



Rodeo Drive - The Podcast presents

***Simon Doonan: The Fabulosity of Maximalism***



Left: Simon Doonan, photo by Jonathan Adler; right: Book cover for *Maximalism: Bold, Bedazzled, Gold, and Tasseled Interiors*, courtesy Phaidon.

**[LISTEN](#)**

(Beverly Hills, CA, December 6, 2023) – The Rodeo Drive Committee announced today the launch of ***Simon Doonan: The Fabulosity of Maximalism***, the closing episode in season 4 of Rodeo Drive - The Podcast.

The holiday season is in full swing and boutique windows are glittering on Rodeo Drive. So who better to talk to right now than the famed window dresser, Simon Doonan!

When he was creative director at Barney's, Doonan never missed an opportunity for maximal effect with storefront displays that transformed fashion retail into spectacle. Now he is a writer and eminence on all things style-related – and he has released a new book about design at full volume.



Kelly Wearstler, LA Home, Kitchen, and Dining Room, Los Angeles, California, USA, 2018. Picture credit: Photo: Francesco Dolfo/Production: Benedetta Rossi Albini (page 134)

[Maximalism: Bold, Bedazzled, Gold, and Tasseled Interiors](#), features lavish spaces around the world: from opulent Old World interiors to a Bel Air bedroom with no surface untouched, by Kelly Wearstler, the candy colored Trixie Motel in Palm Springs by Dani Dazey, and Doonan's own bedazzling New York apartment, designed by his husband Jonathan Adler.

Guest host [Frances Anderton](#) talks with Doonan on the season-closer of Rodeo Drive - The Podcast about why you can never layer on too much, and how Maximalism is right at home in Los Angeles, dating "from Busby Berkeley to Tiny Naylor's coffee shop," and on to today's spectacular concerts by Taylor Swift, Beyoncé and Harry Styles. "We live in such a visual world that minimal decor doesn't mean anything online or on your phone or on TikTok" says Doonan. "Everything has to be maximal, and LA is at the center of the culture in so many ways."

Doonan recalls an encounter with the larger-than-life Tony Duquette at his home Dawnridge, in Beverly Hills. Duquette, a prolific designer whose resume includes creating costumes and sets for Fred Astaire musicals, and making jewelry for Tom Ford in his eighties, filled his home and garden with antiques, chinoiserie, sunburst sculptures, gold-leafing, tapestries and cleverly upcycled trash. It was, says Doonan, an "unhinged visual extravaganza."



Tony Duquette and Hutton Wilkinson, Palazzo Brandolini, Tiepolo Salon, Venice, Veneto, Italy, 1985. Picture credit: Fernando Bengoechea (page 190)

Doonan peppers the conversation with amusing insights. When asked if maximalism, or “maxi,” can ever become too messy, he says he will never judge, having fond memories of a childhood vacation at the blue collar Butlins holiday camp in the UK, which was “drenched in the fabulosity of maximalism.” He adds, “If somebody is happy, and their apartment looks like a good reflection of them, you do you, boo.” As for the ultra-rich who prefer battleship gray T-shirts over lavish displays of affluence, “one of the most hilarious things is when somebody becomes so wealthy that the only way they can find pleasure is to build a concrete bunker on a Swedish Island, and go and hide in it,” says Doonan.

Finally, to those who believe minimalism is the path to happiness, he concludes: “I just think maximalism is more life affirming and maximalism doesn't need minimalism...Minimalism relies on maximalism to have something to denounce, whereas maximalism is much too big to fail.”



Sasha Bikoff, Kips Bay Showhouse, Staircase, New York City, New York, USA 2018. Picture credit: Nicholas Sargent (page 63)

Season 4 of *Rodeo Drive – The Podcast* is presented by the Rodeo Drive Committee with the support of The Hayman Family, Two Rodeo Drive, Beverly Wilshire, A Four Seasons Hotel, and the Beverly Hills Conference & Visitors Bureau.

**Season 4 Credits:**

Executive Producer and Host: Lyn Winter

On behalf of the Rodeo Drive Committee: Kathy Gohari

Scriptwriter, Editorial Advisor and Guest Host: Frances Anderton

Editor: Hans Fjellestad

Theme music by Brian Banks

Production Assistant: Isabelle Alfonso

**[PRESS IMAGES AND INFORMATION ON THE SERIES](#)**

**Listen, subscribe, rate and review**

on [Apple Podcasts](#), [Spotify](#) or wherever you get your podcasts.

**Visit the website:**

<https://rodeodrive-bh.com/podcast/>

**Watch moments from the series on [YouTube](#)**

**Join us on Instagram:**

[@rodeodrive](https://www.instagram.com/rodeodrive)

#onlyonrodeodrive #rodeodrivethepodcast

**The Rodeo Drive Committee** was founded in 1977 and incorporated in 1982 as Rodeo Drive, Inc., a 501 C (6) non-profit organization, that provides a forum where its members—consisting of retailers, hoteliers, and landowners—can engage, share a dialogue, and help shape the present and future of the iconic, world-famous shopping destination.

**CONTACT**

Lyn Winter, Inc., [rodeodrive@lynwinter.com](mailto:rodeodrive@lynwinter.com)

