Guests and local politicians were on hand for the unveiling of Area 15, a new entertainment and retail complex set to open in mid-2019. Area 15 will incorporate immersive experiences, themed events, art installations, restaurants, bars, and nightlife. The complex is intended to appeal to a variety of clientele, including gamers, comic-con and sci-fi enthusiasts, artists, music and festival lovers in an immersive and unique experience. The complex will be anchored by New Mexico-based art collective Meow Wolf and is being designed by New York design firm Benvolle Studies.