

WHITNEY

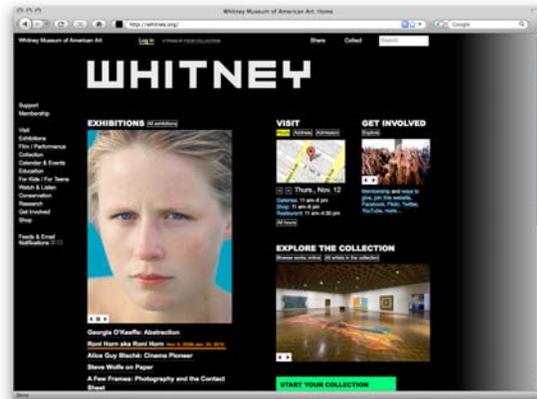
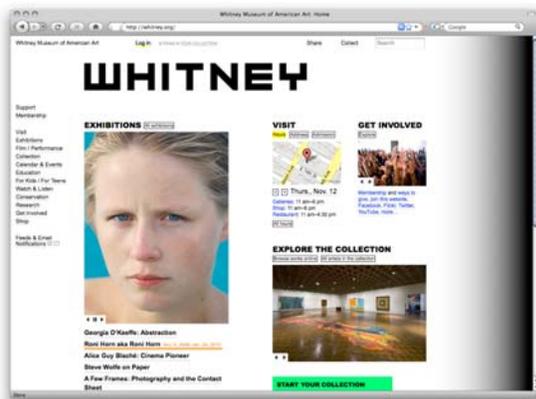
Press Release

Contact:
Stephen Soba, Leily Soleimani
pressoffice@whitney.org
(212) 570-3633
Fax (212) 570-4169

Whitney Museum of American Art
945 Madison Avenue at 75th Street
New York, NY 10021
whitney.org/press

THE WHITNEY TO LAUNCH REDESIGNED AND EXPANDED WHITNEY.ORG ON THURSDAY, NOVEMBER 12

New Website Features Commissioned Series of Internet Art Projects



NEW YORK, November 11, 2009—The Whitney Museum of American Art is launching its redesigned and expanded website, whitney.org, tomorrow—Thursday, November 12, 2009. The new site incorporates innovative web technology and design to provide users with accessible and immediate ways to explore the Whitney's exhibitions, programs, and preeminent collection of twentieth- and twenty-first-century art of the United States. As an integral part of the new site, the Whitney has commissioned the first in a series of Internet art projects, which will appear briefly throughout the site at sunset and sunrise in New York City, marked by the website's background changing from white (day) to black (night) and vice versa.

To preview the site before it launches, email pressoffice@whitney.org or call (212) 570-3633.

Adam D. Weinberg, the Whitney's Alice Pratt Brown Director, commented, "Our redesigned website—with its dynamic content, compelling aesthetic, and uncomplicated approach to accessing art—reflects the Whitney's ethos and provides a new window into the Museum. As we advance our plans to build a museum in downtown Manhattan near the High Line, the new whitney.org will bring our renowned collection and groundbreaking programming to the broadest public possible."

The website redesign involved nearly every department in the Museum and was led by an in-house team drawn from the curatorial, development, education, graphic design, information technology, and

marketing staff, in collaboration with the external design partnership Linked by Air. The site will be managed using a unique, shared wiki-based interface allowing staff members across the Museum to enter and manipulate text, images, audio, and video; vet content; and customize workflows to ensure accuracy and scholarship. This highly collaborative approach to site development and ongoing management is unique for a major cultural institution and allows for a distinct connection between Museum staff and the public.

Art at the Forefront

Selections from the Whitney's Collection

For the first time, online visitors can explore a selection of nearly 400 works from the Whitney's collection and an index of the more than 2,800 artists in the collection, indicating the number of works by each. Images can be viewed at full-screen or larger, and many artists in the collection are represented by multiple works, for example Louise Bourgeois, Alexander Calder, Edward Hopper, Jasper Johns, Jacob Lawrence, Georgia O'Keeffe, Ed Ruscha, Kiki Smith, and Andy Warhol. A range of navigation tools allows users to explore the online collection alphabetically by artists' names, chronologically by decade, or via an image-rich search feature, and works are flagged if they are currently on view in the Museum. Additional works and interpretive material will be added to the online collection on an ongoing basis.

Internet Art Commissions

The Whitney has commissioned a series of Internet art projects for the new website. Each project will appear on every page of whitney.org for ten to thirty seconds at sunset and sunrise in New York City, marked by the change of the website's background color from white (day) to black (night) and vice versa. Several projects will be commissioned annually, with each appearing on the site for three to four months. Christiane Paul, the Whitney's adjunct curator of new media, notes: "What distinguishes these projects is that they use whitney.org as their habitat, disrupting, replacing, or engaging with the museum website as an information environment. This form of engagement captures the core of artistic practice on the Internet, the intervention in existing online spaces."

First in the series is a project by the collaborative ecoarttech, founded in 2005 by artists Cary Peppermint and Christine Nadir. The project, *Untitled Landscape #5*, consists of fluctuating, glowing orbs of light that disrupt the "digital landscape." The size and speed of the orbs will vary based on the number of visitors to the site since the previous sunrise (for sunset) or sunset (for sunrise); higher visitation results in larger, slower-moving orbs. Ecoarttech's work has consistently explored relationships between landscape, technology, and culture, and their commissioned work for the new Whitney site metaphorically explores the impact of visitors on the Museum's information environment.

Whitney Video and Audio

A broad range of video and audio produced by the Whitney to accompany and enhance a physical or virtual visit illuminates current and past exhibitions, works in the collection, public programs, and performances. Visitors can stream or download interpretative materials, including audio guides for the collection and exhibitions, and short videos featuring behind-the-scenes artist and curator commentary, complete with transcripts.

Notable Features

Custom Collection

Visitors to the site can register for personal accounts allowing them to create a collection of their favorite works of art, exhibitions, or pages on the site. Users can add captions, rearrange page elements via a drag-and-drop feature, create their own slideshows, and share links to their collection.

Sharing, RSS Feeds, Email Subscriptions, and Calendar Notifications

All pages of whitney.org can be shared via email and online communities including Facebook, Twitter, Digg, StumbleUpon, Delicious, and more. Visitors may subscribe to RSS feeds to be notified whenever site content is updated. Users can also add individual events and exhibitions to their personal calendar programs such as iCal, Outlook, and Google Calendar, or subscribe to receive automatic updates.

Practical Resources for Planning a Visit

Museum hours by date, travel directions, and ticketing information are featured prominently on the homepage. A versatile and easy-to-use online calendar allows visitors to view a comprehensive list of events and exhibitions by date, week, or month, as well as to filter results by categories such as member events, family programs, free events, gallery tours, and more. Information for parents and caregivers, including tips on planning a family visit and looking at art with kids, is available in a special section of the site called "For Kids." Detailed information on access services and programs for visitors with disabilities is also available.

Whitney Blogs

Alongside resources and easy-to-access, specialized content for families, teens, teachers, and adult audiences, the site incorporates blogs specific to each of these groups, allowing for more informal exchanges.

Web Technology

The site was built in Ruby on Rails, an open source web application framework, using the Economy content management system developed by Linked by Air and customized for the Whitney. Allowing for an

agile development process and highly collaborative approach to content entry, Economy requires minimal technical skills and provides a unique, shared interface for Whitney staff and the public.



Web Accessibility

The new site was designed to provide equal functionality and information to all users. Individuals who are blind, partially sighted, deaf, or hard of hearing will be able to navigate through the site relying on sound and text alternatives such as transcripts, captions, optimal color contrasting, and explicit labeling for screen readers. Consultation and review of the new site in accordance with national accessibility guidelines was provided by The Carl and Ruth Shapiro Family National Center for Accessible Media, WGBH Educational Foundation.

About Linked by Air

Linked by Air is the graphic design partnership of Tamara Maletic and Dan Michaelson. Their approach is practical, hands-on, and collaborative. Linked by Air is experienced in several media, including print, online, and installations in the environment. They specialize in the design and production of public space both physical and online, making design and technology into intertwined inventive processes. They are recipients of the AIGA 365 Award and the Charles Nypels Prize for research in urban communications systems. More information is available at linkedbyair.net.

About ecoarttech

Cary Peppermint and Christine Nadir founded ecoarttech as their collaborative platform for digital environmental art in 2005. They are 2009 Artist Fellowship recipients of the New York Foundation for the Arts, and their most recent work is "Eclipse," an internet-based work commissioned by Turbulence of New Radio and Performing Arts, Inc. For more information on ecoarttech, please visit ecoarttech.net.

About the Whitney

The Whitney Museum of American Art is the leading advocate of twentieth- and twenty-first-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.

Current and Upcoming Exhibitions at the Whitney Museum of American Art:

Georgia O'Keeffe: Abstraction	September 17, 2009–January 17, 2010
Photography and the Contact Sheet	September 25, 2009–January 3, 2010
Steve Wolfe on Paper	September 30–November 29, 2009
Roni Horn aka Roni Horn	November 6, 2009–January 24, 2010
Alice Guy Blaché: Cinema Pioneer	November 6, 2009–January 24, 2010
Omer Fast: Nostalgia	December 10, 2009–February 14, 2010
2010 Whitney Biennial	February 25–May 30, 2010

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 am to 6 pm, Friday from 1 pm to 9 pm, 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 pm. For general information, please call (212) 570-3600 or visit whitney.org.