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**MUSEUM**

**kvadrat**

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## **New Museum and Kvadrat Announce a Three-Year Partnership**

### **Initiative to Result in Ambitious New Productions by Emerging Artists**

New York, NY...The New Museum and Kvadrat today announce a new three-year initiative which will support selected emerging artists in the production of new work, resulting in three solo exhibitions at the Museum over three years. The artists will be chosen by the New Museum, focusing on artists who have not yet had a major museum exhibition in New York. Kvadrat has a long history of supporting artists in the production of new works, having collaborated with celebrated artists such as Thomas Demand, Olafur Eliasson, Sarah Lucas, Cildo Meireles, Philippe Parreno, Rosemarie Trockel, and many others. This partnership will support the New Museum's mission to present significant new works by a younger generation of artists and builds upon Kvadrat's recent and successful collaboration with Pipilotti Rist for her exhibition at the New Museum (October 26, 2016–January 15, 2017). The project will be overseen at the New Museum by Helga Christoffersen, Assistant Curator, and Massimiliano Gioni, *Edlis Neeson Artistic Director*.

"Kvadrat combines experimentation with tradition, so I cannot think of a better partner in supporting the work of emerging artists and nurturing new talent. During our collaboration with Kvadrat on the exhibition 'Pipilotti Rist: Pixel Forest,' we were truly impressed by the exceptional precision and care that Kvadrat put into developing the project; Kvadrat approaches art and design with the same high ambition, responding to innovation with unique openness. The result is a relationship in which artists find the support of an efficient collaborator and the direct commitment of an accomplice and a friend," said Gioni.

"Kvadrat has a long history of collaborating with artists in creating site-specific installations. The New Museum has become an authority in curating unique exhibitions with interesting artists, and has been instrumental in launching the careers of many international artists in the US. We are very excited to collaborate with this renowned institution. We share a common vision of pushing boundaries and experimenting, and we are looking forward to coproducing three exhibitions together," said Anders Byriel, CEO of Kvadrat.

#### **ABOUT NEW MUSEUM**

The New Museum is the only museum in New York City exclusively devoted to contemporary art. Founded in 1977, the New Museum is a center for exhibitions, information, and documentation about living artists from around the world. From its beginnings as a one-room office on Hudson Street to the inauguration of its first freestanding building on the Bowery designed by SANAA in 2007, the New Museum continues to be a place of experimentation and a hub of new art and new ideas.

## **ABOUT KVADRAT**

Kvadrat was established in Denmark in 1968 and has deep roots in Scandinavia's design tradition. Kvadrat continuously works to expand the aesthetic, technological, and artistic boundaries of the use of textiles through a long series of collaborations with some of the world's best designers, architects, and artists, including Tord Boontje, Miriam Bäckström, Ronan and Erwan Bouroullec, Thomas Demand, Olafur Eliasson, Alfredo Häberli, Akira Minagawa, and Peter Saville. Art projects include Pipilotti Rist at New Museum, New York (2016); Philippe Parreno at Tate Modern, London (2016); Joana Vasconcelos, AroS, Aarhus (2016); Goshka Macuga at Fondazione Prada, Milan (2016); Jesper Just at Palais de Tokyo, Paris (2015); Shilpa Gupta at la Biennale di Venezia, Venice (2015); Günther Vogt and Olafur Eliasson at Your Glacial Expectations, Kvadrat Headquarters, Ebeltoft (2012); and Thomas Demand at Städel Museum's Metzler Hall, Frankfurt (2011).

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