



**NEW MURALS BY SHEPARD FAIREY AND D*FACE
UNVEILED AT PLAZA HOTEL & CASINO**

*Partnership with Life is Beautiful Festival and Justkids Adds New Works to
Downtown Las Vegas' Growing Public Art Gallery*

High-Res Photos and Footage: <https://tinyurl.com/PlazaMurals>

Photo Credit: Justkids

Video Credit: Critical Focus

LAS VEGAS (Feb. 15, 2017) — Internationally known artists Shepard Fairey and D*Face officially unveiled their completed murals at the Plaza Hotel & Casino on Saturday, Feb. 11. Curated by Justkids, the installations support Life is Beautiful Festival's efforts to infuse art into Downtown Las Vegas by serving as the latest additions to downtown's ever-growing collection of outdoor works of art, which is quickly becoming one of the largest, free public art galleries in the world.

Street artist Shepard Fairey brought his signature imagery to the downtown district with his newest piece entitled "Cultivate Harmony." Visible from multiple vantage points in downtown, the mural spans a 21-story tower, making the Plaza the tallest building he has painted in Las Vegas. Downtown Las Vegas is also home to Fairey's 2016 "Corporate Welfare" mural.

"“Cultivate Harmony” is meant to have decorative appeal,” said Fairey. “As well as remind people that peace and harmony with each other and the planet itself are the only way to maintain what sustains us.”

Bringing another member of his family of dysfunctional comic book characters to life, D*Face's "Behind Closed Doors" is not only his fifth mural in Downtown Las Vegas, but his largest to date. D*Face's other downtown works are located throughout the Fremont East Entertainment District and include "Love Forever," "Peace Maker," and "I Gave Her My Heart, And She Left Me For..."

"I get to stay in many varied hotels in many cities, as such I've become fascinated with the comings and goings in these dwellings, the people, the stories, the lives that have been before," said D*Face. "I wanted to play and use the architecture to present a mural to the public that is both a reference to and, I hope, a homage to hotel life."

Returning for its fifth year Sept. 22-24, Life is Beautiful, and its curatorial arm Justkids, will continue enriching the Las Vegas community with art by bringing both up-and-coming and well-known artists to downtown.

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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 features marquee musicians, chefs, artists and speakers. Recently named “Music Festival of the Year” by Pollstar, Life is Beautiful attracted more than 130,000 attendees in 2016 and welcomed headliners including Mumford & 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, 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

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](#) (@justkidsofficial) and visit www.justkidsofficial.com for more information.

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