

AREA15

GENERAL FACT SHEET



Mezzanine view overlooking AREA15.

ABOUT AREA15: [AREA15](#), located parallel to 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. Welcoming more than 17 million visitors since opening in 2020, AREA15's curated mix of dynamic destinations—including LIFTOFF Bar and Ride, Meow Wolf's *Omega Mart*, Five Iron Golf, Kaia, The Beast, Wink World: Portals Into the Infinite, Museum Fiasco, 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. Zone 2: The Terminals at AREA15 now features Universal Destinations & Experiences' new, year-round horror entertainment experience Universal Horror Unleashed, The Escape Game, Dolls Kill, Museum of Ice Cream's largest flagship location, Nacho Daddy, DARKFIELD, Saint Honoré Doughnuts & Beignets and Bullseye Social. Additional immersive attractions, eateries and retail venues coming soon to The Terminals include the Boeing 747, Chilango's Tacos, House Rules, MINISO, iFLY Indoor Skydiving and more.

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PHOTOS AND VIDEO:

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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.
- [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

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

- [Bullseye Social](#) - Where aim meets game. Bullseye Social brings competitive leisure to AREA15 with axe throwing and a growing lineup of games built around arrows, blades and darts. Guests can grab a drink from the full-service bar, catch the game on one of six TVs and turn a night out into a real competition. Sessions run for one to 1.5 hours, and guests must be 8 years or older to participate.
- [DARKFIELD](#) – DARKFIELD is the internationally acclaimed collection of immersive audio experiences set in complete darkness. Presented by Realscape Productions, the destination invites guests to journey through three immersive experiences with real-world sets that challenge reality: SÉANCE, a twist on a traditional séance guided by an unseen medium; FLIGHT, which places audiences aboard an airplane where two versions of reality unfold simultaneously; and PLACEBO, which invites guests to lie down in a clinical setting and drift into a shared dream that blurs the line between perception and reality.
- [Eye Dropper](#) - Transforming the classic drop tower into a cinematic, story-driven experience inspired by trippy art and altered states of perception, Eye Dropper delivers multiple high-intensity sensations. Featuring both Space Shot and Turbo Drop sequences, Eye Dropper can launch, freefall or combine both for a thrilling back-to-back experience delivering speeds up to 36 miles per hour, with forces ranging from 4.0 Gs to moments of weightless airtime at -1.2 Gs.
- [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.
- [Game Depot](#) – Located in Zone 2: The Terminals, Game Depot offers guests of all ages classic carnival games with a fun, modern twist, from the pop of Balloon Bust to the precision of Ring Toss and Tub Toss. Take aim in Bazooka Blast, sink the perfect shot in Mid-Range or make a splash with the Duck Pond.
- [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.
- [Great Big Game Show](#) – The Great Big Game Show invites guests to trade audience seats for the spotlight. Across two

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studios accommodating up to 14 players per game, contestants compete in a live, host-led production featuring 18 rotating mini-games testing knowledge, reflexes and teamwork. With a full TV-style studio, music, lights and buzzers, participants feel like stars on a real television show set in a one-hour experience that blends high-energy competition with laugh-out-loud moments.

- [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.
- [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.
- [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.
- [Looper](#) – Looper is AREA15's take on a psychedelic carousel. Designed by visionary artists, this vibrant ride features an unforgettable cast of hand-crafted, otherworldly creatures—each more imaginative than the last. Whether you're riding on a horned lizard or atop a sea dragon, every moment is a visual escape into wonder.
- [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

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exploring the limits of human perception, a very special experience is created which transports you into a psychic journey of abstract geometry.

- [Museum of Ice Cream](#) – As the largest global flagship location, the nearly 30,000-square-foot Museum of Ice Cream features the world's largest ice cream buffet, 15 immersive Vegas-inspired spaces to explore, a massive sprinkle pool with towering dual slides, the Little Pink Chapel, a massive selection of merchandise and more. The larger-than-life experience blends the city's culture with award-winning experiential design, appealing to adults and families alike.
- [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.
- [Particle Quest](#) – An interactive AR experience reveals the secret backstory lurking just beneath the surface of AREA15.
- [The Escape Game](#) - The Escape Game Las Vegas features six multi-room, story-driven adventures designed with movie-quality detail and intricate puzzles. Two new experiences have also made their Las Vegas debut, introducing new narratives and challenges never before seen. Each 60-minute game immerses players in a detailed world where every clue counts and every decision matters.
- [Universal Horror Unleashed](#) – Universal Destinations & Experiences' first-ever, year-round horror experience is now open. As guests enter the abandoned production warehouse, they'll encounter unimaginable monstrous creatures lurking around every corner as they brave their way through four themed immersive areas. The terrifying journey continues in four haunted houses that will bring to life their worst nightmares: Universal Monsters; Blumhouse's The Exorcist: Believer; Texas Chainsaw Massacre; and Scarecrow: The Reaping. The horror extends to the food and beverage offerings, with themed bars and food locations serving craft cocktails and themed bites in select areas and a retail location with unique collectible merchandise and more.

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- [Vortex Rover](#) – Located inside The Lab, Vortex Rover invites guests to utilize the Multiverse Maintenance Team's (MMT) JetPack to restore Tinky the robot's systems.
- [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. Similar 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.
- **Boeing 747 Plaza** – Located in Zone 2: The Terminals, this outdoor community gathering space is located directly under the wings of AREA15's iconic Boeing 747.

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Programming & Ongoing Events

- [Oddyssey Manor](#) – A surreal cocktail theater where immersive performance, craft mixology and alluring nightlife entwine. Taking place every Friday and Saturday, the manor invites guests to step beyond the velvet curtain and into a shadowed world where curiosity is rewarded and every choice shapes the night. Inspired by Homer’s “Odyssey” and AREA15’s hidden lore, Oddyssey Manor unfolds as an 80-minute repeating cycle of living theater. Here, cocktails are more than refreshments, they are keys. Guests enjoy guided tastings and signature beverages unlocking different corners of the manor, each revealing deeper layers of narrative, character and discovery.
- [Radiance Wellness](#) – Immersive wellness experiences take place in the 360-degree projection-mapped Portal, featuring transporting imagery and sound while allowing participants 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

- [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.
- [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.
- [Game Depot Bar](#) – Located in Zone 2: The Terminals next to Game Depot, the colorful destination offers classic carnival fare such as hotdogs, nachos, pretzels, popcorn and more.
- [Grounded Grills Food Truck](#) – Offering visitors a fresh twist on casual dining, Grounded Grills features gourmet grilled cheese sandwiches.
- [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,

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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 flavorful desserts such as ube cheesecake and mochi.

- [LIFTOFF Bar and Ride](#) – Step into a space inspired by astronauts 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.
- [Looper Bar](#) – Spinning the senses in tandem with AREA15's new psychedelic carousel, Looper, the bar offers a healthy dose of nostalgia, vibrant cocktails and sandwiches.
- [Nacho Daddy](#) – The fan-favorite restaurant serves signature gourmet nachos, Mexican American classics and craft margaritas in a lively, high-energy space.
- [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.
- [Saint Honoré Doughnuts & Beignets](#) – The celebrated bakery offers handcrafted brioche doughnuts, gourmet glazes, flavorful coffees and New Orleans-style beignets in an imaginative, vibrant setting.
- [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.
- [The Beast Mobile Food Trailer](#) – With meats marinated and slow-braised in-house, the menu brims with rich flavors and Mexican flair. Highlights include chicken tinga, beef birria and entrées such as tacos, quesadillas and hot dogs. Guests can complete their meal with sides like elote and consommé before cooling down with a refreshing paleta.
- [Universal Horror Unleashed](#) – Featuring a full bar as well as themed dining options, Universal Horror Unleashed offers everything from cocktails to small bites and full-service

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meals. Destinations designed to feed guests' darkest cravings include The Boiler, the centrally located industrial-themed bar; Roughcuts, a butcher-themed restaurant offering quick service; Jack's Alley, a high-energy table service bar with the wild antics of Jack the Clown; and Premiere House, a full-service restaurant and bar set inside a stylish horror film environment.

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.
- **Dolls Kill** – Dolls Kill, known for its celebration of individuality, nonconformity and subversive style, brings its unique fashion experience to life in ways fans have never seen before at this new flagship store. Fashion-forward misfits and trendsetters alike can explore exclusive Las Vegas collections, limited-edition items, immersive fashion experiences and community-driven events.
- **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.
- **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: 690,000, 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:

AREA15 offers more than 800 parking spaces in Zone 1 and a dedicated parking garage on Rigel Avenue and Meade Avenue in Zone 2. Complimentary parking is available for Nevada

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residents with local plates. For non-locals, a nominal parking fee will apply. Charging stations are also available.

WEBSITE: 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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