

**THE WHITNEY SELECTS ROCKWELL GROUP FOR FORTHCOMING  
UNION SQUARE HOSPITALITY GROUP CAFE**

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**July 28, 2010, New York** – The Whitney Museum of American Art has selected Rockwell Group for the architecture and design of its forthcoming cafe, created and operated by Danny Meyer’s Union Square Hospitality Group, opening this winter.

The yet-to-be-named cafe, located on the Whitney’s lower level, will be open for both Museum and non-museum visitors, serving breakfast and lunch daily, as well as dinner on most Saturdays and Sundays. While the concept is still being developed, the cafe will be seasonal and committed to sourcing food from nearby farms.

“We are delighted that Rockwell Group, the distinguished design and architecture firm, is designing our new cafe,” said Adam D. Weinberg, the Whitney’s Alice Pratt Brown Director. “We couldn’t ask for more talented and imaginative collaborators than Danny Meyer and David Rockwell, who have each created iconic and beloved spaces in the city. We’re excited to offer a dining destination that will not only enhance the visitor experience at the Museum, but also become a welcoming spot for the entire community.”

Rockwell Group was also behind the architecture of USHG’s neighborhood Roman-style trattoria, Maialino, in Gramercy Park. Currently in development, the contemporary design for the Whitney’s cafe will blend harmoniously with the Museum’s renowned Marcel Breuer architecture and create a warm and inviting space for diners.

In 2009, the Whitney selected Union Square Hospitality Group to conceive the cafe, as well as USHG’s catering and events business Union Square Events to serve as the Museum’s exclusive caterer.

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**About the Whitney**

The Whitney Museum of American Art is the leading advocate of 20th- and 21st-century American art. Founded in 1930 by Gertrude Vanderbilt Whitney, an artist and a major pioneer in perceiving the importance of American art, 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 such artists as Jasper Johns, Donald Judd, Agnes Martin, Bruce Nauman, Georgia O’Keeffe, Claes Oldenburg and Coosje van Bruggen, Kiki Smith, and Andy Warhol, among others. 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 in Greenwich Village, the Whitney relocated in 1954 to West 54th Street and in 1966 inaugurated its present home, designed by Marcel Breuer, at 945 Madison Avenue. The Whitney is 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. [www.whitney.org](http://www.whitney.org)

**About Union Square Hospitality Group**

Danny Meyer's Union Square Hospitality Group (USHG) includes some of New York City's most beloved establishments: Union Square Cafe, Gramercy Tavern, Eleven Madison Park, Tabla, Blue Smoke/Jazz Standard, Shake Shack, The Modern, Cafe 2 and Terrace 5, located at The Museum of Modern Art, El Verano Taquería and Box Frites (both at Citi Field), Maialino, Union Square Events and Hospitality Quotient, a learning business. USHG is best known for its blend of excellent food and its unique style of warm hospitality. Actively involved in the community, USHG and its employees are committed to extending its enlightened hospitality beyond the walls of its restaurants. The company supports an array of hunger relief organizations including Share Our Strength and City Harvest; civic organizations such as NYC & Company, Union Square Partnership, and the Madison Square Park Conservancy; and other causes including the Hospice Unit at Beth Israel Hospital for which it prepares and delivers meals to its patients. Meyer, his restaurants, and chefs have earned an unprecedented 21 James Beard Awards, as well as numerous other media accolades. For the past decade, Gramercy Tavern and Union Square Cafe have vied for #1 and #2 among Zagat's Most Popular Restaurants in New York. [www.ushgny.com](http://www.ushgny.com)

**About Rockwell Group**

Rockwell Group is an award winning, cross-disciplinary 120-person architecture and design firm specializing in cultural, hospitality, retail, product, and set design. Based in New York, with a satellite office in Madrid, the firm crafts a unique narrative and an immersive environment for each project. Rockwell's interest in theater has informed much of the firm's work, including: the W Hotel, Union Square; Maialino at the Gramercy Park Hotel; Adour Alain Ducasse at The St. Regis New York; the central Marketplace of the JetBlue terminal at John F. Kennedy International Airport; set design for the 2009 and 2010 Academy Awards ceremonies; Canyon Ranch Miami Beach; the Kodak Theatre, Los Angeles; Nobu restaurants worldwide; set design for Broadway's "Hairspray," and the upcoming "Houdini;" the Elinor Bunin-Munroe Film Center at Lincoln Center; and the Imagination Playground initiative. In May 2010 David Rockwell was inducted into the James Beard Foundation Who's Who of Food & Beverage in America. He was also honored with the 2009 Pratt Institute Legends Award, and the 2008 National Design Award for Interior Design from Smithsonian's Cooper-Hewitt. <http://rockwellgroup.com>

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