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# A New Line | Cory Arcangel's Latest Conceptual Art Project: Fashion


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CULTURE, MEN'S FASHION | By CARRIE BATTAN | MAY 13, 2014, 11:15 AM



The artist Cory Arcangel has released a new line of clothing and accessories, including sweatpants and an iPad cover.

**Cory Arcangel** keeps his laptop perched on a small elevated desk in his Sunset Park, Brooklyn studio. Lately, he's been trying to stand up while he works — not because it's physically healthier, but because it helps curtail time-wasting. "I find that when you're standing, there's a certain threshold for browsing," says the 35-year-old technology-based artist. "You don't go on Facebook. There's something about having to use physical energy. I'm trying all these techniques so that I don't fall into a dangerous hole that I'm prone to, that I've been prone to for 20 years."

Arcangel's serious tone in discussing aimless Internet use comes as a surprise, especially considering that so much of his work — including his latest project, a clothing and lifestyle line — playfully celebrates the act of surfing the web. A few feet from the standing desk is a table covered with pieces from the collection, titled **Arcangel Surfware**.


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covered with pieces from the collection, titled **Arcangel Surfware**, which was created with the needs of web addicts in mind. The clothing is designed to facilitate the sort of comfy browsing experience Arcangel now actively avoids: it includes bedsheets, iPhone and iPad accessories that look like Arcangel's coveted Photoshop gradient pieces, and T-shirts, baseball hats, sweatpants and sweatshirts stamped with rainbow-colored yin-yang symbols. Unlike today's fashion sweats, Arcangel's are purposefully simple, plush and sturdy, recalling the customized apparel that gets distributed to athletic teams at suburban public high schools.

Clothing is something of a pivot for Arcangel, who is known best for toying with technology and culture that is slightly out of date (like "Super Mario Bros."). And though the line's aesthetic bears a whiff of the '90s, the concept, he says, speaks to hypermodern lifestyle habits. "You get up, check your iPhone, you're on your iPad. You actually could just not get out of bed. And that's kind of an ideal day: You just binge-watch four different series and don't leave your bedroom." He thinks about it for a moment, and laughs. "So dark."

Arcangel's plan for distributing his product is equally clever. The line, which debuts this weekend at a pop-up shop in a Manhattan Holiday Inn conference room, will be sold as part of an online merch store alongside Arcangel's new album, a limited-edition drawing as well as zines filled with source code from previous projects. As the assortment evolves, Arcangel plans to host immersive pop-ups in other cities. The collection will also be distributed and sold by **Bravado**, the merchandising mega-operation that sells gear for practically every popular musician in the country; Arcangel will be in the company of Lil Wayne, 2 Chainz and Carly Rae Jepsen.

The sales strategy relates to Arcangel's browsing habits, too. When he does fall into a web-surfing hole, he explains, "Music is the only thing I read about. Pitchfork, Stereogum, TinyMixTapes. I read all the hip-hop magazines: The Source, XXL. In fact, more often than not, I'll read and I might not ever listen."

*Arcangel Surfware, \$40-\$400, will be available in a pop-up store on Saturday, May 17 from 2 p.m. to 9 p.m. at the Holiday Inn SoHo, 138 Lafayette Street, New York, and online starting Saturday at [arcangelsurfware.biz](http://arcangelsurfware.biz).*

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