

## Whitney Museum of American Art

This distinctive museum specializes in American art from the 20th century to the present. The Whitney Museum is dedicated to collecting, preserving, interpreting, and presenting American art, especially of artists who are still alive.

The establishment of the museum originated with Gertrude Vanderbilt Whitney, who was an artist and art collector. Whitney founded the self-titled Whitney Museum of American Art in 1930 because the museums of the United States at the time were quite conservative and advocated only to European art, which inspired and motivated her to open a museum that only collected contemporary American art. In the beginning, the Whitney Museum was biased towards realist paintings but later also showed and collected abstract art.

The original location of the Whitney Museum was in Greenwich Village. In 1953, it moved to West 54 Street. In 1966 the Whitney moved into a building designed by the architect Marcel Breuer, on Madison Avenue. The current building opened on May 1, 2015 and is located in Lower Manhattan in the Meatpacking District at 99 Gansevoort Street. <sup>1</sup>

The Whitney has consistently evolved and maintained its cultural relevance, and keeps an extensive calendar of star-studded events. On May 23rd, *Vogue* covered the museum's gala & studio event bringing together fashion and art. Mainstream events like these attract celebrities, fashion designers, models and most importantly artist. These events attract press and help the museum to keep its status. <sup>2</sup>

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<sup>1</sup> "History of the Whitney." *Whitney Museum of American Art*, <https://whitney.org/About/History>. Accessed 17 Nov. 2018.

<sup>2</sup> Ramzi, Lilah. "Artists Turned Out by the Dozen for the Whitney Museum's Gala and Studio Party." *Vogue*, *Vogue*, 23 May 2018, [www.vogue.com/article/whitney-museum-studio-party-gala-2018](http://www.vogue.com/article/whitney-museum-studio-party-gala-2018).

## Bibliography

1. "History of the Whitney." *Whitney Museum of American Art*, <https://whitney.org/About/History>. Accessed 17 Nov. 2018.
2. Ramzi, Lilah. "Artists Turned Out by the Dozen for the Whitney Museum's Gala and Studio Party." *Vogue*, Vogue, 23 May 2018, [www.vogue.com/article/whitney-museum-studio-party-gala-2018](http://www.vogue.com/article/whitney-museum-studio-party-gala-2018).