



For Immediate Release

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‘Visions of the Future’ Pop-up Art Installation Debuts in Beverly Hills
New Program to Feature a Series of Pop-up Art Installations to Activate the City’s Public Spaces

Beverly Hills, CA – The Next Beverly Hills Committee has partnered with the City of Beverly Hills’ Arts and Culture and Human Relations Commissions to launch its new program, ‘Visions of the Future,’ a series of special pop-up art installations intended to activate public spaces with vibrant, visual experiences for Beverly Hills residents, business owners and visitors from the Los Angeles area and around the world.

With a dedication ceremony scheduled for this week, the series’ debut pop-up location is located in the windows at 455 N Cañon Dr. and features internationally renowned and LA-based artist [James Goldcrown](#). Known for his Bleeding Hearts/Lovewall murals, the exhibit features six neon works that serve as an illuminated backdrop for nighttime dining in Beverly Hills.

“With Beverly Hills reopened and visitors returning, this initiative is just what the community needs and brings happiness and inspiration to our streets,” said Beverly Hills Mayor Bob Wunderlich. “As a City that embraces art and culture, I look forward to seeing more of our spaces transformed into creative environments.”

The Next Beverly Hills Committee was established in 2015 to engage residents through innovative initiatives that address their lifestyles, economic and civic needs, and to inspire them to make Beverly Hills a better place for all.

“We’re thrilled that Visions of the Future has become a reality and is ready for the public to enjoy! The goal of this project is to create a stimulating visual experience in vacant spaces around the City. We’re proud to have the talented James Goldcrown as our first artist, whose work is now displayed at [445 N. Canon](#). As the Visions of the Future project expands, we look forward to highlighting a diverse range of art. Next Beverly Hills and the Arts and Culture and Human Relations Commission through their inner commission collaboration, ‘Embrace and Celebrate Culture,’ have worked together beautifully to help make this project possible. I believe our efforts will not just be enjoyed by the community, but will strengthen Beverly Hills’ presence in the art world,” said Kipton Cronkite, Arts Chair, Next Beverly Hills Committee.

'Visions of the Future' is part of the City's Embrace & Celebrate Culture Initiative, a Citywide program created by the Arts and Culture and Human Relations Commissions that celebrates diversity and fosters a culture of greater inclusion and belonging in Beverly Hills.

"Art can be healing. Cultivating a shared visual experience is a vital way to foster unity within a community. It is a way to bring cheer to residents and attract visitors. Activating an empty storefront with art can help refresh and renew the bonds between the businesses, which can lead to economic success and sustainability," said Beverly Hills Arts and Culture Commission Chair Deborah Frank.

To learn more about past projects, upcoming events, exhibits and more, visit beverlyhillsarts.org.

About James Goldcrown

Born in West London, James Goldcrown is a self-taught artist/photographer now based in Los Angeles. After leaving school at 17 years old, he had a career as a fashion photographer. James created the documentary "To Die No More" which highlighted the AIDS/HIV epidemic in Africa, with proceeds donated to the people featured in the film. Since 2007, he's incorporated mixed media into his photography influenced by his previous days as a street artist in the early '90s. Internationally renowned for his Bleeding Hearts/Lovewall murals, including one displayed here in Beverly Hills, he has also collaborated with nationally-recognized brands and companies, sold art privately, and displayed publicly across major urban cities centers worldwide. This is his first collaboration with the City of Beverly Hills.

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