SUMMARY

- 7 pieces of coverage:
- 2.05M online readership:
- 8.17K estimated coverage views:
- 6 social shares:
- 71 average domain authority:
- 37K circulation:
On the other side of Desert Inn, "Area 15" hopes to prevail
AREA15 unveils next phase of retail, entertainment complex

LAS VEGAS (KTNV) — With fire and lights, AREA15 unveiled its signature “A.”

“This is the symbol of AREA15 being finished from the outside,” said Winston Fisher, chief executive officer of AREA15. “And now we move to the detail work.”

The 42-foot tall, 2.5 ton “A” required more than 300 staff hours to make — it’s also the front entrance of the 200,000 square-foot complex.

Fisher described it as the portal into a new economy.

RELATED: Work continues at AREA15 Las Vegas entertainment complex

“We’re going to have live events, real music, drone racing, food festivals,” he said. “The idea is we are building a content box for the 21st century.”

Renderings of the project gave more of an idea to what the finished product will look like with interactive exhibits featuring local artists.

Also, Meow Wolf — an immersive arts and entertainment group based in Santa Fe, New Mexico — will be a significant attraction for AREA15.
"A" Reveal at AREA15 - Las Vegas Weekly

MAR 27 2019

(state) monthly visits: 282K

(state) coverage views: 1.23K

Domain authority: 69

AREA15 revealed the "A" on the front entrance of the 200,000 sq. ft. art, retail and entertainment complex at Desert Inn Road and Rancho Drive in Las Vegas Tuesday, March 26, 2019.
"A" Reveal at AREA15 - Las Vegas Weekly

(AREA15 revealed the "A" on the front entrance of the 200,000 sq. ft. art, retail and entertainment complex at Desert Inn Road and Rancho Drive in Las Vegas Tuesday, March 26, 2019)
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reviewjournal
Guests enjoy pyrotechnics marking the unveiling of the entryway of #AREA15, an experiential retail and entertainment complex in #LasVegas. #RJphoto / @benjaminphphoto
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area15bunker @runningthroughsinacity we’re opening later this year at 3215 S. Rancho Drive. See you then!
1 day ago
This clip ran 9 times on Fox5 Las Vegas from 3/26-3/27
This clip ran 2 times from 3/26-3/27