

EVENTS/CAUSES

## Audi supports progressive mindset through Whitney Museum partnership

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*Whitney Museum*

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By STAFF REPORTS

Audi of America is the official automotive partner for the opening year of the Whitney Museum's new downtown building.

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Throughout 2015 and 2016, Audi will participate in various events, chauffeuring guests to the venue or inviting attendees to a branded members-only lounge. This extended collaboration with the cultural institution furthers Audi's association with the artistic community.

### Raising awareness

The Whitney officially opens in its new location within the Meatpacking District May 1. The building sits at the southern end of the High Line, giving it views of the Hudson River.

Within the museum is 50,000-square feet of gallery space, with the largest column-free exhibition area in New York.

Audi's partnership kicks off during the week before the official opening, and will continue throughout the year and into 2016, giving the brand plenty of opportunities to raise awareness among the museum's patrons.



### *Audi at Whitney Museum event*

In a brand statement, Scott Keogh, president of Audi of America, said, “Audi is proud to support the mission of the Whitney Museum of American Art, one of the most preeminent, contemporary art museums of the world. This incredible new building, designed by Renzo Piano, will be a global center for art, culture and innovation.”

Audi has previously shown its support for the arts with its tenth time as a presenting sponsor of Backstage at the Geffen.

The annual fundraiser, being held March 22, raises money for the nonprofit theater Geffen Playhouse in Los Angeles, enabling it to take artistic risks and continue its community outreach to share live theater to disadvantaged youth, senior citizens, veterans and other locals. Audi has previously supported the arts, since they align with its creative, boundary pushing brand values ([see story](#)).

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