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New at MOCA's Project Atrium: 'Crush,' an installation by Heather Cox



Artist Heather Cox was in the Haskell Atrium Gallery in the Museum of Contemporary Art on Wednesday to supervise the installation of her work, "Crush." It's the latest edition of "Project Atrium" and opens Saturday to the public.



Heather Cox



More than 80 "humanoid forms" are key elements in "Crush"

Humanoid forms on paths across the floor and up the walls are at the heart of “Crush,” the latest Museum of Contemporary Art Project Atrium installation.

The work of New York City-based artist Heather Cox, the exhibit opens Saturday to the public.

“It’s such a unique opportunity. I have enjoyed playing with the space,” Cox said.

“Crush” is intended to be interactive and visitors will be able to walk into the installation to experience it from different angles and points of view.

“It’s sort of an imaginary space. I’m curious what it will feel like to walk into the installation,” said Cox.

A graduate of Mills College in Oakland, Calif., and the Skowhegan School of Painting and Sculpture in Skowhegan, Mass. Cox received a Master of Fine Arts degree from the School of the Museum of Fine Arts & Tufts University in Boston.

She has exhibited at the Nina Freudenheim Gallery in Buffalo, N.Y., the Gesheidle Gallery in Chicago and the Nohra Haime Gallery and Knoedler Project Space in New York City.

Museum Curator Ben Thompson said Cox’s work represents a new direction for Project Atrium.

“This installation has a different sense of scale. The other artists went large, but she is using the space to compress,” he said.

Project Atrium is a series of installations within the three walls of the Haskell Atrium Gallery, the three-sided, three-story space at the top of the stairs in the museum’s lobby.

“Crush” is the first exhibit in the series funded in part by a grant from the Andy Warhol Foundation for the Visual Arts, Thompson said.

Other sponsors include Regions Bank and the law firm Driver, McAfee, Peek & Hawthorne.

The exhibit will open at 2 p.m. Saturday when Cox will present a lecture in the museum’s theater about the exhibit and her work.

The lecture is open to the public and will be followed by a 3 p.m. reception for museum members.

For information about the museum’s exhibits and membership opportunities, visit moca-jacksonville.org.

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