

Art Brands



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Vermeer chippers, Fontana juice, Giotto candies, Goya noodles, Lichtenstein medicine, Rembrandt toothpaste, Richter spicy fish rolls and Beuys dog food In this amusing volume, published in conjunction with an exhibition at the Museum fur Neue Kunst, Freiburg, German artist and historian Michael Klant introduces us to "art brands," his collection of products named after famous artists throughout history. As the subtitle, "If Dogs Eat Beuys" suggests, some of these objects are quite humble. Sometimes they

are made by manufacturers who happen to have the same last name as the famous artist, but often they have simply been given these illustrious names so that they will sell better--as with Rembrandt toothpaste, which presumably implies that your teeth will be as brilliant as the seventeenth century master's paintings. On the serious side: these product names are canny cultural hooks that subliminally play on our knowledge of art in the name of commerce.

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