

For The Love Of Peter

Los Angeles Confidential gets up close and personal with restaurateur/hotelier Peter Morton.

Who: Peter Morton

Hometown: Los Angeles

Brainchild: Hard Rock Hotel and Casino in Las Vegas

Hobbies: Building and remodeling beach houses, collecting contemporary art, traveling, photography, chess, and yoga

Best job perk: Creating a home away from home

Biggest challenge: Hotels are open 24 hours a day, 365 days a year

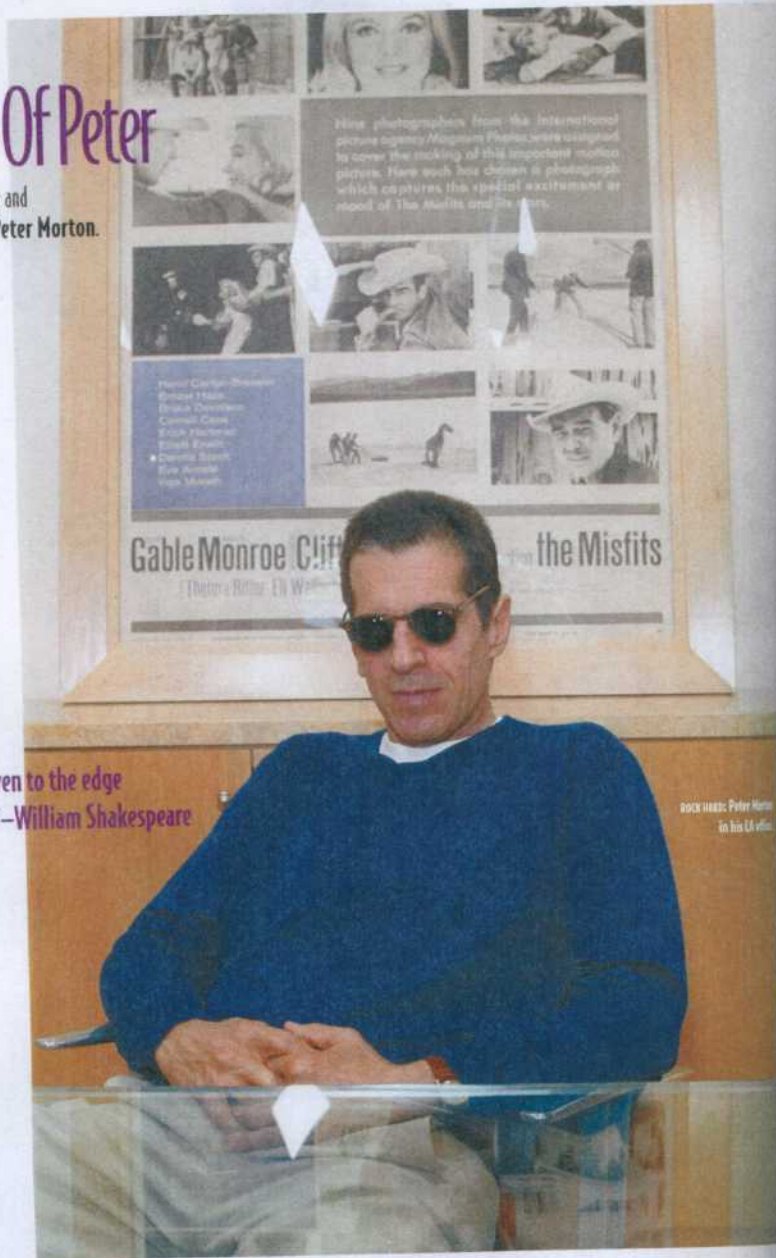
Mentors: The late Sir Jimmy Goldsmith, my son and my father

Five-Year Plan: To take it one day at a time

Motto: "Love bears it out even to the edge of doom."

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ROCK HEAD: Peter Morton in his LA office.