

# BIZBASH

## Super Bowl LIII: 27 Ways Brands Took Over Downtown Atlanta



### Rolling Stone Live: Atlanta

On Saturday, *Rolling Stone* took over the Goat Farm Art Center by Skylight, a performance venue located in the ruins of an old cotton gin factory, for a music event headlined by Ludacris, Young Thug, and DJ Questlove. The venue was outfitted with a massive *Rolling Stone* sign above the stage and hanging tube lights installed by [Revolution Marketing](#). The event was presented by Mercedes-Benz in partnership with [LDV Hospitality](#), and Lala Productions handled production in association with Rival Entertainment.

Photo: Raymond McCrea Jones