IT’S RETAIL
IT’S ENTERTAINMENT
IT’S ART
REDEFINED

AREA15 REDEFINES THE IDEA OF THE STANDARD, STATIC MALL. IT’S A LIVING, BREATHING 21ST CENTURY IMmersive Bazaar — an organism that continually evolves.
Forget Everything You Know

Area15 is the manifestation of a new concept called the “immersive bazaar.” Immersive means completely engaged from the inside out. A bazaar is a souk, a colorful marketplace or a festival setting. Area15 is where these two elements meet and blend.

Area15 is a radically reimagined retail and entertainment complex located a short distance from the Las Vegas strip, it’s a home for tastemakers, influencers, disruptors and agents of change.
INSPIRED BY ENDLESS CREATIVITY, AREA15 IS AN EDGY, INTERACTIVE, TREND-AHEAD MALL AND PERFORMANCE COMPLEX THAT BLURS THE LINES BETWEEN FANTASY AND REALITY. A FUSION OF INNOVATION IN ART, COMMERCE, DESIGN, FOOD & BEVERAGE AND TECHNOLOGY.

A TRANSFORMATIVE BLEND OF ART, COMMERCE, FOOD, DRINK, DESIGN, TECHNOLOGY AND INNOVATION.

A GEEK-CHIC PLAYGROUND THAT APPEALS TO THOSE THAT CRAVE THE EXTRAORDINARY AND DESIRE THE UNEXPECTED.
UNRESTRICTED AREA

Surrounded by some of the world’s greatest attractions and astonishing views of the Las Vegas skyline, AREA15 will serve as a major draw for visitors, locals and anyone seeking the unconventional.
1.7+ MILLION VISITORS PROJECTED PER YEAR
126,000 SF OF LEASABLE SPACE
68,000 SF OF LEASABLE GROUND FLOOR SPACE
UP TO 58,000 SF OF ADDITIONAL SECOND FLOOR SPACE

40,000 SF OF INDOOR AND OUTDOOR FLEXIBLE EVENT SPACE
25,000 SF OF INTERCONNECTED “SPINE”, FEATURING ART, PERFORMANCE, EXPERIENTIAL ENTERTAINMENT, FOOD AND RETAIL
900+ FREE PARKING SPACES
The new game in town

Area 15 is a game-changer.
- Located just off I-15 and Desert Inn Rd
- 7 minutes from the Strip
- 20 minutes from McCarran Airport
- 350K+ drive-bys each day
LAS VEGAS STATS

42.8 MILLION
TOTAL VISITORS IN 2017

6.6 MILLION
CONVENTION ATTENDEES PER YEAR

20,000
MEETINGS AND CONVENTIONS IN 2017

2X
RETAIL AND NON-GAMING ATTRACTIONS CREATED TWICE AS MUCH REVENUE AS CASINOS

$60 BILLION
TOURISM SPENDING

2.1 MILLION
LOCAL RESIDENTS WITH A BOOMING ARTIST COMMUNITY

47,000
NEW RESIDENTS EVERY YEAR—3RD FASTEST GROWING AREA IN THE COUNTRY
IMMERSIVE BAZAAR: BIZARRELY IMMERSIVE

4 ZONES. 1 MISSION. A WHOLLY RE-IMAGINED WORLD THAT INTERTWINES IMMERSIVE EXPERIENCES, THEMED EVENTS, ART INSTALLATIONS, RESTAURANTS, BARS AND NIGHTLIFE.

AREA15
Does Not Exist
The Spine

There is no mall quite like this. Anywhere.

A destination unto itself, an immersive bazaar and promenade that ties each tenant together.
AS THE CONSTANTLY EVOLVING NERVE CENTER OF AREA15, THE SPINE WILL SHOWCASE UNIQUE ACTIVATIONS, INNOVATIVE ART EXHIBITIONS, BESPOKE PERFORMANCES, CULINARY EXPERIMENTS AND CRAFTED LIBATIONS. ADMISSION TO THE SPINE IS COMPLIMENTARY.
CURATED ART

AREA15 will be a canvas for artists to showcase their work.

Visionary artists and talent from around the world have been carefully selected to bring AREA15’s interior and exterior to life.

Area15 recognizes visitors are adventurers and explorers that want to be genuinely engaged and inspired.
WITH A FOCUS ON STIMULATING THE SENSES AND EMBRACING CREATIVITY, AREA15 WILL STRIVE FOR AN EVER-CHANGING PALETTE AND INNOVATIVE ARTISTIC ENCOUNTERS FOR EACH VISITOR.

THE POWER OF AREA15 IS IN ITS AUTHENTICITY. AREA15 IS NOT PRETENDING TO BE CREATIVE. IT IS CREATIVE. WITH A GOAL OF MAKING THIS SPACE THE MOST ENRICHING EXPERIENCE POSSIBLE FOR OUR GUESTS.
MEOW WOLF HAS A PERMANENT, NARRATIVE DRIVEN INSTALLATION IN SANTA FE, NEW MEXICO. MEOW WOLF IS DEDICATED TO INSPIRING NEW AUDIENCES AND ADVANCING THE PARADIGMS OF HOW ART IS CREATED, SHARED, AND EXPERIENCED.

MEOW WOLF BEGAN AS AN UNDERGROUND DIY VENUE IN 2008 AND HAS GROWN INTO A WILDLY SUCCESSFUL BUSINESS.
As Area15’s anchor tenant, Meow Wolf will collaborate with local artists and artists from around the globe.

Projecting over 1 million visitors per year, Meow Wolf will develop unforgettable, imaginative experiences that delight audiences of all ages.
INFINITELY CUSTOMIZABLE SPACES TO CREATE DISTINCTIVE DESTINATIONS FOR A CURATED COLLECTION OF EXPERIENTIAL AND RETAIL BUSINESSES. THE LOCATION IS A NATURAL FIT FOR TECH, GAMING AND PERFORMANCE-BASED COMPANIES THAT ARE LOOKING FOR SOMETHING BEYOND A STAIID RETAIL ENVIRONMENT.
• 1.7 MILLION VISITORS PROJECTED PER YEAR
• 68,000 SF LEASABLE GROUND FLOOR SPACE
• UP TO 58,000 SF OF LEASABLE SECOND FLOOR
• UP TO 38’ FLOOR-TO-CEILING HEIGHTS
• 18’ SLAB-TO-SLAB HEIGHT WITH SECOND FLOOR
FIND YOUR TRIBE.
A HIGHLY FLEXIBLE EVENT SPACE THAT CAN EASILY BE TAILORED TO ANY CONFIGURATION, THEME, OR DESIGN SCHEME. IT’S THE IDEAL VENUE FOR CORPORATE EVENTS, AFTER PARTIES, CONFERENCES, PERFORMANCES, THEATRE, SPEAKERS SERIES — WHEREVER YOUR IMAGINATION LEADS YOU.
OUTDOOR

THE ONLY LIMITS ARE YOUR OWN IMAGINATION. THE OUTDOOR EVENT SPACE PROVIDES AN EXTRAORDINARY SETTING FOR:

- Food Festivals
- Music Festivals
- Public Festivals
- Concerts
- Cinema Under the Stars
- Artist Performances
- Drone Racing
- Flea Markets
- Private Celebrations

- 32,000 SQUARE FEET OF FLEXIBLE OUTDOOR SPACE
- Full Service Catering Facility
- 200+ EVENTS PER YEAR
- 3000+ PERSON CAPACITY
- 300,000+ VISITORS PROJECTED PER YEAR
Winston Fisher, a self-proclaimed “comic geek”. But why is this important? Because when you are building a project like AREA15, you need to be a little dorky, a little childish, with a streak of wild. Winston thrives at pushing the envelope. He discovered he had a knack for extreme endurance racing, and has now completed a bike race across the country twice, numerous Ironman triathlon competitions and a World Marathon - competing in 7 marathons on 7 continents in 7 days. Besides being a touch crazy, his love for real estate grew every night as a child, as it was a frequent subject of discussion at the dining room table. If you’re going to blow-up the traditional real estate model, it is good to understand how it originally worked. Now, for the boring stuff. He is a Partner at a leading family-owned and operated real estate company based in New York City. He currently manages acquisitions, new development and finance, blah, blah, blah. He knows what he is doing.

Beneville Studios

Unbounded by conventional thinking and with great panache, Michael Beneville is the creative force, chief visioneer and “silver suit” behind AREA15. As an artist, designer and inventor Michael and the Beneville Studios team bring a unique perspective and multitude of talents to the traditional world of real estate. With an eye towards the fusion of culture, entertainment, art and retail, Michael looks to connect artists, creators, dreamers and visionaries from all over the world, inspiring them to gather and create their own stories in this immersive bazaar of experiences like no other. Day and night, he dreams up more ideas for the future of AREA15 in Las Vegas and beyond!
FOR MORE INFORMATION ABOUT AREA15, PLEASE CONTACT:

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