

# AREA15

## GENERAL FACT SHEET



*Mezzanine view overlooking AREA15.*

**ABOUT AREA15:** [AREA15](#), located minutes from the Las Vegas Strip, represents the world's first purpose-built immersive entertainment district offering live events, distinctive attractions, interactive art installations, extraordinary design elements, unique retail, ground-breaking technology, bars and eateries and much more. AREA15's curated mix of dynamic destinations—including LIFTOFF Bar and Ride, Meow Wolf's Omega Mart, Illuminarium, Dueling Axes, Five Iron Golf, Kaia, The Beast, Wink World: Portals Into the Infinite, Museum Fiasco, Superplastic's Dopeameme Institute for Pleasure Research (D.I.P.R.), JOHN WICK EXPERIENCE and many more—represents what's next in experiential entertainment. With a robust, ever-changing roster of concerts, events, immersive art exhibitions, out-of-this-world nightlife and boundary-pushing production shows, AREA15 attracts visitors of all ages. Expanding across 20 acres in Las Vegas, AREA15 will soon welcome even more immersive destinations, including Universal Destinations & Experiences' new, year-round horror entertainment experience Universal Horror Unleashed and Museum of Ice Cream's largest flagship location.

**PHOTOS AND  
VIDEO:**

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# AREA15

## **ACCOLADES:**

AREA15 has received numerous accolades, including being named:

- “Another Unmissable Stop for Art Lovers” by The Times UK
- “Most Innovative Venue in the USA” and No. 2 on the list of “10 Best Immersive Experiences in the U.S.” by Timeout
- “Best Immersive Art Experience” by USA Today 10Best Readers’ Choice Travel Awards
- One of “The 10 Most Innovative Urban Development and Real Estate Companies of 2020” by Fast Company
- “Best Place to Dance,” “Best Attraction,” “Best Place for Your Instagram Shot” and “Best Rave Resurgence” by Las Vegas Weekly Readers’ Choice Best of Vegas Awards
- “Best Arts Hub” by Vegas Magazine
- “Best Family Attraction” by the Southern Nevada Hotel Concierge Association
- Claiming the No. 1 spot in Blooloo’s “World’s Top 11 Immersive Art Experiences”
- Being included in Las Vegas Magazine’s Hall of Fame.

## ***Experiences and Attractions***

- [AR Dodgeball](#) – Guests can engage in a dynamic virtual dodgeball game, where augmented reality glasses bring digital obstacles and power-ups to life in an unparalleled athletic showdown.
- [Army of the Dead VR Experience](#) – Participants join forces with the Las Vengeance crew to navigate through a zombie-ridden Las Vegas, experiencing the thrill of a VR zombie-shooting adventure from the confines of a tactical taco truck.
- [Asylum Bar + Arcade](#) - Fusing vintage arcade nostalgia with a contemporary twist is Asylum Bar + Arcade. The destination offers gaming options for every taste and skill level and features a notable selection of craft beers, draft cocktails, boozy slushies, wine, liquor and more.
- [Birdly](#) – A virtual reality attraction that mimics every aspect of the avian experience, giving the sensations of the wind beneath your wings and providing a bird’s-eye view of some of the richest landscapes in the digital world.
- [Bot Breach](#) – Another AREA15 IP innovation, Bot Breach tasks visitors with defending AREA15 in a virtual reality world from a seamlessly harmless robot, using blasters to halt its advance and transform its rage into a joyous dance-off.
- [Brainstorm](#) – How does Brainstorm know what you’re thinking? Guests move their bodies to light up Brainstorm’s

# AREA15

reaction centers, which read their unique thoughts, hopes and dreams and transmit nearly infinite response patterns, never delivering the same experience twice.

- [Dopeameme Institute for Pleasure Research \(D.I.P.R.\)](#) – As a cutting-edge experiential project by Superplastic, the Dopeameme Institute for Pleasure Research (D.I.P.R.) is a story-driven and highly interactive journey that immerses visitors in a series of rooms designed to trigger dopamine rushes. Guests encounter interactive visual, auditory and tactile experiences as well as several candid photo opportunities that capture their most eccentric moments and dance moves. Rounding out the experience is The Dopeameme Shop, an expansive, onsite Superplastic retail store.
- [Dueling Axes](#) – The nation's premier indoor axe-throwing lounge satisfies guests' drive for new experiences, providing an exhilarating activity for groups of all sizes.
- [Five Iron Golf](#) – Five Iron Golf provides an urban indoor golf experience combining a unique mixture of golf, design and entertainment with a community-focused vision of making the game more inclusive and accessible.
- [Grand Prix Racing Sims](#) – Racing enthusiasts can immerse themselves in a virtual Las Vegas circuit, experiencing the sensation of driving an F1 car through a meticulously simulated environment.
- [Haley's Comet](#) – Dip, soar and glide down The Spine, the nerve center of AREA15. Enjoy the view from above as you race a friend on the world's first dual-track roller coaster.
- [Illuminarium](#) – From exhilarating natural wonders to enriching cultural moments and beyond, Illuminarium delivers a sensory experience like no other by fully immersing guests in the world's most extraordinary experiences. The attraction is brought to life through an unprecedented blend of 4K laser projection providing guests a connected and shared entertainment journey. Illuminarium features several experiences, including SPACE: A Journey to the Moon & Beyond – which includes stunning discoveries from the all-new James Webb telescope – as well as WILD: A Safari Experience – which allows visitors to come face-to-face with the world's most exotic animals.
- [JOHN WICK EXPERIENCE](#) – The JOHN WICK EXPERIENCE transports guests into the stylish, action-packed world of the legendary assassin, featuring interactive elements, themed set pieces and cinematic storytelling that bring the high-octane universe to life.

# AREA15

- [Laser Maze](#) – Guests demonstrate their agility and strategic prowess, maneuvering through a maze filled with lasers, where each movement could be the difference between success and setting off an alarm.
- [LIFTOFF Bar and Ride](#) – LIFTOFF Bar & Ride is an open-air panoramic observation experience. Guests can grab a drink and take a ride up 130-feet high while strapped into a seat, feet dangling. At its apex, the ride will slowly rotate for extraordinary, 360-degree views of the Las Vegas Strip and vistas far and wide.
- [Meow Wolf's Omega Mart](#) – Omega Mart is the newest interactive experience from Santa Fe's groundbreaking art collective, Meow Wolf. Featuring jaw-dropping work from international and local artists, Omega Mart sends participants of all ages on a journey through surreal worlds, immersive storytelling, and playful nuggets of the imagination. Discover secret portals, play and explore among unexpected landscapes, or simply soak up the innovative art as you venture beyond an extraordinary supermarket into parts unknown. In other words, you have no idea what's in store for you.
- [Museum Fiasco](#) – Museum Fiasco is an immersive audiovisual installation that explores relationships between space, time and perception. Through a carefully crafted synchronization between sound and light, and a will for exploring the limits of human perception, a very special experience is created which transports you into a psychic journey of abstract geometry.
- [Origin Quest](#) – This pioneering, narrative-driven scavenger hunt invites guests to unravel the enigmatic origin story of AREA15. As part of the Multiverse Maintenance crew, adventurers will team up with the quirky duo Newt and Ritchie to uncover secrets and solve intricate puzzles. Using their smartphones, guests navigate through six stations scattered throughout the district, each revealing a piece of the puzzle about Particle A15 – the force that makes this place so special – and piece together the story of how AREA15 came to be.
- [OZ Ride](#) – Situated at the frontier of virtual reality, OZ Ride by BackLight offers distinctive VR adventures. OZ Ride offers one of two adventures while seated in a sensory enhancing chair with 3D effects and high-fidelity rendering headset. Far Reach takes you on a space odyssey throughout the galaxy while Birdly King Land is a chase to get a stolen burger back.

# AREA15

- [Particle Quest](#) – An interactive AR experience reveals the secret backstory lurking just beneath the surface of AREA15.
- [Wink World: Portals Into The Infinite](#) – Designed by Blue Man Group Co-Founder Chris Wink, “Wink World: Portals Into The Infinite” encompasses six infinity-mirror rooms, each one featuring a stunning production number choreographed to original music.

## ***Event & Entertainment Venues***

- **A-Lot** – Offering sweeping views of the Las Vegas Strip, A-Lot is a customizable outdoor space suitable for events, parties, or any other experience AREA15 has yet to imagine.
- **Art Island** – The first-ever permanent gallery for the exhibition of large-scale, commercially available, festival-inspired artwork.
- **Sanctuary** (Elora Hardy of Ibuku Design Studio) – Made from bamboo carefully selected from the islands of Bali and Java, Sanctuary offers a tranquil place to gather, rest and reflect.
- **The Portal** – A down-the-rabbit-hole, multi-use room inside AREA15 outfitted with state-of-the-art, 360-degree, 3D projection-mapped walls.
- **The Quad** – AREA15’s newest outdoor event space with festival-level staging and production capabilities.
- **The Quarters** – The Quarters provides a versatile space across several meeting rooms, its main exhibit room and a second-level deck. Nestled within the vibrant tapestry of AREA15, the space is designed to cater to corporate meetings, holiday parties and VIP soirées. Similarly to AREA15’s Portal, the venue also offers floor-to-ceiling projection mapping technology.
- **The Wall** – AREA15’s most intimate event space is perfect for corporate gatherings, special occasions, intimate weddings, birthday parties and other small events. The understated industrial-inspired space is illuminated by a large LED screen that can become the focal point of your event or create any environment or vibe. The room features state-of-the-art amenities, a green room, a private bar and top-of-the-line audio, visual and lighting systems. The Wall is the perfect canvas for creating an unforgettable event experience.

## ***Programming & Ongoing Events***

- [Radiance Wellness](#) – Immersive wellness experiences take place in the 360-degree projection-mapped Portal, featuring transporting imagery and sound while allowing participants



# AREA15

to engage in practices such as yoga, mindfulness, breathwork and the overall health of mind, body and spirit.

- **Massives** – A hybrid between typical concerts and over-the-top festival experiences, Massives are a place where music, art, performance and spectacle collide.

## ***Eat & Drink***

- [Conduit Café](#) – As the perfect caffeinating pitstop for any tech-savvy wanderer, Conduit Café offers cold brew, classic espresso, cozy cappuccinos, refreshing iced lattes and more. Bite-sized grab-and-go food items such as sandwiches, wraps and pastries are also available.
- [Dream Weaver Milk & Boba Bar](#) – Dream Weaver Milk & Boba Bar is a delightful soft serve and boba tea oasis transporting guests to a whimsical world of fun and fantasy.
- [Kaia](#) – Offering an expansive menu of eclectic Asian cuisine, Kaia is renowned for its exceptionally fresh flavors. From mouthwatering handrolls and sashimi to flavorful ramen, savory dumplings and more, Kaia's crave-worthy menu is available for both lunch and dinner. Guests can also indulge with handcrafted, Asian-inspired cocktails and flavorsome desserts such as ube cheesecake and mochi.
- [LIFTOFF Bar and Ride](#) – Step into a space inspired by aeronauts of the past. Perfect for intimate events, cocktail hours, team building, or anything you can imagine. Enjoy a lounge, full bar, and catered options complete with customizable lights and sound. Treat your guests to a panoramic skyline experience of Las Vegas as an added bonus.
- [Oddwood](#) – Located in the heart of AREA15 is Oddwood Bar. At the center of the bar is an ever-changing, nearly 23-foot-high Japanese maple tree with more than 5,000 twinkling LED lights creating a romantic, enchanting vibe.
- [Rocket Fizz](#) – A new twist on an old-fashioned soda pop and candy shop, Rocket Fizz offers a line of saltwater taffy that comes in tempting flavors such as Banana Split, Chocolate Malt, and Strawberry Cheesecake.
- [The Beast](#) – A must-visit destination for enthusiastic foodies and unforgettable experience-seekers alike, the innovative gastropub offers a curated mix of unexpected flavors and ingredients, making every entry on the menu impossibly innovative, inspired and Instagram-worthy. Guests can enjoy an extensive menu featuring enormously-sized dishes as well as Large Feasts, Colossal Treats and a dapper private dining room for groups seeking sensational celebrations.

# AREA15

## ***Shopping & Retail***

- **AREA15 Multiverse Depot** – Featuring AREA15-branded merchandise and clothing, guests can shop for a variety of items to remind them of their out-of-this-world experience at the immersive entertainment district.
- **Kappa Toys Glow** – Kappa Toys, a design-minded toy store with a curated selection of nostalgic classics and never-before-seen oddities, features a dazzling selection of illuminated and glow-in-the-dark toys for youngsters and the young at heart at its AREA15 location.
- **The Dopeameme Shop** – Open to Dopeameme ticket holders and AREA15 visitors alike, The Dopeameme Shop is an expansive Superplastic retail store. With exposed brick walls covered in graffiti created by local artists, the shop offers a robust collection of toys and apparel, including site-specific exclusives and an array of cheeky impulse buys.
- **Wild Muse Boutique** – A unique retail bazaar inside The SPINE, Wild Muse Boutique features one-of-a-kind, handcrafted, sustainable apparel, accessories, art and eco-friendly health and wellness products from both local and global creators.

## ***SQUARE FOOTAGE:***

- Total square footage: 390,000, including indoor and outdoor spaces.
- A-Lot – 32,000-square-foot outdoor event space
- The Portal – 6,584-square-foot indoor event space featuring four walls of projection-mapped screens.
- Sanctuary – 1,900-square-foot, 34-foot-high bamboo volcano structure by Ibuku.
- The Wall – 5,000 square feet of indoor event space featuring one LED video wall.

## ***LOCATION:***

3215 South Rancho Drive  
Las Vegas, Nevada 89102

## ***PARKING:***

More than 800 free parking spaces.

## ***WEBSITE:***

[www.AREA15.com](http://www.AREA15.com)

## ***SOCIAL MEDIA:***

Facebook: [@AREA15LasVegas](https://www.facebook.com/AREA15LasVegas)  
X: [@AREA15Official](https://twitter.com/AREA15Official)  
Instagram: [@AREA15Official](https://www.instagram.com/AREA15Official)  
TikTok: [@AREA15Official](https://www.tiktok.com/@AREA15Official)  
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Last Updated 2/26/2025 at 10:50 A.M.