

# WHITNEY

## Press Release

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### WHITNEY MUSEUM AND ANTENNA AUDIO TO LAUNCH FOLLOW THROUGH, A MOBILE MEDIA PROJECT

December 1, 2005-January 29, 2006

New York, NY—The Whitney Museum and Antenna Audio are collaborating on Follow Through, a mobile media project created by Jennifer Crowe and Scott Paterson which is accessible to museum visitors on handheld media players. The site-specific work comments on the interaction between viewers of the Whitney's permanent collection by asking participants to engage in subtle performative acts. Participants are prompted by visual instructions which show up on the screens of the handheld players.

Noting the contradiction between the passive body language of visitors and the dynamic activity depicted in the Museum's permanent collection, Crowe and Paterson reference the existing audio tour and invite visitors to go beyond the mental act of contemplating artworks. Follow Through, inspired by the sports terminology, encourages viewers to "follow through" on the dynamics of artworks by performing small exercises to increase their awareness of their behavior and body language while visiting the collection.

Documentation of the project goes online at [artport.whitney.org](http://artport.whitney.org), [www.whitney.org](http://www.whitney.org), and [www.antennaaudio.com](http://www.antennaaudio.com).

The exhibition was co-commissioned by the Whitney Museum of American Art and Antenna Audio and is sponsored by Antenna Audio.

## ABOUT THE ARTISTS

Jennifer Crowe is currently a new media producer in New York. Trained in the arts, her education includes an MA from Bard College's Center for Curatorial Studies and a BA in Visual Arts and Communication from the University of California, San Diego. Jennifer has broad experience in the arts with a special interest in digital archives and fine art preservation. Highlights include curating exhibitions at A.I.R. Gallery and The New Museum, initiating Rhizome.org's Artbase, an online archive for Net-based artworks, and producing online companions for Peabody-Award winning art television shows at Thirteen/WNET New York Public Television. She has coordinated digital video archiving projects for Yale University, the Dance Heritage Coalition, and the EU's international video preservation project PrestoSpace. She has lectured at various venues including the Dutch Electronic Arts Festival, the American Museum of the Moving Image, and the Guggenheim Museum.

Scott Paterson is an architect, interaction designer, and artist based in New York. He teaches studio courses in the MFA in Design and Technology Program at the Parsons School of Design and has also taught at Columbia University's Graduate School of Architecture. Trained as an architect, his education includes a Bachelor of Architecture degree from the University of Minnesota and a Masters degree from Columbia University. He has received grants from the Walker Art Center, Parsons School of Design, and The Design Institute at the University of Minnesota. Patterson lectures internationally and his work has been exhibited at the Whitney Museum of American Art, the Walker Art Center, and the Banff Centre for the Arts, as well as in venues in Amsterdam, Berlin, Florence, and Mexico City.

## 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 critical and public debate, the Whitney's signature show, the Biennial, has become a measure of the state of contemporary art in America today.