

## Fremont Street Experience Unveils First-Time Downtown Rocks Free Concert Series Mural with Local Artist Gear Duran



**Las Vegas, Nevada May 24, 2025** ([Issuewire.com](https://www.issuewire.com)) - On Friday, May 23, **Fremont Street Experience** unveiled the first **Downtown Rocks mural**, created in partnership with local Las Vegas artist **Gear Duran**. This fresh visual addition will be on display throughout the iconic concert series, amplifying the energy and excitement of each show.

During the lively unveiling event hosted by local musician **Ryan Patrick**, artist Duran shared his inspiration and creative journey behind the new Downtown Rocks mural with fans from downtown Las Vegas and arts communities. Fremont Street Experience President & CEO **Andrew Simon** expressed his gratitude to Duran for his dedication and artistic contribution.

The crowd gathered beneath the iconic Viva Vision Canopy as the mural, positioned just behind the 3rd Street Stage, was officially revealed. Guests were then invited to view the artwork up close, snap photos, and connect with Duran before the evening's Memorial Day Weekend festivities began.

The mural was created to capture the essence of downtown Las Vegas. Its vibrant colors and high-energy visuals were painted as a stunning mural behind Fremont Street Experience's 3rd Street Stage. It will remain throughout the concert series for fans to enjoy and take pictures with.

The 2025 Downtown Rocks free concert series will officially kick off on Saturday, May 24, with performances by **Drowning Pool**, **Hinder**, and **Saliva**. The music continues throughout the holiday weekend with **Alien Ant Farm** and **Jet** on Sunday, May 25.

More information regarding Downtown Rocks and Fremont Street Experience can be found by visiting <https://vegasexperience.com/>.

### **About Fremont Street Experience**

Fremont Street Experience is a vibrant entertainment district in historic downtown Las Vegas. The open-air promenade is a hub for entertainment, gaming, dining, and shopping. Fremont Street Experience offers more free live entertainment than anywhere else in Vegas, with performances on three stages every day of the year. Fremont Street Experience also features the Viva Vision Canopy. Spanning 1,375 feet in length and 90 feet in width, the Viva Vision screen is suspended 90 feet above the pedestrian mall. It dazzles visitors nightly with stunning visual shows synchronized to the music of headline artists like Katy Perry, Stone Temple Pilots, Imagine Dragons, and more. Fremont Street Experience is also home to SlotZilla, a thrilling attraction featuring an 850-foot Zipline and a 1,750-foot zip line. Riders launch from a 12-story slot-machine-themed platform and soar beneath the iconic Viva Vision canopy. Fremont Street Experience offers direct pedestrian access to eight world-renowned casino hotels, over 70 restaurants, and numerous specialty retail kiosks, drawing more than 24 million visitors annually. For more information about Fremont Street Experience, please visit [www.vegasexperience.com](http://www.vegasexperience.com).

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