



ELLE INSIDER | ART

LENS CRAFTER ▼
Alex Prager

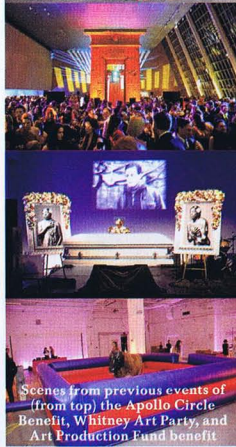
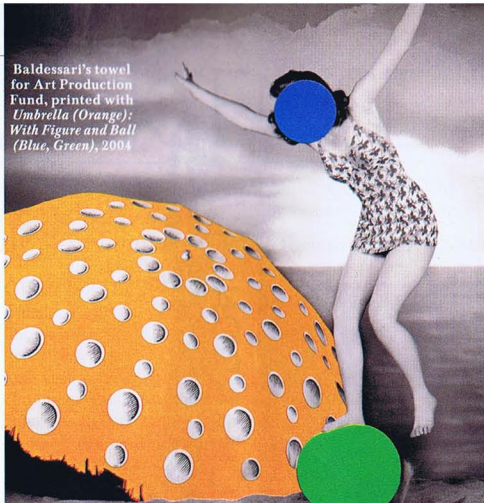
L.A.-based photographer and filmmaker Prager is known for her deft use of noir references. Her 2010 four-minute short *Despair* features Bryce Dallas Howard in a telephone booth, unmistakably recalling Tippi Hedren in Alfred Hitchcock's *The Birds*. Prager's latest film, *La Petite Mort* (colloquial *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.



Prager

A still from *La Petite Mort*

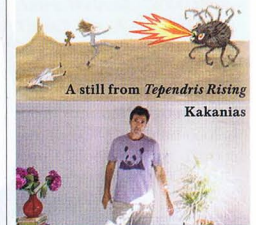
Baldessari's towel for Art Production Fund, printed with *Umbrella (Orange)*; *With Figure and Ball (Blue, Green)*, 2004



Scenes from previous events of (from top) the Apollo Circle Benefit, Whitney Art Party, and Art Production Fund benefit

RISING SIGN ▼
Co

To drum up customers' interest in their fall line, designers Justin Kern and Stephanie Danan 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.



A still from *Tependris Rising*
Kakanias



Co's Kern and Danan

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.



To-Do List: © John Baldessari, courtesy of Art Production Fund; BFA NYC.com (3); Co: courtesy of the designers (3); Prager: *La Petite Mort* Film Still #5, 2012 © Alex Prager; Geoff Moore © 2012