Cleveland Entrepreneur Hal Pollock Discovers Master Painter Patrice Rouge in Chance Phone Call; Collaboration Launches

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PRESS RELEASE
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Cleveland Entrepreneur Hal Pollock Discovers Master Painter Patrice Rouge in Chance 2018 Phone Call; Collaboration Launches New International Art Line and Website
patricerouge.com

CLEVELAND, OH — A chance Sunday phone call in 2018 from Cleveland entrepreneur attorney and lyricist Hal Pollock to French diamond trader Patrice Rouge—following six years of discussions about importing rough diamonds and indigenous Brazilian stones into the U.S. and Europe—uncovered an extraordinary artistic revelation. Rouge, who had spent most of the past thirty five years living in Brazil, disclosed that he had begun painting at nearly seventy years old while staying at his family's château in the south of France.

Pollock, who at the time was expanding internationally into masterpiece level art while building his independent record label Esquire Records, quickly recognized that Rouge was not merely experimenting but was, in fact, an undiscovered master painter. Seeing the magnitude of Rouge's talent—and recognizing a shared spirit between two men pursuing their passions late in life—Pollock immediately became Rouge's friend and international business manager, determined to establish him as a world renowned artist.

That fortuitous conversation has since been recounted in Pollock's 2026 Esquire Records

songbook, Set the World to Music, a 700 page collection of more than 300 songs that also features Rouge's art. The songbook is now gaining international attention.



Launch of PatriceRouge.com and New Art Product Line

The Pollock–Rouge collaboration has now led to the creation of a full art line and the launch of www.patricerouge.com, where fans can purchase prints, clothing, mugs, and other products featuring Rouge's paintings. A line of upscale, limited edition prints is currently in development, expanding the availability of Rouge's work to collectors worldwide. The website also features a new song created by Pollock, "The World Through His Eyes," which tells Rouge's remarkable story.

Upcoming Cleveland Exhibition and National Tour Consideration

An exhibition of Rouge's work is scheduled for this fall at Alexandria Gallery, an upscale venue in Cleveland, Ohio. A national touring exhibition of Rouge's paintings is also being discussed.

> Patrice has that rare ability to bring joy to world through his extraordinary paintings. They are a celebration of life. I am glad that we have finally found the right vehicle to share his work"
>
> *Hal Pollock*

Expansion Into Designer Neckwear

Pollock has additionally initiated development of a line of ties and scarves inspired by Rouge's artwork. Discussions have begun with the creator of the iconic 1990s Jerry Garcia tie line to bring this new collection to life and position the neckwear line as an international phenomenon.

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