



## ABMB Guide: Art Production Fund x Ryan McGinley x Yayoi Kusama

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Heading to Art Basel Miami Beach next month but can't rustle up the coin to buy a real artwork? Not to worry. **Art Production Fund** has you sorted with its eighth annual Artist Towel Series, this time featuring artists du jour **Yayoi Kusama** and **Ryan McGinley**. Thanks to the non-profit co-founded by Yvonne Force Villareal and Doreen Remen, you can flaunt poolside with Kusama's frenzied polka dots or wrap up in McGinley's risqué nude, while supporting APF's mission to expand awareness through contemporary art.

Part of their Works on Whatever (WOW) series, the towels are a fine example of APF's clever knack at imbuing some wit and playfulness into an industry that often takes itself way too seriously. "Like many of our public art projects, the WOW series is intended to inject art into everyday life by having it appear in unexpected places," APF Director Casey Fremont told M Daily. "Functionality and price point are a really important part of the concept. These items are 100% usable, fun and affordable; they become a part of peoples' lives. We consider WOW an extension of our public art mission."



Fremont attributes the towels' popularity to their "anything goes tone," and we have to agree, especially when the chosen artists are famed for their idiosyncratic styles. APF cherishes the relationships and discourse it forms with artists. The non-profit has already worked with McGinley on its Taxi TV project earlier this year, and, although working with APF is a first for Kusama, she is no stranger to collaborations either.

The Japanese artist's aesthetic lends particularly well to fashion and design, as she proved when she joined forces with Louis Vuitton in 2012.

"Take one look at Kusama and you immediately appreciate her incredible and unique style," said Fremont. "The layered patterns found throughout her work translate perfectly to design items. We have admired Kusama's work for a long time and it is an honor to have her be a part of the towel series."

Both 2014 towel editions will officially launch at Art Basel Miami Beach next month and will be available at The Standard Spa, Miami Beach for guests to use throughout the fair.

The towels will be available online from December 4 at [worksonwhatever.com](http://worksonwhatever.com) and retail for \$95.