

Las Vegas Sun

Businessman Fabrizio Boccardi bets big on Vegas

By [Kiko Miyasato](#) ([contact](#))

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Born in Milan, Italy, entrepreneur Fabrizio Boccardi is founder, chairman of the board of directors and CEO of King Midas World Entertainment Inc., a company that focuses on media, gaming and publishing. Through his company, Boccardi is in preproduction for a movie based on the book "The Seven Sins," which takes place in Las Vegas and was inspired by his own rags-to-riches story. He has also been involved in various investments such as the acquisition of casino properties and other real estate throughout the valley.

Boccardi recently sat down with "Las Vegas Magazine" to get specific about what he loves about the city.

Desert: The desert is such a powerful mystery — it's such a mysterious part of nature.

24/7: They tell me New York is the city that never sleeps; I disagree completely. This is the city that never sleeps — I can do anything I want pretty much any time of the day.

McCarran International Airport: As a businessman, I wouldn't have moved to a town that doesn't have a big airport because I fly a lot. So it's very important to have McCarran because I can fly, with no hassle, all around the world.

The business climate: Nevada officials are very welcoming to new entrepreneurs and investors. They should share the credit for the amazing boom that this town has had. They are open to new developments, new ideas.

Entertainment: "O" is an amazing show that I have seen several times. Also Le Rêve, which is truly unique. When you spend a hundred million dollars on a show, there is nowhere else you can do it except in Vegas.

Zeffirino Ristorante at The Grand Canal Shoppes: The Scotto Brothers, whom I happen to know, are really traditional to the Italian kitchen. I really enjoy going there for business meetings and bringing friends of mine.

The Forum Shops at Caesars: I still find it a memorable experience. I often shop there at Emporio Armani and Versace — I love those two stores and I go there all the time.

Nightlife: I like XS at Wynn because it reminds me of a club called Jimmy'z in Monaco — very luxurious, beautiful settings, open and extravagant. I also like Pure at Caesars Palace. I like to say that I have never seen so many beautiful cocktail waitresses than at Pure.

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