AREAS15, A First-of-Its-Kind Experimental and Interactive Entertainment, Retail, Dining and Nightlife Complex, Opening in Las Vegas Mid-2019

Mow Wolf: An Arts Collective Joins as Anchor Tenant

LAS VEGAS, Jan. 18, 2018 /PRNewswire/ -- Las Vegas locals and tourists alike will witness a new entertainment and retail complex come to life in mid-2019: AREAS15 is a unique concept of a wholly re-imagined world weaving together immersive experiences, themed events, art installations, art exhibits, bars, and nightlife. The complex will appeal to a variety of clientele, including gamers, comic-con and sci-fi enthusiasts, artists, music and festival lovers, and anyone simply looking for an immersive and unique experience. AREAS15 is a development project led by a joint venture between real estate development firm Fisher Brothers and creative agency Benvenuto Studios, both of New York.

AREAS15 announced it has signed Mow Wolf, a multi-media production company based in Santa Fe, New Mexico, as the anchor tenant. Mow Wolf creates immersive, interactive experiences that transport audiences of all ages into fantastic realms of story and discovery. Working with 100 Mow Wolf artists working together to tell immersive stories through fabrics, lighting, projection, sculpture, architecture, virtual and augmented reality, sound, performative experiences and interactivity. Mow Wolf’s first permanent exhibition, House of Eternal Return, is located in Santa Fe and has welcomed nearly a million visitors in its first two years. Mow Wolf will work with local artists and talent in Las Vegas and the surrounding areas to create experiences in AREAS15.

“AREAS15 is a radical re-imagining of retail,” said Winton Fisher, a principal of Fisher Brothers. “It will be a 21st-century immersive theater and an entirely new concept in retail and entertainment. We’re excited to debut this groundbreaking concept on the Las Vegas Strip, attracting tourists and locals alike, on a path to make history. Our relationship with Mow Wolf and the artists will create a unique, one-of-a-kind destination that will set a new standard for what an entertainment and retail experience can be.”

AREAS15 is the first large-scale development project on the Las Vegas Strip to feature a full-service entertainment venue within the concept. The project aims to attract tourists and residents alike to the area by offering a unique blend of retail, entertainment and dining experiences.

AREAS15’s designers are working with local artists and talent to create immersive and interactive experiences that will transport visitors to different worlds. The project will feature a range of entertainment options, including live music, theater, comedy, and a variety of dining experiences.

AREAS15 is expected to open in mid-2019 and will feature a variety of experiences, including a large retail space, a dining area, and a variety of entertainment options. The project will be located on the Las Vegas Strip, close to the Venetian and Palazzo hotels.

The project is being developed by the Fisher Brothers, a New York-based real estate firm, and Benvenuto Studios, a creative agency based in Los Angeles. The two companies have a long history of collaborating on large-scale projects, including the construction of the Park MGM in Las Vegas. The Fisher Brothers have a reputation for developing high-end retail and entertainment projects, while Benvenuto Studios is known for its ability to create immersive and interactive experiences.

The project is expected to attract visitors from all over the world, with a particular focus on tourists from Asia, Europe, and Australia. The project is expected to generate significant economic benefits for the Las Vegas area, with an estimated economic impact of $1 billion over the next decade.

For more information, please visit: www.areas15.com