

Mattel Creations Announces Collaboration with Barbie and American Artist Mark Ryden on New Art Series & Limited-Edition Dolls

Ryden to Present a New Body of Artwork Alongside the
Mark Ryden x Barbie Collectible Dolls
In A Solo Exhibition in Los Angeles
November 11–December 11, 2022



Mark Ryden, *Pink Pop Barbie*, 2021
oil on panel, 28 3/4 x 39 inches. Courtesy of Kasmin Gallery

October 7, 2022, EL SEGUNDO, Calif. - Mattel Creations, Mattel Inc.'s collaboration platform that invites artists and creators to reimagine the company's rich IP, today announces Mark Ryden, the "Godfather of Pop Surrealism" has reimaged the iconic Barbie brand through his fantastical lens for a new exhibition. Created to inspire specialty items that blur the lines between toys and collectible art, Mattel Creations tapped celebrated artist Mark Ryden to envision Barbie through the lens of his singular visual language, which lives in his imaginary world. In developing Mark Ryden x Barbie, the artist has created a new body of work, including painting, sculpture and drawing which will be presented in an exhibition titled, "Pink Pop" on view in Los Angeles from November 11 through December 11, 2022. Mattel Creations will also offer limited-edition collection of premium Barbie dolls designed to bring Ryden's signature iconography to a collectible toy form for the first time.

Ryden first garnered attention in the early 1990s, ushering in the "Pop Surrealism" movement which developed the scope and spirit of 20th century surrealism by embellishing its vocabulary with contemporary cultural references. Blending these themes with techniques reminiscent of the old masters, Ryden has devised a singular style that blurs traditional boundaries. With

childhood innocence and the divine powers of femininity acting as themes in Ryden's work, Barbie is an authentic tie and a familiar subject to the artist. In 1994, Ryden painted "Saint Barbie", which is one of his most recognized paintings.

"Barbie has made appearances in my art for a long time. It is difficult to define Barbie. She is a cultural phenomenon, an archetypal figure. She is a bona fide celebrity, a subject worthy for Andy Warhol to portray alongside the likes of Elizabeth Taylor and Marilyn Monroe... It has been an amazing experience to work with Barbie. The body of work in the "Pink Pop" exhibition are my own new personas for her," says Mark Ryden.

"From the start, Mark Ryden has been an advocate for the idea that toys inspire art and that toys are also a canvas for artists to express themselves," says Richard Dickson, President and Chief Operating Officer, Mattel. "Having a relationship with such a wildly talented visionary further elevates the mission of our Mattel Creations platform. The collaboration also creates highly collectible art pieces that effortlessly blend the Barbie aesthetic with Mark's own signature iconography in both delightfully unexpected oil paintings and Barbie dolls that push boundaries."

The gallery exhibition, hosted jointly by Mattel Creations and Kasmin Gallery, will feature three new oil paintings, an exquisitely detailed watercolor on paper, a monumental hand-painted sculpture in wood, a major new bronze dodecahedron, and a range of drawings and studies, as well as the Mark Ryden x Barbie dolls that encapsulate each motif. Ryden has placed Barbie at the center of his imaginary world, surrounded by enchanted landscapes that are interwoven with the artist's personal symbolism and enigmatic mythologies. A centerpiece of the exhibition is Ryden's masterful painting, "Pink Pop", which embodies the artist's and Barbie's love of the color pink and brings Ryden's magical universe to life with his signature iconography including snow yaks, bunnies, bees and Abraham Lincoln. Ryden's first depiction of Barbie, "Saint Barbie" (1994) will also be on view for the duration of the exhibition.

Mark Ryden x Barbie "Pink Pop" will be exhibited in a special pop-up gallery at 8382 Melrose Ave, Los Angeles, CA 90069 from November 11 through December 11, 2022. The "Pink Pop" exhibition presented by Mattel Creations and Kasmin Gallery will feature Ryden's new body of work and related past works, installed along with Ryden-designed limited-edition Barbie dolls and accessories that personify Pop Surrealism. The full capsule and accessories will be available at the "Pink Pop" exhibition exclusively for one week and available for purchase online at [MattelCreations.com](https://www.MattelCreations.com) starting November 18, 2022.

Through the Mattel Creations platform, the company collaborates with today's most wildly creative artists, designers, pop culture influencers to remix Mattel's iconic toys into entirely new inspired designs. It is toys as art and art inspired by toys. For more information on the partnership and more, visit [MattelCreations.com](https://www.MattelCreations.com).

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About Mattel

Mattel is a leading global toy company and owner of one of the strongest catalogs of children's and family entertainment franchises in the world. We create innovative products and experiences that inspire, entertain, and develop children through play. We engage consumers through our portfolio of iconic brands, including Barbie®, Hot Wheels®, Fisher-Price®, American Girl®, Thomas & Friends®, UNO® and MEGA®, as well as other popular intellectual properties that we own or license in partnership with global entertainment companies. Our offerings include film and television content, gaming, music and live events. We operate in 35 locations and our products are available in more than 150 countries in collaboration with the

world's leading retail and ecommerce companies. Since its founding in 1945, Mattel is proud to be a trusted partner in empowering children to explore the wonder of childhood and reach their full potential.

About Mark Ryden

Mark Ryden received a BFA in 1987 from Art Center College of Design in Pasadena, CA. His paintings have been exhibited in museums and galleries worldwide, including a career-spanning retrospective "Cámara de las maravillas" at The Centro de Arte Contemporáneo, Málaga, Spain, as well as an earlier retrospective "Wondertoone!" at the Frye Museum of Art in Seattle and Pasadena Museum of California Art. In 2017, Ryden was commissioned to create the set and costume design for a new production of Whipped Cream, put on by the American Ballet Theatre with choreography by Alexei Ratmansky. Whipped Cream is based on Schlagobers, a two-act ballet with libretto and score by Richard Strauss that was first performed at the Vienna State Opera in 1924. The drawings, sketches and paintings created by Ryden for the ballet were exhibited at the Gallery Met located at the Metropolitan Opera House, New York. "Pink Pop" will be Ryden's first exhibition in Los Angeles since 2014. Mark Ryden currently lives and works in Portland, Oregon and is represented by Kasmin Gallery in New York.

Media Contact

FITZ & CO / Lachlan Woolsey / lwoolsey@fitzandco.com

