

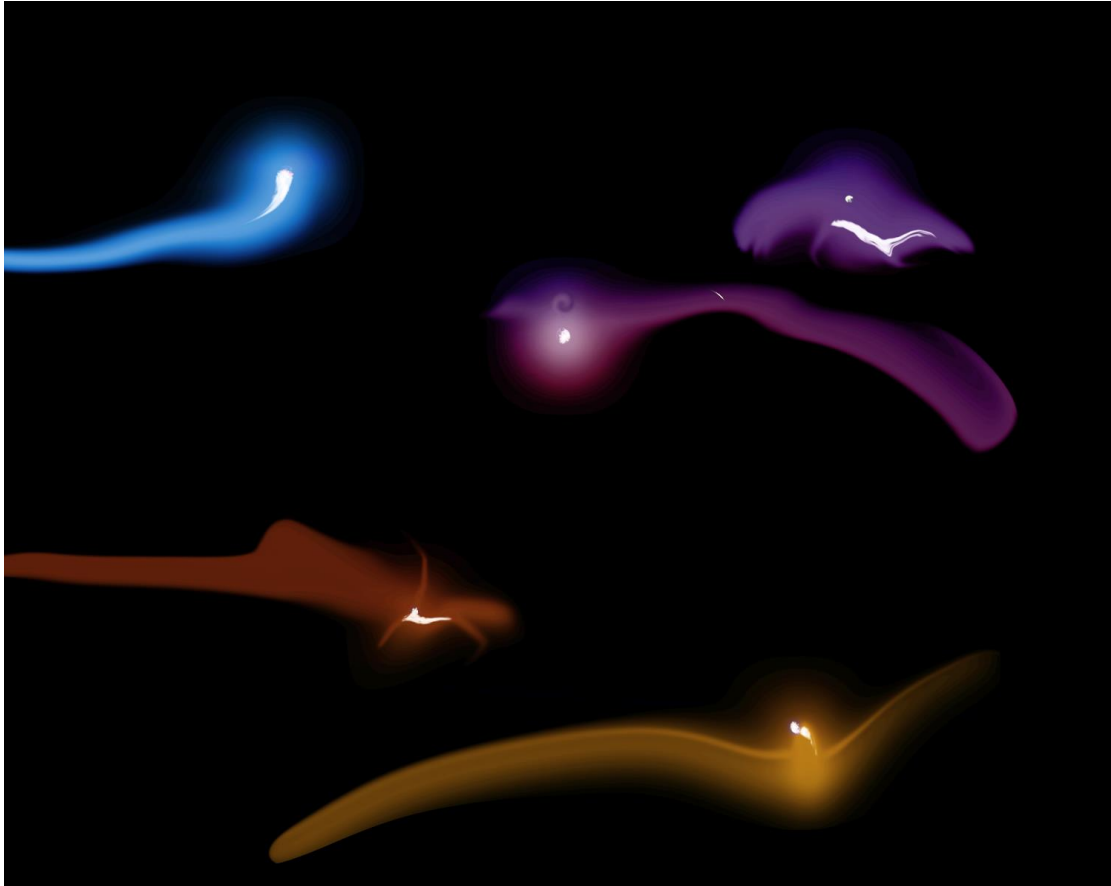
# WHITNEY

# PRESS RELEASE

Whitney Museum  
of American Art  
Press Office

99 Gansevoort Street  
New York, NY 10014

pressoffice@whitney.org  
(212) 570-3633



Sara Ludy, still from *Tumbleweeds*, 2022. Web project: [whitney.org](http://whitney.org).

## A NEW COMMISSION BY ARTIST SARA LUDY, *TUMBLEWEEDS*, LAUNCHES ON WHITNEY.ORG

*The project engages the digital and physical environment by activating the Museum's website and the desert landscape of New Mexico.*

**New York, May 31, 2022** —The Whitney Museum of American Art launches *Tumbleweeds* (2022), a new hybrid project by artist Sara Ludy (b. 1980), on [whitney.org](http://whitney.org). The work combines physical elements of performance and craft with browser-based visuals to examine concepts of space and time across the natural and online worlds. This commission is the latest in the Museum's Sunrise/Sunset series, a project that captures the core of artistic practice on the Internet with art interventions on the Museum's website. *Tumbleweeds* unfolds across [whitney.org](http://whitney.org) for thirty seconds each day to mark sunset and sunrise in New York City. The Sunrise/Sunset series is organized by Christiane Paul, Adjunct Curator of Digital Art at the Whitney.

*Tumbleweeds* is the first Sunrise/Sunset project to combine digital and physical interventions, by exploring the connection between nature and the online world. For whitney.org, Ludy creates an evolving map of animated light points displayed across a dark background. These points correspond to a performative activation in the desert of New Mexico, where the artist lives and works. Over the duration of the project, Ludy attaches shards of found glass to tumbleweeds using biodegradable twine and then releases them into nature. Ludy captures short videos of the light reflected by the glass shards, which appear on the online map as points of light that leave behind colored trails. Although they take on different hues, the same light points are seen at sunrise and sunset—“traveling” across the browser window to suggest a state of timelessness.



Sara Ludy, *Tumbleweeds*, 2022. Prepared tumbleweed, New Mexico. Photograph by Sara Ludy

“*Tumbleweeds* beautifully captures a state of being that many of us have experienced over the past few years: untethered and in suspension between online and offline existence,” Christiane Paul said. “The project sparks the imagination by inviting viewers to contemplate the simultaneous separation and connection between the online light points and tumbleweeds in the desert.”

On a biweekly basis throughout the project, Ludy updates the evolving animated “star maps” by adding points as she releases more tumbleweeds into the desert. By placing the light points within the browser window on an unmarked background, she intentionally obscures the scale of

the territory represented by the maps, highlighting the differences between space and time in the physical and online worlds.

The performance concludes when Ludy stops releasing tumbleweeds. A final digital star map is then created by combining the sunrise and sunset maps into one static digital “painting,” which will be presented on [whitney.org](http://whitney.org) to mark the end of the activation.

### **About the Artist**

Sara Ludy (b. 1980, Orange, CA) is an American artist and composer living and working in Placitas, New Mexico. Ludy works in a range of media, including digital painting, animation, VR, websites, installation, and sound. Through her interdisciplinary practice, Ludy generates hybrid art forms from the confluence of nature and simulation to explore notions of immateriality and being. Ludy’s work has been exhibited at the Whitney, the Museum of Contemporary Art Chicago, Vancouver Art Gallery, Berkeley Art Museum and Pacific Film Archive, and Künstlerhaus Bethanien, among other institutions. Her work has been featured in publications such as *The New York Times*, *Artforum*, *Art in America*, and *Cultured Magazine*.

### **About Sunrise/Sunset**

The Sunrise/Sunset series is organized by Christiane Paul, Adjunct Curator of Digital Art at the Whitney. Unfolding over a time frame of ten to thirty seconds, each project disrupts, replaces, or engages with the Museum website. Using [whitney.org](http://whitney.org) as their habitat, Sunrise/Sunset projects capture the core of artistic practice on the internet—interventions in online spaces. The series debuted in 2009 with *Untitled Landscape #5* by the collaborative *ecoarttech*. More recent commissions include LaTurbo Avedon’s *Morning Mirror / Evening Mirror* (2021), American Artist’s *Looted* (2020), and Kristin Lucas’s *Speculative Habitat for Sponsored Seabirds* (2019).

The Sunrise/Sunset series is a part of *artport*, the Whitney’s portal to Internet art and online gallery space for net art commissions. Launched in 2001, *artport* provides access to original commissioned artworks, documentation of net art and new media art exhibitions at the Whitney, and new media art in the Museum’s collection.

More information on *artport* and Sunrise/Sunset is available at [whitney.org/artport](http://whitney.org/artport)

### **About the Whitney**

The Whitney Museum of American Art, founded in 1930 by the artist and philanthropist Gertrude Vanderbilt Whitney (1875–1942), houses the foremost collection of American art from the twentieth and twenty-first centuries. Mrs. Whitney, an early and ardent supporter of modern American art, nurtured groundbreaking artists when audiences were still largely preoccupied with the Old Masters. From her vision arose the Whitney Museum of American Art, which has been championing the most innovative art of the United States for ninety years. The core of the Whitney’s mission is to collect, preserve, interpret, and exhibit American art of our time and serve a wide variety of audiences in celebration of the complexity and diversity of art and culture in the United States. Through this mission and a steadfast commitment to artists, the Whitney has long been a powerful force in support of modern and contemporary art and continues to help define what is innovative and influential in American art today.

**Press Contact**

**Ashley Reese, Assistant Director of Communications**

(212) 671-1846

[Ashley\\_Reese@whitney.org](mailto:Ashley_Reese@whitney.org)

**Whitney Press Office**

[whitney.org/press](http://whitney.org/press)

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[pressoffice@whitney.org](mailto:pressoffice@whitney.org)

**Visitor Information**

The Whitney Museum of American Art is located at 99 Gansevoort Street between Washington and West Streets, New York City. Public hours are: Monday, Wednesday, and Thursday, 10:30 am–6 pm; Friday, 10:30 am–10 pm; and Saturday and Sunday, 11 am–6 pm. Closed Tuesday. Member-only hours are: Saturday and Sunday, 10:30–11 am. Visitors eighteen years and under and Whitney members: FREE. Admission is pay-what-you-wish on Fridays, 7–10 pm.

COVID-19 vaccination and face coverings are not required, but strongly recommended. We encourage all visitors to wear face coverings that cover the nose and mouth throughout their visit.

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