

In Coke We Trust

A video installation proposal. See the animation:

vimeo.com/31767921



8in x 8in - Colored pencil, marker, and ink on paper



88in x 88in - Projected image on original frames

"All the Cokes are the same and all the Cokes are good."

-Andy Warhol

The animation "In Coke We Trust" plays on a loop, repeating unlimited duplications forever at 12 frames per second. The video will be projected on a 7 foot 4 inch square arrangement of 121 original frames.

Created using a combination of traditional and digital techniques, this animation bridges the gap between mass-produced and handmade. Line drawings were animated on a computer, then each frame was printed on copy paper and hand colored. When screened in quick succession, the loosely drawn frames quiver with life, reminding the viewer of the humanity that still exists in this digital age of perfect straight lines and smooth motion. This piece aims to elicit pause and reflection in a world of accelerating technological advancements and human achievements.

Born and raised in Southern Oregon, I studied film in Los Angeles and now live in Brooklyn. I work in advertising, drawing storyboards and concept art for commercials. In my fine art, my goal is to create universal works of art. It's difficult to create something that everyone can relate to. A piece must not include clothes, because it would alienate cultures that don't dress the same, and it also shouldn't depict flesh, because that would exclude other races. It can't be an abstract painting, because some people without knowledge of art history won't get it. But no matter how rich or poor, no matter how religious or unfaithful, no matter how powerful or humble, everyone gets thirsty. Everyone likes cold, refreshing, sweet things. And most everyone recognizes the white lettering on red background of the Coca Cola logo.

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