

GOTHAM



Don't Skip the Gift Shop—What to Buy at Art Museums Around NYC

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Visit for the art—but stay for the retail. Merchandisers at four of the city's top museums pick out their gift-shop faves.



Ryan McGinley Beach Towel

“Ryan McGinley, an artist featured in the Guggenheim’s permanent collection, designed this limited-edition beach towel (\$95) featuring his vibrant photography exclusively for the museum. The towel is produced by Art Production Fund, an organization dedicated to producing ambitious public art projects and expanding awareness through contemporary art.” —Gigi Loizzo, director of retail at the Guggenheim Store. 1071 Fifth Ave., 212-423-3615