

Michael Godard Opens Full Art Catalog For Licensing



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MICHAEL GODARD OPENS

FULL ART CATALOG FOR LICENSING

America's #1 Selling Artist Makes His Iconic Body of Work Available Across Consumer Products, Home Décor, Spirits, Gaming, Apparel & More

Michael Godard, internationally celebrated as the “Rock Star of the Art World” and America’s foremost pop-surrealist painter, today announced that his full body of work is now available for licensing across a broad spectrum of product categories. Brand partners, manufacturers, and retailers worldwide are invited to bring Godard’s instantly recognizable imagery—animated olives, drunken grapes, dancing strawberries, swirling martinis, and his signature Vegas-charged aesthetic—to new audiences on everything from premium apparel to home décor, spirits, gaming, and beyond.

About Michael Godard

Born in Southern California and based in Las Vegas, Michael Godard trained at the University of Nevada, Las Vegas and the Art Center College of Design in Pasadena, California before embarking on

a career that would redefine the boundaries of American pop art. After years as a mechanical engineer, commercial illustrator, caricature artist, and entrepreneur, Godard channeled his eclectic experience into a singular painterly voice that blends technical mastery with irreverent humor and vivid color.

His breakthrough “Olive” series—born from deeply personal circumstances during the illness of his daughter Paige—launched him to national prominence in the early 2000s and established the iconography that collectors and fans now recognize instantly worldwide. Today, Godard’s work is held by celebrity collectors and everyday enthusiasts alike, hangs in the Officer’s Lounge at the Pentagon and aboard every U.S. Navy aircraft carrier, and is seen by millions monthly through galleries, cruise lines, hotels, and retail channels.

A Proven Licensing Legacy

Godard’s oeuvre has already demonstrated extraordinary commercial versatility. His art has powered Aristocrat Technologies’ “Godard’s Rockin’ Olives” and “Monster Boogie” slot machines, played in casinos across multiple countries. He has created exclusive guitar designs for the lead guitarist of Guns N’ Roses, contributed cover art for rock albums, and launched his own Godard-branded vodka and gin lines. A hand-painted grand piano bearing his imagery now stands as part of a permanent art collection, while sculptures have been commissioned by St. Jude’s Children’s Research Hospital.

This track record confirms what the market has long demonstrated: Godard’s art translates seamlessly from canvas to product, retaining its energy, wit, and visual impact regardless of medium or format.

Licensing Opportunities

The following product categories are now open for licensing partnerships. This list is illustrative, not exhaustive—Godard’s team welcomes proposals across any consumer category where bold, joyful art can elevate a brand:

- Home Décor & Lifestyle — wall art, barware, glassware, ceramics, textiles, bedding, and accent furnishings
- Apparel & Accessories — fashion, activewear, footwear, hats, bags, phone cases, and watches
- Food, Beverage & Spirits — premium spirits, wine, beer, specialty foods, and gourmet gift sets
- Gaming & Entertainment — casino gaming, video games, playing cards, and novelties
- Stationery & Publishing — greeting cards, calendars, books, journals, and gift wrap
- Gifts & Collectibles — figurines, sculptures, holiday ornaments, and commemorative items
- Corporate Gifting & Hospitality — hotel programs, cruise partnerships, and VIP premium goods

Why Godard?

Few living artists offer the combination of global name recognition, proven commercial crossover, and a devoted collector base that Michael Godard brings to a licensing partnership. His style—bold graphic blacks, luminous color pops, and characters brimming with personality—creates immediate shelf presence and brand differentiation. Equally important, a Godard license carries the resonance of an artist who stands for something: philanthropy, authenticity, and the joy of living boldly.

Ozzy Osbourne—one of Godard’s most prominent celebrity collectors—captured the sentiment simply: “Get ready to go crazy over the artwork of Michael Godard.”

About the Godard Licensing Program

Godard's licensing program offers flexible deal structures including exclusive and non-exclusive arrangements by territory and category, minimum guarantees commensurate with market opportunity, and direct access to the artist's studio for custom art creation and product-specific adaptations. The licensing team works closely with partners through the full product-development cycle to ensure brand integrity and creative excellence.

"My art belongs everywhere people celebrate life.

If it makes you smile, it belongs on the product."

— **Michael Godard**

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ABOUT MICHAEL GODARD

Michael Godard is a contemporary American artist and the #1 best-selling artist in the United States, widely known as the "Rock Star of the Art World." Trained at the Art Center College of Design in Pasadena and the University of Nevada, Las Vegas, Godard has built a globally recognized body of work celebrated for its pop-surrealist humor, technical precision, and iconic imagery. His work is collected by celebrities, institutions, and private collectors worldwide. Godard is also a dedicated philanthropist, supporting St. Jude's Children's Research Hospital, the Make-A-Wish Foundation, and the Paige Godard Foundation, which he established in honor of his late daughter. For more information, visit www.michaelgodard.com.



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