



**JUSTKIDS curates Life Is Beautiful Festival
Street Art Program 2015**



(Las Vegas, Nevada, October 5th, 2015) - **JUSTKIDS brings artists from around the world to transform Downtown Las Vegas into an open-air art gallery for Life is Beautiful Festival.**

Life is Beautiful, the Downtown Las Vegas Art and Music festival, doesn't need to prove its reputation as the hottest new event in the field with the solid tasteful music line-up brought every year since its inception in 2013.

However what truly distinguish the event from its siblings, besides its unique urban atmosphere right in the vintage are of Vegas, is certainly the quality and unique setting of its art program.

Last September 25 - 27 and for the third year in a row, the festival showcased another round of major international artists and promising emerging talents whom unveiled a series of brand new large-scale murals, street installations and interactive experiences using new mediums in the Street Art genre.

On display for this edition curated by Charlotte Dutoit of JUSTKIDS, an eclectic selection of critically acclaimed muralists, installation artists, surprising designers and

talented young architects. Far from the traditional mural festivals that are taking place all over the world, the end-result was a complete bombshell for the festival-goers which enjoyed a series of exhilarating artworks. Shiny flowery floating messages, gigantic Godzilla-like inflatables of Zombified Hello-Kitty and Undead Snoopy, a massive green octopus on rampage bursting out of an abandoned motel, a colony of Meerkats built entirely with trash and found-materials or large murals creating optical illusions were some of the gems created for the event.

And as good things come in pairs, all these murals and most of the installations will stay permanently in the streets of Downtown Las Vegas, adding new big names to the exhaustive existing collection started 3 years ago through the festival and continuing to transform the neighborhood with a brand new and unique energy.

This year the roster included new pieces from Bordalo (Portugal), 1010 (Germany), Ruben Sanchez (Spain), Bikismo (Puerto Rico), Pixel Pancho (Italy), D*Face (UK), Filthy Luker & Pedro Estrellas (UK), Sbagliato (Italy), Trevor Wheatley & Cosmo Dean (Canada), Jason Woodside (USA), Stephane Malka (France) and Ana Maria (Puerto Rico) and a special guest Josh Ostrovsky, aka Instagram sensation, "THE FAT JEW".

About JUSTKIDS:

JustKids is a network of curators, artists, designers and art consultants that creates international large scale art events and gallery shows, designs conceptual spaces and connects top-tier artists with leading global brands. Since 2013, JUSTKIDS has supported a diverse team of inspirational pros and upcoming talents to meet the demands of a constantly evolving art scene, creating new experiences through various mediums, including public installations, large scale murals, live performances, videos and exhibitions.

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