

WHITNEY

Whitney Museum
of American Art
Press Office

99 Gansevoort Street
New York, NY 10014

pressoffice@whitney.org
(212) 570-3633

PRESS RELEASE



Photograph by Timothy Schenck

Generous Gift From The Donald And Barbara Zucker Family Foundation Will Support Whitney's Popular Pay-What-You-Wish Hours on Friday Evenings

NEW YORK, December 7, 2015—Adam D. Weinberg, the Alice Pratt Brown Director of the Whitney Museum of American Art, announced today that a generous gift has been made by The Donald and Barbara Zucker Family Foundation to sponsor the Museum's weekly Pay-What-You-Wish admission hours on Friday evenings from 7 to 10pm.

"This is an immensely significant gift to the Whitney and above all for the public good," said Mr. Weinberg. "Pay-What-You-Wish admission on Friday evenings enables a wider range of audiences to visit the Museum and experience all that the Whitney offers, especially those who might not be able to afford to visit otherwise. These hours are also extremely popular with a younger segment of our audience, including artists and neighbors, and are an especially important aspect of our commitment to broaden accessibility. I so admire and am deeply touched by the Zuckers' social conscience and great generosity. We thank them from the bottom of our hearts for supporting our Pay-What-You-Wish Fridays, on behalf of the thousands upon thousands of people who will use this opportunity to visit the Whitney."

"This gift ensures that the Whitney can continue to be an educational and cultural resource for all New Yorkers, regardless of their ability to pay for an admission ticket," said Kathryn Potts, Associate Director and Helena Rubinstein Chair of Education at the Whitney. "Our Pay-What-You-Wish hours open up the Museum to new visitors and over time will help the Whitney to build an audience that is as diverse as New

York City itself. We are deeply grateful to The Donald and Barbara Zucker Family Foundation for its magnanimous and meaningful sponsorship of this essential program.”

Barbara Hrbek Zucker has been a long-time philanthropic champion in the areas of mental health, animal welfare, conservation, education, and the arts. Mrs. Zucker has served as a trustee of the Wildlife Conservation Society, on the board of the Animal Rescue Fund in East Hampton, and as a trustee of the North Shore–LIJ Health System. She was honored as Woman of the Year for her support of the Angel Guardian Home in Brooklyn and received the Veritas Award from the Dominican Sisters of Amityville. Most recently, Mrs. Zucker has been named chair of the board of directors of the Feinstein Institute for Medical Research.

Donald Zucker is chief executive of the Donald Zucker Company and Manhattan Skyline, a leading residential developer. He was born in New York City and raised in Brooklyn, where he attended public school. Mr. Zucker has been active in the New York City business community and governmental affairs throughout his working career. He is an active member of the executive committee of North Shore Long Island Jewish Health System, has served as president of the Jewish Center of the Hamptons, and is an avid collector of art.

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 at a time 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 more than eighty 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 themselves, 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.

Current and Upcoming Exhibitions at the Whitney Museum of American Art

<i>The Whitney’s Collection</i>	Ongoing
<i>Jared Madere</i>	Through Jan 3, 2016
<i>Archibald Motley: Jazz Age Modernist</i>	Through Jan 17, 2016
<i>Frank Stella: A Retrospective</i>	Through Feb 7, 2016
<i>Rachel Rose: Everything and More</i>	Through Feb 7, 2016
<i>Collected by Thea Westreich Wagner and Ethan Wagner</i>	Through Mar 6, 2016
<i>Laura Poitras: Astro Noise</i>	Feb 5–May 1, 2016
<i>Stuart Davis: In Full Swing</i>	June 10–Sept 25, 2016
<i>Danny Lyon: Message to the Future</i>	June 17– Sept 25, 2016
<i>Sophia Al-Maria</i>	Summer 2016
<i>Carmen Herrera</i>	Fall 2016
<i>David Wojnarowicz</i>	Fall 2016/Winter 2017
<i>Whitney Biennial</i>	Spring 2017

The Whitney Museum is located at 99 Gansevoort Street between Washington and West Streets, New York City. Museum hours are: Monday, Wednesday, Thursday and Sunday from 10:30 am to 6 pm, Friday and Saturday from 10:30 am to 10 pm, closed Tuesday. General admission: \$22. Full-time students and 65 & over: \$18. Visitors under 18 and Whitney members: FREE. Admission is pay-what-you-wish on Fridays, 7–10 p.m. For general information, please call (212) 570-3600 or visit whitney.org.