

ARCHITECTURAL DIGEST



DAILY AD

ARTIST-DESIGNED TOWELS BY JAMES ROSEN- QUIST AND GLENN LIGON

Text by Hannah Martin | Photography by James Ewing, courtesy of Art Production Fund

| December 2, 2014



*A towel by James Rosenquist pictures his 1961 painting *I Love You with My Ford*.*

James Rosenquist has long appropriated images of consumer culture found in advertisements—the U-Haul logo, a slice of cake, a close-up of spaghetti—in his Pop Art paintings and collages. Now his work will be projected across one of today's ubiquitous commodities: the beach towel. For the ninth annual Artist Towel Series, and in time for Art Basel, Miami Beach, Art Production Fund has partnered with Rosenquist and Glenn Ligon on artful iterations of the poolside staple. Their designs—based on Rosenquist's 1961 *I Love You with My Ford* and Ligon's 1988 text painting *No. 417 (Sweetheart)*—launch today at the Standard Spa, Miami Beach, where they will be available to guests looking to take a dip.

Art Production Fund Artist towels, \$95; artproductionfund.org/shop