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MAX MARA AND THE WHITNEY MUSEUM OF AMERICAN ART ANNOUNCE THEIR PARTNERSHIP FOR THE SPRING 2015 OPENING OF THE WHITNEY DOWNTOWN

New York, September 15th, 2014 – Max Mara and the Whitney Museum of American Art announce their partnership for the Spring 2015 opening of the Whitney at its new downtown location at the corner of Gansevoort and Washington Street in New York’s Meatpacking District. Max Mara will sponsor **the Opening Party for the Whitney Downtown**, on a date to be announced. Max Mara and the Whitney have collaborated on a number of events including the annual Whitney Art Party.

"The Whitney is proud to be partnering with Max Mara on the occasion of the opening of our downtown building next spring," said Adam D. Weinberg, the Whitney's Alice Pratt Brown Director. "The Maramotti family has dedicated themselves to making modern and contemporary art available to the public through the Collezione Maramotti and has demonstrated outstanding support for the arts internationally. Max Mara has been a great friend of the Museum for years, and we are enormously grateful for their support at this transformative moment for the Whitney."

"It is a privilege for Max Mara to support the Whitney Museum on this historical occasion" said Luigi Maramotti, Chairman of Max Mara. "We are true admirers of the unique approach that the Museum has committed itself to in fostering contemporary art in the United States, with an organic passion and an open minded point of view for the international art scene. The new building, conceived by Renzo Piano in a prestigious and inspiring location within NYC, will tremendously enhance the potential of the Whitney Museum to show its spectacular collections, launch more educational projects and to host experimental and multimedia activities, setting a new benchmark for international contemporary art institutions around the world."

Max Mara, the premier collection of the Max Mara Fashion Group, is the epitome of Italian style and luxury; a confident and contemporary collection of tailored silhouettes, sumptuous fabrications and couture details applied to ready-to-wear. Known for stylish coats, form-skimming separates, sharp suits and elegant accessories, Max Mara was founded by the late visionary Achille Maramotti in 1951. The collection is now available in over 2,300 locations in 105 countries and was the first of 19 collections under the Max Mara umbrella. The company remains privately held and managed by the Maramotti family.

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 21,000 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 constructing a new home, 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 in May 2011, and the new building is projected to open to the public in spring 2015.

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