



## FACT SHEET

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**DESCRIPTION:**

Pop Vegas hosts rotating pop-up experiences target 21-and-older audiences with funhouse-style, playful environments perfect for photographing and sharing on social media. Sexy, exciting and full of dazzling and colorful art installations, Pop Vegas experiences are themed around topics such as tattoos, wine, dating, fashion and more. Each experience will have a limited-run engagement before being replaced by something brand-new, giving visitors reasons to return again and again.

**GENERAL  
MANAGER:**

Kassandra Lopez

**TATTOO'D  
AMERICA POP  
MUSEUM (TAPM):**

Tattoo'd America Pop-Up Attraction, Pop Vegas' first interactive pop-up experience, celebrates the artistic, provocative, expressive and—because Vegas!—SEXY appeal of the tattoo.

Interactive experiences include:

- My Tattoo, My Story – Three interactive touch screens displaying the best tattoo images and stories submitted by the public; visitors scroll to select a tattoo and read or listen to the story behind it.
- Tattoo Confessional photo booth, where visitors submit photos of their tattoo for a chance for it to be displayed in the museum.
- 3-D Tattoo Body Mapping, created by Oskar and Gaspar as seen on “America’s Got Talent,” lets visitors see what select tattoo designs will look like on their own bodies.
- Inked Pool Party, a grown-up ball pit filled with painted and tattoo-themed balls.

- Glow-in-the-dark Pillow Fight with confetti and UV light.
- Live Gallery, where visitors pose next to tattooed models and 45 mannequins tattooed to showcase diverse tattoo designs.
- Erogenous Zone, celebrating the pleasure and pain of tattooing.
- Sailor Jerry Spiced Rum exhibit with cocktail tasting experience.
- Giant Tattoo Machine with buzzing chairs.

Other photo opportunities include:

- “Tattoo Hero” doll box photo op.
- Tattooed Statue of Liberty.
- Giant, tattooed pig.
- Spice of Life Tattoo Wall, with images of 60 hands and arms representing diverse tattoo styles.
- Harley-Davidson motorcycle.

Services available onsite include:

- Buzz Tattoo Studio in partnership with Club Tattoo.
- Silent Disco throughout the venue.
- Temporary Ink Tattoo Studio.
- Live Body Painting.
- Henna Tattoos and Body Marbling.

**DESIGN AND  
CONTENT TEAM:**

- Iris Goldman, founder, On Location Experiences
- Colin “Fred” Fredericson, creative director, Sugar HK (design firm)
- Lars Krutak, tattoo anthropologist, author

**DURATION:**

Tattoo’d America Pop-Up Attraction is scheduled to run for three months. Each visitor may expect to spend 45 – 90 minutes exploring the interactive experiences.

**COST:**

\$27 general admission

**HOURS OF  
OPERATION:**

Monday - Wednesday, 11:30 a.m. to midnight  
Thursday – Sunday, 11 a.m. to midnight

**HIGH-RES PHOTOS  
AND B-ROLL:**

[Click here for high-res photos and b-roll.](#)

**WEBSITE:**

[www.popvegaslinq.com](http://www.popvegaslinq.com)

**SOCIAL MEDIA:** Instagram, Twitter and Facebook:  
@tattoodamerica

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