

# WHITNEY

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## Press Release

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### WHITNEY TO PRESENT *TELEVISION DELIVERS PEOPLE* December 12, 2007 - February 17, 2008



Richard Serra, *Television Delivers People*, 1973.  
Video, color, sound; 6 minutes.  
Photo courtesy the artist.

New York, November 29, 2007 – *Television Delivers People* gathers together video works from the 1970s and 80s as well as more recent examples, which examine the relationship between television and the viewer. The exhibition, organized by curatorial assistant Gary Carrion-Murayari, goes on view in the Whitney's second-floor Kaufman Astoria Studios Gallery from December 12, 2007, through February 17, 2008.

The eight artists whose works are included are Alex Bag, Dara Birnbaum, Joan Braderman, Keren Cytter, Kalup Linzy, Richard Serra, Michael Smith, and Ryan Trecartin. Works by Birnbaum, Serra, and Smith will be shown continuously on monitors, while the other works are projected, also continuously, on screen.

The exhibition borrows its title from Richard Serra's video *Television Delivers People* (1973), which playfully pairs a Muzak soundtrack with a scrolling list of statements describing the manipulative strategies and motivations imbedded in television by corporate advertisers. Works from the late 1970s and 1980s by Dara Birnbaum (*Technology/Transformation: Wonder Woman*, 1978-79) and Joan Braderman (her 1986 work *Joan Does Dynasty* will be shown) extend Serra's media critique by using strategies of appropriation to analyze specific television genres and programs. These are some of the earliest examples of works in which artists acknowledged television as a primary medium for cultural communication and as a subject worthy of sustained analysis.

Videos by Michael Smith (whose work will also be included in the upcoming 2008 Whitney Biennial) and Alex Bag offer responses to television, in which characters' lives are shaped by cable and its infinite programming choices. In Smith's video, *It Starts at Home* (1982), his hapless alter-ego, Mike, has his relationship with television inverted when his daily activities are broadcast to the world. In Bag's recent videos, she adopts a shifting persona that parodies numerous television genres and programs. Her videos demonstrate an awareness of her immersion in a media environment and suggest the possibility of a viewer who is continuously adapting and responding to changes in popular culture.

Younger artists like Keren Cytter, Kalup Linzy, and Ryan Trecartin adopt a similar approach in their short narrative videos, and also draw on a dense internet culture, in which diverse content from television, film, and music is immediately accessible and available for manipulation and response. This is the first time the Whitney will be showing the work of Alex Bag, Keren Cytter, and Kalup Linzy, and both Bag and Linzy will be showing recently completed new videos. Ryan Trecartin's work was exhibited in the 2006 Whitney Biennial.

### **About the Whitney**

The Whitney Museum of American Art is the leading advocate of 20<sup>th</sup>- and 21<sup>st</sup>-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, Louise Nevelson, and Lucas Samaras, as well as significant works by Jasper Johns, Donald Judd, Agnes Martin, Bruce Nauman, Georgia O'Keeffe, Claes Oldenburg, 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.

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

Beth Campbell: Following Room	December 7, 2007-February 24, 2008
Piotr Uklanski: Summer Love	Through December 9, 2007
Television Delivers People	December 12, 2007-February 17, 2008
Jacob Lawrence: Selections from Migration Series	Through January 6, 2008
Danny Lyon	Through January 13, 2008
Modernisms	Through January 13, 2008
The Whitney's Collection	Opens January 30, 2008
Kara Walker	Through February 3, 2008
Lawrence Weiner	Through February 10, 2008
Two Years: Additions to the Collection, 2006-07	Through February 17, 2008
Demuth's Late Paintings of Lancaster	February 23-April 27, 2008
2008 Whitney Biennial	Opens March 6, 2008
Buckminster Fuller: Starting with the Universe	Opens June 26, 2008
Alexander Calder: The Paris Years	October 16, 2008-February 15, 2009

*The Whitney Museum is located at 945 Madison Avenue, 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. Admission is \$15 for adults; Members, children (ages 11 and under), and New York City public high school students free. Senior citizens (62 and over) and students with valid ID: \$10. There is a \$6 admission fee for a pass to the Kaufman Astoria Studios Film & Video Gallery only. Admission is pay-what-you-wish on Fridays, 6-9 pm. For information, please call 1-800 WHITNEY or visit [www.whitney.org](http://www.whitney.org)*

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

Undone Through December 2007

*The Whitney Museum of American Art at Altria is located at 120 Park Avenue at 42nd Street. Gallery hours: Monday through Friday from 11 a.m. to 6 p.m., Thursdays 11 a.m. to 7:30 p.m. Sculpture Court Hours: Monday through Saturday from 7:30 a.m. to 9:30 p.m., Sundays and holidays 11 a.m. to 7 p.m. The Whitney Museum at Altria is funded by Altria Group, Inc. Admission is free. Free gallery talks are offered every Wednesday and Friday at 1:00 p.m. For further information, please call (917) 663-2453.*