

# WHITNEY

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## Press Release

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### THE WHITNEY TO LAUNCH SERIES OF ART PROJECTS AT SITE OF FUTURE DOWNTOWN BUILDING

*Debut of first project coincides with bestowal of annual American Art Award, honoring  
Alexandre von Furstenberg and The Diller-von Furstenberg Family Foundation*



Digital rendering of Guyton Walker's installation on the site of the Whitney Museum's new building at the southern entrance to the High Line.

**NEW YORK, April 16, 2010** -- This May the Whitney Museum of American Art will launch a series of large-scale, commissioned works on the site of its future downtown building at the corner of Gansevoort and Washington Streets in Manhattan's Meatpacking District. The three commissioned projects, *Whitney on Site: New Commissions Downtown*, which will be on view throughout the summer and into October, will respond to the site's dynamic urban context and herald plans to bring a downtown Whitney to the neighborhood.

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Adam D. Weinberg, the Whitney's Alice Pratt Brown Director, noted, "Each of the invited artists is going to take the neighborhood's diverse viewers into account, just as they will consider the changing viewpoints of pedestrians, vehicles, and visitors to the High Line, which overlooks the property from the east. The project will both animate and reflect on the Museum's new site and surroundings. We are delighted to be part of this exciting area and think this is a great way to bring the Whitney's creative presence downtown."

The Whitney's curatorial team has invited three artists to participate in this initiative: the collaborative team of **Guyton\Walker**, comprising Wade Guyton (b. 1972) and Kelley Walker (b. 1969); **Tauba Auerbach** (b. 1981); and **Barbara Kruger** (b. 1945). Each of these artists has a rich history with the Whitney. They are all represented in the museum's permanent collection and have participated in past Whitney Biennials, with Auerbach's work now on view in *2010*, the current installment of the Whitney's signature exhibition. The artists span several generations and are based across the country, from Los Angeles to New York, reflecting the museum's commitment to supporting the work of living American artists.

Each artist will produce a temporary artwork encompassing the site, by working with printed vinyl and demountable decals that will be attached to the perimeter fence and other structures within it. In selecting the participants, the Museum's curatorial team specifically chose artists in whose work digital printing and graphic imagery plays a fundamental role. Each installation will remain on view for approximately six to seven weeks from early May through mid-October, a period timed to coincide with the High Line's busy summer season.

Guyton\Walker will inaugurate this pioneering project, which will be viewable in its entirety beginning May 8, but will make its debut at the Whitney's American Art Award dinner on May 6. It will remain on view through June 23. The gala is the first Museum event to take place on the downtown site and honors Alexandre von Furstenberg and the Diller-von Furstenberg Family Foundation.

Guyton\Walker's project involves wrapping the site's entire perimeter fence, a span of nearly 450 feet, with sheets of vinyl printed on both sides with brightly colored images of

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citrus fruits, bananas, and zebras, as well as bold graphic patterns, all of which are woven together digitally to form a kind of twenty-first century mural. A recurring motif of old-fashioned paint cans, recognizable through their metal handles, playfully captures the notion of the Whitney Museum bringing art for the first time to the site of its future facility. Circular holes will be cut at random intervals in the vinyl, providing pedestrians glimpses into the site, where the workings of the Friends of the High Line maintenance and operations team will be visible. Inside the fence, Guyton\Walker will adhere demountable vinyl decals printed with vivid patterns directly to the roofs and sides of some of the High Line maintenance trailers and to the paved area used for parking and plant staging. This festive intervention will activate and visually integrate the site as a whole, introducing playful disjunctions of scale and imagery that will act as a perfect complement to and analogy for one of New York's most vital and changing neighborhoods.

#### **Credits**

Generous support for this project is provided by Laura and Casey Wasserman and Donald R. Mullen, Jr. Special thanks to the Friends of the High Line and the City of New York Department of Parks & Recreation.

#### **About the Whitney**

The Whitney Museum of American Art is the leading advocate of 20th- and 21st-century American art. Founded in 1930, the Museum is regarded as the preeminent collection of American art and includes major works and materials from the estate of Edward Hopper, the largest public collection of works by Alexander Calder, as well as significant works by Jasper Johns, Donald Judd, Agnes Martin, Bruce Nauman, Georgia O'Keeffe, Claes Oldenburg and Coosje van Bruggen, Kiki Smith, and Andy Warhol, among other artists. With its history of exhibiting the most promising and influential American artists and provoking intense critical and public debate, the Whitney's signature show, the Biennial, has become the most important survey of the state of contemporary art in America today. First housed on West 8th Street, the Whitney relocated in 1954 to West 54th Street and in 1966 inaugurated its present home at 945 Madison Avenue, designed by Marcel Breuer. The Whitney is currently moving ahead with plans to build a second facility, designed by Renzo Piano, located in downtown New York at the entrance to the High Line in the Meatpacking District.

#### **Current and Upcoming Exhibitions at the Whitney Museum of American Art:**

**2010, the Whitney Biennial**  
**Collecting Biennials**  
**Heat Waves in a Swamp: The Paintings of Charles Burchfield**  
**Christian Marclay: Festival**  
**Modern Life: Edward Hopper and His Time**  
**Charles LeDray: workworkworkworkwork**

**Through May 30, 2010**  
**Through November 28, 2010**  
**June 24–October 17, 2010**  
**July 1–September 26, 2010**  
**Opens October 27, 2010**  
**Nov. 18, 2010-Feb. 13, 2011**

*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: \$18. Full-time students and visitors ages 19–25 and 62 & over: \$12. Visitors 18 & under and Whitney members: FREE. Admission to the Kaufman Astoria Studios Film & Video Gallery only: \$6. Admission is pay-what-you-wish on Fridays, 6–9 p.m. For general information, please call (212) 570-3600 or visit [whitney.org](http://whitney.org).*

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