

BEYOND

CULTURES

CALL FOR PARTICIPATION

BEYOND THE WHITE CUBE: CONTEXTS, CULTURES, CONJECTURES

CLEVELAND STATE UNIVERSITY ART GALLERY | CLEVELAND, OHIO | MAY 27 - JULY 1, 2005

CURATED BY GERALDINE WOJNO KIEFER | ASSISTANT PROFESSOR OF ART HISTORY | SHENANDOAH UNIVERSITY

CONJECTURES

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Assistant Professor of Art History
Shenandoah University

Beyond the White Cube: Cultures, Contexts, Conjectures is premised on addressing, revisiting, and conjecturing upon the seminal series of essays written in 1975-76 by Brian O'Doherty, grouped as "Inside the White Cube: The Ideology of the Gallery Space." Framing the exhibition as well are the myriad ripostes and responses that the white cube has generated in art and architecture; in art and architecture history and criticism; and in exhibitions, designs, and museums and art centers erected up to the present day and in our very midst. A spectacle as well as a premise and space, the white cube has become alternately solid, transparent, mirrored, moist, warped, popped up, and projectile; as well, it has morphed from gallery to museum to laboratory to domicile to a backdrop and vessel for fashion and display.

Beyond the White Cube will include three components:

"Contexts," an introductory series of spaces based on the "white cube" as style and parti, including works and installations exploring Minimalist/Conceptualist, Constructivist, Deconstructivist, and other codified approaches;

"Cultures," a series of spaces including works and installations premised on the expansion of high art into popular and visual culture, with the "cube" extended to the field of the urban and residential grid, the magazine and newspaper page, the fashion runway, and the video and computer interfaces; and

"Conjectures," a series of spaces that question the very existence of "whiteness" in contemporary and postcolonial art and visual culture.

Programs envisioned as vitally important to the communication and engendering of ideas stimulated by the exhibition may include a course, sponsored by the CSU Department of Art, on the "white cube" in the context and within the history of exhibition design; a public symposium or lecture series; performances; and gallery talks scheduled throughout the duration of the show.

Artists, architects, and designers interested in participating in the exhibition are invited to propose an installation or work — in static, kinetic, performative, traditional or new media formats — for the exhibition. Submissions, including an SASE, will be accepted until May 31, 2004; however, early submissions will be afforded priority consideration. Accepted proposals will be retained, with the artists advanced to finalist stage; all others will be returned by or before June 30, 2004.

“ [In the art gallery] the outside world must not come in, so windows are usually sealed off. Walls are painted white. The ceiling becomes the source of light. . . . The art is free, as the saying used to go, ‘to take on its own life.’ ”

Thomas McEvilley, *Introduction to Inside the White Cube: The Ideology of the Gallery Space* (Berkeley, Los Angeles and London: University of California Press, 1986), p. 7, quoting Brian O'Doherty.

“The white wall must be subjected to a far more thorough interrogation in relationship to the specific ways that the association between dress and architecture operates . . . until, finally, [one] ends up designing not just textiles and wall hangings but even dresses.”

Mark Wigley, *White Walls, Designer Dresses: The Fashioning of Modern Architecture* (Cambridge and London: The MIT Press, 1995), p. 185.

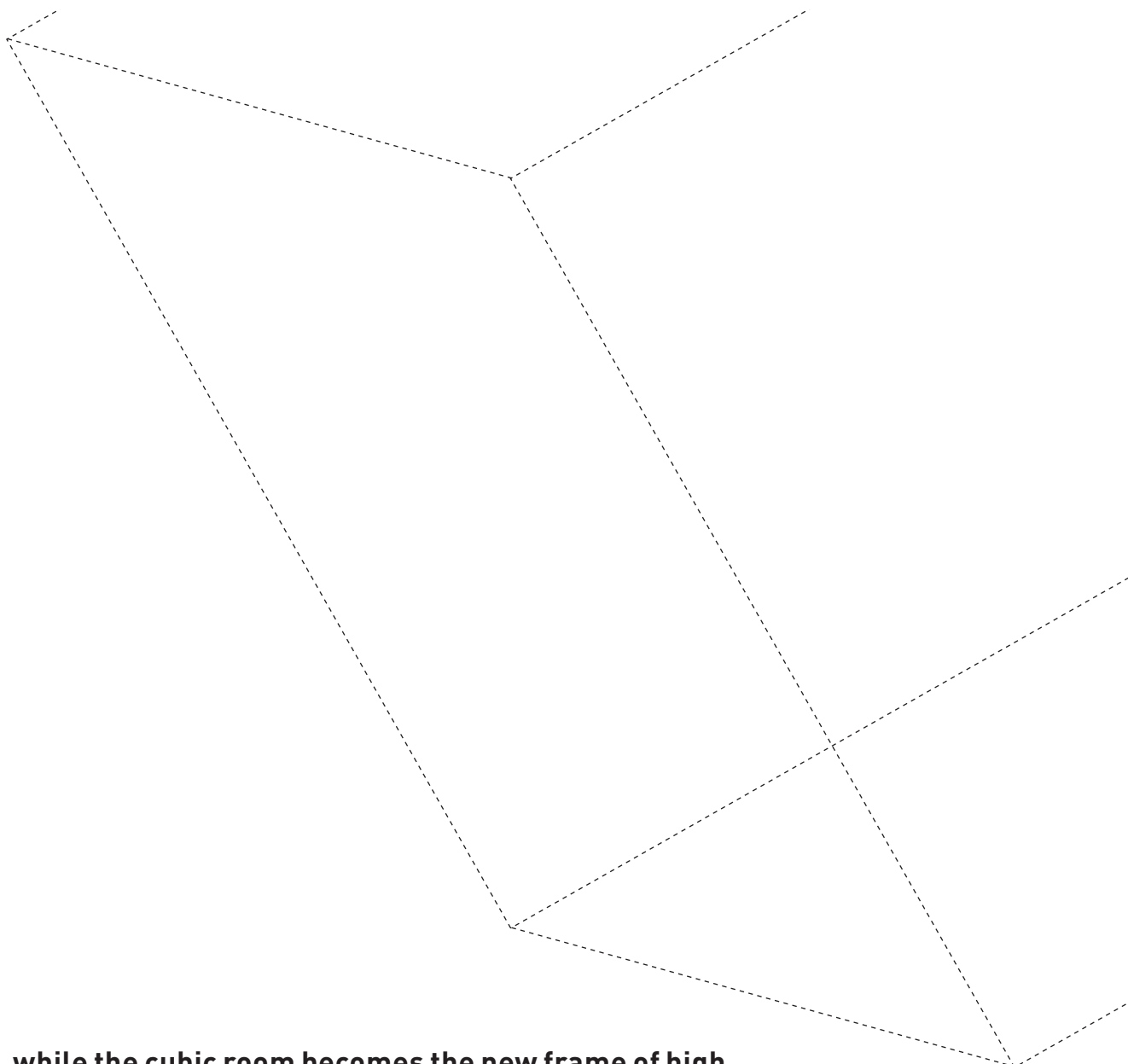
The application package should contain:

- 1** A one-page, double-spaced abstract for the proposal, including concept; materials, media and construction; approximate dimensions (height, width, depth); and considerations for spectator participation and interaction
- 2** A one-paragraph statement explaining the proposal's appropriateness for "Contexts," "Cultures," or "Conjectures," or, if desired, how the proposal suggests an overlay, conjunction or disjunction of these flexible categories
- 3** A concept drawing or drawings of the proposal
- 4** Up to twelve 35-mm slides or a CD with 12 digital images of recent work relevant to the proposed project
- 5** Current resume, brochure or curriculum vita

Please send proposal documents by or before May 31, 2004, to:

Dr. Geraldine W. Kiefer
School of Arts and Sciences
Shenandoah University
1460 University Drive
Winchester, VA 22601

Email inquiries may be directed to gkief@su.edu
For more information, call 540.545.7323



“ Thus, while the cubic room becomes the new frame of high modernism, the White Cube encloses further defamation of the avant garde project.”

John C. Welchman, "Parametrology: From the White Cube to the Rainbow Net, 1996," *Art After Appropriation: Essays on Art in the 1990s* (Australia: G+B Arts International, 2001), p. 225.