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I-15 "Seven Magic Mountains" biggest land-art exhibit in 40 years

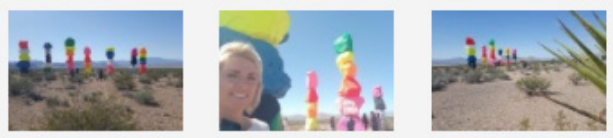
BY CHRISTY WILCOX | MONDAY, MAY 9TH 2016








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LAS VEGAS (KSNV News3LV) – Driving on the I-15 corridor from California to Las Vegas, travelers see plenty of desert and rock formations.

Now a new colorful art creation made from the same limestone found all over the state was recently formed between Primm and Las Vegas on the east side of the road.

The project is called "Seven Magic Mountains" and it took five years to get it into place.



Christy Wilcox
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This colorful art piece is on the I 15 corridor. More on this creation that will catch your eye @News3LV

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"You need just 15 minutes to be in the middle of nowhere and that's the beauty of this work," said Ugo Rondinone.

Swiss artist Ugo Rodidnone came up with the idea before asking the Nevada Museum of Art for help to make it come to life.

"It's so close to Las Vegas, but you forget Las Vegas as soon as you are here and you can enjoy nature," said Ugo Rondinone.



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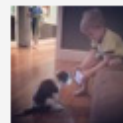


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The advertisement displays several images of stone countertops in various settings, including a kitchen sink area and a bar top. At the bottom of the ad is the logo for LivingROC.net, which features a stylized tree above the text "LIVING ROC .NET".

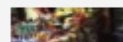
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The full cost of the installation is \$3 million dollars, and art curators from the Art Production Fund and Museum of Art were able to make the project through private and corporate fundraising efforts. One major sponsor is MGM Grand Resorts with the help of CEO, Jim Murren.

One aspect of the land-art sculpture was to find the appropriate stone.

Las Vegas Paving Corporation assisted by blowing up rock inside the Apex Quarry to create the 33 boulders that sit colorfully on top of each other.

"You see this explosion and you hope after the explosion you'll find the right size of stone," said Ugo Rondinone.

Rondinone said this is not an unusual type of stone for Las Vegas.

"In Las Vegas it's the same stone on the street or on the building if they use stone," said Ugo Rondinone.

The Seven Magic Mountains is one of the largest land-based art installations made in 40-years.

Officials from the Nevada Museum of Art say it will stay in its location for the next two years.