

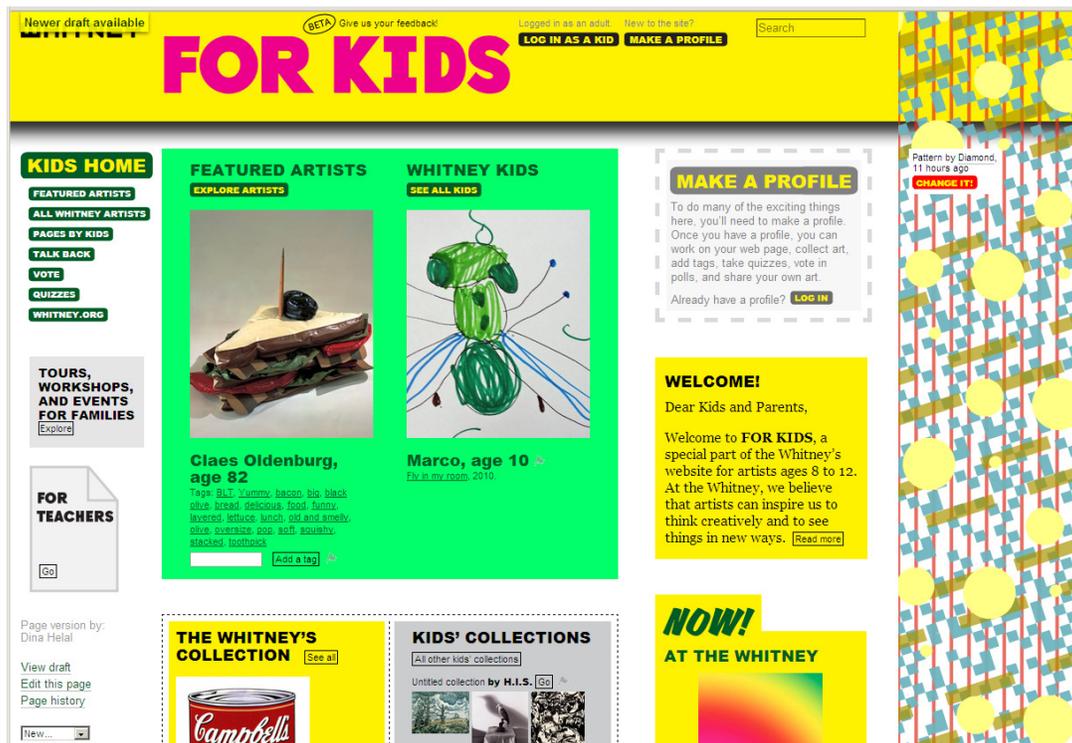
# WHITNEY

## Press Release

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## THE WHITNEY LAUNCHES WEB PAGES AIMED AT ENGAGING KIDS WITH ART



Screen shot of *For Kids* landing page

NEW YORK, October 31, 2011 – The Whitney Museum of American Art is introducing [For Kids](#), a new section of the Whitney's website designed to engage children ages 8-12 with art and artists. The *For Kids* web pages encourage kids to think, create, and experiment like artists. They also provide a place where kids can express their ideas about art and share their own artwork, in a carefully moderated online community.

The goals of *For Kids* are to encourage young visitors to spend time exploring multiple dimensions of art, artists, and art-making. To make connections between the ways that [Whitney](#)

[artists](#) make art and how kids today create their own art, works by Whitney artists are paired with artwork by kids on the landing page. Featured artist pages offer in-depth content that includes an introduction to the artist's life and work as well as their inspiration and ideas about art. Featured art pages highlight selected works in the Whitney's collection.

All of the activities on the web pages are based on the ways that Whitney educators work with kids in the galleries, engaging them to look deeply, explore new ideas, and think critically about works of art. Kids can [collect art](#), add tags, take quizzes, vote in polls, and [make their own profile page](#), which they can share with their peers. A special feature is the Pattern Maker, a type of graffiti wall that anyone can change at any time. When the pattern is changed, the new pattern populates throughout the *For Kids* site pages. New content will be added over time, introducing kids to the richness and diversity of Whitney artists and their work.

### **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>David Smith: Cubes and Anarchy</b>	Through January 8, 2012
<b>Real/Surreal</b>	Through February 12, 2012
<b>Three Landscapes: A Film Installation by Roy Lichtenstein</b>	Through February 12, 2012
<b>Aleksandra Mir: The Seduction of Galileo Galilei</b>	Through February 19, 2012
<b>Sherrie Levine: Mayhem</b>	November 10, 2011 –January 29, 2012
<b>Whitney Biennial</b>	March 1–May 27, 2012
<b>Singular Visions</b>	Through April 2012
<b>Designing the Whitney of the Future</b>	On Continuous View

*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).*