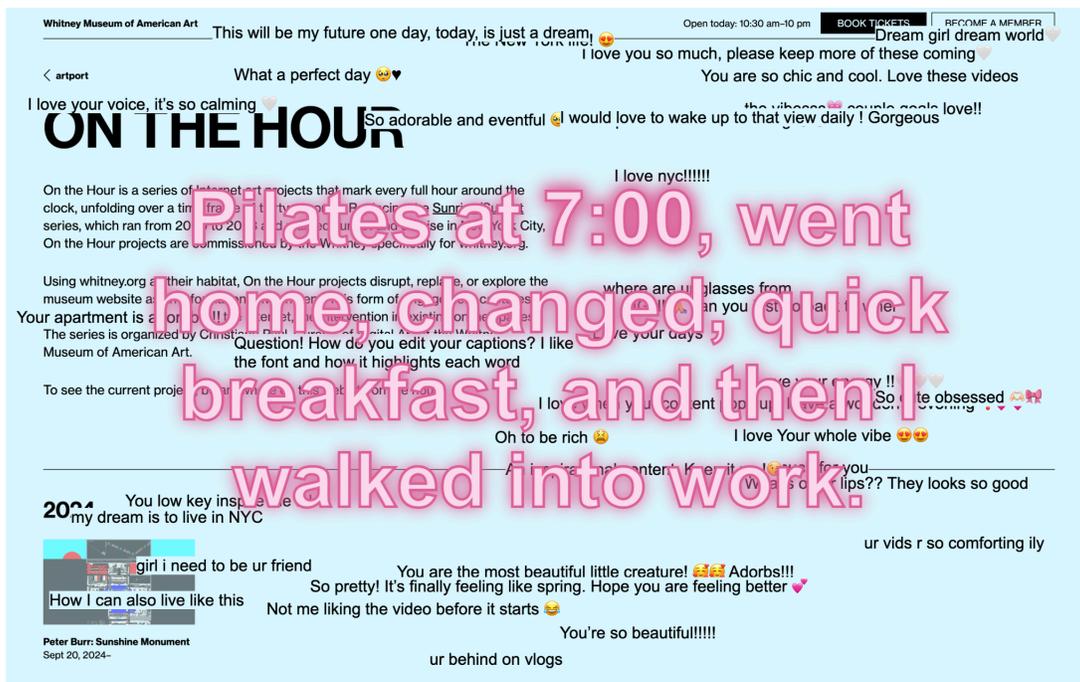


PRESS RELEASE

WHITNEY MUSEUM LAUNCHES DIGITAL ART COMMISSION BY MAYA MAN THAT EXPLORES TIKTOK CONTENT TREND



Artist Maya Man's new digital artwork on whitney.org reimagines a popular TikTok trend and explores self-representation, online storytelling, and the blurred line between them.

New York, October 29, 2024 — Today, the Whitney Museum of American Art launches [A Realistic Day In My Life Living In New York City](#), a new digital art project by artist Maya Man commissioned for artport, the Museum's online gallery space for net art and new media art commissions. This project is part of artport's [On the Hour](#) series, featuring projects that mark every full hour around the clock, unfolding over a time frame of thirty seconds. Using whitney.org as their habitat, these net art projects disrupt, replace, or explore the Museum website as an information environment. This form of engagement captures the core of artistic practice on the Internet: the intervention of net art in existing online spaces.

Presented hourly on whitney.org, Maya Man's *A Realistic Day In My Life Living In New York City* explores online self-representation, building on the style of a "day in my life" video, one of the most popular formats for short-form content on the Internet. The artist uses text excerpts from thousands of publicly posted TikTok videos to highlight the storytelling components from this

genre of online content. Man pulls away all visual elements and focuses on mentions of specific hours of the day, resulting in a series of texts appearing in large pink font layered over whitney.org. The selected quotes are presented on the Museum's website at the top of every hour and correspond with the specific time they are displayed online, followed by animated responses sourced from the video's comments section populating the screen.

"Maya Man's work perfectly captures the tension underlying a specific genre produced for social media platforms and TikTok, in particular," says Christiane Paul, the Whitney's Curator of Digital Art. "It exposes the templates for performing authenticity in a desire to find spaces for genuine every-day living. Functioning as a digital clock, the hourly posts present a range of familiar choreographies for staging a day in NYC."

Content creators strive to establish an authentic image that communicates relatability to their online community. In doing so, "day in my life" content producers often include "realistic" in their video titles to engage followers, especially when social media can be oversaturated with product placement and idealistic lifestyles. Man's piece explores the ambiguity between living and performance portrayed in online personas on platforms holding the potential to make every moment and every person an internet star. The artist highlights the paradox of this trend: the creator promotes a genuine "day in the life" while curating their activities, all while benefiting from the content consumption of the TikTok scroller. *A Typical Realistic Day in My Life Living in New York City* encourages viewers to consider the contradictions within this content production, acknowledging both the sincerity and absurdity of the interactions.

Maya Man's *A Realistic Day in My Life Living in New York City* is the first newly commissioned project for On the Hour, which presents Internet art projects commissioned by the Whitney specifically for whitney.org. To see the current project, be anywhere on whitney.org on the hour. The projects are organized by Christiane Paul, Curator of Digital Art at the Whitney Museum. More information about artport can be found at whitney.org/artport.

ABOUT THE ARTIST

Maya Man (b. 1996) is an artist focused on contemporary identity culture on the Internet. Her websites, generative series, and installations examine dominant narratives around femininity, authenticity, and the online performance of the self. She is the creator of the browser extension *Glance Back* and the Art Blocks curated collection *FAKE IT TILL YOU MAKE IT*. She has exhibited internationally at bitforms, NYC; SOOT, Tokyo; Verse, London; HEK, Basel; and the online platform Feral File. She has been invited to speak about her work at The New Museum, NYC; the Victoria and Albert Museum, London; and MOCA, Los Angeles. Her artwork has been featured in *Art in America*, *Document*, *Vogue*, *Dazed*, among other publications. She currently runs a DIY space out of her studio in Soho called HEART. She is online at mayaontheinter.net.

ABOUT ARTPORT

artport is the Whitney Museum's portal to Internet art and an online gallery space for net art and new media 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. Recent commissions include Holly Herndon and Mat Dryhurst's *xhairymutantx* (2024); Nancy Baker Cahill's *CENTO* (2024); Peter Burr's *Sunshine Monument* (2023); Rick Silva's *Liquid Crystal* (2023); Auriea Harvey's *SITE1* (2023); Amelia Winger-Bearskin's *Sky/World Death/World* (2022); Mimi Onuoha's *40% of Food in the US is Wasted (How the Hell is That Progress, Man?)* (2022); and Rachel Rossin's *THE MAW OF* (2022). Access these and more projects at whitney.org/artport.

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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 Saponnkanikan (“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 Acknowledgement, [visit the Museum’s website](#).

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:

Maya Man, screenshot of *A Realistic Day In My Life Living In New York City* at 7:00 am, 2024

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