Immerse Yourself Inside Area 15 in 2019

Shop, dine, dance and become inspired

by Bradley Martyn | Jan 19, 2019, 12:03pm PST

Those travelling south on I-15, just beyond Palace Station, who spotted a huge robot sculpture laying flat on the ground and staring at the sky, can now finally learn what that project is all about.

Aiming to debut in the fourth quarter of 2019, the flat, blank, approximately 15-acre parcel has huge plans to host an interactive, creative hub, only limited by the imaginations of future tenants and event planners.

Area 15 will be anchored by a 120,000-square-foot "warehouse" with much of the two-level building open to rent. Aiming to offer, at minimum, a destination for food trucks, the team also hopes a permanent restaurant may jump on board.

Among other proposed plans, Area 15 plans to welcome eSports and tournaments, escape rooms or a fun house, themed retail, and live music and dance festivals. The project developers estimate as many as 108 annual events will take place on the grounds.

Guests are expected to treat the space as an "explorer," discovering the large and eclectic artworks. A joint venture between the Fisher Brothers, the property owner, and developers and creative partners Beneville Studios, another major contributor will be art collective Meow Wolf, best known locally for its appearances at downtown’s Life Is Beautiful festivals.

Despite the 2019 opening and ground yet to be broken, advance tickets are already available, including a $10,000 lifetime pass.

Also already scheduled, a veteran of the Burning Man festival, “Shayo Mujo,” a 12-foot tall skull created by BARTKRESA studio and sculptor John Harker. The work is a visual wonder once animations are projected onto its sides.

*All Coverage of Coming Attractions (ELV)*