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Rodeo Drive – The Podcast presents

Born Wild on Rodeo Drive: Richard Orlinski Breaks the Rules



Left to right: Installation view of Richard Orlinski, *Wild Kong-Beverly Hills* on Rodeo Drive, photo Yoshi Power Shot; Portrait Richard Orlinski; Installation view of Richard Orlinski, *Crocodile* on Rodeo Drive, photo Yoshi Power Shot; all images courtesy Orlinski Group

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(Beverly Hills, CA, December 4, 2024) – The Rodeo Drive Committee announced today the launch of ***Born Wild on Rodeo Drive: Richard Orlinski Breaks the Rules***, the fifth episode in season 5 of *Rodeo Drive – The Podcast*.

Rodeo Drive has gone wild. Visitors to the luxury street have fallen in love with eight colorful, life-size sculptures of animals – *Wild Kong*, *Standing Bear*, *Panda* and *Crocodile* – designed by the French artist Richard Orlinski, and part of this summer's “Rodeo Drive Celebrates Fashion.”

But sculptures are only part of Orlinski’s multifaceted output. He was the artist of record at the 2024 Olympic Games in Paris, he mixes up art with music and stand up comedy, and he has partnerships with international brands including Lancome, Hublot, Puma, and Disney. Now he has written a book – *Pourquoi J’ai Cassé les Codes*, or “Why I Broke The Codes” – about his life of going against the grain.



Installation view of Richard Orlinski with *Standing Bear* on Rodeo Drive, photo Yoshi Power Shot, courtesy Orlinski Group

He stopped off recently in Beverly Hills, and talked with Lyn Winter about his unconventional approach to art and life, starting with why he chose to celebrate wild animals in his sculpture. Animals, he says, have much to teach humans, as they “obey a virtuous circle,” and kill only for food, while humans kill for nothing. He spoke about his personal experience with a violent father, which also laid the ground for his future self: “I realized very early that I have nobody to trust so I was very alone. And when you like that, you’re angry, and you want to succeed.”

He says that fighting spirit helped him deal with initial rejection from the Parisian art world, and develop his mass appeal with a sense of freedom to do his own thing. “I’m not like a niche artist,” he says. “I’m popular, but popular in a good way. I create an emotion, even a bad emotion, but it is emotion.”

Orlinski explains his admiration for Andy Warhol, why he opened his own chain of Orlinski galleries, and how he treats art more like fashion with seasons, and a branded experience that is meant to be fun for people of all ages. The future, he says, is big spaces, where visitors can eat, spend time, and enjoy a multisensory experience. “The competition is always the same. So you have to create, invent something new, and I think the artist and the galleries and the people in this industry need to create something like that.”

He also talks about his book, *Pourquoi J'ai Cassé les Codes*, which has been a hit with the French public. It's a self-help guide of sorts, delivering life lessons from his own experiences.



Installation view of Richard Orlinski, *Lion* on Rodeo Drive, photo Yoshi Power Shot, courtesy Orlinski Group

“Many people are very thankful about this book, because it helps them to change, to listen to the little voice inside, to follow their dreams.”

While seven of Orlinski’s wild creatures will leave Rodeo Drive, one work will remain permanently on view. Which one might that be, asked Winter.

“I think it's the Kong with a big heart and written on the heart is Rodeo Drive. It fits with the place, and it was made for it. This is the only piece that was really made for it.”

Season 5 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.

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About Richard Orlinski

Richard Orlinski began his artistic career in 2004 and created his first work, a bright red resin crocodile, which soon became an iconic piece in the sculptor's bestiary.

The artist took inspiration from pop culture, everyday objects, popular things. Richard Orlinski soon developed new sculptures, often of animals, all symbols of freedom, power and passion. The result: electrifying works of art, in pop colours and a faceted style, that would be seen all around the world. Exhibiting his works, often of spectacular dimensions, in unusual places and the great outdoors soon became his signature. Driven by the desire to democratise art by making it accessible to the masses, Richard Orlinski takes an interest in all means of expression and his art knows no boundaries. He was made an Officer for the Ordre des Arts et des Lettres by the French Minister of Culture Roselyne Bachelot-Narquin in 2021.

With several million followers on social networks, Richard Orlinski has brought together a very engaged community of art-lovers and enthusiasts. This is undeniably a great source of inspiration for the artist, who gives 100% to every one of his projects. "I deeply believe in the power of art (...) Often people do not dare to push the door of a gallery or a museum, so I make sure that the museum comes to them!"

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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