Construction begins at futuristic entertainment/retail venture Area 15

By Mick Akers (contact)  Saturday, May 26, 2018 - 2 a.m.

Ground has been broken on Area 15, a futuristic art, retail and dining complex set to diversify Las Vegas’ entertainment offerings.

The 126,000-square-foot project, off Interstate 15 and Desert Inn Road, will mesh art installations, music and corporate events, food & beverage and nightlife into a unique, experiential landscape. It will even include a mascot named Mechan 9, a giant robot sculpture that was transported from the future to its temporary home at Downtown Container Park during the groundbreaking ceremony.

Area 15 a joint venture between real estate development firm Fisher Brothers and creative agency Beneville Studios, both of New York.

Having area residents attend the groundbreaking event was important for the developers to give an idea of what to expect when Area 15 opens late next year.

“Getting the local community involved from the very beginning, doing something as fun as wearing homemade tin foil hats along with your friends and neighbors, sets the tone of what Area 15 will be: a truly immersive and inclusive experience,” said Michael Beneville, founder and chief executive officer of Beneville Studios, said in a statement.

The facility, which includes anchor tenant and art collaborative Meow Wolf, is predicted to attract more than 1.7 million visitors per year. Expected among them are those inclined toward cultural institutions such as comic and sci-fi festivals, music festivals, esports tournaments, art functions and Burning Man, and anyone else looking to do something out of the norm.

“We are thrilled to be breaking ground and beginning construction on this project,” said Winston Fisher, a partner with Fisher Brothers. “The 21st century is all about change and progression, and Area 15 is at the forefront of exploring that change and defining a new retail model. We look forward to having Area 15 be a thriving part of the local community in Las Vegas.”

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