OBJET D'ART: GOODNIGHT KISS

By RACHEL SMALL

ABOVE: ASSUME VIVID ASTRO FOCUS, BUTT PILLOW, 2014. DIGITAL PRINT ON COTTON/POLYESTER. UNIQUE ARTWORK ON EACH SIDE. 20 X 20 IN. (50.8 X 50.8 CM). COURTESY OF HENZEL STUDIO.

Every month, Interview picks an artist or designer created object that straddles the line between aesthetics and function. Subdued tastes need not apply.

When renowned Swedish design firm Henzel Studio asked assume vivid astro focus to create special edition pillowcases, the sex-positive artist collective didn’t need to think long about their idea. “Well,” they reason, “Who doesn’t like a nice piece of ass?” The titillating pattern is borrowed from a 2013 solo show at the São Paulo gallery Casa Triangulo. Employing sexual symbols to metaphorically criticize urban development in the city, the exhibition featured a series called ”Abusada,” which was based on photographs pulled from magazines dedicated to women with big butts. “After selecting a nice grouping of images that combined nice asses and interesting poses we started to draw and paint on top of the ladies,” they explain. “The geometric compositions allude to the São Paulo Concrete Art legacy, accentuate certain parts of the actual images, and play with the juxtaposition of high and low cultural references.” They used different “Abusada” works for six pillowcase designs, including the one pictured. The collaboration is one of 13 that Henzel Studio organized for an exhibition this month at Colette in Paris, which will feature rugs in addition to pillows. AVAF’s series is appropriately titled “Butt Pillows.” Sweet dreams.

THE “BUTT PILLOW” SERIES BY AVAF WILL BE AVAILABLE AT COLETTE, PARIS BEGINNING MARCH 23 ALONG WITH RUG AND PILLOW DESIGNS BY TWELVE ADDITIONAL ARTISTS AND PHOTOGRAPHERS.