

# WHITNEY

Whitney Museum  
of American Art  
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# PRESS RELEASE



Photo by Zach Gross

## LINDSAY POLLOCK NAMED CHIEF COMMUNICATIONS AND CONTENT OFFICER AT THE WHITNEY

**NEW YORK, April 23, 2018** — The Whitney Museum of American Art is pleased to announce the appointment of Lindsay Pollock as Chief Communications and Content Officer. She joins the Museum on May 7.

Pollock comes to the Whitney from *Art in America* where she was Editor-in-Chief from 2011 to 2017. While there, she succeeded in re-positioning and re-energizing one of the oldest and most venerable contemporary art magazines.

Adam D. Weinberg, the Whitney's Alice Pratt Brown Director, said, "Lindsay has long standing relationships and expertise in the art world as well as a deep appreciation for the Whitney's mission and ethos. She will bring a creative spirit and fresh perspective to the areas she'll be overseeing, including communications, digital media, and graphic design. We are thrilled that Lindsay will be joining the Museum."

"The Whitney is one of the most dynamic and vibrant art institutions in the U.S., which happens to have been founded by a visionary woman, and whose nearly century-old mission is rooted in the desire to support and engage with American art," said Pollock. "I am sincerely honored to be part of the talented team helping to shape the Whitney's next chapter."

As Editor-in-Chief at *Art in America*, Pollock led strategic development and execution for the editorial aspects of the publication, in both print and on the web; worked with the Publisher to develop new audiences and invigorate existing ones; and, endeavored to increase revenues at a difficult time for the industry. She recruited new editorial staff; developed, trained, and mentored editorial and production staff; and promoted the magazine's visibility through speaking engagements, events, and partnerships.

Prior to her time at *Art in America*, Pollock worked for a number of years as a journalist, covering the arts at *Bloomberg News*, *The Art Newspaper* and the *New York Sun*. Early in her career she worked as marketing director for the Central Park Conservancy and as marketing manager at Sotheby's. She is the author of *The Girl with the Gallery*, a biography on pioneering American art dealer Edith Halpert (Public Affairs, 2006). Pollock earned her B.A. in Art History from Barnard College and a M.S. from the Columbia University Graduate School of Journalism.

### **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**

Mary Corse	June 8 – November 25, 2018
Pacha, Llaqta, Wasichay: Indigenous Space, Modern Architecture, New Art	July 13 – September 30, 2018
David Wojnarowicz: History Keeps Me Awake at Night	July 13 – September 30, 2018
Kevin Beasley	Opens Fall 2018
Andy Warhol – From A to B and Back Again	November 12, 2018 – March 31, 2019
Juan Antonio Olivares: Moléculas	Until June 10, 2018
Zoe Leonard: Survey	Until June 10, 2018
Grant Wood: American Gothic and Other Fables	Until June 10, 2018
Nick Mauss	Until May 14, 2018
Between the Waters	Until July 22, 2018
An Incomplete History of Protest:	Until August 27, 2018
Selections from the Whitney's Collection, 1940–2017	
Flash: Photographs by Harold Edgerton from the Whitney's Collection	Ongoing
Where We Are: Selections from the Whitney's Collection 1900–1960	Ongoing
Christine Sun Kim: Too Much Future	Ongoing

The Whitney Museum of American Art is located at 99 Gansevoort Street between Washington and West Streets, New York City. Museum hours are: Monday, Wednesday, Thursday, and Sunday from 10:30 am to 6 pm; Friday and Saturday from 10:30 am to 10 pm. Closed Tuesday. Adults: \$25. Full-time students and visitors 65 & over: \$18. Visitors 18 years & under and Whitney members: FREE. Admission is pay-what-you-wish on Fridays, 7–10 pm. For general information, please call (212) 570-3600 or visit [whitney.org](http://whitney.org).

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