Artist-Designed Towels: A Shore Thing

By ALEX GARTENFELD

Ed Ruscha's towel. Courtesy of Target and Art Production Fund.

If Frank Stella's paintings of commercial half-made black men raise some eyebrows in a gallery, you can imagine what they did to the jersey store last summer, when it was released as part of Target and Art Production Fund's high-low collaboration. Now in the partnership's third year, it's Ed Ruscha's text-based towel, featuring the artist's 1965 "The Study of Friction and Wear on Mating Surfaces," that takes up Wexler's niche galnet. For the lighter of heart, there's Karen Kilimnik's tropical tables, or Julian Schnabel's impasto mambo. Of course nothing says the beach like a silk-screened poetry by Raymond Pettibon.

Since November 14, the towels have been available for $20 on target.com and wexlerwaxheimer.com. During Art Basel Miami Beach, the towels are on sale at the Standard and Raleigh Hotels.

Tags: art, art Basel Miami beach, Karen kilimnik, raymond Pettibon, frank Stella, juliann schnabel, art production fund