

# BOLD

**BEVERLY HILLS WILL KICK OFF ITS 3<sup>rd</sup> ANNUAL BOLD SUMMER WITH FIREWORKS ON RODEO DRIVE AND EXCITING ART INSTALLATIONS BY JANET ECHELMAN AND MR. BRAINWASH**



*Photo Caption: BOLD Summer 2018 fireworks on Rodeo Drive*

*Photo Credit: L Lawson*

**(BEVERLY HILLS, CA; JULY 10, 2019)** – BOLD Summer will once again return to Beverly Hills for its third year, bringing artistic wonder to the city’s streets Thursday, Friday and Saturday evenings beginning August 1 through August 24.

On August 1, the celebration will kick-off on Rodeo Drive with live DJ sets, a dueling piano performance and an eclectic concert by Spanish opera and rock singer, [Cristina Ramos, winner of Spain’s Got Talent](#) and come to an end with a spectacular fireworks display.

The first day of BOLD Summer will also debut temporary art installations by renowned artist [Janet Echelman](#) and contemporary street artist [Mr. Brainwash](#), a protégée of the famed Banksy.

Echelman’s sculpture will offer a rare opportunity in which visitors can experience a colorful and breathtaking installation, spanning nearly 85 feet in length above North Santa Monica Boulevard. The sculpture, suspended between The Wallis Annenberg Center for the Performing Arts and Beverly Gardens Park, will feature vibrant hues of oranges, pinks, purples and reds and will illuminate the night sky with specially designed LED lights.

Known around the world for her installations that scale the size of buildings, Echelman’s work has been shown in a broad array of world-class cities such as Hong Kong, Dubai, Mexico City,

Santiago, Boston, Sydney and London. Additionally, she has been the recipient of numerous awards including, most recently, the Smithsonian American Ingenuity Award in Visual Arts.

“I’m looking forward to creating an art installation for Beverly Hills which invites conversation and the spirit of creativity in a city known around the world for its unique craftsmanship,” says Echelman.

On August 2, Echelman will discuss her experimental sculptures and how they create a vibrant focal point for civic life during a limited-seating speaking event.

Known for his “Life is Beautiful” sculpture that debuted in 2008 on Sunset Boulevard, Mr. Brainwash has since become an international street art phenomenon after the release of 2010’s Banksy-directed film, *Exit Through the Gift Shop*.

Beginning at 5 p.m. on August 1, Mr. Brainwash will create a live art experience, ultimately unveiling a sculpture and welcoming meet and greet opportunities on the 200 block of Rodeo Drive.

Additional highlighted activities to take place during BOLD Summer include: curated art walks, the [Louis Vuitton X pop-up exhibit](#), Beverly Hills Proms, Concerts on Canon, architectural tours on Rodeo Drive, NIKOLAKI gowns on display (courtesy of the Fashion Institute of Design and Merchandising) and an interactive hashtag mosaic wall.

On August 24, the BOLD festivities will come to a grand finale with “Next Night, The BOLD Finale,” presented by the [Next Beverly Hills Committee](#). The festivities will take place on the 200 block of South Beverly Drive from 6 p.m.-10 p.m. featuring live entertainment, dancing, interactive art and a beer and wine garden.

All events taking place during BOLD Summer are free to attend and open to all ages. Attendees are welcome to join the social conversation on Instagram, Twitter and Facebook by sharing their favorite photos and experiences with the hashtag, #BOLDBH.

For a full calendar of events, please visit: [lovebeverlyhills.com/boldbh](http://lovebeverlyhills.com/boldbh).

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### **About Beverly Hills**

Beverly Hills is one of the world’s most sought-after locales. Centrally located in greater Los Angeles, Beverly Hills is a desirable residence and premier vacation and business travel destination. Within its 5.7 square mile radius, Beverly Hills has approximately 34,000 residents with a business and commercial base that ranks next to cities with a population of several hundred thousand. It boasts beautiful weather year-round, acclaimed full-service and boutique hotel accommodations, sumptuous dining and incomparable shopping. Synonymous with Hollywood glamour, Beverly Hills enjoys an international reputation as the home and playground of A-list movie stars. For more information, visit [beverlyhills.org](http://beverlyhills.org).