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*For Immediate Release*

**The Reserve at Red Rock Canyon Teams Up with Award Winning Architecture and Development Companies for New Eco-Resort Community's Design**  
***Las Vegas's newest luxury residential property announces its partnership with Backen & Backen – Architecture / Lifestyle / Wellbeing, Blue Heron Homes, Water FX and more***

**LAS VEGAS— (March 30, 2023)** — [The Reserve at Red Rock Canyon](#), a Las-Vegas based luxury residential development community, announced today its partnership with multiple award-winning and nationally recognized industry leaders that are participating in the development of The Reserve at Red Rock Canyon. Situated within the Red Rock Canyon National Conservation Area, The Reserve at Red Rock Canyon is 65-acres of iconic land that will feature 16 private residential estate lots and luxury resort-style commercial amenities, such as a fine dining restaurant and an event venue. Launched with the mission to be Las Vegas's premiere ecotourism destination and residential experiential community that combines luxury living with sustainability, The Reserve at Red Rock Canyon has enlisted [Backen & Backen – Architecture / Lifestyle / Wellbeing](#), [Blue Heron Homes](#), [Water FX](#), [STO Design Group](#) and [Scott Design LLC.](#), to bring its vision to life.

As an extension of its mission, The Reserve at Red Rock Canyon has teamed up with these notable companies to purposefully design and implement regenerative features that conserve and preserve the natural beauty of the landscape, while incorporating the Red Rock Canyon's geography into the eco-resort community's design.

“Designed to be a first-of-its-kind recreational-residential enclave, the guard-gated Reserve at Red Rock Canyon is setting the stage for property owners to experience coveted and rare residential real estate in one of the most exclusive eco-resort communities in North America,” said Joel Laub, the real estate developer behind The Reserve at Red Rock Canyon. “The community will be an expression of biophilic design, where the lines are blurred between indoor and outdoor space, which research has shown enhances happiness and well-being.”

Backen & Backen, an internationally recognized design firm known for spaces such as Sundance Mountain Resort, Esperanza Resort, Promontory Winery, the Restoration Hardware stores and numerous celebrity client residences, have been brought on to design The Reserve at Red Rock Canyon's commercial facilities and its first residential show home. Specifically, Backen & Backen will be designing the community's restaurant, secluded hotel villas, event barn and spa. Backen's signature architectural elements will be intertwined throughout the property, including biophilic design that epitomizes an indoor-outdoor lifestyle.

“At Backen & Backen, the site and environment of a project is the first and foremost consideration that influences our design process,” said Howard Backen, co-founder and owner of Backen & Backen. “The moment we walked onto the site at The Reserve, we realized that this is a special place that asks for our utmost respect and reverence. The opportunity to design in Red Rock Canyon with its unique and unspoiled natural beauty is extremely rare, and we know that anything we do will be secondary to what already exists. With this in mind, our approach is to design buildings that seem like they were born from the desert and rock around them, fitting effortlessly into the natural

scenery, and have been standing there for decades. Each site feature and every building will be designed with the mountains as the focal point, all with their own unique view of the splendor of the canyon.”

The Reserve at Red Rock Canyon’s community will also feature a second show home by acclaimed design-led development firm Blue Heron, which will begin construction June 2023.

“All Blue Heron homes elevate the human experience by creating harmony between the homes we design, and the innate way humans experience their environments,” said Tyler Jones, founder, and CEO of Blue Heron. “Our show home at The Reserve at Red Rock Canyon will bring to life the unparalleled standard of indoor-outdoor living made possible by this spectacular natural setting. Las Vegas is our home, and its storied, nuanced landscape is our inspiration. The community is a perfect setting for Blue Heron’s signature style of amplified living.”

Continuing its mission of preserving and honoring the land, The Reserve at Red Rock Canyon will feature thoughtfully designed landscape architecture by Scott Design, Water FX and STO Design Group to create an oasis in the desert that is not only serene, but environmentally conscious, too. STO Design Group and Water FX, fabrication and construction companies recognized for their innovative water features at Wynn Las Vegas & Encore, Red Rock Casino, and The Cosmopolitan of Las Vegas, will be creating ponds and a community creek system at The Reserve. The multiple ponds will aesthetically complement the project’s overall beauty, alluding to the area’s natural springs and function as a “smart” irrigation system and water storage, with multiple sustainable elements, from which The Reserve at Red Rock Canyon’s plant habitats will be drip irrigated. The community’s landscape by Scott Design will feature desert adapted shrubs, grasses and Mojave-inspired plant selections, along with pollinator plants to create sustainable micro-environments, conserving the land’s aesthetic and habitat. The landscape design will work in harmony with the architecture throughout the site.

“Surely to be the most unique residential neighborhood in the Southwest, Bonnie Springs [the residential component of the property] is nestled beneath the majestic mountains of Red Rock Canyon,” said Joel Laub, the real estate developer behind The Reserve at Red Rock Canyon. “It sits near the 220,000-acre Red Rock Canyon Conservation Area. Each of the 16 lots have endless views never to be obstructed. Bonnie Springs is living in nature with epic night skies and a calming quiet that soothes the soul; it is a once-in-a-lifetime lifestyle that is 25 minutes from the Las Vegas Strip.”

Residential home lots are currently for sale at The Reserve at Red Rock Canyon. To learn more about the community and its available lots, please visit [www.reserveatredrockcanyon.com](http://www.reserveatredrockcanyon.com).

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**ABOUT THE RESERVE AT RED ROCK CANYON:**

Located near the iconic Red Rock Canyon National Conservation Area 20 minutes west of Las Vegas, Nevada, The Reserve at Red Rock Canyon is a luxury mixed-use residential community with eco resort-style amenities currently under development. The 65-acre community offers 16 private residential home lots for sale, ranging from two to four acres. The community will also feature state-of-the-art commercial facilities, including an event barn, outdoor amphitheater, multiple fine-dining restaurants, private hotel villas, a day spa and concierge-style recreational services for outdoor enthusiasts. With the mission to conserve the stunning terrain, The Reserve at Red Rock Canyon is committed to sustainable practices and holistic well-being that integrates luxury lifestyle in harmony with nature. For more information about The Reserve at Red Rock Canyon, please visit [www.reserveatredrockcanyon.com](http://www.reserveatredrockcanyon.com).