Rhinos Don’t Grow on Trees

On View Now · Pacific Design Center
West Hollywood, California



Midas Hart · Rhinos Don’t Grow on Trees

Artwork information

Genuine U.S. currency, 24-karat gold leaf, resin and fiberglass
L135 × H67 × W45 in (L343 × H170 × W114 cm)
One of a kind

FOR IMMEDIATE RELEASE

Life-Size Rhino Covered in U.S. Currency and Gold on View at Pacific Design Center

Midas Hart’s one-of-a-kind sculpture confronts the uneasy relationship between money, value and the natural world.

LOS ANGELES, CA — Contemporary artist Midas Hart’s monumental sculpture Rhinos Don’t Grow on Trees is currently on view at the Pacific Design Center in West Hollywood, California.

Created from genuine U.S. currency, 24-karat gold leaf, resin and fiberglass, the one-of-a-kind, life-size rhinoceros examines the paradox of monetary value and the value humanity assigns to the natural world.

At the center of the work is an uncomfortable question: What happens when an animal becomes more valuable for what can be taken from it than for being alive?

Hart created Rhinos Don’t Grow on Trees as an exploration of value, greed and the dual nature of money. The questions embedded in the work remain strikingly relevant as threatened species around the world continue to face pressures from wildlife trafficking, habitat loss and the commercial value assigned to natural resources.

Measuring approximately 135 inches long, 67 inches high and 45 inches wide, the sculpture transforms an immediately recognizable endangered animal into a monumental meditation on money, desire and the value of the natural world.

The artist is exploring opportunities to extend the work beyond exhibition through conservation initiatives, cultural engagement and aligned brand partnerships.

Midas Hart is a contemporary artist working primarily in conceptual installation and mixed media. The practice begins with a question: Has humanity lost sight of what is valuable? Through material, scale and symbols of wealth, Hart’s work examines value, perception and the systems through which society assigns meaning and worth.

MEDIA & COLLABORATION INQUIRIES

Midas Hart
studio@midashart.com
midashart.com/press.html

About Midas Hart

Midas Hart is a contemporary artist working primarily in conceptual installation and mixed media. The practice begins with a question: has humanity lost sight of what is valuable?

Before establishing an artistic practice, Hart worked behind the scenes in entertainment and fashion. Close contact with high-profile individuals and organizations offered a direct view into how money, status, publicity, and influence shape perceptions of worth.

An extended period of world travel, meditation, and introspection prompted a reassessment of those measures of success. How much of what we value depends on social constructs and the stories we attach to them?



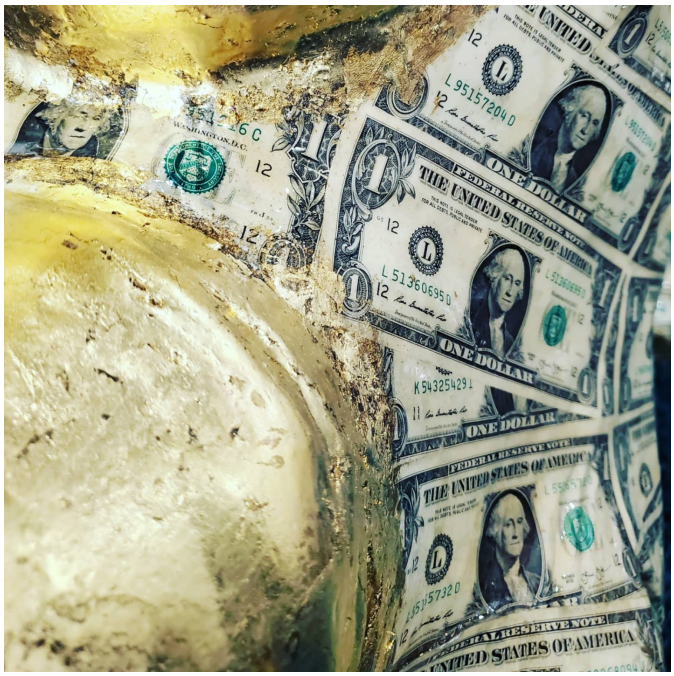
Rhinos Don’t Grow on Trees at Pacific Design Center, West Hollywood.

Selected exhibitions

2026 · Pacific Design Center, West Hollywood · On View Now
2020–2022 · Beverly Center, Los Angeles
2019 · LA Art Show · Presented by Denis Bloch Fine Art
2016 · Malibu City Hall
2016 · City of West Hollywood

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Rhinos Don’t Grow on Trees, detail. Genuine U.S. currency and 24-karat gold leaf.
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Rhinos Don’t Grow on Trees at the LA Art Show. Presented by Denis Bloch Fine Art.
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