



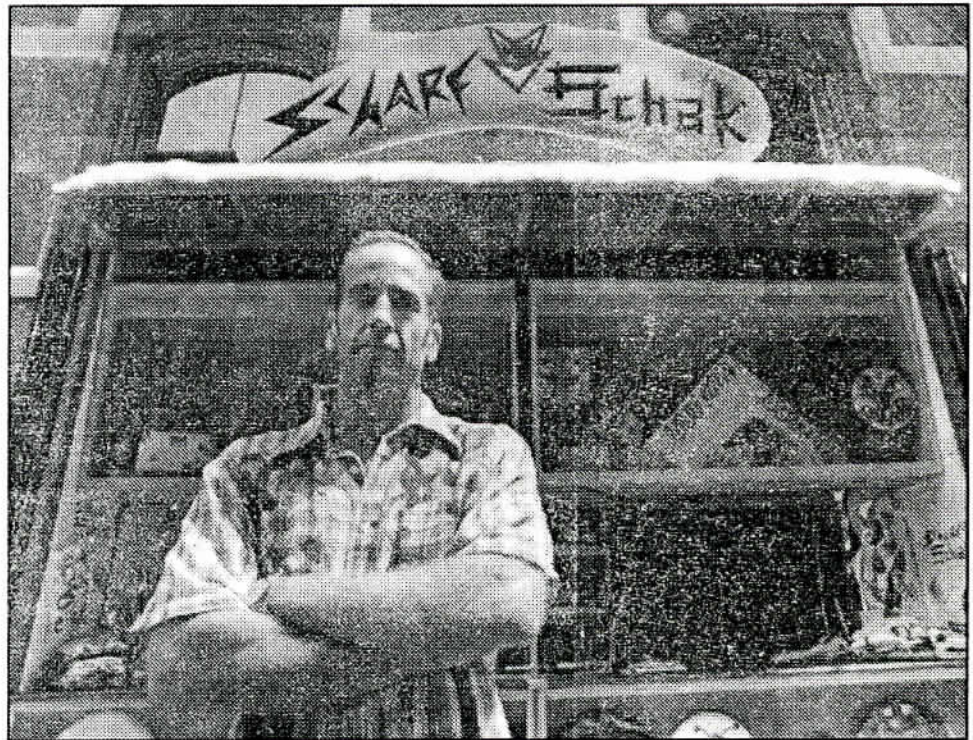
LATE CITY FINAL

WEDNESDAY, JULY 5, 1995 / Chance of late thunderstorms today, 80-85; fair tonight, 67-72 / Details, Page 20 **

50¢

JULY 5, 1995

POST Plus



ARTISTIC LEANING: Artist Kenny Scharf poses against the newly-opened Scharf Schak, selling his collectibles on Prince Street.

Schaken up by Schak

ANYONE who hasn't walked down Prince Street in SoHo in the past week is in for a surprise.

There, on the sidewalk between Mercer and Broadway, stands a flamboyantly-painted, thatch-topped shack.

It looks like it's straight off some tropical beach, but in reality it's straight out of artist Kenny Scharf's studio and it's stocked with his collectibles: T-shirts (\$20), Swatches (\$80), drinking glasses (two for \$35), emblazoned with his signature quirky, cartoonish images.

"I've been customizing objects like telephones and appliances since

In Fashion



By Kathleen Beckett

1980," said the artist, 36, in town recently from Miami (where he now lives) to oversee the Scharf Schak opening and shoot a cameo in pal Julian Schnabel's film about his former friend, the late Jean-Michel Basquiat.

Scharf was a driving force behind Don't Bungle the Jungle, a benefit to save the rain forest, and his concern for the environment is

the impetus behind a Scharf Schak feature.

Any old piece of clothing a customer brings in can be recycled by shipping it to Scharf's studio where an assistant will customize it with a silk-screen created from an archive of Scharf-ian images.

He tested the waters when he opened his Scharf Schop in Miami six months ago. According to the artist, the idea knows no limits. "We could conceivably create other 'schaks' anywhere, or even travelling 'schaks' to put on a trailer and drive around." When he's not painting.