

The Magic Carpet Crew



Dream weave: Multi-media artist Simmons (center, with Force, left, and Remen, standing), designed this rug with her daughter's bedroom floor in mind. It's art, but "I want people to walk on it," Simmons says.

Yvonne Force and Doreen Remen Partners, Art Production Fund **Laurie Simmons** Artist

What now: Affordable, artist-conceived industrial carpets that definitively close the high-low gap and prove that rugs are replacing wallpaper as the hot decorative-revival item. Remen and Force, both in their early 40s, approached established art stars like Simmons and Kiki Smith as well as up-and-comers like Dana Schutz for the Works on Whatever collection, launching this fall at Manhattan's ABC Carpet & Home.

What then: While organizing a Rudolf Stingel art project at Grand Central Station in 2004, Remen and Force—who created Art Production Fund to realize artists' fantasies for

public consumption—discovered a technology capable of printing any image on carpet via 12-color ink jet. Voilà! The perfect way to raise money *and* spread the art gospel to the masses: Wall-to-wall costs a mere \$10 per square foot.

What next: A line of artist-designed bath and beach towels. **The insider line:** Force and Remen have a knack for tapping into artists' inner interior designers: "I loved making something outside the gallery channels that's functional," Simmons says.

Nostalgia chic: "My first major decorating moment," Force says, "was getting pink shag for my all-pink bedroom." —M.P.

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