



Museum of Contemporary Art Tucson

Coke Wisdom O'Neal

Box



Coke Wisdom O'Neal is a Brooklyn-based artist who works among and between the realms of photography, film, sculpture and performance. While most of his work ends up in the form of a photograph, O'Neal continually examines and develops notions about ways in which photography relates to performance, theatre, stage sets and motion pictures. His *Box* is a monumental example of this. A "camera" is literally a room, and while photography tools and devices have shrunk in size since the early cameras that comprised an entire room, O'Neal plays on the history of photographic devices by reinvigorating the idea of a room, or stage, within which to frame his subjects. *Box* at rest is a monumental sculpture operating along the lines of minimalist practice. Rather than creating an object to gaze upon, minimalist sculptures reorient architectural space, and reorient your body in space. When a subject enters *Box*, the work is further animated by the figure, which is both framed by *Box* and provided with a frame

from which to see the world outside of *Box*. *Box* then transforms into a stage for what anthropologist and sociologist Erving Goffman famously termed “the presentation of self in everyday space”. One cannot help but “perform” while in *Box*, as the heightened sense of awareness of “subjecthood” is framed and presented to the world outside of *Box*. Finally, O’Neal’s photographs of subjects in *Box* are presented as his artwork in the world.

The community is invited to engage with *Box*, and to capture their own snapshots while at play with *Box*. Additionally, O’Neal will be taking his photographs of participants in *Box* between 9-11am from Wednesday 17 July through Sunday 21 July. Current MOCA members are welcome to make a reservation during those times, non members can drop in on a first come, first serve basis. If you would like to inquire about a private portrait commission by O’Neal, please contact his gallery at www.mixedgreens.com.