

# FAST COMPANY

## 100 MOST CREATIVE PEOPLE IN BUSINESS

### ▶ 70 BRIAN DONNELLY (KAWS)

Artist and Designer

Brian Donnelly has been compared to Jean-Michel Basquiat and Keith Haring, both of whom straddled the divide between street and institutional art. But Donnelly has arguably surpassed them with his one-man empire. Business at his Tokyo-based company OriginalFake, created as an outlet for his art and related merchandise, is thriving. During his February L.A. gallery show -- just his second solo exhibition ever -- the line to enter snaked seven blocks; Lance Armstrong bought the biggest painting. The guy who just a few years ago was hiding in bushes to evade anti-graffiti officers is now being courted by megabrands that want his signature graphic treatment on their products. Mostly, he'd rather not. "I only like to work with companies that are part of my life already," says Donnelly, who has said yes to Marc Jacobs, Nike, and Levi's. -- *by Jana Meier*



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