

5 reasons why Wynwood is the DOPEST venue for Life in Color Miami 2017

If you haven't heard, this upcoming Life in Color Miami Festival on January 28th has switched up & changed their venue! After 3 years at what's now the Hard Rock Stadium, Life in Color wanted to connect the fans, the brand, and the city in a way like never before. Right down the road, is Wynwood. Known as the heart of Miami's Art & Creative Community!

In recent years, Wynwood has exploded in popularity, all whilst keeping it's small, unique, close knit community feel. Around every corner, you'll find professional graffiti art, local businesses, and craft breweries that keep the Wynwood vibes pulsing night and day. This edge, this vibrant vibe, this community, this embodiment of passion... is exactly what Life in Color wanted for its flagship festival & fans to be a part of! Check out 6 other reasons why Wynwood was the PERFECT move for this years' Life in Color Miami Festival & the World's Largest Paint Party.

1. The Venue - Mana & RC Cola Plant

Mana & the RC Cola Plant in Wynwood are more than just another "Venue".  Constantly hosting events, this location has been home to iii Points Music Festival, art exhibits, and massive community functions. With incredible art, draping both the walls of the venue, and the nearby community, you'll feel immersed into a true "Life in Color" from the moment you park your car.

2. Local Art

Remember how we mentioned a wild art scene? We're not kidding. Wynwood is home to Art Basel and countless other world renown art events every year. Meaning they'll surely be tapping into the nearby pot of talented artists & creatives to blow everyone's expectations. 

3. Food Trucks

My favorite perk to Wynwood is the incredible culinary variety you'll find on random

corners. Local business support is huge here, so Food Trucks of all sorts make sure to always bring their creations to this receptive community. With SO many to choose from, Life in Color will have their work cut out deciding which ones to bring to their fans! ❌

4. **Less Rules. More Creativity!**

The past 3 years were killer at the past venue. Sadly, due to NFL restrictions, Stadium rules, and countless other people waving their fingers “No”; the LIC team had to hold back countless creative ideas. Now, at one of the world’s MECA’s of creativity, Life in Color Miami Festival has a LOT more power to let the silly out of the cage to play with his buddies weird, crazy, and wow. As Krewella once said in Ring of Fire, “Fuck the Rules”.

“Last year we really worked hard to bring an interactive element to the site for LIC Miami. This year we want to continue that trend while integrating the Wynwood Community. Look for more art, activations, and actives on site this year than ever before at LIC. We want our fans experience to be 360 from the moment they step through the entrance till they leave.” - Paul Reed, *Life in Color Marketing Manager* ❌

5. **Party with Paint in more ways than one**

For the veteran’s who’ve gone “Hard in the Paint”, you might already know that the paint get showered on you whilst raging. But it’s not 1953, 2014, 1995, or 2013. It’s 2017, and they plan to change things up! Expect to fully submit your life into color as this year, paint will be used in more ways than one. EDM Daycare can’t leak any more info about this, but we promise, LIC veteran or first timer, you will NOT be disappointed.

Stop waiting till the week before & buy your tickets now by clicking [HERE](#)

Also, check the Life in Color Miami 2016 After Movie or their social media at the links below!

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