

WHITNEY

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PRESS RELEASE



Jasper Johns, *Three Flags*, 1958. Encaustic on canvas, 30 7/8 × 45 1/2 × 5 in. (78.4 × 115.6 × 12.7 cm). Whitney Museum of American Art, New York; 50th Anniversary Gift of the Gilman Foundation Inc., The Lauder Foundation, A. Alfred Taubman, Laura-Lee Whittier Woods, and purchase 80.32 © Jasper Johns / Licensed by VAGA, New York, NY

Whitney Joins Four Other Major Museums in Launching Art Everywhere US

New York, April 7, 2014—American artists have long found inspiration in iconic locations such as Times Square, Sunset Boulevard and Route 66. Starting on August 4, 2014, and continuing for four weeks, the Whitney Museum of American Art will help transform these places and many others into free open-air galleries for masterworks of American art through *Art Everywhere*, the largest outdoor art show ever conceived.

A nationwide celebration of America's artistic legacy, Art Everywhere is organized through a collaboration among five major museums—the Art Institute of Chicago, the Dallas Museum of Art, the Los Angeles County Museum of Art (LACMA), the National Gallery of Art, and the Whitney—the Outdoor Advertising Association of America (OAAA), and artists, estates, foundations, and rights agencies. Approximately fifty recognized masterworks of American art from the museums' collections will pop up on as many as 50,000 displays nationwide, including static and digital billboards, subway platforms and trains, buses and bus shelters—and the selection will be curated with the help of the American people through an online vote.

Adam D. Weinberg, Alice Pratt Brown Director of the Whitney Museum, remarked, "As the defining museum of modern and contemporary American art, the Whitney is thrilled to participate in Art Everywhere US. Through this unique project, millions of people across the country will have the chance to be surprised and captivated by unexpected encounters with masterworks of American art."

Beginning April 7 at www.ArtEverywhereUS.org and continuing for a month, everyone is invited to view 100 American artworks nominated by the museums and vote for the ones he or she would most like to see reproduced outdoors. The final list of some fifty Art Everywhere US works will be announced to the public on June 20.

Speaking for the consortium of five museums, Maxwell L. Anderson, the Eugene McDermott Director of the Dallas Museum of Art, stated, “The works you’ll see in Art Everywhere US tell the story of America, express our creativity and reflect who we are—and this is our chance to make them a part of the American landscape, and everybody’s life. We hope Art Everywhere US will inspire all of us to learn more about America’s artistic treasures, past and present, and discover many more of the great works in our nation’s museums.”

Nancy Fletcher, President and CEO of the Outdoor Advertising Association of America, stated, “Art Everywhere US is the latest chapter, and perhaps the most spectacular, in our members’ long history of contributing their resources to public service. At OAAA, we are always mindful of our responsibility toward the spaces we share as citizens. We are thrilled that five extraordinary museums are now enabling us to make this unprecedented contribution to the public sphere by bringing America’s artistic heritage directly to the people.”

Artworks nominated by the five museums range in date from 1767 to 2008 and include paintings, photographs, works on paper, decorative objects and multimedia works. Examples include John Singleton Copley’s *Sarah Sherburne Langdon* (1767, Dallas Museum of Art), Gilbert Stuart’s *George Washington* (c. 1821, National Gallery of Art), Grant Wood’s *American Gothic* (1930, Art Institute of Chicago), Edward Hopper’s *Early Sunday Morning* (1930, Whitney Museum of American Art), and John Baldessari’s *Wrong* (1966-68, LACMA).

Among the other artists represented among the 100 nominated works are Romare Bearden, George Bellows, Mary Cassatt, Frederic Edwin Church, Thomas Cole, Imogen Cunningham, Stuart Davis, Willem de Kooning, Thomas Eakins, Philip Guston, Marsden Hartley, Childe Hassam, Winslow Homer, Jasper Johns, Jacob Lawrence, Roy Lichtenstein, Glenn Ligon, Kerry James Marshall, Georgia O’Keeffe, Catherine Opie, Rembrandt Peale, Jackson Pollock, James Rosenquist, Mark Rothko, Ed Ruscha, John Singer Sargent, Cindy Sherman, Clyfford Still, Andy Warhol, James McNeill Whistler, and Frank Lloyd Wright. The nominated works are accessible at www.ArtEverywhereUS.org.

Art Everywhere US will also be live on a full range of social media channels starting April 7. Twitter users can share their impressions with the hashtag #ArtEverywhereUs. On Facebook, members of the public will be encouraged to share their votes and later will be able to post their own collages of works on view. Instagram will highlight artists, museums and viewing opportunities and will enable people to share the photos taken at multiple sites on “art crawls.” On Pinterest, nominated and selected works will be pinned on a dedicated board, and after August 4 photos of the displays will be pinned and organized by both artist and location.

There will even be an interactive feature for mobile devices. Once the displays are up in August, users of the Blippar application can access augmented reality features through their smart phones, including more background information about the artworks shown in selected displays and recordings that add to our understanding of each work.

Art Everywhere was originally conceived in the U.K. by Richard Reed (co-founder of Innocent Drinks) to showcase works created by British artists and owned by the nation. Inaugurated in August 2013, the project in the U.K. was realized through a collaboration among the Art Fund, Tate and the U.K. out of home advertising industry.

Works that will be included from the Whitney Museum’s collection are:

- Thomas Hart Benton, *Poker Night (from A Streetcar Named Desire)*, 1948
- Charles Burchfield, *Noontide in Late May*, 1917
- Enrique Chagoya, *Thesis/Antithesis*, 1997
- Chuck Close, *Phil*, 1969
- Stuart Davis, *House and Street*, 1931
- Charles Demuth, *My Egypt*, 1927
- Marsden Hartley, *Painting, Number 5*, 1914-15
- Edward Hopper, *Early Sunday Morning*, 1930
- Jasper Johns, *Three Flags*, 1958
- William H. Johnson, *Blind Singer*, c. 1942
- Jacob Lawrence, *War Series: The Letter*, 1946
- Roy Lichtenstein, *Little Big Painting*, 1965
- Glenn Ligon, *Self Portrait #7*, 1996

- Elizabeth Murray, *Children Meeting*, 1978
- Georgia O'Keeffe, *Summer Days*, 1936
- James Rosenquist, *House of Fire II*, 1982
- Edward Ruscha, *Large Trademark with Eight Spotlights*, 1962
- Cindy Sherman, *Untitled*, 2008
- Joseph Stella, *The Brooklyn Bridge: Variation on an Old Theme*, 1939,
- George Tooker, *The Subway*, 1950

About the Whitney

The Whitney Museum of American Art is the world's leading museum of twentieth-century and contemporary art of the United States. Focusing particularly on works by living artists, the Whitney is celebrated for presenting important exhibitions and for its renowned collection, which comprises over 20,000 works by more than 3,000 artists. With a history of exhibiting the most promising and influential artists and provoking intense debate, the Whitney Biennial, the Museum's signature exhibition, has become the most important survey of the state of contemporary art in the United States. In addition to its landmark exhibitions, the Museum is known internationally for events and educational programs of exceptional significance and as a center for research, scholarship, and conservation.

Founded by sculptor and arts patron Gertrude Vanderbilt Whitney in 1930, the Whitney was first housed on West 8th Street in Greenwich Village. The Museum relocated in 1954 to West 54th Street and, in 1966, inaugurated its present home, designed by Marcel Breuer, at 945 Madison Avenue on the Upper East Side. While its vibrant program of exhibitions and events continues uptown, the Whitney is moving forward with a new building project, designed by Renzo Piano, in downtown Manhattan. Located at the corner of Gansevoort and Washington Streets in the Meatpacking District, at the southern entrance to the High Line, the new building, which has generated immense momentum and support, will enable the Whitney to vastly increase the size and scope of its exhibition and programming space. Ground was broken on the new building in May 2011, and it is projected to open to the public in spring 2015.

Current and Upcoming Exhibitions at the Whitney Museum of American Art

2014 Whitney Biennial

Through May 25, 2014

American Legends

Through June 29, 2014

Jeff Koons: A Retrospective

June 27-October 19, 2014

The Whitney Museum is located at 945 Madison Avenue at 75th Street, New York City. Museum hours are: Wednesday, Thursday, Saturday, and Sunday from 11 a.m. to 6 p.m., Friday from 1 p.m. to 9 p.m., closed Monday and Tuesday. General admission: \$20. Full-time students and visitors ages 19–25 and 62 & over: \$16. Visitors 18 & under and Whitney members: FREE. Admission is pay-what-you-wish on Fridays, 6–9 p.m. For general information, please call (212) 570-3600 or visit whitney.org.