

WHITNEY

Whitney Museum of American Art
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Press Release

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SANDWICHED

UNION SQUARE HOSPITALITY GROUP AND THE WHITNEY PRESENT *SANDWICHED*: NEW “POP-UP” CAFE FEATURING CREATIONS FROM USHG’S RENOWNED CHEFS

CAFE DESIGNED BY ARTIST JEFFREY INABA, AS PART OF *2010*, THE WHITNEY BIENNIAL

NEW YORK, February 23, 2010 – Danny Meyer’s Union Square Hospitality Group (USHG) is pleased to introduce *Sandwiched*, its new temporary “pop-up” cafe at the Whitney Museum of American Art featuring sandwich creations from USHG’s celebrated chefs. Opening on Thursday, February 25th in tandem with *2010*, the Whitney Biennial, *Sandwiched* is a temporary cafe serving visitors while the permanent dining space on the lower level of the museum (set to open in fall 2010) is being renovated.

As part of the Biennial, the Whitney commissioned Jeffrey Inaba’s architecture collective INABA and C-Lab to design the space. “The main inspiration for *Sandwiched* was the Breuer building, and the idea that postwar modern architecture, however bold in form or expressive in materials, is vulnerable to feeling institutional,” explained Jeffrey Inaba. “Our intention was to respond to the delicate state that modern architecture can find itself in with a palette of contemporary, synthetic materials – the installation is made of fiberglass, nylon and plexiglass lanterns, a resin service counter, plexiglass table tops and vinyl seat covers – in order to be more ‘human’ and hospitable to the touch.”

Created and operated by Hudson Yards, the events and catering business from Danny Meyer’s USHG, *Sandwiched* offers sandwich selections from the renowned chefs of USHG, as well as beverages, snacks and dessert sandwiches from some of USHG’s talented pastry chefs. These sandwiches were commissioned specifically for the “pop-up” cafe, and are available at the Whitney only, for a limited time during this installation:

- **Union Square Cafe Cured Salmon**, Chef Carmen Quagliata
- **Gramercy Tavern Heritage Ham & Sharp Cheddar**, Chef Michael Anthony
- **Tabla Bombay Pita Panino**, Chef Floyd Cardoz
- **Eleven Madison Park Chicken Schnitzel**, Chef Daniel Humm
- **Blue Smoke Applewood-Smoked Turkey & Gouda**, Chef Kenny Callaghan
- **Hudson Yards Knoll Crest Egg or Line-Caught Albacore Tuna**, Chef Robb Garceau
- **Hudson Yards Lemon Whoopie Pie or S’More**, Pastry Chef Sunchar Raymond
- **Gramercy Tavern Chocolate Mint Patty Brownie**, Pastry Chef Nancy Olson
- **Blue Smoke Fluffer Nutter**, Pastry Chef Jennifer Giblin
- **Hudson Yards Baked Eggs or Pancakes with Fruit Compote** (Weekends Only)

“As art lovers we are incredibly excited to partner with the Whitney to help establish the museum as a premier venue for catered events. And we consider it an enormous privilege to conceive the next generation cafe to serve the Whitney’s museum goers as well as their Upper East Side neighbors,” said Danny Meyer, CEO, Union Square Hospitality Group. “We’re eager to contribute one more reason for people to visit this institution of American art.”

Following the renovation, the Whitney and Union Square Hospitality Group will unveil a new cafe in the fall of 2010. In addition to operating SandwicheD, Hudson Yards serves as the exclusive caterer for all Whitney events. Hudson Yards has earned acclaim as an innovative hospitality leader for its role in creating and operating USHG’s culinary offerings at The New York Mets’ Citi Field, and also for Public Fare, its open-air cafe at the Public Theater at The Delacorte in Central Park.

Sandwiched Hours and Listing Information

Monday: Closed
Tuesday – Thursday: 11AM – 5PM
Friday: 11AM – 8PM
Saturday and Sunday: 10AM – 5PM
No Reservations
(212) 570-3600 / whitney.org

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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 Taqueria and Box Frites (both at Citi Field), Maialino, as well as Hudson Yards. 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 twenty 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.ushgnyc.com

About Jeffrey Inaba

INABA is an architecture office founded by Jeffrey Inaba that specializes in content development and design. The firm’s creative process involves first defining a project’s objectives and then overseeing all aspects of its production. Inaba is the Director of C-Lab, an architecture, policy, and communications think tank at Columbia University’s Graduate School of Architecture, Planning and Preservation, and the Features Editor of *Volume Magazine*. www.inaba.us

About the Whitney

The Whitney Museum of American Art is the leading advocate of 20th- and 21st-century American art. Founded in 1930, 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 Jasper Johns, Donald Judd, Agnes Martin, Bruce Nauman, Georgia O’Keeffe, Claes Oldenburg and Coosje van Bruggen, Kiki Smith, and Andy Warhol, among other artists. 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, the Whitney relocated in 1954 to West 54th Street and in 1966 inaugurated its present home at 945 Madison Avenue, designed by Marcel Breuer. The Whitney is currently 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.