

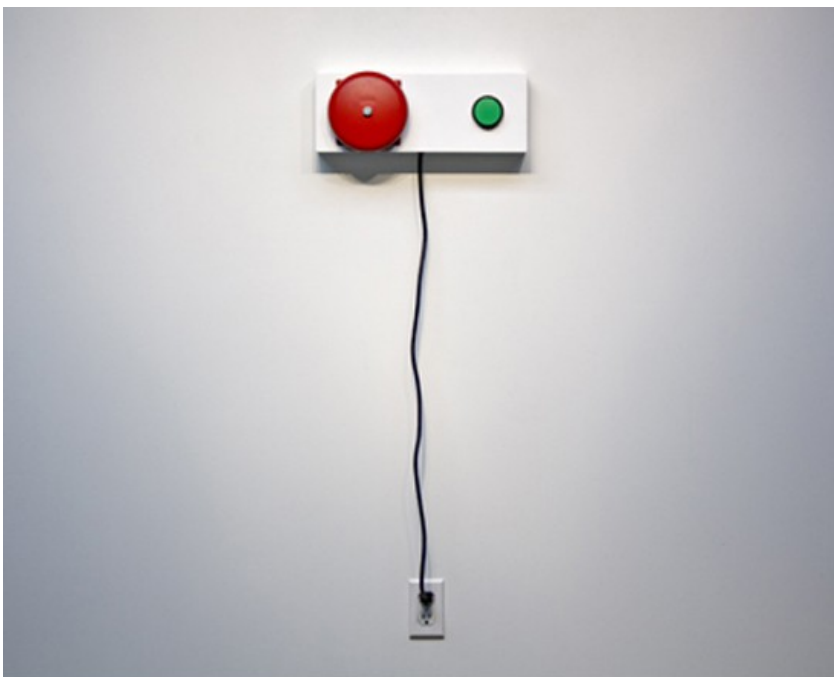


Artist Joseph Coniff on hippies, the Tony Tiger deathmatch and getting all that gold

By Tiffani Fitzgerald, August 3, 2011

Joseph Coniff's about to experience his first solo art opening, *This is What it's Like*, at RULE Gallery this Friday, August 5. He specializes in photography and sculpture, and his show will feature about eight pieces from both spectrums. What makes Coniff special, RULE owner and curator Robin Rule remarks, is his attention to unique details: "Joey is a very smart, innovative, emerging artist who does conceptual, idea-based artwork."

So we sat down with Coniff to chat. But we never brought up anything about his show.



Alarm, 2011, wood, metal, rubber and plastic, 16 x 8 x 6 inches

Westword: *Count Chocula or Tony the Tiger in a Thunderdome deathmatch?*

Joseph Coniff: Count Chocula.

Why?

I think just the hype factor of Tony the Tiger would be detrimental.

What movie did you think was the funniest movie when you were 12?

I can't even nail down what was out when I was 12. I've always liked Adam Sandler, so like *Tommy Boy*, or *Billy Madison*, or something. I don't know.

If there are so many fish in the sea, then how come so many people are lonely?

Because of the internet, probably.

Would you rather be a hippie trapped in Atlanta at the end of the Civil War, or a mobster trapped on a commune during the 60s?

I definitely don't want to be a hippie.

Is it the patchouli?

Actually not. It's a multitude of things.



Atari or Xbox?

I've never played either one.

What would you rather find yourself at the end of, a slip-and slide or a rainbow?

Well, a slip-and-slide is real, but probably a rainbow. I want the treasure. There's no reward at the end of a slip-and-slide, except the fun I guess. But it would be fun to have all of that gold.

Who will stop the rain?

The rain will never stop. So no one.

Will you be Enrique Iglesias' Hero? Will you kiss away his pain?

Sure, that sounds um. . . cool. I didn't know Enrique Iglesias was around anymore.

Finish this formal analogy: Milk is to Oatmeal as Kadinsky is to. . .

I don't want to say "art," but I guess that's my answer. And that's not insulting Kadinsky or anything. There are just too many people.

Do you know any good jokes?

Yah, I have a good joke, actually. What's red and smells like blue paint?

I dunno, what?

Red paint.

Any final remarks?

No, I think we've pretty much covered everything.

Coniff's show opens at the RULE Gallery on Friday, August 5 and runs through September 3. Friday's reception runs from 6-9 pm. For more information, go to www.rulegallery.com.



Joseph Coniff, *Self-Absorbed*, 2011, Glass Mirror, 20 x 20 inches