

SPORTS

Breeders' Cup gallops into LA art scene with pop-up exhibit

October 10, 2016



Andre Miripolsky's "Prickles"

By STAFF REPORTS

The Breeders' Cup is teaming up with the Los Angeles Tourism and Convention Board to herald the upcoming championships at Santa Anita Park.

Subscribe to **Luxury Daily**
Plus: Just released
State of Luxury 2019 **Save \$246 ▶**

"The Best is Yet to Come Horse Art Exhibition" kicked off on Oct. 7, scattering 6-foot-tall horse statues decorated by local street artists across the city. The life-size installations will be up until Oct. 31, creating buzz for the 33rd Annual Breeders' Cup World Championships on Nov. 4-5.

Trotting out

Artist Man One's "Pony Up" takes its name from the graffiti term "getting up," meaning having your artwork seen around town. Posted in Pershing Square, the brightly painted horse appears to be tagged.



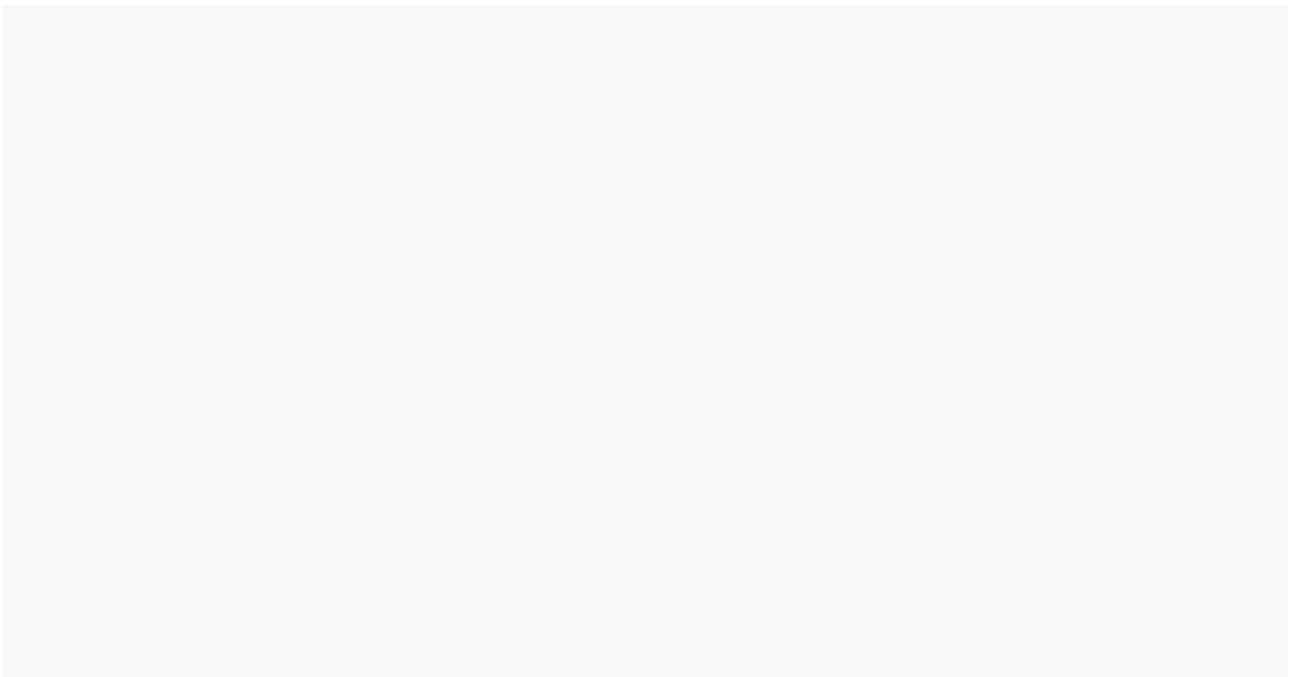
"Pony Up" by Man One

Bank of America Plaza in downtown L.A. is host to Andre Miripolsky's "Prickles," which features a purple body covered in spikes.

Yolanda Gonzalez used her pony's body as an art canvas for human portraits. The painted horse, titled "Beauty at the Races," is featured in Westfield Fashion Square in Sherman Oaks.

"Stardust" by Clinton Bopp, located at Westfield Santa Anita, explores the connection between nature and humans through a whimsical design that uses acrylic, oil and spray paints.

For the month, the Equestrian Center at Griffith Park is home to the modern realist horse "Racing with Time" by Michael Massenburg.



We're off to the Races! Find the five art horses around Los Angeles. Snap a photo with one of the horses to ? discoverLASnaps for a chance to win a pair of tickets to the @BreedersCup (Nov. 4-5). Art Exhibition locations link in bio. Artists: @creweststudio @andremiripolskyart @manoneart @clintonbopp @yolandagonzalezart @mmassenburg

Those who see the horses around L.A. are invited to take a photo and send it to DiscoverLASnaps on Snapchat for a chance to win two tickets to the Breeders' Cup event.

After Oct. 31, the horses will be moved to Santa Anita Park, where they will be on display during the Breeders' Cup championships.

Breeders' Cup is referred to as the international Superbowl of horse racing and attracts a wide range of international, affluent fans, according to a Breeder's Cup executive at Luxury Retail Summit: Holiday Focus 2014 Sept. 9.

The championship race that completes the season has a purse distribution of \$5 million, a significantly higher purse size than many races throughout the horse racing calendar. As a result of the high stakes of the Breeders' Cup, fans tend to skew toward affluence ([see story](#)).

© 2020 Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your [feedback](#) is welcome.