

# BEVERLY HILLS COURIER

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**PORTRAITS OF HOPE**—Beverly Hills' BOLD summer officially kicked off Wednesday evening at the Lily Pond with luminescent discs in neon colors. The project is the brainchild of public installation artist Ed Massey (pictured here with Mayor Lili Bosse). The event served as the official launch for Beverly Hills Open Later Days (BOLD). The initiative is Bosse's effort to make Beverly Hills more of an evening destination, with businesses staying open later throughout August on Thursday, Friday and Saturday nights.



## Beverly Hills Takes BOLD Step Forward To Support Business

By Victoria Talbot

Beverly Hills turned out in force for the kick off celebration of Neon Nights Wednesday, an art installation by Ed Massey that transformed the famous Lily Pond into joyful, spinning, neon discs of light, glowing under black light technology and 3-D glasses for eye-popping color.

Under a sunset that felt like a movie set, guests mingled in the

balmy air waiting for nightfall when volunteers switched on the lights to oohs and aahs from the crowd.

The colorful discs will remain floating in the Lily Pond throughout the month of August. Every Thursday – Saturday evening volunteers from Massey's organization Portraits of Hope will offer visitors 3-D glasses and black light

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technology for the full immersion experience.

Massey plans to repurpose the discs for another public art installation at the Carson Animal Shelter. Hundreds of the discs that were painted at the Farmers' Market in Beverly Hills are destined to decorate the shelter in hopes they will inspire people to adopt more pets!

Neon Nights is part of Mayor Lili Bosse's BOLD initiative, an acronym for Beverly Hills Open Later Days, featuring a calendar full of activities to make Beverly Hills an evening destination shopping experience throughout the month of August.

BOLD kicked off Thursday evening with a Latin Jazz concert by Grammy-winning artist Pancho Sánchez, café kiosks and fireworks on Rodeo Drive, bringing thousands of visitors to the City's businesses through the cooler evening hours to experience the fun. Visit the interactive Photo Box, #ONLYONRODEO and more than 120 sidewalk art stamps for social media selfies.

Fun and special events will happen every weekend during the month of August, when stores will be open later and the streets will be alive with music, food and fun.

Aug. 10 at 6 p.m. meet Mayor Bosse at the Crescent steps of City Hall for Walk with the Mayor through the City's business district to celebrate BOLD. On Sunday, Aug. 13, enjoy a

**For those driving, parking will be available to support B.O.L.D. activities at several parking facilities, including:**

438 N Beverly Dr/439 N Canon Dr (Crate & Barrel) – 1 Block from Rodeo

- Enter the lot from either Beverly or Canon Drive.

- Best to enter South Bound from Canon or northbound from Beverly Drive.

240 N Beverly Dr/241 N Canon Drive (At the Public Gardens/Montage) – 1 Block from Rodeo

- You may enter the lot from either Beverly or Canon Dr

- Best to enter South Bound from Canon or North Bound from Beverly

For a full list of parking options, visit:

<http://bhcourier.com/bold-parking/>

family-friendly yoga session led by Acro-Yoga and Yoga Soul on North Canon Drive at the Beverly Canon Gardens. Then, on Aug. 20, join Mayor Bosse on a bike ride through Beverly Hills. The tour will begin at the Farmers Market on the west end of Civic Center Drive.

Throughout BOLD evenings luxury car dealers will offer test drives of a Maserati, social media celebrities will tweet from the streets, models will bring fashion alive on Rodeo Drive and several restaurants and retailers are offering special deals for BOLD participants. To find the deals and see what is happening each night visit [www.LoveBeverlyHills.com/bhopen-late](http://www.LoveBeverlyHills.com/bhopen-late).