

## 50 FREE THINGS TO DO IN BEVERLY HILLS



### Iconic Beverly Hills

1. Try to spot your favorite celebrities on Rodeo Drive and restaurants around The Golden Triangle - an area ripe for star sightings!
2. Capture a perfect souvenir by snapping a picture in front of the famed Beverly Hills sign in Beverly Gardens Park.
3. Window shop 'til you drop on Rodeo Drive. These three blocks of luxury shopping are the best in the world for day-dreaming and indulging!
4. Spot your favorite designer, model or other fashion legend on Rodeo Drive's Walk of Style. Each honoree has a plaque embedded in the sidewalk with their name, a quote and their autograph.
5. Watch the Electric Fountain come alive with varying light and water patterns. Look familiar? The fountain has made appearances in the movie *Clueless* and the Go-Go's "Our Lips Are Sealed" music video.
6. Admire Bijan's signature Bugatti Veyron Grand Sport, which is nearly always parked outside its iconic store on Rodeo Drive.
7. Get lost in the vast department stores along Wilshire Boulevard - aptly nicknamed Department Store Row that includes Barneys New York, Saks Fifth Avenue and Neiman Marcus.
8. Feel like a celebrity when you walk the red carpet entrance at The Beverly Hills Hotel.



9. Admire the silver torso sculpture in the Rodeo Drive median at Dayton Way. "Torso" by world-renowned artist Robert Graham, is the symbol for the Rodeo Drive Walk of Style.
10. Head to the edge of town to view the signature Beverly Hills city limits street signs. One is located on the northwest corner of Santa Monica Boulevard and Doheny Drive.
11. Be wowed by magical décor during the holiday season. Two Rodeo and Rodeo Drive are especially full of holiday cheer and each hotel decorates its lobby in a unique and festive fashion.
12. Strike a pose with the family of statues outside the Fred Hayman commemorative building on North Canon. The building, with eye-catching yellow and white striped awnings, is a recreation of Hayman's storefront of Giorgio Beverly Hills, the first luxury retailer on Rodeo Drive.
13. People watch! There truly is no place like Beverly Hills to do so.
14. Take a seat on any street in The Golden Triangle and see some of the world's finest cars drive by. Ferraris and Lamborghinis, oh my!
15. Pick which public art sculpture in Beverly Gardens Park is your favorite, from the wildly colorful "Hymn of Life: Tulips" by Yayoi Kusama or the stainless steel "Erratic" that measures 15 feet long.

## **Noteworthy Art and Architecture**

16. Don't miss a look at City Hall's Spanish Renaissance-style architecture, including an eight-story tower with blue, green and gold tiled dome.
17. Head into Beverly Wilshire, A Four Seasons Hotel to admire the beautiful lobby floral display and get a peek inside this famous hotel where "Pretty Woman" was filmed.
18. Walk just North of Beverly Gardens Park onto a quiet residential neighborhood and receive a surprise as you stumble upon a real life Witch's House. This whimsical cottage was built on a film studio lot and relocated to its current location, where it is used as a private residence.
19. Take a seat inside the lobby of The Beverly Hills Hotel and absorb the luxurious grounds that many celebrities have walked upon throughout the hotel's 100 year history.
20. Drive into the hills to admire the unique architecture of Beverly Hills' private mansions, such as the O'Neill House, whose symbol was inspired by the surreal designs of famous architect, Antoni Gaudi.
21. Pause on the 300 Block of Rodeo Drive to see the Frank Lloyd Wright designed "Anderton Court," marked by the identifiable spiral ramp and triangular tower.
22. Take a moment to reflect on the events of 9/11 at the 9/11 Memorial Garden. A structural beam recovered from Ground Zero acts as the centerpiece of this space.



23. You don't have to be a guest to check out the impressive exteriors and lobbies of a dozen hotels around town, each with their own interior décor style from mid-century modern to Italian Renaissance.

24. See the state-of-the-art Wallis Annenberg Center for the Performing Arts which opened in 2013. The Wallis Annenberg Center for the Performing Arts transforms a Beverly Hills city block into a vibrant new cultural destination with two distinct, elegant buildings: the historic 1933 Italian-style Beverly Hills Post Office and the new, contemporary 500-seat, state-of-the-art Goldsmith Theater. Together these two structures embrace the city's history and future, creating a new cultural landmark.

## Take in the Sunshine

25. Head to Greystone Mansion & Gardens: The Doheny Estate, a legendary estate built by the Doheny family, which is now a park open to the public. Can you find the koi and turtles on the grounds?

26. Print a Beverly Hills Walking Tour from [www.LoveBeverlyHills.com](http://www.LoveBeverlyHills.com) or pick one up at the Beverly Hills Visitor Center and then explore the city on foot.

27. Walk through the residential areas surrounding The Golden Triangle and see if you can identify the trees planted on each block. From Queen Palm to Pink Cedar to Southern Magnolia, each street has their own designated variety.

28. Take in the sunshine and sounds of the courtyard's babbling fountain as you relax, on the grass or at café tables, in Beverly Canon Gardens.

29. Jog on the pedestrian trail down 11 blocks of Beverly Gardens Park. Shaded by ample trees, it's also a great trail for a leisure stroll.

30. Take a break in the shade under one of our many trees on public land. Beverly Hills was awarded The Arbor Foundation's "Tree City USA" for our commitment to public greenery.

31. Smell the roses at The Rose Garden within Beverly Gardens Park.

32. Admire the palm trees and pond at Beverly Hills' first municipal park, Will Rogers Memorial Park.

## Dine Around

33. Make your way to the "Mecca for cheese aficionados." If you call yourself a cheese lover, than you cannot miss the sight - and smell - of The Cheese Store of Beverly Hills. The staff is delighted to share their extensive knowledge of cheese.

34. See the world's first 24-hour Cupcake ATM at Sprinkles Cupcakes. Though it's viewable without making a purchase, it's worth every dollar to try Sprinkles' signature Red Velvet treats.

35. Indulge your sweet tooth at Edelweiss Chocolates, one of the oldest confectionaries in America that still processes its chocolates by hand. You may have the opportunity to take a tour of their chocolate factory.



36. Make Crustacean one of your dining stops, as their koi pond embedded in the floor is a bonus attraction on top of a great meal. \*Crustacean is currently closed for renovation.
37. Try a new tea at American Tea Room. The shop features hundreds of hand-selected international black, green and white teas with many available to sample.
38. Check out the gourmet candy shop, Sugarfina, and indulge in a sample of their candy at their Tasting Bar. For a truly unique experience, speak with their Candy Concierge to create a custom Sugarfina gift.
39. Peruse the Beverly Hills Famers' Market every Sunday from 9:00 a.m. - 1:00 p.m. A feast for the senses, the market features farm fresh produce, artisanal packaged foods, and flowers alongside live music and activities for kids.

## Live Like a Local

39. Live like a local by discovering the unique boutiques and bustling cafés along North and South Beverly Drive.
40. Groove to the sounds of live music - from rockabilly to jazz - in Beverly Canon Gardens during the summertime Concerts on Canon series.
41. Get fit with Lululemon! The fitness apparel retailer offers free yoga classes and a weekly run club, all open to the public at no cost.
42. Wednesday through Sunday, visit The Paley Center for Media where you can access a library of some of the best television programming of the past decades or catch a screening. Visit the Paley Center's website at [www.media.paleycenter.org](http://www.media.paleycenter.org) for daily screening schedules.
43. Explore the literary world at the Beverly Hills Public Library. With 2-hour complimentary parking adjacent to the library, you have the time to curl up and read a favorite book.
44. Attend the Next Night Block Party on Saturday, September 23, 2017 from 6 p.m. to 11 p.m. Featuring live music, pop-up shops and a Beer & Wine Garden, this is a yearly event you won't want to miss.
45. Admire works from over 240 artists across the globe during the bi-annual Beverly Hills artSHOW in Beverly Gardens Park and runs along Santa Monica Boulevard from Rodeo Drive to Rexford Drive.

## Insider Tips

46. Stop by the newly opened Beverly Hills Community Dog Park to watch the posh pooches frolic in the fenced-in area. If you wish for your pup to partake, be sure to register in advance as it is exclusive to Beverly Hills hotel guests, residents and their guests and people who work in Beverly Hills.
47. Enjoy 2-hour complimentary parking at one of the many City of Beverly Hills operated lots on South Beverly Drive, Brighton Way, Rexford Drive and North Canon Drive.



48. Pick up a booklet of Exclusive Offers at the Beverly Hills Visitor Center which can be redeemed at shopping, dining, sightseeing, and spa and salon locations throughout Beverly Hills.

49. Access free Wi-Fi at many of the local coffee shops and on the Beverly Hills Civic Center grounds.

50. Visit the Beverly Hills Visitor Center, the gateway to the city! Our Visitor Center Concierge is pleased to help you plan the remainder of your time in Beverly Hills and Los Angeles, provide insider tips and help you shop for Beverly Hills-branded merchandise.

**For more information, please contact:**

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