LENS CRAFTERS

ALEX PRAGER

L.A.-based photographer and filmmaker Prager is known for her deft use of noir references. Her 2010 four-minute short Despair features Bryce Dallas Howard in a telephone booth, unmistakably recalling Tippi Hedren in Alfred Hitchcock’s The Birds. Prager’s latest film, La Petite Mert (colloquial français for orgasm), is no different, with lots of retro shots that look as if they could have come from Jiri Menzel’s cutting-room floor.

BALDASSARI’S TOWELS

Art Production Fund, printed with Umbrella (Orange) with Figures and Bird, Helen Green, 2007

RISING SIGN

CO

To drum up customers’ interest in their fall line, designers Justin Kern and Stephanie Danaan of L.A.-based label Co went back to the drawing board—literally. The duo tapped cartoonist Konstantin Kakanias and directors Cédric Hervet and Paul Hahn to create a short film based on an eccentric fashion-maven character named Mrs. Tependris. The film captures Tependris as she wakes from a four-year-long Sleeping Beauty–esque slumber and demands, naturally, to be taken to the nearest fashion show.

TO-DO LIST

Mark your calendars, culture vultures: The Met’s Apollo Circle Benefit, cochaired by art publicist extraordinaire Bettina Prentice, is on November 15; Art Production Fund’s annual bash is on April 15 (Yoko Ono is this year’s honoree); and the Whitney Art Party is in the spring (date TBD). Those not on the guest list can opt to roll out a gallery on any beach—Art Production Fund’s Works on Whatever program is debuting eye-catching new towels by John Baldessari and Cecily Brown, available this month to guests at the Standard Spa, Miami Beach.