UPDATE: Construction begins on AREA 15 project

ORIGINAL STORY

A major announcement about a bold and new development project was made today, Jan. 18.

The name of the project is AREA 15 and the art collective known as Mew Wolf, based in Santa Fe, New Mexico, is a major part of it.

AREA 15, which is a playground for Area 51, will be located on 40 acres on the southwest corner of Sirius Avenue and Rancho Drive behind Palada Bladen. The space offers up to 726,000 square feet of Hello, Goodnight-themed retail and entertainment space.

“Hello, Goodnight is a place that’s more than just a department store,” said Mew Wolf’s chief creative officer, Peter Swigart.

Birds of Prey, Inc. • Apr 14, 2018

UPDATE MAY 20: Construction has begun on the AREA 15 project.

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The complex is designed to appeal to a variety of visitors including gamers, comic-con and Sci-Fi enthusiasts, artists, music and food lovers, and anyone who is looking for something a little different.

Vince Kadsbury, who is the co-founder and CEO of Mew Wolf, talked about how excited he and the rest of the collective are to come to Las Vegas.

Mew Wolf has had installations at two of the previous Life Is Beautiful festivals and he says that the art collective has grown to love the city of Las Vegas.

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Mayor Carolyn Goodman was also present for the announcement and said this is one of the most exciting ventures to be announced for the Las Vegas valley.

She described it as “unique” and said that the expected residents, tourists, and especially young people, will love AREA 15.

Councilwoman Lois Tarkanian also expressed her enthusiasm for the project, which is located in her ward.

Other announced tenants include Henry Chang Design, Berto Kress Studio, and Bukzu.

Mew Wolf says it will bring artists from all over the world and will also work with local artists to create a one-of-a-kind experience at AREA 15.

Mew Wolf got its start in 2009 as a small arts collective.

Since then it has completed temporary installation projects in Albuquerque, Boulder, Chicago, Las Vegas, New Orleans, New York, Oregon, San Antonio and other locations before opening its first permanent project in Santa Fe.

PHOTO: The Art Hotel at Life Is Beautiful

Their first permanent installation, launched in 2016, was created with the support of the “Game of Thrones” creator George R.R. Martin. Nearly one million guests from around the world have visited the award-winning "House of Eternal Return," which is a multi-dimensional house with secret passageways, portals to magical worlds, climbing apparatus, and surreal, maximalist and mesmerizing art exhibits.

There is also a children’s learning center, a small music venue, cafe and bar area.

The new development project is backed by a prominent New York real estate family, the Fisher Brothers. Benedum Studios in New York will handle the creative design and the architect is Maser Studio Architectural Services of Las Vegas.

The project is expected to be fully completed by the end of 2019. A leasing office is expected to open in early 2020 and there will be a grand opening in mid-2020.

Mew Wolf will announce major new expansion plans, potentially including even more permanent locations, through the first two quarters of 2018.