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GALLERIES—CHELSEA

ANDY FREEBERG

Freeberg's début is almost too clever for its own good: "Sentry," a series of color photographs, skewers the cliché of the white-cube gallery by focussing on its bunkerlike reception desk. Each image takes a deadpan, frontal view of the subject and the surrounding architecture, notably the ubiquitous poured-concrete floor. But whether the locale is Sonnabend, Gladstone, or Cheim & Read, and whether the desk is barrier or portal, one detail remains the same: the receptionist is never more than a glimpse of head bobbing above a stark-white rim. In a sense, Freeberg is taking scalps, but his real targets are uniformity, anonymity, and their chilling effect. Through Oct. 13. (Danziger, 521 W. 26th St. 212-629-6778.)