



**Beverly Hills City Council Liaison /  
Rodeo Drive/ Special Events/ Holiday Program Committee**  
will conduct a Special Meeting, at the following time and place, and will address the  
agenda listed below:

**CITY OF BEVERLY HILLS  
455 N. Rexford Drive  
Room 280A  
Beverly Hills, CA 90210**

**IN-PERSON / TELEPHONIC / VIDEO CONFERENCE MEETING**

**Beverly Hills Liaison Meeting  
[www.beverlyhills.org/MyCommittee](http://www.beverlyhills.org/MyCommittee)  
Meeting ID: 516 191 2424  
**Passcode: 90210****

**You can also dial in by phone:  
+1 669 900 9128 US  
+1 833 548 0282 (Toll-Free)**

**One tap mobile  
+16699009128,,5161912424# US  
+18335480282,,5161912424# US (Toll-Free)**

**Wednesday, January 31, 2024  
5:00 PM**

***Please be advised that pre-entry metal detector screening requirements are now in place  
in City Hall. Members of the public are requested to plan visits accordingly.***

*In the interest of maintaining appropriate social distancing, members of the public can view this  
meeting through live webcast at [www.beverlyhills.org/live](http://www.beverlyhills.org/live) and on BH Channel 10 or Channel 35  
on Spectrum Cable, and can participate in the teleconference/video conference by using the link  
above. Written comments may be emailed to [mayorandcitycouncil@beverlyhills.org](mailto:mayorandcitycouncil@beverlyhills.org) and will also  
be taken during the meeting when the topic is being reviewed by the Beverly Hills City Council  
Liaison / Rodeo Drive / Special Events/ Holiday Program Committee. Beverly Hills Liaison  
meetings will be in-person at City Hall.*

**AGENDA**

- 1) Public Comment
  - a. Members of the public will be given the opportunity to directly address the  
Committee on any item listed on the agenda.
  
- 2) Rodeo Drive Committee Partnership with Mr. Brainwash for Public Art Display, "Life is  
Beautiful," February – June 2024

3) Future Agenda Items

4) Adjournment



**Huma Ahmed**  
City Clerk

**Posted: January 26, 2024**

**A DETAILED LIAISON AGENDA PACKET IS AVAILABLE FOR REVIEW AT  
[WWW.BEVERLYHILLS.ORG](http://WWW.BEVERLYHILLS.ORG)**



Pursuant to the Americans with Disabilities Act, the City of Beverly Hills will make reasonable efforts to accommodate persons with disabilities. If you require special assistance, please call (310) 285-1014 (voice) or (310) 285-6881 (TTY). Providing at least forty-eight (48) hours advance notice will help to ensure availability of services. City Hall, including Room 280A is wheelchair accessible.

## **Item 2**



**CITY OF BEVERLY HILLS**  
**POLICY AND MANAGEMENT**  
**MEMORANDUM**

**TO:** City Council Liaison/Rodeo Drive /Special Events /Holiday Program Committee

**FROM:** Magdalena Davis, Community Outreach Manager

**DATE:** January 31, 2024

**SUBJECT:** Rodeo Drive Committee Partnership with Mr. Brainwash for Public Art Display, "Life is Beautiful", February – June 2024

**ATTACHMENT:** 1. Overview of "Life is Beautiful" Art Display Partnership with Rodeo Drive Committee and Mr. Brainwash

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**INTRODUCTION**

This report provides the Beverly Hills City Council Liaison/Rodeo Drive /Special Events /Holiday Program Committee (Liaisons) of Vice Mayor Friedman and Councilmember Bosse with an overview of an art partnership, "Life is Beautiful", between the Rodeo Drive Committee (RDC) and Mr. Brainwash, beginning in February 2024 through June. While there is no funding ask from the City, a waiver of permit fees is requested, as well as a review of the interactive art display and support for the installation.

**DISCUSSION**

Previously, the Rodeo Drive Committee (RDC) has activated the street with festive public art displays that offer photo opportunities for shoppers and visitors. This report provides an overview of an RDC art partnership with acclaimed artist Mr. Brainwash, including the art displays in sculpture and decals, locations, and details, called "Life is Beautiful". While no funding from the City is requested, a waiver of permits of \$2,743 total is requested.

Public art displays on Rodeo Drive have been featured during many previous summer activations, including photo backdrops. In 2019 as part of BOLD Summer, Mr. Brainwash large-scale art was temporarily displayed before being installed long term on the 200 block of the street, and elsewhere in Beverly Hills. Last summer, City Council approved the RDC "IMAGIRO" collaboration with Mr. Brainwash, with the large-scale origami artwork attracting significant media and social media attention.

Thierry Guetta, best known by his moniker Mr. Brainwash, is a French-born street artist with worldwide recognition whose Beverly Hills contemporary art museum opened in December 2022. The proposal for "Life is Beautiful" includes large metal art pieces of heart balloons in bright colors, accompanied by quotes on sidewalk decals that reference love and life, such as "Follow Your Heart". (Attachment 1). He and the RDC propose to have twelve (12) pieces displayed from February 9 through early June so the public may view, photograph, and interact with the art. Having temporary art has proven to bring excitement to Rodeo Drive for both visitors and residents, and interest from media.

The heart balloons sculptures appear inflated, but are actually large-scale works of fiberglass, stainless steel, and automotive paint to weather the outdoors, welded to a secure, heavy white base. The hearts are a mix of large and smaller sizes, and between the base and sculpture, are up to 9 feet tall, 4 feet wide and deep. For the grouping of hearts in various sizes, they will be on one base together (different than the rendering in Attachment 1).

Accompanying the heart sculptures, are proposed to be twelve quotes referencing life and love on the sidewalk. While these will appear to be stenciled on the group, the quotes will be vinyl decals. Similar to other sidewalk decals used for social distancing and other uses in the past, these decals will be affixed securely, while not causing any damage to the sidewalk upon removal. Sample quotes include “Follow Your Heart” or “Life is a Beautiful, Magnificent Thing.”

The Mr. Brainwash team, in collaboration with the RDC, has determined the installation locations for all “Life is Beautiful” pieces. Each piece will be offset from the curb. As with all temporary displays, all permitting, review and inspections will be completed by our City’s special event and building and safety divisions. A minimum 5-6 foot pedestrian pathway will be maintained, and no entrances to businesses will be blocked. All merchants that are adjacent to the pieces have approved of the artwork displays.

The Mr. Brainwash team, with cooperation from City staff to review and permit, will complete the installation, cleaning, maintenance, and removal of the entire display. The City will also provide the same language for signs that are posted on art displayed around the City, that state no climbing or tampering with the structures, and that they are under surveillance. The RDC, with their contractors Lyn Winter, Inc. and BOLD LA, will lead the marketing and promotion of the partnership.

### **FISCAL IMPACT**

There is no funding request from the City for this partnership between the RDC and Mr. Brainwash, however a waiver of fees for the necessary permits and inspections for this public display is requested. Approximate totals are:

Special Event Permit	\$1,688
Temporary Installation Permit	\$1,055
<b>Total Waiver:</b>	<b>\$2,743</b>

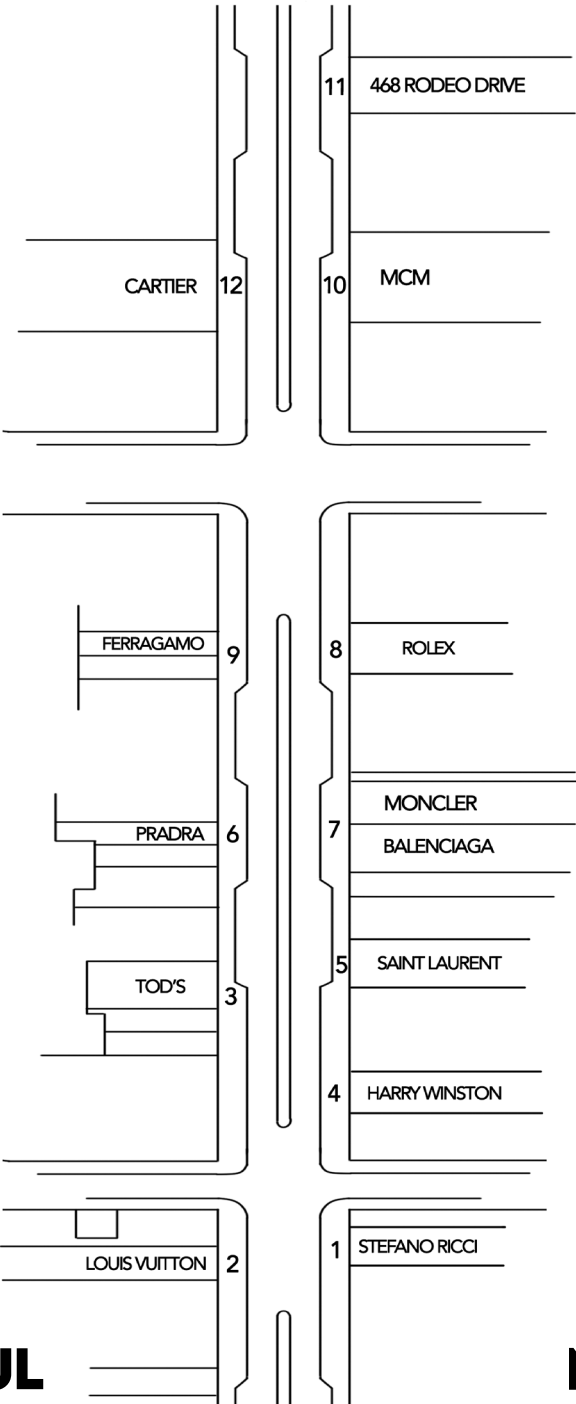
### **RECOMMENDATION**

Staff recommends City Council Liaisons provide feedback for “Life is Beautiful”, a temporary art display partnership between the Rodeo Drive Committee and Mr. Brainwash. Based on Liaison recommendations, this item will be placed on the consent agenda for the February 6, 2024 Council meeting.

# **Attachment 1**

RODEO DRIVE, BEVERLY HILLS, 90210

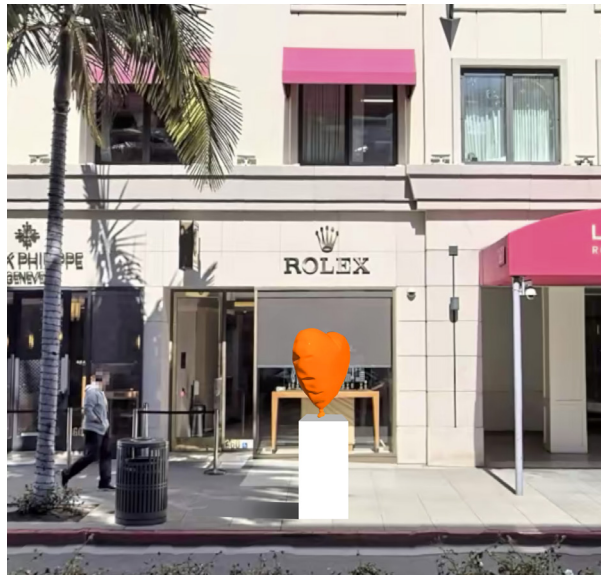
FOLLOW  
YOUR  
HEART



LIFE IS BEAUTIFUL

ARTIST  
MR BRAINWASH





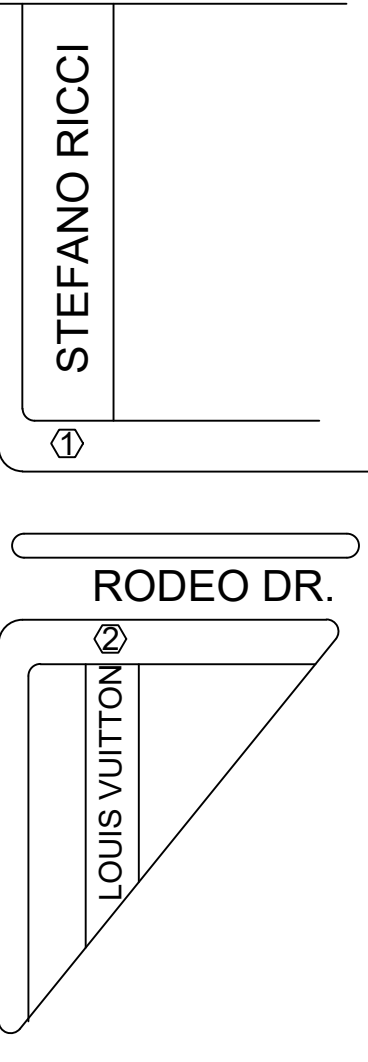
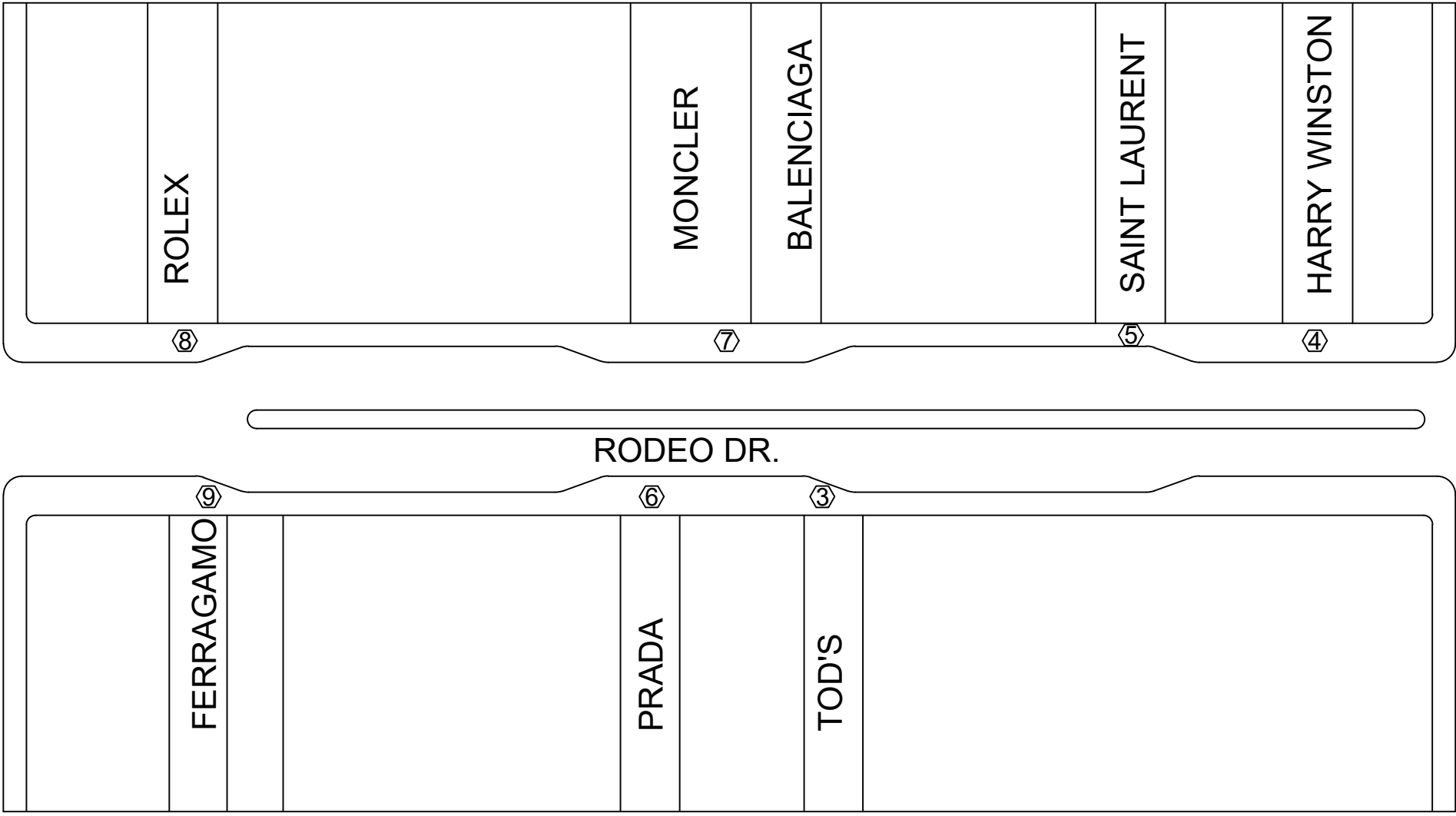
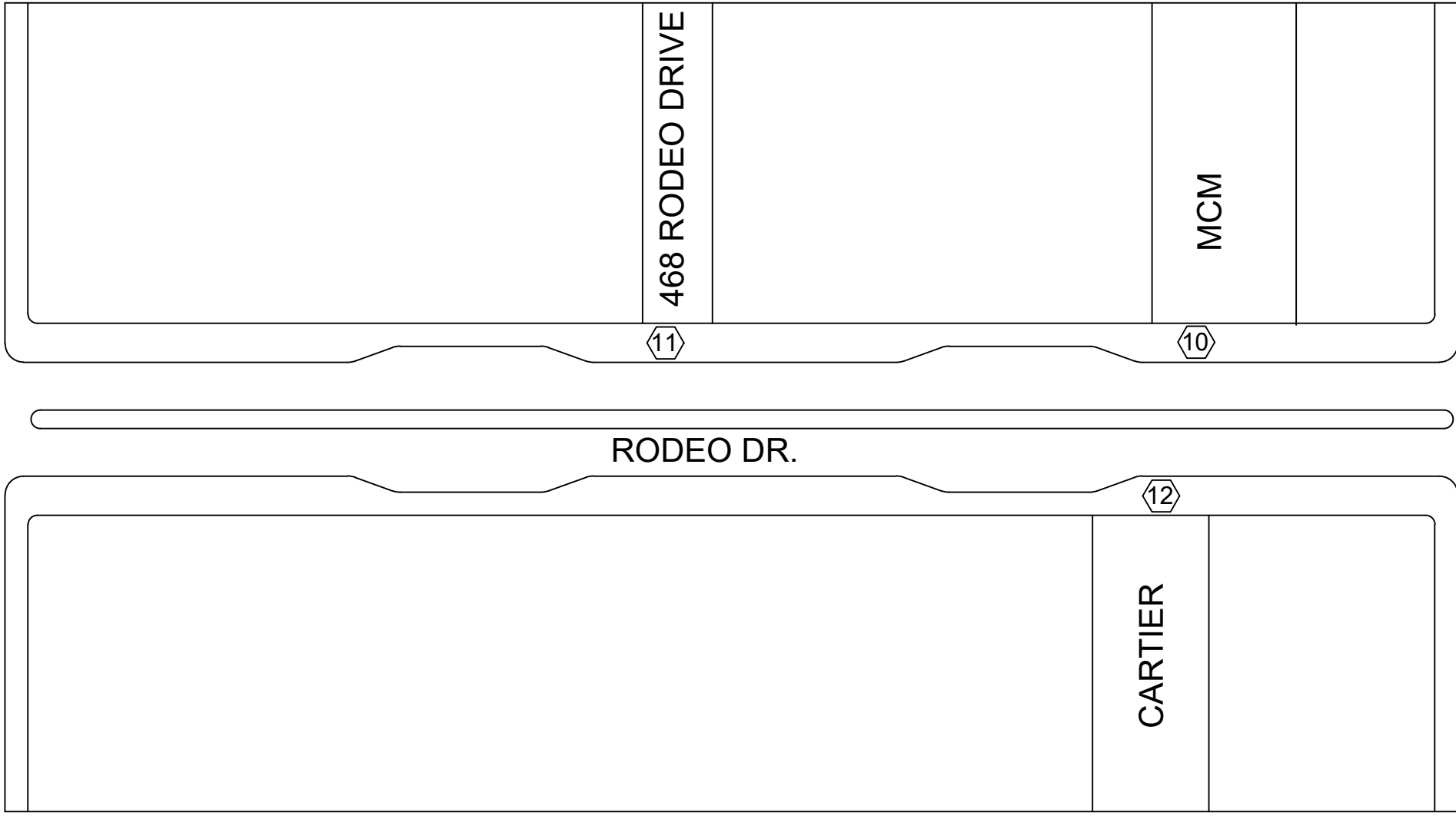


SCOPE OF WORK
LIFE IS BEAUTIFUL
OWNER
NAME: THIERRY GUETTA ADDRESS: 3942 FREDONIA DR LOS ANGELES, CA 90068
CLIENT
NAME: A WONDERFUL WORLD, INC.

EOR(ENGINEER) TO PROVIDE A NOTE ON PLAN TO CERTIFY SHE/HE HAS DESIGNED THE ARTS FOR ALL APPLICABLE DESIGN LOADS PER CALIFORNIA BUILDING CODE, AND TO STAMP AND SIGN THE DRAWINGS.



- TWELVE SCULPTURES TOTAL.
- MATERIALS: FIBERGLASS, STEEL, STAINLESS STEEL, AUTOMOTIVE PAINT.
- ALL FABRICATED IN SIMILAR FASHION.
- FIBERGLASS HEART BALLOON/S WITH A METAL ARMATURE INSIDE. THE METAL ARMATURE HAS TWO 1" NUTS WELDED AT THE BASE TO RECEIVE A STAINLESS-STEEL THREADED ROD AS A PIN TO BE BOLTED ONTO THE METAL BASE.
- LARGE HEART BALLOON WEIGHT- 200 LBS.
- SMALL HEART BALLOON WEIGHT- 100 LBS.
- BASE WEIGHT- 550 LBS.
- APPROXIMATE TOTAL WEIGHT- 750 LBS. -950 LBS.
- OVERALL SCULPTURE DIMS. 110"H X 48"W X 48"D



1



2



3



4



5



6



7



8



9



10



11



12

NO.	DATE	REVISIONS
1	1/23/24	-

PROJECT ADDRESS:  
RODEO DR.



PROJECT:  
LIFE IS BEAUTIFUL

NAME
DATE 1/23/24
SCALE
CHECKED
SHEET A-1
1 OF 1 SHEETS JOB NO. 2308-527