



HOTEL • CASINO • BINGO

## **SHEPARD FAIREY AND D\*FACE TO ADD NEW MURALS TO PLAZA HOTEL & CASINO IN DOWNTOWN LAS VEGAS**

*Partnership with Life is Beautiful Festival and Justkids Unveils New Installations by Internationally Known Artists*

**LAS VEGAS (Jan. 25, 2017)** — The Plaza Hotel & Casino in conjunction with Life is Beautiful Festival and global art curator Justkids has partnered with contemporary street artist Shepard Fairey and English multimedia artist D\*Face to unveil new murals in Downtown Las Vegas on Saturday, Feb. 11. Located on the exterior of the Plaza Hotel & Casino, the works are the latest additions to Downtown’s ever-growing outdoor art gallery curated by Life is Beautiful.

“The Plaza, like Downtown Las Vegas itself, has a mix of classic Rat-Pack Vegas culture with eclectic modern influences, so we are proud to sponsor this mural project which will add a vibrant artistic flare to the property without compromising its historic integrity or ambiance,” said Jonathan Jossel, CEO of the Plaza Hotel & Casino. “The murals will further diversify the art installations available for public viewing Downtown and be another unique element enhancing a visitor’s experience at the Plaza and in Downtown Las Vegas.”

“Since its inception, Life is Beautiful has contributed dozens of permanent murals and art installations to beautify Las Vegas’ downtown district,” said Ryan Doherty, chief experience officer at Life is Beautiful. “We are very excited to have artists like Shepard Fairey and D\*Face contributing to our community through these amazing works of art.”

Fairey, best known for his Obey campaign, Barack Obama “Hope” poster and most recent “We the People” work, will bring his favorite signature imagery to the Plaza Hotel, which is the tallest building he has painted in Las Vegas. Recognized for his pop-art style, D\*Face will create a unique mural using bright colors, graphic shapes and comic book images.

“It’s a very ambitious project. The walls are massive and we couldn’t have found a better fit than Shepard Fairey and D\*Face to do such challenging artwork because of the skills it requires technically and artistically,” said Charlotte Dutoit, Justkids curator. “We are very happy to continue our partnership with Life Is Beautiful on such an iconic Vegas hotel as the Plaza.”

The burgeoning neighborhood is also home to additional murals by both Fairey and D\*Face located throughout the Fremont East Entertainment District. A testament to its commitment to enriching the Las Vegas community with art, this is the second time Life is Beautiful has collaborated with a casino-resort to infuse art into their property outside of the festival's footprint.

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### **About Life is Beautiful:**

Life is Beautiful is a yearlong movement that culminates in a three-day celebration held in the heart of Downtown Las Vegas. The annual festival brings together people from all walks of life to create an experience centered in music, art, taste and ideas. That gathering, by its very nature, becomes a platform in which positivity prevails, culture and creativity thrive and transformation occurs.

Returning for its fifth year Sept. 22-24, Life is Beautiful launched in 2013 featuring marquee musicians, chefs, artists and speakers. The festival attracted more than 130,000 attendees in 2016 and welcomed headliners including Mumford and Sons, J. Cole, Major Lazer, G-Eazy, The Lumineers and many more. For more information on the company's projects and the latest festival news, visit [www.lifeisbeautiful.com](http://www.lifeisbeautiful.com), or connect with Life is Beautiful on [Facebook](#), [Twitter](#) (@LifeIsBeautiful), [Instagram](#) (@LifeIsBeautiful), Snapchat (@LIBeautifulFest) and [YouTube](#).

### **About the Plaza Hotel & Casino:**

Located in the heart of downtown Las Vegas, the Plaza Hotel & Casino combines a vintage Rat Pack attitude with modern styling and personal customer service for the ultimate Vegas experience. First opened in 1971 and built on the site of the original Las Vegas railroad depot, the Plaza has 1,003 rooms and suites renovated with custom-designed Mark David furnishings. It offers a classic Vegas showroom, downtown's only bingo hall and 30,000 square feet of ballroom and meeting space. Guests enjoy a variety of dining options led by the Rat Pack-styled Oscar's steakhouse in the hotel's iconic glass dome overlooking Fremont Street Experience. Hundreds of slot machines, from the latest games to traditional coin machines, and nearly two dozen table games comprise an 80,000-square-foot casino floor, which is also home to downtown's largest race and sports book with 75 flat screen televisions. The Plaza most recently opened a fully renovated rooftop pool and recreation deck, complete with private cabanas, hot tub, food truck, stage, tennis court and dedicated Pickleball courts, to provide guests with a variety of outdoor amenities. For more information: [www.plazahotelcasino.com](http://www.plazahotelcasino.com)

### **About JUSTKIDS:**

JUSTKIDS is a dynamic interface that conceives, produces and promotes comprehensive art projects with some of the most engaging artists, curators and strategic consultants on an international scale. Founded in 2014, JUSTKIDS supports a diverse team of inspirational pros and upcoming talents to meet the demands of a constantly evolving audience, by delivering public art, gallery shows, artist residencies programs and brand consulting, offering new experiences with top tier visual artists.

JUSTKIDS is the creator and producer of some of most innovative large-scale art events and the consultant for leading art institutions and lifestyle brands. Stay connected on [Instagram](#) and [Facebook](#) and visit [www.justkidsofficial.com](http://www.justkidsofficial.com) for more information

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