

# WHITNEY

Whitney Museum of American Art  
945 Madison Avenue at 75th Street  
New York, NY 10021  
[www.whitney.org/press](http://www.whitney.org/press)

Tel. (212) 570-3633  
Fax (212) 570-4169  
[pressoffice@whitney.org](mailto:pressoffice@whitney.org)

## Press Release

### WHITNEY MUSEUM LAUNCHES *WHITNEY FOCUS* VIDEO SERIES

New York, April 11, 2008 – The Whitney Museum of American Art announced today the launch of *Whitney Focus* – a dynamic series of original video programming developed by the Museum and made available free-of-charge on the web, as podcasts, via video on demand, and through broadcast platforms.

This initiative, the first of its kind for the Whitney, brings specially produced, high-quality video content to a global audience and further develops the Whitney's ongoing commitment to engage and educate a local, national and international audience about 20<sup>th</sup>- and 21<sup>st</sup>-century American art.

"*Whitney Focus* is our first comprehensive effort to adapt aspects of the Museum's exhibition program for viewing and sharing online," said Jeffrey Levine, the Whitney's chief marketing & communications officer. "Through a variety of video-sharing websites such as blip.tv and YouTube, social networking sites like Facebook, and podcasting via iTunes, *Whitney Focus* offers exclusive artist interviews and provides viewers with a behind-the-scenes look at works on view. We are excited by the possibilities for people to sample the Whitney's innovative programming online and grateful to Whitney supporter Joseph Varet for making this initiative possible," said Levine.

*Whitney Focus* kicks off with an eclectic group of ten short videos presented in conjunction with the 2008 Whitney Biennial (on view at the Museum through June 1, 2008). Nine 2008 Biennial artists are featured in individual two-to-three minute videos, each reflecting on their work and offering insight into their artistic process.

The artists are Walead Beshty, Jedediah Caesar, MK Guth, Fritz Haeg, Ellen Harvey, Charles Long, NPR, Bert Rodriguez, and Lisa Sigal. In addition, Biennial curators Henriette Huldish and Shamim M. Momin give a behind-the-scenes look into the exhibition and their curatorial process.

*Whitney Focus* videos are currently available online at:

Whitney.org: <http://whitney.org/focus>

Blip.tv: <http://whitneyfocus.blip.tv>

YouTube: <http://youtube.com/WhitneyFocus>

Facebook: <http://www.facebook.com> (accessible via the Whitney Museum fan page)

iTunes: in the video podcast section (free podcast subscription available here <http://phobos.apple.com/WebObjects/MZStore.woa/wa/viewPodcast?id=277483150>)

The Whitney is working with Ovation TV to feature *Whitney Focus* content on Ovation TV, on OvationTV.com and via its free Ovation TV On-Demand service.

"Working with cultural institutions is a core part of our mission," said Charles Segars, CEO, Ovation TV. "We're honored to assist the Whitney in bringing exciting *Whitney Focus* programming to national TV and online audiences." Ovation TV, the only network dedicated to art and culture, is available in 28 million homes nationwide, including on DIRECTV (channel 274), DISH Network (Channel 157) and Time Warner Cable (channel 83) in New York."

The launch of *Whitney Focus* is funded by Joseph Varet, founder and former CEO of LX.TV, a broadband television network recently acquired by NBC Universal. *Whitney Focus* is produced by Code & Theory.

#### **About The Whitney Museum**

The Whitney Museum of American Art is the leading advocate of 20<sup>th</sup>- and 21<sup>st</sup>-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, Louise Nevelson, and Lucas Samaras, as well as significant works by Jasper Johns, Donald Judd, Agnes Martin, Bruce Nauman, Georgia O'Keeffe, Claes Oldenburg, Kiki Smith, and Andy Warhol, among other artists. With its history of exhibiting the most promising and influential American artists and provoking intense debate, the Whitney's signature show, the Biennial, has become the most important survey of the state of contemporary art in America today.

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

|  |                                    |
|--|------------------------------------|
| Demuth's Late Paintings of Lancaster           | Through April 27, 2008             |
| 2008 Whitney Biennial                          | Through June 1, 2008               |
| Polaroids: Mapplethorpe                        | May 3-September 7, 2008            |
| Buckminster Fuller: Starting with the Universe | June 26-September 21, 2008         |
| Paul McCarthy: Three Installations, Two Films  | June 26-October 12, 2008           |
| Alexander Calder: The Paris Years              | October 16, 2008-February 15, 2009 |
| William Eggleston                              | November 7, 2008-January 25, 2009  |

*The Whitney Museum is located at 945 Madison Avenue, 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. Admission is \$15 for adults; Members, children (ages 11 and under), and New York City public high school students are admitted free. Senior citizens (62 and over) and students with valid ID: \$10. There is a \$6 admission fee for a pass to the Kaufman Astoria Studios Film & Video Gallery only. Admission is pay-what-you-wish on Fridays, 6-9 pm. For information, please call 212-570-3600 or visit [www.whitney.org](http://www.whitney.org).*