

# WHITNEY

## Press Release

Whitney Museum of American Art  
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### **CURATE YOUR OWN MEMBERSHIP: A NEW APPROACH TO MUSEUM MEMBERSHIP, ONLY AT THE WHITNEY**

**NEW YORK, September 10, 2010** – Starting this week the Whitney Museum of American Art is offering a unique, personalized way to become a member of the Museum with its innovative **Curate Your Own Membership** program. The Museum is inviting new members to custom design their membership, choosing from five series with exclusive benefits, only available at the Whitney.

"To our knowledge, the Whitney is the first museum to offer its members a chance to personalize their way of belonging to the institution," says Kristen Shepherd Denner, the Whitney's Director of Membership & Annual Fund. "Museum memberships are generally centered on demographics—seniors, students, couples, and so on. By tapping into each individual's core values and allowing them to customize their benefits, we hope to deliver a bespoke membership that is meaningful to them personally and responds directly to their interests and needs. Our goal is to give members a richer, more rewarding experience at the Whitney and communicate with them in a more relevant way. We want their relationship with us to grow—and by extension, their support of the arts in their community."

The Whitney's Membership department created the Curate Your Own Membership program by learning about members and visitors in focus groups and surveys. "We found," says Denner, "that members fell into clusters that represent different ways to experience art and museums. Some

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members want more social events and to meet like-minded people at our fantastic openings; others wanted us to develop benefits that responded to their desire to have individual engagement with the art, or to learn more about the curatorial process. We developed our five benefit series to reach these clusters and fulfill needs not typically met by museum memberships."

In addition to enjoying Core Benefits—unlimited free admission, special discounts, and exhibition previews—Curate Your Own members can select from the following series: Social, Insider, Learning, Family, and Philanthropy. One series is included with an \$85 Individual or \$125 Dual membership. Additional series can be purchased for \$40.

### **Curate Your Own Membership Series and Benefits:**

#### **Social Series**

*For mingling with like-minded individuals at cultural events*

- 4 passes to the summer opening cocktail reception for the Whitney's newest exhibitions and Museum guest passes to share with friends and colleagues
- Invitations to an annual champagne reception in the Trustee Boardroom and ongoing invitations to cultural events throughout NYC

#### **Insider Series**

*For curatorial insights and behind-the-scenes opportunities*

- Invitation to a Behind-the-Scenes tour of the Whitney, including access to normally restricted areas
- Exclusive presentations by our curatorial staff and recommendations from curators and art insiders about cultural activities in NYC

#### **Learning Series**

*For interactive, educational experiences and to learn more about contemporary art*

- Invitations to two 3-part lecture series examining key issues in contemporary American art and to gallery talks led by art historians
- Educational packets for all major exhibitions and advance notice with preferred registration for Whitney lectures, symposia, panels, and other thought-provoking events

#### **Family Series**

*For engaging art experiences with the whole family*

- A Whitney Kids Passport, which is stamped on each visit, as well as kids' membership cards
- Complimentary guest passes for family caregivers and kids' activity guides for major exhibitions
- Free admission to family programs, including Whitney Wees, and over 50% off Stroller Tours, for kid-friendly access to exhibitions when the Museum is closed to the public

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**Philanthropy Series**

*For those who believe in the civic benefit of art; majority of membership gift supports Museum philanthropically*

- Enjoy Core Benefits including free admission and discounts while allowing more of your membership contribution to support the Whitney

**Curate Your Own Membership Pricing:**

**\$85** Core Benefits for one, plus one series

**\$125** Core Benefits for two, plus one series

Additional series can be added for \$40 each

**To Curate Your Own Membership and for more information, please contact the Whitney Membership office at: [memberinfo@whitney.org](mailto:memberinfo@whitney.org) or (212) 570-3641**

Curate Your Own is a service mark of the Whitney Museum of American Art for its membership program.

**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**

<b>Jill Magid: A Reasonable Man in a Box</b>	Through September 12, 2010
<b>Off the Wall: Part 1--Thirty Performative Actions</b>	Through September 19, 2010
<b>Christian Marclay: Festival</b>	Through September 26, 2010
<b>Heat Waves in a Swamp: The Paintings of Charles Burchfield</b>	Through October 17, 2010
<b>Collecting Biennials</b>	Through November 28, 2010
<b>Lee Friedlander: America by Car</b>	Through November 28, 2010
<b>Sara VanDerBeek: To Think of Time</b>	September 17–December 5, 2010
<b>Off the Wall: Part 2--Seven Works by Trisha Brown</b>	September 30–October 3, 2010
<b>Paul Thek: Diver, A Retrospective</b>	October. 21, 2010–January. 9, 2011
<b>Modern Life: Edward Hopper and His Time</b>	October 28, 2010–April 10, 2011
<b>Charles LeDray: workworkworkworkwork</b>	November 18, 2010–February 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).*