

B A R N E Y S N E W Y O R K

Barneys New York Launches Roy Lichtenstein Limited Edition Collection in Collaboration with Art Production Fund

New York, NY, May 2, 2013 - Barneys New York, the luxury specialty retailer, has partnered with the estate of Roy Lichtenstein and Art Production Fund to launch a limited-edition collection of home goods, available exclusively this summer at Barneys New York.

The summer-themed collection includes trays, placemats, china dishes, glasses, paper plates, paper cups, pillows, flying discs, pool floats, water bottles, and beach accessories, including bags, towels, and beach balls covered in Lichtenstein's iconic Pop Art images of the '60s, '70s, and beyond. Lichtenstein original artwork utilized for this special collaboration includes Ice Cream Soda (1962), Drawing for Kiss IV (1963), Baked Potato (1962), Bananas and Grapefruit I (1972), and much more.

"Barneys New York is thrilled to partner with the estate of Roy Lichtenstein and Art Production Fund," said Mark Lee, Chief Executive Officer, Barneys New York. "This collaboration has been in the works for some time. It's very exciting for us to mesh Barneys' appreciation of art with our desire to bring exclusive and limited-edition product to our customers, including our Chelsea Passage customers."

25% of all sales from the collection will benefit Art Production Fund, a non-profit founded by Yvonne Force Villareal and Doreen Remen and directed by Casey Fremont Crowe which supports public art projects. The collection will retail between \$28 and \$295 and will be available at the Barneys New York Madison Avenue flagship, as well as Beverly Hills, Chicago, Miami and Barneys.com.

"We are honored to be a part of this collaboration that provides the public with greater access to Lichtenstein's iconic and rarer works," said Art Production Co-Founders Yvonne Force Villareal and Doreen Remen. "The playful collection pays homage to the artist's longstanding interest in designing his own functional objects and in American consumerism in general."

In addition to the collection, Barneys New York will dedicate its famed windows to Roy Lichtenstein with an installation conceived by Barneys Creative Director Dennis Freedman. The windows will be unveiled and the collection will be available for purchase in late April.

About Roy Lichtenstein

Roy Lichtenstein (born in New York City, 1923) was one of the leading figures of the Pop Art movement. Depicting American pop culture and mass media with a sense of irony, Lichtenstein's distinct style has made him an icon of the 20th century. Lichtenstein found inspiration in popular advertising and the comic book aesthetic, and his artwork is recognized globally today. During the 1960s, Lichtenstein exhibited at the Leo Castelli Gallery in New York alongside Jasper Johns, James Rosenquist, and Andy Warhol. Lichtenstein continued creating works until his death in 1997. His artwork has been celebrated in numerous retrospectives worldwide.

About Art Production Fund

Art Production Fund (APF) is a 501(c)3 non-profit organization dedicated to commissioning and producing ambitious public art projects, reaching new audiences and expanding awareness through contemporary art. Recent projects include: SHOW, Vanessa Beecroft, Solomon R. Guggenheim Museum, 1998; PLAN B, Rudolf Stingel summer2004, Grand Central's Vanderbilt Hall and The Walker Art Center; Prada Marfa, Elmgreen & Dragset, Valentine, TX, 2005,

BARNEYS NEW YORK

permanent; Greeting Card, Aaron Young, Park Avenue Armory, 2007; Electric Fountain, Noble & Webster, Rockefeller Plaza, 2008. The Ghosts, Sue de Beer, Park Avenue Armory, New York City, 2011; After Hours: Murals on The Bowery, New York City, 2011; David Brooks, Desert Rooftops, NYC, 2012; Josephine Meckseper, Manhattan Oil Project, NYC, 2012; Kiki Smith, Chorus, NYC, 2012; Yoko Ono, Imagine Peace Times Square, NYC 2012; Yvette Mattern, Global Rainbow After The Storm, NYC 2012; Ryan McGinley, Taxi TV, NYC, 2013. Co-Founders: Yvonne Force Villareal and Doreen Remen; Director: Casey Fremont Crowe.

About Barneys New York

BARNEYS NEW YORK (Barneys) is a luxury specialty retailer renowned for having the most discerning edit from the world's top [designers](#), including [women's](#) and [men's](#) ready-to-wear, [accessories](#), [shoes](#), [jewelry](#), [cosmetics](#), [fragrances](#), and [gifts for the home](#). Barneys' signature sense of wit and style is manifested in its creative advertising campaigns, original holiday themes, and celebrated window displays. Founded as a men's retailer in 1923 in downtown Manhattan, it became an international arbiter of high style for both women and men in the 1970s, renowned for discovering, developing, and celebrating new and innovative design talent. Today, Barneys New York operates flagship destinations in New York City, Beverly Hills, Chicago, Seattle, Boston, San Francisco, Las Vegas, and Scottsdale, along with a preeminent luxury online store, Barneys.com, and 25 other stores across the United States.

For more information about Barneys New York, please visit www.Barneys.com.

Press Contact: Beth Orr, 212-450-8699, bethorr@barneys.com