



For Immediate Release

Origami animals pop up on Rodeo Drive

***Imagiro*, a new, brightly-colored, outdoor art installation by Mr Brainwash is unveiled along the iconic fashion street as summer travel and shopping season begins**



Installation view of *Hot Pink Bunny* part of Mr Brainwash *Imagiro* on Rodeo Drive, photo by Mr Brainwash Studio, courtesy the Rodeo Drive Committee

Beverly Hills, CA, July 12, 2023 – The Rodeo Drive Committee announced today the unveiling of a new and vibrant, outdoor public art installation *Imagiro* by internationally acclaimed **Mr Brainwash**, the moniker for **Thierry Guetta**, the French-born, street artist with worldwide recognition, whose new Beverly Hills contemporary art museum opened in December 2022.

Organized in partnership with the Rodeo Drive Committee, *Imagiro* comprises nine large-scale, six to 10 feet high, brightly-colored, metal sculptures of pink, green, red, blue, orange and yellow origami animals, including birds, a bear, an elephant, a dog, a rabbit, and more, on view along the length of Rodeo Drive through September 25. The vibrant, photo friendly, interactive public art project is free and open to all.



Installation view of *Pink Elephant* and *Green Dog* part of Mr Brainwash *Imagiro* on Rodeo Drive, photo by Mr Brainwash Studio, courtesy the Rodeo Drive Committee

Origami has been an art form that has nearly defined beauty for centuries. The elegant process of creating something magical with material as simple as paper brings together all ages and cultures. When Mr Brainwash was a child, he turned to origami as another way to express himself. With *Imagiro*, he wanted to reignite that same feeling he had for origami the first time he ever created it but to make origami timeless. *Imagiro*, a form of origami, is made of metal to give his memories and the creations a stable place in the world and represents a way to make a delicate art form last forever.

With *Imagiro*, transforming something as small and fragile as paper into a giant creation in our world is a way of showing how you can do anything and make your dreams a reality,” said Mr Brainwash. “With the unique sculptures of *Imagiro* on Rodeo Drive, we are shown that even the delicate nature of origami can be captured in time.”

“With the summer season in full swing, we are excited to showcase the experiential work of Mr Brainwash on Rodeo Drive for our families and visitors to experience,” said **Beverly Hills Mayor Julian Gold**. “His bright sculptures inspire creativity and are the perfect addition to a street that is already synonymous with iconic fashion, art and culture.”

“We are so excited to unveil *Imagiro* on Rodeo Drive for the summer months. The series of eye-popping, sculptural animals adds new vibrancy to the street and creates colorful landmarks for meeting and shopping,” said **Kathy Gohari**, who serves on the Rodeo Drive Executive Committee. “Art and fashion are inextricably linked and *Imagiro*’s universal, visual appeal will engage visitors and residents of all ages. We thank Thierry and his team for their generosity and partnership.”

Continuing a commitment to the presentation of public art on Rodeo Drive, *Imagiro* follows previous presentations including Mr Brainwash’s red, sculptural work *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. At 347 North Rodeo Drive, **Tony Smith New Piece**, 1966, a rhombohedron (a three-dimensional form whose faces are rhomboid), allows viewers to study Smith’s subtle manipulation of geometric forms – and realize how such shapes can change depending on the viewing angle.

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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