

# WHITNEY

## Press Release

Whitney Museum of American Art  
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### THE WHITNEY TO PRESENT *DARK AND DEADPAN: POP IN TV AND THE MOVIES*

Opens November 15, 2012



Sherman Price (active 1960s), still from *The Imp-Probable Mr. Weegee*, 1966. 35mm film transferred to high-definition video, color, sound; 75 min.  
Image courtesy Something Weird Video

**NEW YORK, November 13, 2012**--In conjunction with *Sinister Pop*, the Whitney Museum of American Art presents *Dark and Deadpan: Pop in TV and the Movies*, exploring subversive currents in cinema and television during the Pop Art movement. The two-part program is comprised of an hour-long montage, which will be shown on a loop in the museum's second-floor Kaufman Astoria Studios Film & Video Gallery, as well as a series of screenings of feature films accompanied by talks.

As Pop artists coopted familiar images from mass media into their works, filmmakers and television producers looked to those same artists for inspiration in both big and small screen ventures. In the 1960s, TV advertisers and producers tapped Pop's bright palette, its deadpan sense of humor, and even movement luminaries like Andy Warhol to create commercials and videos. Curators Chrissie Iles and Jay Sanders have compiled examples, including Lyndon B. Johnson's political campaign advertisements, the Apollo 11 moon landing and Warhol's "Underground Sundae" ad for the once-popular restaurant chain, Schrafft's.

Meanwhile, viewers will also be able to witness ways in which avant-garde filmmakers skewered popular culture and filmic tropes formulated in Hollywood studios. Among the exhibition's offerings are George Kuchar's seminal 1966 camp masterpiece, *HOLD ME WHILE [I'M] NAKED* (1966); David Lynch's delightfully twisted parody of children's cartoons, *The Alphabet* (1968); and the trailer to Jean-Luc Godard's *Breathless* (1960), a satire of the film noir genre.

The schedule and film selection for the upcoming screening series, also curated by Iles and Sanders and held in the Film & Video Gallery, will be announced on the Whitney's web site, [whitney.org](http://whitney.org), in the near future.

The sum of these films and videos underscore the ominous and unsettling themes that pervade the museum's permanent collection show *Sinister Pop*, which will be on view in the museum's second floor Mildred & Herbert Lee Galleries from November 15 through March 2013. Though known for its exuberant display of commercial products and its view of our consumerist society, the Pop art movement was not isolated from the political and social upheavals of the 1960s and '70s. Both *Sinister Pop* and *Dark and Deadpan* will show how artists addressed issues such as women's rights, the Vietnam War, race relations and civic unease across all media.

## **About the Whitney**

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 19,000 works by more than 2,900 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 moving forward with a new building project, 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 on the new building in May 2011, and it is projected to open to the public in 2015.

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

<b>...as apple pie</b>	Through early 2013
<b>Wade Guyton OS</b>	Through January 13, 2013
<b>Richard Artschwager!</b>	Through February 3, 2013
<b>Trisha Baga: Plymouth Rock 2</b>	Through January 13, 2013
<b>Sinister Pop</b>	Opens November 15, 2012
<b>Dark and Deadpan: Pop in TV and the Movies</b>	Opens November 15, 2012
<b>Blues for Smoke</b>	February 7-April 28, 2013
<b>Jay DeFeo: A Retrospective</b>	February 28-June 2, 2013

*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: \$14. Visitors 18 & under and Whitney members: FREE. 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).*