

London Evening Standard

standard.co.uk



Trends
Scarfology,
ego surfing
and feral
choirs
Pages 32 & 33

EDIBLE ART CHOCOLATES FOR A GOOD CAUSE

YOU'VE seen them jumping out at you from the glossy pages of museum catalogues and they're always the exhibits that call in the crowds at the museums. It's just getting your hands on them that's the problem.

Now those million-pound prints and photographs you've hankered after are nearer than you think.

French company Ligne Blanche Paris is currently selling online and in Selfridges a range of Andy Warhol chocolates and Robert Mapplethorpe candles from £10-£40. The company works in close collaboration with artist foundations such as the Keith Haring Foundation, the Robert Mapplethorpe Foundation and the Andy Warhol Foundation for the Visual Arts to develop products that not only respect the artworks but also the spirit of the artists they represent.

Audrey Pelegry, design director at

Ligne Blanche, who aims her range of dead artists' merchandise at art lovers and small collectors, said she would "far rather have a gift in the style of a dead artist than a bad print on a wall". She claims not to interfere with their work, saying: "This way it's more accessible to the public, which is really what the pop artists wanted when they were making their art."

Approximately five to 10 per cent of Ligne Blanche's turnover goes to the foundations as royalties, so for every box of £9 Keith Haring sweets bought, for example, part of the proceeds goes to researching Aids, which Haring died of in 1990.

So now you can have your art and eat it, knowing it's going to a good cause.

Victoria Stewart

www.ligneblancheparis.com

Printed and distributed by NewspaperDirect
www.newspaperdirect.com US/Can: 1.877.980.4040 Intern: 800.6354.6354
COPYRIGHT AND PROTECTED BY APPLICABLE LAW