

1. Scoring art



Created three years ago by Brazilian designer Marcelo Coelho, the Art-O-Meter is finally getting attention this Fall, in conjunction with renewed interest in modern art linked to the 30th anniversary of P.S.1 and the first art issue of W magazine. The device aims to “measure the quality of an art piece,” using a calculation based on how long visitors spend standing in front of a particular installation. A real-time score is displayed on the screen “represented by comments and a 5 star rating system.” As more artistic industries move to quantify their success with the aid of specially designed algorithms (see the recent Malcolm Gladwell piece *The Formula* from the New Yorker, chronicling the work of film and music industry prediction systems Epagogix and Platinum Blue), museum and gallery curators will soon have similar statistics to back up their aesthetic choices.

web.media.mit.edu/~marcelo/art-o-meter/index.htm

www.newyorker.com/fact/content/articles/061016fa_fact6

2. Hawaii-style-o



www.aloharag.com

Label-conscious shopping website Aloha Rag was recently named one of the top 100 best boutiques for men in the United States, and for good reason. Launched as a brick and mortar store in fashion starved Honolulu, Aloha Rag has also succeeded in bringing small niche labels to shoppers all over the continental United States. Featuring unusual items from hard to find labels (like the \$3500 turkey down jacket from Martin Margiela at left) as well as coveted “it-bags” from Balenciaga and Chloe, the site maintains a careful balance of high fashion snob appeal and mass market luxury. Take their responsive customer service and liberal return policy into consideration as well, and you may have the perfect online store.

3. Spray supplement



www.sprayology.com

As part of the recent legitimization of homeopathics, we are witnessing both doctors and cosmetics experts jumping on the bandwagon to endorse everything from vitamin supplements to herb-infused oxygen. Homeopathic treatment line Sprayology finds a new approach for delivering essential vitamins and minerals to our systems, in packaging that looks suspiciously like Binaca but is rooted in medical fact. Recognizing modern man's need for additional vitamins and minerals, the founders of Sprayology knew that chunky tablets were only partially effective due to low absorption rates. To counteract this problem, their invention directly deposits vitamins under the tongue using a spray vial. Available in 22 different formulas including StressLess, WomanPower, DailyMulti, C +Z, and AllergEase, the small tubes are a convenient way to get an organic (and trendy) boost to your system.

4. Fashioning Architecture



Following the recent string of fashion related exhibits in New York, the Museum of Contemporary Art in Los Angeles will join the fray with *Skin + Bones: Parallel Practices in Fashion and Architecture*. Featuring work from both forward thinking fashion designers like Hussein Chalayan, Dries Van Noten and Viktor and Rolf, as well as gifted architects such as Shigeru Ban, the exhibit will trace links between the construction of clothing and the construction of buildings.

Opening on November 19th, the exhibit runs through March 5th at MOCA's Grand Avenue location.



MOCA
250 South Grand Avenue
Los Angeles, CA 90012
www.moca.org

5. USB Chiller



Adding yet another product to the exploding USB accessories market, technology firm CoolIT introduces a way to keep your beverages cold *and* within reach. Both a testament to our growing laziness as well as our inability to leave our desks, the device maintains any liquid at a constant 45 degrees and is available for \$40 online.

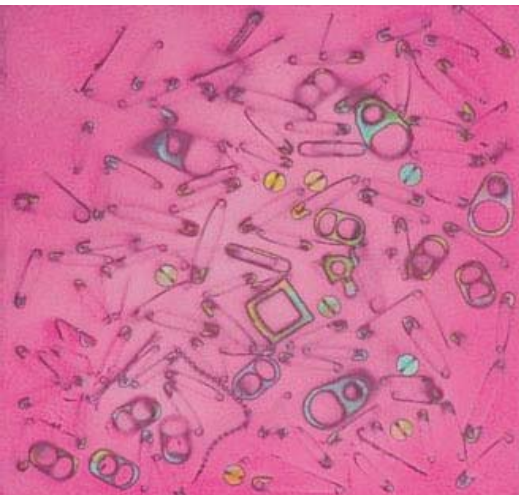
www.coolitsystems.com

6. V Online



The creators, writers and photographers of the artbook project Visionaire, and their in-house newsstand publication V magazine, have long been the self-styled NYC masters of cool. The large-format magazine features the most cutting edge coverage of new artists, fashion designers, musicians and filmmakers, with a recently widened distribution that includes the most suburban Barnes and Noble. Even more revolutionary is the content featured on the new V website, an unheard of amount of information available for free from a print publication. Look for full fashion stories, party photos, features, interviews, a staff blog and more online at www.vmagazine.com.

7. Proliferated Flotsam



www.julietrose.net

Artist Juliet Rose creates slick paintings that bring to mind the current trends towards couture recycling and multiples in fashion. Using an array of items that make up the detritus of daily life, such as safety pins, bottle caps, nails, keys and combs, she uses these objects as a commentary on our personal consumption and the banality of routine. Although the work appears to have the raised texture of a sculpture, the surface of each panel is actually glossy and smooth, due to a complex layering technique involving ink, acrylic, and thick airbrushed varnish. Currently showing in London at the Wimbledon Open Studios, look for her work stateside in January at the Art Miami Fair .

8. Street beat



In yet another example of “blog famous” personalities crossing over to the mainstream media, the Sartorialist creator Scott Schuman was hired by Style.com to cover street style during fashion week, both in New York and Europe. An insider favorite for a couple of years, the Sartorialist website is a feverishly updated compilation of photos Schurman gathers on the streets of NYC everyday. Chronicling fashion on the street is nothing new, however the view presented on this particular blog is always tasteful and refined; appreciating both the classic styles and more fashion forward choices of our residents. The coverage in London, Milan and Paris merely widened the scope of this photographer’s lens, affording the world a peak at the inspired styling of everyday men and women.

thesartorialist.blogspot.com

www.style.com/peopleparties/street/101206

9. Fetish Item



Almost as rabid as limited edition sneaker fans, t-shirt collectors are becoming similarly cult-like. Addressing this new demographic is an exhibition at Atlanta’s Museum of Design entitled *To a T: T-Shirt Culture...Cute or Couture?* A solid group of designers is represented, including BlackBlack Label, Project Alabama, Twice Shy and of course, Marc Jacobs. A nice contrast to the usual high-fashion exhibits, the show is on now through January 13th.

www.museumofdesign.org

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