

WHITNEY

Whitney Museum
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PRESS RELEASE



Jared Madere, *Untitled*, 2015. Nails, berries, trees, curtains, chain, necklaces, hairnets, plastic, clothes, newspaper, wigs, flowers, blood, toilet, frozen peas, chair, coat hanger. Dimensions variable. Courtesy the artist and David Lewis Gallery; image courtesy of Le Magasin Grenoble

Whitney inaugurates new emerging artist series, presenting U.S. debuts of Jared Madere, Rachel Rose, and Sophia Al-Maria

NEW YORK, May 15, 2015—In conjunction with the opening of its new building in the Meatpacking District, the Whitney Museum of American Art reaffirms its commitment to young and emerging artists with an ongoing series dedicated to presenting their debut solo exhibitions in the United States. To inaugurate this new initiative, the Museum has announced that three young artists, Jared Madere (b. 1986), Rachel Rose (b. 1986), and Sophia Al-Maria (b. 1983), will receive their first one-person exhibitions in the country over the next year. Associate curator Christopher Y. Lew, who is organizing all three shows, stated, “The Whitney has had a long tradition of supporting emerging artists as evidenced by the Lobby Gallery exhibitions at the Breuer building in the late 1960s up through the Museum’s recent move downtown. We want to provide a platform for them at crucial points in their careers and to present to a broad audience the many kinds of new art being made today.”

Since its founding in 1930, the Whitney has had a long and consistent engagement with living artists, often presenting work early in their careers in the Breuer building’s Lobby Gallery or at the Museum’s former Altria satellite branch (1983–2008). With this new emerging series, the Museum builds upon its legacy of

introducing upcoming artists to a broader public. In addition, the artists will work closely with the Whitney's curatorial staff, and will be invited to fully explore the flexible nature of the exhibition spaces in the Museum's dynamic new building.

The three emerging artists to receive their first U.S. solo exhibitions follow:

Jared Madere

October 16, 2015–January 3, 2016

Jared Madere (b. 1986), who is based in New York, will create a new installation in the John R. Eckel, Jr. Foundation Gallery on the first floor, which is free to the public. Madere primarily creates installation-based works featuring disparate materials such as salt, flowers, foodstuffs, and plastic tarps that are assembled and aggregated in a manner that insists on their material connections to society, economics, industry, and human emotion. For Madere, the meanings and associations of objects are never stripped away—floral arrangements can point to longing or sadness and a burnt coat is imbued with isolation and dejection. Madere has participated in numerous exhibitions at venues including David Lewis, New York; Bortolami Gallery, New York; Michael Thibault Gallery, Los Angeles; Croy Nielsen, Berlin; and Le Magasin, Grenoble, France; and he is also the founder of Bed-Stuy Love Affair, an artist-run gallery focused on emerging art.

Rachel Rose

October 30, 2015–February 7, 2016

Based in New York, Rachel Rose (b. 1986) is known for her striking video installations that deftly merge moving images and sound with nuanced environments. She investigates specific sites and ideas by connecting them to broader, related subject matter. Rose's presentation in the Whitney's fifth-floor Kaufman Gallery will physically engage with the architecture of the Museum's new Renzo Piano–designed building. Using her own footage and found material, Rose addresses the ubiquity of images and how they generate meaning in contemporary society.

Sophia Al-Maria

Summer 2016

Sophia Al-Maria (b. 1983) is part of an emerging generation of international artists who are mining the intersections of technology, culture, and identity. In 2016, she will premiere a new video at the Whitney, inspired by the Gruen Transfer, a phenomenon in which a controlled environment—combined with visual and auditory stimuli—is used to distract and manipulate consumers. Over the past nine years, Al-Maria has been finding ways to describe 21st-century life in the Arabian Gulf through art, writing, and filmmaking. Her first solo exhibition, *Virgin with a Memory*, was presented at Cornerhouse, Manchester, in 2014 and her memoir, *The Girl Who Fell to Earth*, was published by Harper Perennial in 2012.

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>America Is Hard to See</i>	Through Sept 27, 2015
<i>Archibald Motley: Jazz Age Modernist</i>	Oct 2, 2015–Jan 17, 2016
<i>Jared Madere</i>	Oct 16, 2015–Jan 3, 2016
<i>Frank Stella</i>	Oct 30, 2015–Feb 7, 2016
<i>Rachel Rose</i>	Oct 30, 2015–Feb 7, 2016
<i>The Westreich/Wagner Collection</i>	Nov 20, 2015–Mar 6, 2016
<i>Laura Poitras</i>	Feb 5–May 15, 2016
<i>Sophia Al-Maria</i>	Summer 2016
<i>In Full Swing: The Art of Stuart Davis</i>	Summer/Fall 2016
<i>Carmen Herrera</i>	Fall 2016
<i>David Wojnarowicz</i>	Fall 2016/Winter 2017
<i>Whitney Biennial</i>	Spring 2017

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