



## GLOBAL BRAND STRATEGY FIRM, WHY-Q? INC., BRINGS ADIDAS ORIGINALS TO ROME FOR “NEW YORK MINUTE”

***Featuring 60 New York City Artists “New York Minute” Will Exhibit at  
MACRO, Museum of Contemporary Art, Rome from  
September 19<sup>th</sup> to November 1<sup>st</sup>***

**NEW YORK, NY and ROME, ITALY—August 20, 2009—**[whY-Q? Inc.](#)—a leading brand strategy, global insights and lifestyle marketing agency based in New York—announced today that it has partnered its client [adidas Originals](#) with “[New York Minute](#)”—an upcoming exhibition set to present the work of 60 artists from the New York creative scene at **MACRO, Museum of Contemporary Art, Rome**. Curated by Deitch Projects’ gallery director, Kathy Grayson, “New York Minute” takes place from September 19<sup>th</sup> to November 1<sup>st</sup> and will exhibit large-scale collaborative installations, site-specific murals, specially designed sculptural components, integrated video projects and multiple live performances.

For nearly a decade, whY-Q? has worked to forge strategic alliances and meaningful collaborations between the creative community and market leading luxury and lifestyle brands across the globe. By helping companies engage with their audiences through avant-garde cultural events and initiatives, whY-Q? is consistently sought after for its ability to cultivate strong and memorable connections between consumers and brands.

“Having long been dedicated to the creative expression and independence embodied by the 60 emerging and established artists whose work comprises ‘New York Minute,’ adidas is an ideal brand to sponsor this exhibition” said **Yvette Quiazon**, founder and president of whY-Q? Inc. “We’re thrilled to have the opportunity to link them up with what promises to be one of the year’s most exciting events in the world of art.”

Over the years, whY-Q? has been at the vanguard of the New York art scene. Agency principal Teddy Liouliakis has led the way, having curated dozens of shows and installations globally while marshalling several rising artists into illustrious careers—in fact one, Ryan McGinley, became the youngest photographer ever to have a solo show at the Whitney Museum. Some of today’s most successful and well known companies have sought whY-Q?’s counsel in producing events, developing strategies to integrate their brands with the arts and to better navigate the contemporary art world.

Comprised of emerging and established artists living in downtown New York—including Aurel Schmidt, Chris Johanson, Dan Colen, Dash Snow, Nate Lowman, Ryan McGinley, Spencer Sweeney, Tauba Auerbach and Terence Koh—the New York Minute exhibition explores some of the leading tendencies in new art: updating action painting and abstraction with the toughness of the streets, synthesizing low pop culture into handmade heartfelt hybrids, taking conceptualism to new and absurd ends, organizing into collectives and bands and taking interdisciplinary art on tour, and bringing downtown punk attitude to assemblage, collage and sculpture.

***MORE ABOUT WHY-Q?***

Since the company was founded in 1999, whY-Q? has led a number of innovative projects for category leading brands across the globe, including: Apple, adidas, Coca Cola, Miller Brewing Co., Nokia, Target, P&G and Volkswagen. With a scope of services that ranges from non-traditional focus group recruiting, moderation and analysis, detailed brand audits, comprehensive ethnography development, video production of research and in-depth interviews, whY-Q? has earned a reputation as an agile, inventive and analytical brand strategy and market research company that consistently uncovers incisive and honest insights from some of the today's most difficult to reach consumer segments. The company has offices in both New York and LA.