



ArtBrands⁺

wenn Hunde Beuys fressen
when dogs eat Beuys

Art Brands by Michael Klant is an amusing collection of products whose names include an artist's moniker, such as Vermeer chippers, Giotto candies, Goya noodles, Lichtenstein medicine, Rembrandt toothpaste, Richter spicy fish rolls and Beuys dog food. Does this sort of marketing ploy lend prestige or value to the product? Who really knows? But it does make for an amusing book that is a light read on high art, pop culture and the world of marketing.

Paperback, 120 pages. Hatje Cantz, 2008. \$22.80 at Amazon.