

# media alert

**wexner center**  
for the arts

**MEDIA ALERT**

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**WILLIAM POPE.L'S BLACK FACTORY, ON TOUR FROM MAINE TO MISSOURI, ROLLS INTO CAMPUS WITH HELP OF WEXNER CENTER**

**The Black Factory**, performance artist **William Pope.L's** interactive art installation on wheels, will be up and running on the **Wexner Center Walkway** at Ohio State University on **Saturday, June 11, between 1 and 5 pm**. Visitors are encouraged to participate by bringing objects that represent blackness to them for the performance and the Black Factory archives.

The Black Factory is a truck containing a gift shop, web kiosk, sound system, and an inflatable igloo. Some objects from visitors will be photographed and added to its virtual archive. Some will physically be archived in the igloo, some pulverized and made into products to be sold at the gift shop. Some will be used by Factory workers in skits designed to stimulate conversations combining ideas, sounds, and images. "Twice-Sold" products—canned goods with Black Factory stickers and Pope.L's signature—are sold for \$250 and up. Proceeds will go to Big Brothers Big Sisters of Central Ohio.

"The Black Factory does not make blackness," says Pope.L, who has been an artist for three decades. "It makes opportunity...It's a chance for folks to open up their hearts and minds, laugh and talk freely..." Pope.L is a professor of theater and rhetoric at Bates College in Lewiston, Maine.

Presented by the **Wexner Center** and the **Ohio State Department of Art**.

**What:** Performance artist William Pope.L's Black Factory, an interactive performance art installation incorporating objects representing "blackness," rolls into town. Participatory project includes gift shop, web kiosk, igloo archive of objects, skits to stimulate dialogues.

**When:** Saturday, June 11 from 1 to 5 pm. Check website for updates; event may be cancelled in case of inclement weather.

**Where:** Wexner Center Walkway at The Ohio State University, 1871 North High St. (between the Ohio Union Parking Garage and the Wexner Center).

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