

WHITNEY

Whitney Museum
of American Art
Press Office

99 Gansevoort Street
New York, NY 10014

pressoffice@whitney.org
(212) 570-3633

PRESS RELEASE

UPDATE ON ADMISSION FROM THE WHITNEY MUSEUM



New York, NY, July 11, 2023 — The Whitney Museum of American Art is adjusting ticket prices beginning July 13, 2023.

The changes, which coincide with the start of the Museum's new fiscal year, are:

- Base adult ticket price increasing from \$25 to \$30
- Tickets for seniors (65+) and students increasing from \$18 to \$24

The adjustments—the first since 2016—will help keep the institution and its mission to support art and artists strong in a landscape acutely changed by a variety of factors, including inflation, rising costs, and still-recovering attendance.

The Whitney continues to offer a robust [suite of growing free and discounted offerings](#), including:

- Free admission and programs for visitors 18 and under, always
- Pay-what-you-wish admission every Friday night from 7 PM to 10 PM
- Free admission for active military and veterans
- Free admission for SNAP/EBT cardholders
- Free admission for IDNYC cardholders on select dates

- Discounted admission (\$18) for visitors with disabilities, with free admission for one care partner. [Full list of access services here.](#)
- Free admission to exhibitions on view in the Whitney’s lobby gallery
- Visitors 18 and under can participate in Open Studio art-making programs for free on most weekends
- “Whitney Free Days” that are tied to programming. The Whitney recently offered universal free admission and special programming on April 22 in celebration of Earth Day. The event “sold out,” with over 80 percent of tickets reserved by first time visitors to the Whitney. The special Free Open Studio art programs for children saw attendance nearly triple during this Whitney Free Day.

The Whitney is also **currently not altering the price of membership.** [Members](#) receive unlimited free admission to the museum, discounted tickets for guests, and discounts at the Museum store and restaurants, among other benefits. **Memberships can be purchased for as low as \$5 a month for students and seniors, and \$7.50 a month for individuals.** In the coming year, the Whitney is offering a series of exciting exhibitions, including [Henry Taylor: B Side](#), the first exhibition to survey the career of leading Los Angeles based contemporary artist Henry Taylor, and the 81st Whitney Biennial, the Whitney’s showcase of the most relevant art and ideas of our time featuring contemporary artists working across media and disciplines, representing the evolving notions of American art.

The Museum is currently sharing the work of two visionary artists in two landmark exhibitions: [Jaune Quick-To-See Smith: Memory Map](#) celebrating five decades of artwork by groundbreaking Indigenous artist Jaune Quick-To-See Smith, and [Josh Kline: Project for a New American Century](#), the first U.S. museum survey of Josh Kline’s work, spanning 15 years and including the debut of installations and moving image works that address the urgency of the climate crisis. The exhibition [Inheritance](#) also just opened and features new and rarely-seen artworks from the Whitney’s collections that trace the profound impacts of legacy and the past across familial, historical, and aesthetic lines.

The ticket adjustments go into effect on July 13. Visitors can purchase tickets at [whitney.org](#) or at the Museum under the current price structure until then—including advanced tickets for dates through mid-July.

PRESS CONTACT

For press materials and image requests, please visit our press site at [whitney.org/press](#) or contact:

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[whitney.org/press](#)

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ABOUT THE WHITNEY

The Whitney Museum of American Art, founded in 1930 by the artist and philanthropist Gertrude Vanderbilt Whitney (1875–1942), houses the foremost collection of American art from the twentieth and twenty-first centuries. Mrs. Whitney, an early and ardent supporter of modern American art, nurtured groundbreaking artists when audiences were still largely preoccupied with the Old Masters. From her vision arose the Whitney Museum of American Art, which has been championing the most innovative art of the United States for ninety years. The core of the Whitney’s mission is to collect, preserve, interpret, and exhibit American art of our time and serve a wide variety of audiences in celebration of the complexity and diversity of art and culture in the United States. Through this mission and a steadfast commitment to artists, the Whitney has long been a powerful force in support of modern and contemporary art and continues to help define what is innovative and influential in American art today.

Whitney Museum Land Acknowledgment

The Whitney is located in Lenapehoking, the ancestral homeland of the Lenape. The name Manhattan comes from their word Mannahatta, meaning “island of many hills.” The Museum’s current site is close to land that was a Lenape fishing and planting site called Sapponckanikan (“tobacco field”). The Whitney acknowledges the displacement of this region’s original inhabitants and the Lenape diaspora that exists today.

As a museum of American art in a city with vital and diverse communities of Indigenous people, the Whitney recognizes the historical exclusion of Indigenous artists from its collection and program. The Museum is committed to addressing these erasures and honoring the perspectives of Indigenous artists and communities as we work for a more equitable future. To read more about the Museum’s Land Acknowledgment, [visit the Museum’s website](#).

VISITOR INFORMATION

The Whitney Museum of American Art is located at 99 Gansevoort Street between Washington and West Streets, New York City. Public hours are: Monday, Wednesday, and Thursday, 10:30 am–6 pm; Friday, 10:30 am–10 pm; and Saturday and Sunday, 10:30 am–6 pm. Closed Tuesday. Visitors eighteen years and under and Whitney members: FREE. Admission is pay-what-you-wish on Fridays, 7–10 pm. COVID-19 vaccination and face coverings are not required but strongly recommended. We encourage all visitors to wear face coverings that cover the nose and mouth throughout their visit.

Image caption:

Photograph by Max Touhey

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