

WHITNEY

Whitney Museum
of American Art
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PRESS RELEASE

THE WHITNEY MUSEUM OF AMERICAN ART AND HYUNDAI MOTOR ANNOUNCE 10-YEAR PARTNERSHIP TO TRANSFORM OUTDOOR GALLERY SPACE AND SUPPORT THE WHITNEY BIENNIAL



New York, NY, February 5, 2024 — The Whitney Museum of American Art and Hyundai Motor Company (Hyundai Motor) announce a new 10-year partnership that enables artists to test their aspirations and incubate their creativity. Hyundai Motor will support an annual commission located on the Museum’s expansive fifth-floor terrace in addition to supporting the Whitney Biennial.

The newly imagined outdoor exhibition project, the Hyundai Terrace Commission, offers an innovative platform for artists to experiment, respond to the space and the neighborhood, and showcase their work to the world. Envisioned by Renzo Piano and originally coined the “Test Platform,” the Museum’s largest outdoor gallery is a flexible and dynamic space that enables artists to realize large-scale and monumental installations.

Over the past decade, Hyundai Motor has deepened its partnerships with museums and organizations by supporting visionary initiatives around the world. This new partnership between the Whitney and Hyundai Motor expands a shared commitment to presenting the most relevant art and ideas of our time and opening up discussions for audiences worldwide. This is one of the longest and the most expansive global corporate partnerships to date for the Museum.

With support from Hyundai Motor, the Whitney's Hyundai Terrace Commission gives artists and curators the opportunity to push boundaries, innovate their practices, and execute their visions. The Museum will present a rotation of annual site-specific commissions, which include outdoor installations, sculpture, performances, and multimedia projects. In addition to supporting the Hyundai Terrace Commission, Hyundai Motor will also be the presenting partner for the Whitney Biennial, aligning the brand with the Whitney's most groundbreaking and signature presentation of the leading contemporary American art of our day.

"It is an honor to partner with Hyundai Motor, an organization with a dedicated track record of supporting innovation in the arts," said Scott Rothkopf, the Alice Pratt Brown Director of the Whitney Museum. "Our outdoor terraces are a signature design element of Renzo Piano's vision for the Whitney—an interface between the museum, the New York community, and the neighboring Hudson River and High Line. With Hyundai's generous support and our shared vision for the space, we can now realize the true potential of our grandest 'outdoor gallery,' allowing our curators and artists to dream big and test the bounds of creativity."

"Hyundai Motor will join the Whitney, a museum dedicated to supporting artistic experimentation, in embracing the complexities of our present by inviting visionary artists to share perspectives from their communities," said Euisun Chung, Executive Chair of Hyundai Motor Group. "We look forward to how this multiyear partnership for the Whitney Biennial and the Hyundai Terrace Commission will amplify diverse voices, shaping our collective future through boundless explorations."

Whitney Biennial 2024: Even Better Than the Real Thing opens March 20, 2024, and is the eighty-first edition of the Museum's landmark exhibition series, the longest-running survey of American art. During the years of the Biennial (every two years), the fifth-floor terrace space will feature the commissioned work of an artist for the Hyundai Terrace Commission in conjunction with the larger Biennial exhibition. The inaugural Hyundai Terrace Commission will launch in the spring of 2024 in line with the Whitney Biennial 2024.

PRESS CONTACT

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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.

Whitney Museum Land Acknowledgment

The Whitney is located in Lenapehoking, the ancestral homeland of the Lenape. The name Manhattan comes from their word Mannahatta, meaning “island of many hills.” The Museum’s current site is close to land that was a Lenape fishing and planting site called Saponckanikan (“tobacco field”). The Whitney acknowledges the displacement of this region’s original inhabitants and the Lenape diaspora that exists today.

As a museum of American art in a city with vital and diverse communities of Indigenous people, the Whitney recognizes the historical exclusion of Indigenous artists from its collection and program. The Museum is committed to addressing these erasures and honoring the perspectives of Indigenous artists and communities as we work for a more equitable future. To read more about the Museum’s Land Acknowledgment, [visit the Museum’s website](#).

ABOUT HYUNDAI MOTOR COMPANY

Established in 1967, Hyundai Motor Company is present in over 200 countries with more than 120,000 employees dedicated to tackling real-world mobility challenges around the globe. Based on the brand vision ‘Progress for Humanity,’ Hyundai Motor is accelerating its transformation into a Smart Mobility Solution Provider. The company invests in advanced

technologies such as robotics and Advanced Air Mobility (AAM) to bring about revolutionary mobility solutions, while pursuing open innovation to introduce future mobility services. In pursuit of sustainable future for the world, Hyundai will continue its efforts to introduce zero emission vehicles equipped with industry-leading hydrogen fuel cell and EV technologies.

More information about Hyundai Motor and its products can be found at:

<https://www.hyundai.com/worldwide/en/> or [Newsroom: Media Hub by Hyundai](#)

About Hyundai Motor's Art Projects

For over a decade, Hyundai Motor Company has deepened its partnerships with global museums and cultural organizations, including the National Museum of Modern and Contemporary Art, Korea (MMCA), Tate, the Los Angeles County Museum of Art (LACMA), and the Korean Pavilion at the Venice Biennale. Hyundai Motor's own art-initiatives include open call programs such as the VH AWARD, the Hyundai Blue Prize, and Artlab Editorial, a digital platform dedicated to art writing by transnational voices. Our ongoing collaborations embrace the complexities of the cultural landscape by exploring new ideas and perspectives within and beyond the art ecosystem.

Visit <https://artlab.hyundai.com> or follow @hyundai.artlab #HyundaiArtlab to learn more about our partnerships and programs.

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, 10:30 am–6 pm. Closed Tuesday. Visitors eighteen years and under and Whitney members: FREE. The Museum offers FREE admission and special programming for visitors of all ages every Friday evening from 5–10 pm and on the second Sunday of every month.

Image credit: A view of the building from the High Line, May 2014. Photograph by Timothy Schenck

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