

JEWELRY

## Tiffany shows art appreciation ahead of Whitney Biennial

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*Whitney Museum in New York*

By STAFF REPORTS

Jeweler Tiffany & Co. is gearing up for its sponsorship role in this year's Whitney Biennial by showcasing its long history with the art world.

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Ahead of the New York museum's 78th survey of contemporary art, Tiffany is partnering with a handful of the 63 artists featured in the show on a series of exclusive pieces and window displays. Showing that its relationship to art is not short-lived, Tiffany is also highlighting its heritage through a short film and social content.

Art of the matter

Tiffany will be the presenting sponsor of the Whitney Biennial, supporting the event alongside Sotheby's and J.P. Morgan. This marks the first Biennial in the Whitney's new building.

Running from March 17 to June 11, the Biennial will feature an exhibition of artwork and a film program spread across 10 weekends.

Before the exhibition kicks off, Tiffany is providing a first taste through its Fifth Avenue flagship store.

In addition to a multimedia art exhibit inside its boutique, the brand is hosting an artist takeover in its windows. The curators of the Biennial, Mia Locks and Christopher Y. Lew, selected five artists featured in the show to design limited-edition objects and corresponding window displays.

Ajay Kurian was inspired by the bankers' accessory of choice in the film "American Psycho" and worked with Tiffany craftsmen to create 10 sterling business card holders engraved with the word psycho. In his window, cards are seen falling out of one of the cases and cascading down a replica of the Whitney's staircase, where his work can be seen during the event.

Shara Hughes' hand-painted bone china pitcher rotates within her window, with lights within changing color depending on the time of day.



*Shara Hughes' window for Tiffany; image source the artist*

Used polishing cloths surround Harold Mendez's pre-Columbian death mask in his window. Produced in a series of five, the mask is filled with water and sits atop polishing wheels, with a mirror positioned above for an additional perspective.

Carrie Moyer chose to create 10 stippled pendants, showcasing them within a colorful pane. The artist is known for her large-scale paintings that start with collage and feature acrylic and glitter, making this window representative of her use of texture.

Raul de Nieves created a hand-engraved sterling silver box, displaying it within 18 layers of etched glass featuring the same imagery.

Tiffany also marked the event with a special design of its own. The brand produced a limited-edition numbered series of 180 sterling silver pendants with a splash of its iconic blue.



### *Tiffany's pendant for the Whitney Biennial*

The jeweler will be broadcasting on Facebook Live from the Biennial on March 14, providing a first look to its followers.

Beyond 2017, Tiffany will also be sponsoring the Whitney Biennials in 2019 and 2021.

Looking back into its history, Tiffany created a film celebrating its almost 200-year history of art patronage and collaboration. This included Louis Comfort Tiffany, son of the brand's founder, who was known for his stained glass designs and who became the jeweler's first art director.

### *Tiffany & Co. Tiffany and the Arts*

Tiffany recently painted a new picture of art in contemporary day with a five-part video series.

Luxury brands often look to tie their image to art, using mediums such as video to connect with art lovers. The modern age and advances in technology has caused a shift in consumer behavior and has altered industries dramatically, and Tiffany's "New Ways of Seeing" attempts to shine a light on how the art world has been changed as well ([see story](#)).