



For Immediate Release

***Follow Your Heart* on Rodeo Drive**

**Opening today, a new, multi-colored, outdoor art installation by Mr Brainwash invites you to follow your heart along the iconic fashion street**

**On view through June 12, 2024  
Make it a date for Valentine's Day!**



Installation view of Mr Brainwash *Follow Your Heart* on Rodeo Drive, photo by Mr Brainwash Studio, courtesy of Mr Brainwash Production

Beverly Hills, CA, February 9, 2024 – The Rodeo Drive Committee has unveiled today a new, heart-filled, outdoor public art installation *Follow Your Heart* by internationally acclaimed **Mr Brainwash**, the moniker for **Thierry Guetta**, the French-born, street artist with worldwide recognition, whose Beverly Hills contemporary art museum opened in December 2022.

Organized as part of an ongoing partnership between the artist and the Rodeo Drive Committee, *Follow Your Heart* will be on view from today, in the lead up to and on Valentine's

Day, and through June 12, 2024. The installation set against the famed three blocks on Rodeo Drive will explore the profound connection shared among humanity through twelve monumental, chrome, heart-shaped balloon sculptures in bright colors of pink, green, blue, yellow, red and orange. Presented as single and grouped installations, the heart sculptures in different sizes, with some rising to nine feet tall, appear to be inflated but are works of fiberglass, stainless steel, and automotive paint to weather the outdoors.

Following Mr Brainwash's beloved 2023 *Imagiro* installation of large-scale, colored, metal sculptures of origami animals on Rodeo Drive, the new and vibrant heart sculptures emphasize the universal similarity that unites us. The colorful, photo friendly, interactive public art project is free and open to all.

"Mr. Brainwash's art has become a conversation piece for residents and visitors alike," said **Beverly Hills Mayor Julian Gold**. "His unique brand is the perfect complement to the iconic character of Rodeo Drive and the City is proud to host this latest installation."

"*Follow Your Heart* really spreads the Rodeo Drive love," said **Rodeo Drive President Kay Monica Rose**. "The brightly-colored heart sculptures on our three magical blocks say ILY in a fresh way and send a strong and unifying message that life and love go hand in hand."

"Each installation, represented by a different unique heart, shows our bond. Regardless of identity or location, the message is clear - a heart is a heart. The heart is love and you have to follow your heart. It's the good in all of us. One heart, one love," said Mr Brainwash.



Behind the scenes view of Mr Brainwash and his work *Follow Your Heart* for Rodeo Drive, photo by Mr Brainwash Studio, courtesy of Mr Brainwash Production

Continuing a commitment to the presentation of public art on Rodeo Drive, *Follow Your Heart*, once again brings the street to life, following Mr Brainwash's *Imagiro* and previous presentations including the artist's red, sculptural work titled *Life is Beautiful*, which was first displayed as a temporary installation as part of the 2019 BOLD Summer activation before being installed for the long term on Rodeo Drive's 200 block. Other permanent public art works of note on Rodeo Drive include **Robert Graham** *Torso*, 2003, installed at the intersection of Rodeo Drive and Dayton Way. The 14-foot high bust, which was commissioned by the Rodeo Drive Committee and given to the City of Beverly Hills, is carved from solid aluminum blocks and mounted on a bronze pedestal. It was dedicated on June 11, 2003 as the centerpiece for the Rodeo Drive Walk of Style.

### **The Rodeo Drive Committee**

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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