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Art Streiber Keeps The Dream Alive at the Beverly Wilshire

New episode of Rodeo Drive –The Podcast launches today.



Left, Art Streiber. Right, Strieber photographing Jennifer Lopez.

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(Beverly Hills, CA, April 13, 2022) – The Rodeo Drive Committee announced today the launch of ***Art Streiber Keeps The Dream Alive at the Beverly Wilshire***, the latest episode in season 3 of Rodeo Drive –The Podcast, hosted by **Pari Ehsan** with Field Correspondent **Jason E.C. Wright**.

Before Rodeo Drive, there was the Beverly Wilshire Hotel, a magnet for luminaries of film and entertainment since it opened in the roaring twenties. Now the grand dame of luxury hospitality is getting a makeover and that includes a new offering for guests, *The Dreamer*, one of the experiences in a series of “LA personas” inviting guests to live out their dreams.

On Episode 3 of *Rodeo Drive: The Podcast* host **Pari Ehsan** gets a taste of the experience, when she takes up residence in a newly-remodeled 11th floor suite and meets the longtime celebrity photographer **Art Streiber**.



Stylists, left to right, Cristina Ehrlich, Erin Walsh, Leslie Fremar, Kate Young and Elizabeth Stewart on Rodeo Drive (2014), photo by Art Streiber.

“Treat celebrities like real people, and treat real people like celebrities,” says Streiber, who will turn his camera on hotel guests who purchase *The Dreamer*, which gives them the ultimate Hollywood access: to be the subject of their *own* private celebrity photo shoot, a chance to shop with stylist Nicole Pollard Bayme, have their hair coiffed by Léa Journo and meet and eat with top chef Wolfgang Puck.

Ehsan and Streiber discuss the enduring appeal of composed, still photography. “The portrait I take of you today is not about today. It is documentary, for 20, 30 years from now,” says Streiber. They also reflect on the art of staging sitters against the architectural backdrop of the hotel, styled after old Europe and now being given a refresh.

Field Correspondent **Jason E.C. Wright** talks with the hotel’s current Regional Vice President and General Manager **Peter Humig**, who is overseeing the renovation, designed by London-based **David Collins Studio**, with a new palette of soft grays and hints of Art Deco. Humig tells Wright they wanted to hold onto Beverly Wilshire, A Four Seasons Hotel’s glamor, history and excellent service, without being too opulent. “Modern luxury is not how it used to be in the 80s and 90s. Now it’s the subtle elegance,” says Humig.



Beverly Wilshire suite, courtesy Beverly Wilshire, A Four Seasons Hotel.

The new season invites listeners around the globe to hear Ehsan in conversation with some of the biggest names in fashion, luxury, art and entertainment as they cover topics including the convergence of art with fashion, the influence of sport on fashion, sustainability, luxury sneakers and creative retail in the metaverse. Wright will bring on-the-ground video and audio reports direct from the boutiques of the world's most coveted brands. Gohari will keep listeners around the world up to date on current developments and what's happening behind the scenes, charting the future for this famed three-block stretch in Beverly Hills.



Beverly Wilshire, as seen from Rodeo Drive, courtesy Beverly Wilshire, A Four Seasons Hotel.

Production Credits

Executive Producer: Lyn Winter

Host: Pari Ehsan

Field Correspondent: Jason E.C. Wright

Scriptwriter and Editorial Advisor: Frances Anderton

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Production Assistant: Grace Fuh

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

EDITORS' NOTES

Art Streiber is a Los Angeles-based photographer / director specializing in reportage, portraiture, corporate, entertainment and advertising projects. Editorial clients include Vanity Fair, Entertainment Weekly, Wired, New York, Fortune, ESPN, GQ and The New York Times Magazine. Entertainment clients include ABC, CBS, NBC, HBO, A&E, CNN, MSNBC, Fox, TBS, TNT, The CW, IFC, MTV, SyFy Channel, Showtime, TVLand, Universal Studios, Columbia-TriStar, Dreamworks, Paramount, STX, Sony Pictures and Warner Bros. Studios. Advertising clients include Chase Bank, KFC, Kohler, Cadillac, Miller Lite, Heineken, Subway,

Farmers Insurance, Oakley and Disneyland. Art has lectured at the International Center of Photography, The Santa Fe Workshops, Art Center College of Design, PDN's Photo Plus, Savannah College of Art & Design, ATLAS Institute at University of Colorado at Boulder and at The Stanford Publishing Course. Art has been honored by American Photo Magazine, the Pacific Design Center and the Los Angeles Center of Photography. Over the last fifteen years, Art's imagery has been selected for the annual competitions of PDN, Communication Arts and American Photography.

Peter Humig is a Swiss-born hotelier. His interest in hospitality began as he grew up in an apartment on the site of his parent's five-star ski resort in the Swiss Alps. After studying culinary arts and earning a degree in hospitality management from a Swiss hotel school, Humig worked at properties in Zurich, Luzern, St. Moritz, Arosa and Munich before joining Four Seasons Hotel Berlin as Front Office Manager. He moved onto Washington, DC, the California coast and Philadelphia before receiving his first appointment as General Manager at Four Seasons Resort and Residences Whistler in the mountains of British Columbia, which earned Canada's first ever Resort Five-Star rating from Forbes Travel Guide in 2015. He was then appointed opening General Manager of Four Seasons Hotel New York Downtown before taking on his current role of Regional Vice President and General Manager of the legendary Beverly Wilshire, A Four Seasons Hotel. Humig is active in the community as he sits on the Beverly Hills Conference and Visitor Bureau's Board of Directors and is frequently asked to speak at conferences, most recently the Hospitality Leadership and Design Conference where he spoke about current trends that define luxury hospitality. When not working, you can find Humig enjoying the outdoor lifestyle with his family.

Pari Ehsan is the Iranian American designer and creative director, who founded Pari Dust, a digital platform for art and fashion. Pari Dust explores new ways to combine the elements of our visual world, offering windows into contemporary art, fashion, and the built environment through a unique lens. In an ever-evolving space, Pari seizes opportunities to engage in conversation with influential minds; and to collaborate with artists, brands, fairs, galleries, museums and retailers who share her vision. After earning a degree in architecture from the University of Southern California, she was nominated by The Council of Fashion Designers of America (CFDA) for its inaugural Fashion Instagrammer of the Year. Ehsan has worked with MoMA, The New Museum, Tate Modern and brands including Chanel, Cartier, Dior amongst others. Pari embodies the nexus between art and fashion and her stories and fashion shoots offer insight into the most creative and compelling movements in both fields. She celebrates the interactions and influence of art, design, and commerce, and how they merge to define our contemporary moment.

Jason E.C. Wright is a critical-thinking educator and designer. He is author of *The Burntsienna Standards*, a manual for responsible research. He has spoken at the LA Design Festival and various global creative teams for its application. In 2018, Wright founded Burntsienna Research Society, an Institute of Design Research and Critical Thought, after twenty years in boutique retail, product development and fashion production. His courseworks and personal design

projects incorporate these elements into teaching moments, objects or garments to learn from. Wright is host of 'Nobody Asked For This', an ongoing conversation series on process and cultural perspective, and is a contributing writer and moderator for panel interviews and artbook gatherings. He is based in Los Angeles, on Tongva land.

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.

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