

FOR IMMEDIATE RELEASE  
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## LIFE IS BEAUTIFUL ANNOUNCES 2021 ART

*The festival continues its partnership with renowned platform Justkids to expand the festival's lasting cultural impact on Downtown Las Vegas*



A link to photos can be found [here](#)

**LAS VEGAS - Life is Beautiful**, Las Vegas' premier three-day music, art, culinary and comedy festival is pleased to announce the renowned artists who will take over Downtown Las Vegas to create the stunning, inspiring and beautiful backdrop for this year's festivities. The 2021 art program includes a 360-degree space takeover by **Camille Walala**, a playful large-scale installation on the Las Vegas Motel façade by **Nicolas Barrome** and the return of the **BACARDÍ® Art Motel** featuring **Spidertag** and **Antonyo Marest**. Also joining the art lineup this year Las Vegas' very own **Amy Sol**, Brazilian rising star **Criola**, street art authority **It's A Living** and many more.

Through its partnership with the women-led art curator group **Justkids**, Life is Beautiful has contributed to the beautification of Downtown Las Vegas since 2013, turning its streets into an open art museum featuring some of the greatest and most prominent local, national and global contemporary artists. This year's festival will continue to revitalize the Downtown area with new art experiences for the attendees to enjoy and a highly anticipated fresh perspective for the community.

## **Featured artists include:**

### **Camille Walala**

French superstar Camille Walala is a multidisciplinary artist working across the fields of art, architecture, textile art and graphic design. As a purveyor of positivity, expressed through vibrant colors and bold patterns, Walala has an overriding ambition to imbue the world's urban landscapes with eye-popping installations full of color and soul-stirring energy.

### **Amy Sol**

Amy Sol is an internationally recognized painter and sculptor from Las Vegas. Her narrative works are an exploration of the beauty of nature, companionship, and human pathos. The muted palettes, gentle body language, and fluid lines presented in all her works are intended to express a centeredness of calm and tranquility, blending the natural world and the subconscious.

### **Criola**

Criola is one of the most prominent Brazilian visual artists, and a rising star in the international street art scene. Her murals and large format paintings touch on ancestry to expose and question the values of contemporary society. She focuses mainly on women empowerment, particularly of black women. For Criola, "Every woman is a universe of feelings. Beautiful and strong at the same time".

### **Spidertag**

Spidertag is a Spanish street artist and muralist who reinterprets geometry, abstraction and minimalism in his work, and is internationally recognized for his Interactive Neon Murals, an avant-garde project that burst onto the world years ago to radically change the concept of urban art and muralism.

### **It's a Living**

It's a Living is not just a statement, but it is also a life philosophy for Ricardo Gonzalez, a designer and artist from México, currently living in Brooklyn. His signature script style can be easily recognized from large scale murals to commercial work for some of the biggest brands. "A word is an image" and an image can be interpreted in so many ways, the direct approach of typography has been an exploring path where the main goal is to question our daily living and to produce a positive impact.

### **Agostino Iacurci**

Agostino Iacurci is an Italian-born, Berlin-based artist. Iacurci's practice embraces a wide range of media, including painting, sculpture, drawing and installation. He creates immersive spaces and dream-like images to transform the perception of any given environment.

### **Antonyo Marest**

Antonyo Marest was born and raised in Spain. His work ranges from sculpture to paint and design, inspired by his upbringing in a Mediterranean city that is more than a thousand years old. His style is colorful and incorporates many elements from nature such as palm trees, the irradiation of light beams, waves and undulating clouds that generate harmonic forms.

### **Keya Tama**

Keya Tama is a South African artist based in New York City. He has a talent for crafting interlocking creatures, either in the backgrounds of his paintings or in the form of murals. His style can be described

as ancient contemporary minimalism as his work aims to reunite old and new through contrasting yet unified iconography.

### **Nicolas Barrome**

Nicolas Barrome is a French illustrator and artist based in Paris. Nicolas has developed a surrealistic universe applied in different aspects of visual art. His world is full of details and rich with images that seem often simple at first sight but complex in the second reading. His illustration style brings color to the public space with murals that create strong ties with the audience.

### **2Alas**

Andrew Antonaccio known as 2Alas is a contemporary artist born in New York and raised in Puerto Rico, based in Miami, Florida. While his brilliant murals have been placed around south Florida in recent years, 2Alas has painted all over the world in places such as Italy, Switzerland, Montreal, New York, Puerto Rico, Dominican Republic, Cuba, Australia, and more. He has also gained recognition for his studio art pieces and has shown his work in group exhibitions during Art Basel and solo shows at several galleries and museums.

### **Strider Patton**

Strider is an American artist based in Las Vegas best known for his sculptures, murals and studio work. He deals with themes of connection, energy, movement, and void space. Combining digital fabrication techniques with master craft handmade art, he makes connections across a variety of materials and technology to create memorable art and experiences that are meant to excite and unite observers.

### **Big Heart**

Big Heart is a visual reminder to put love into everything we do, created by LifeCapture Collective from Toronto, Canada. As one physically travels through the big arch, we are encouraged to reflect on one's heart's desires, and the love they have to share with others.

### **Pretty Done**

Pretty Done is a creative art brand based in Las Vegas with an uplifting abstract freestyle pop art identity. Hand-drawn characters, fonts, and design patterns are processed with creative color combinations and bold lines. The artwork is based on positive energy, fun meaningful messages and abstract youthfulness which represents a unique universal language of ideas.

### **Scott Froschauer**

Scott Froschauer, a native of Chicago, currently lives and works in Los Angeles. Incorporating playfulness with concepts of connection and empathy, he surprises his audience with new perspectives and unexpected juxtapositions of ideas, materials and symbols. His work is an exploration in communication, and he is compelled to push boundaries while exploring experiential and alternative narratives.

### **Mary Felker**

Mary Felker is an artist based in Las Vegas and focuses on creating artwork, including murals, that depict the beauty of the Nevada desert and the greater southwestern region.

### **Mila May**

Mila May is a multi-disciplinary artist based in Las Vegas. She has worked on various projects including illustration, public art, murals, and installations. Her style is bright, uplifting and often includes other worldly environments full of whimsical characters.

### **Graffiti Park**

Started by two Las Vegas locals named Daniel, Graffiti Park Las Vegas is an urban art collective with a community of over 100 local artists with the goal of bringing color to a blank canvas near you. By encouraging collaboration over competition, we strive to provide unique opportunities for the creation of ambitious art projects in local communities.

### **Recycled Propaganda**

Recycled Propaganda is acclaimed for his street art and mural work around the Vegas valley. Known for his often gritty, always thought-provoking, and occasionally shock-inducing imagery, Recycled Propaganda utilizes original digital images conveyed through media ranging from large-scale murals to packs of stickers.

### **Immersive Art:**

#### **BACARDÍ Art Motel**

The BACARDÍ Art Motel returns for the 2021 festival! BACARDÍ has collaborated with Justkids to bring artists **Antonio Marest** and **Spidertag** to the festival for the much-anticipated comeback of the fully immersive BACARDÍ Art Motel.

#### **Select's Astro Alley**

Join Select on a journey through space and time with Select's Astro Alley! This interstellar corridor will help you make your way between stages at the speed of light turbo-charged with an immersive light and sound show.

#### **Meow Wolf's Omega Mart**

Omega Mart is America's most exceptional grocery store, where impossible values and attention to detail never fail to make their customers' brains smile! Located just several shopping cart lengths away from the Huntridge Stage, Omega Mart will provide moments of rejuvenation at their outdoor Micro-Breakroom. Festivalgoers are invited to stop in throughout the weekend for live performances by rapping Omega Mart employees, Nate & Hila, and chances to earn the prestigious title of Employee of the Moment by participating in Omega Mart's take on product research testing. There will also be grocery-themed games and a first look at Omega Mart's brand-new grocery delivery truck, hitting the streets this fall.

#### **Weedmaps x Laurie Shapiro**

Weedmaps has commissioned LA-based artist, **Laurie Shapiro** to create an art piece for the Life is

Beautiful Festival. The artwork is titled, “Flowers Are Not A Crime” with the mission of bringing people together through appreciation of nature in an immersive art installation and driving cultural awareness for cannabis. The interactive piece will offer an intimate moment of reflection within the bustling festival.

Although tickets for Life is Beautiful 2021 are currently sold out, fans looking to purchase tickets are encouraged to join the [Life is Beautiful waitlist and verified ticket exchange](#). Every ticket bought or sold on the exchange is verified, making it the safest and most secure resale platform. For more information on Life is Beautiful, please visit [www.lifeisbeautiful.com](http://www.lifeisbeautiful.com) or follow along on social media on [Facebook](#), [Instagram](#) and [Twitter](#)

Life is Beautiful is committed to creating a safe festival environment for festival attendees, staff, and artists. Upon entry, all Life is Beautiful attendees will be required to show proof of a COVID-19 vaccination or a negative COVID-19 test result within 72 hours of each day of the festival.

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### **About Life is Beautiful**

Life is Beautiful was born in 2013 as part of the major transformation of Downtown Las Vegas as a cultural hub and has since contributed over \$350M of economic impact and cultural capital to the area. During the three-day festival, premier musical acts, experiential artists, comedians, thinkers and culinary talent flow into the urban streets of DTLV, in addition to the festival's 170,000 attendees. What started as an event has become something more: a symbol of connection, joy and creativity. Life is Beautiful continues to be driven by its core mission to create a holistic experience which aids in positive community transformation and individual empowerment by collectivizing and inspiring through shared experiences driven by art and culture.

### **About Justkids**

Justkids is an awarded women-led art platform founded by French American curator Charlotte Dutoit, with over 7 years of experience reinventing public spaces through a multi-faceted approach to public art and creative placemaking. With a strong international roster of leading contemporary artists and creative teams, Justkids offers wide-ranging visual experiences that engage with diverse audiences to celebrate art.

Justkids has consecutively curated the Art Program for the Life is Beautiful Festival since its inception in 2013, inviting hundreds of world-renowned national and international artists like Shepard Fairey (US), Lakwena (UK), Okuda San Miguel (Spain), Felipe Pantone (Spain), and many more, to add permanent public art to the ever-growing outdoor gallery of DTLV, placing the Downtown playground in the art map and changing the cityscape for the better. Justkids won top prize at the Urban Design Awards in 2013 and 2018 for the curation of the Life is Beautiful Art Program and for the Plaza Hotel colossal triptych mural project, which according to Mayor Carolyn Goodman, “made Las Vegas a more beautiful and sustainable place to live.”

Visit [www.justkids.art](http://www.justkids.art) for more information and follow @justkidsofficial on [Instagram](#), @justkidsart on [Facebook](#), and [Twitter](#) for project updates.

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