brady 9 p.m., Thurs. - Mon., Venetian

PRODUCTION SHOWS

Blue Man Group 7 and 10 p.m. nightly, Venetian
Folies Bergere 7:30 and 10 p.m. Mon., Wed., Thurs. and Sat.; 8:30 p.m. Tues. and Fri., Tropicana
Ice: Direct from Russia 8 p.m. Sat. - Thurs., Riviera
Jersey Boys 7 p.m. Thurs. - Tue. plus 10 p.m. Tue. and Sat., Palazzo

KÀ 7 and 9:30 p.m. Tue. - Sat., MGM Grand
Hitzville 6:30 p.m. Wed. - Sun., Planet Hollywood
An Evening at La Cage starring **Frank Marino** 7:30 p.m. Wed. - Mon., Riviera
Laugh Out Loud with The Scintas 9:30 p.m. Fri. - Sat. and Mon. - Wed.; 8:30 p.m. Sun., Las Vegas Hilton
Le Réve 7 and 9:30 p.m. Sun., Mon., Thurs.; 8:30 p.m. Fri.; 8 and 10:30 p.m. Sat., Wynn Las Vegas
LOVE 7 and 10 p.m. Thurs. - Mon., Mirage
Mamma Mia! 7:30 p.m. Sun. - Thurs.; 6 and 10 p.m. Sat., Mandalay Bay
Menopause the Musical 7 p.m. Mon. - Sat.; 6 p.m. Sun.; additional 4 p.m. show Wed., Las Vegas Hilton
Mystère 7 and 9:30 p.m. Sat. - Wed., Treasure Island
O 7:30 and 10:30 p.m. Wed. - Sun., Bellagio
Phantom - The Las Vegas Spectacular 7 p.m. Mon. - Sat., with an additional show at 9:30 p.m. Mon. and Sat., Venetian
Sopranos' Last Supper 7 p.m. Tue. - Sun., Riviera
Stomp Out Loud 7 p.m. nightly, Planet Hollywood
Tony 'n' Tina's Wedding 8 p.m. nightly, Rio
Tournament of Kings 6 and 8:30 p.m. nightly, Excalibur
V - The Ultimate Variety Show 7 and 8:30 p.m. daily, Planet Hollywood
Zumanity 7:30 and 10:30 p.m. Tue. - Wed., Fri. - Sun., New York-New York

ADULT SHOWS

American Storm 8:30 p.m. Wed. - Sat., Stratosphere
Bite 10:30 p.m. Fri. - Wed., Stratosphere
Chippendales The Show 8 p.m. Sun. - Tues., Thurs.; 8 and 10:30 p.m. Fri. - Sat., Rio
Crazy Girls 9:30 p.m. Wed. - Mon., Riviera
Fantasy Sun. - Fri., 10:30 p.m. with additional show at 8 p.m. Tues.; 11 p.m. Sat., Luxor
Jubilee! 7:30 and 10:30 p.m.

Sat. - Thurs., Bally's
MGM Grand's Crazy Horse Paris 8 and 10:30 p.m. Wed. - Mon., MGM Grand
Ooh La La 7 and 11 p.m. Thurs. - Tue., Paris Las Vegas
Stripper 101 5 p.m. Mon. - Wed., 3:30 p.m. and 5 p.m. Thurs. - Sun., 5 p.m. and 6:30 p.m. Fri. - Sun., Planet Hollywood
Thunder From Down Under 9 p.m. nightly, with additional show at 11 p.m. Fri. and Sat., Excalibur
X Burlesque 10 p.m. nightly, Flamingo

MAGIC SHOWS

Amazing Johnathan 9 p.m. Fri. - Tues., Harmon Theater at Planet Hollywood
David Copperfield 7:30 p.m. and 10:30 p.m.; additional 4:30 p.m. show on Sun., 8/21 - 10/1, MGM Grand
Lance Burton 7 and 10 p.m. Tues. and Sat.; 7 p.m. Wed. - Fri., Monte Carlo
Impossible Magic with Steve Dacri 7 p.m. Sat. - Sun., Six Tables Restaurant
Mac King Comedy Magic Show 1 and 3 p.m. Tues. - Sat., Harrah's
Nathan Burton Comedy Magic 4 p.m. Fri. - Wed., Flamingo
Penn & Teller 9 p.m. Wed. - Sun., Rio
Scarlett Princess of Magic 2:30 p.m. Fri. - Mon.; 4 p.m. Tues. - Wed., Planet Hollywood
Steve Wyrick Real Magic 7 and 9 p.m. Sat. - Thurs., Planet Hollywood
World's Greatest Magic Show 7 p.m. show nightly, Greek Isles
Xtreme Magic Starring Dirk Arthur 2 and 4 p.m. Sat. - Thurs., Tropicana

COMEDY SHOWS

Carrot Top 8 p.m. Sun. - Mon., Wed. - Fri.; 9 p.m. Sat., Luxor
Comedy After Hours 9 p.m. Thurs. - Tues.; additional 11 p.m. shows Fri. - Sat., Fitzgerald's
Defending the Caveman 8 p.m. Mon. - Wed.; 9 p.m. Thurs. - Sun. with an additional show at 3 p.m. Sat. and Sun., Golden Nugget
George Wallace 10 p.m. Tues. - Sat.,

Flamingo
Improv at Harrah's 8:30 and 10:30 p.m. Tues. - Sun., Harrah's
Louie Anderson 7 p.m. Sat. - Thurs., Excalibur
Playboy Comedy 8 and 10:30 p.m., 9/13, Palms
Rita Rudner 8 p.m. Mon. - Sat., Harrah's

TRIBUTE SHOWS

American Superstars 7 p.m. Sun. - Tue., 6:30 and 8:30 p.m. Wed., Fri. - Sat., Stratosphere
A Tribute to Liberace with Wes Winters 1 p.m. Tues. - Thurs. and Sat. - Sun., Planet Hollywood
Legends in Concert 7:30 and 10 p.m. Mon. - Sat., Imperial Palace
A Neil Diamond Tribute starring **Jay White** 7 p.m. Sun. - Thurs., Riviera
Show Bus of the Stars 10 a.m., 7 p.m. and 9 p.m. nightly, Planet Hollywood
The Rat Pack Is Back 6 p.m. dinner seating; 7:30 p.m. show Mon. - Sat., additional 10 p.m. show on Sat., Plaza

HYPNOSIS AND PSYCHIC SHOWS

Anthony Cools - The Uncensored Hypnotist 9 p.m. Thurs. - Tues., Paris
DIRTY Hypnosis 9 p.m. nightly, Krave Theater inside Planet Hollywood
Dr. Scott Lewis 9 p.m. Mon., Riviera
Hypnotist Marc Savard 8 p.m. Mon. - Thurs., Planet Hollywood
The Mentalist, Gerry McCambridge 7 p.m. Sat. - Thurs., Hooters

AFTERNOON SHOWS

Gregory Popovich's Comedy Pet Theater 4 p.m. Thurs. - Mon., additional 5:30 p.m. show Thurs., Planet Hollywood
The Ronn Lucas Comedy and Puppet Show 2 p.m. Tues. - Sun., Excalibur
The Price Is Right-Live 2:30 p.m. Tues. - Thurs. and Sat.; 7:30 p.m. Fri., Bally's

Mirage)
6 p.m. - 4 a.m. nightly.
Risqué (inside Paris) Fri. - Sat., 10:30 p.m. to early morning.
Rumjungle (inside Mandalay Bay) Sun., Tue. and Wed., 11 p.m. - 2 a.m.; Fri. - Sat. and Mon., 11 p.m. - 4 a.m.; Thurs., 11 p.m. - 3 a.m.
Studio 54 (inside MGM Grand) Tue. - Sat., 10 p.m. - early morning
Tabú (inside MGM Grand) Thurs. - Mon., 10 p.m. - 4 a.m.
Tao (inside the Venetian) Thurs. - Sat., 10:30 p.m. - 5:30 a.m. Lounge: Tue., midnight - 5 a.m.; Wed. and Sun., 11 p.m. - 4 a.m.
Teatro (3663 S. Las Vegas Blvd.) Tue., Fri., and Sat., 2:30 a.m. - 8:30 a.m.
The Bank (inside Bellagio) Hours, Thurs. - Sun., 10 p.m. - 4 a.m.
Tryst (inside Wynn) Thurs. - Sun., 10 p.m. - 4 a.m.
VooDoo Lounge (inside the Rio) Lounge is open daily, 8 p.m. to 3 a.m. Live music and dancing begins at 9:30 p.m. (Sun. - Thurs.), 10 p.m. (Fri. - Sat.)
Rain Las Vegas (inside the Palms) Doors open at 11 p.m. Fri. - Sat.
Revolution Lounge (inside the Mirage) 6 p.m. - 4 a.m. nightly.
Risqué (inside Paris) Fri. - Sat., 10:30 p.m. to early morning.
Rumjungle (inside Mandalay Bay) Sun., Tue. and Wed., 11 p.m. - 2 a.m.; Fri. - Sat. and Mon., 11 p.m. - 4 a.m.; Thurs., 11 p.m. - 3 a.m.
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