

WHITNEY

Whitney Museum
of American Art
Press Office

99 Gansevoort Street
New York City, NY 10014

pressoffice@whitney.org
(212) 570-3633

MEDIA ALERT

BROADCAST AND PHOTO OPPORTUNITY:

**NYC CULTURAL AFFAIRS COMMISSIONER LAURIE CUMBO JOINS
THE WHITNEY MUSEUM TO LAUNCH FREE ADMISSION PROGRAM
“SECOND SUNDAYS” AND ENCOURAGE NEW YORKERS TO
EXPLORE CULTURE IN 2024**

WHITNEY MUSEUM IS FREE TO ALL VISITORS SUNDAY, JANUARY 14



New York, NY, updated January 13, 2024 — The Whitney Museum and NYC Cultural Affairs Commissioner Laurie Cumbo are encouraging New Yorkers to make arts and culture part of their New Year’s resolutions in 2024.

Commissioner Cumbo will join the Whitney on Sunday, January 14, to officially launch the Museum’s new free admission initiative, **Second Sundays**. The program offers **free all-day admission** and **special programming in English and Spanish** for visitors of **all ages** on the second Sunday of every month. The program and another new initiative, Free Friday Nights, both aim to reduce barriers to access, removing admission fees and offering programs that are entry points for anyone interested in visiting.

These programs are among the many ways NYC museums and cultural organizations are looking to engage more people to culture and all of its benefits. In 2024, Commissioner Cumbo hopes that New

Yorkers will take advantage of these programs to connect (or re-connect) with the extraordinary array of museums and cultural institutions across New York City.

“Culture is the heartbeat of New York City, and we applaud efforts to expand access and reduce barriers to participation like these new free opportunities at the Whitney,” said New York City Cultural Affairs Commissioner Laurie Cumbo. “Let’s make it a resolution for 2024 to see more art and reconnect with the boundless excitement and joy of New York’s cultural community. Cultural groups in all shapes and sizes have free and low cost hours, and programs like IDNYC and Culture Pass are there to help open the doors even wider.”

Remarks by Whitney Museum Director Scott Rothkopf and DCLA Commissioner Laurie Cumbo will take place at the Whitney at approximately 11:10 am on January 14, immediately followed by artmaking programs and a performance by Jazz at Lincoln Center. Media is invited to attend the remarks, as well as capture Second Sundays activities throughout the day.

The inaugural installment of this monthly program will offer live music performances, all-ages artmaking activities, and tours celebrating the blockbuster exhibition *Henry Taylor: B Side* and the work of artists like Ruth Asawa and Sadie Barnette. Performers from **Jazz at Lincoln Center** will present a kid-friendly concert that explores how African American artists and their experiences have profoundly shaped music in the United States.

While admission is free for these programs, tickets are still required and can be reserved at [whitney.org](https://www.whitney.org). Advanced tickets are strongly encouraged.

To **schedule an interview** with **Scott Rothkopf**, the new Alice Pratt Brown Director of the Whitney Museum, select **elected officials**, and to confirm coverage plans, please reach out to the Whitney Press Office at pressoffice@whitney.org.

DATE: Sunday, January 14, 2023

TIME: 11 am

Media arrivals for inaugural day remarks by Whitney Museum Alice Pratt Brown Director Scott Rothkopf and NYC DCLA Commissioner Laurie Cumbo. **Remarks begin at 11:10am** and will immediately be followed with a musical performance by Jazz at Lincoln Center.

Location: Hess Family Theater, Floor 3

11 am–6 pm

Media are welcome to capture imagery and video.

Artmaking Activities: 11 am–3 pm

Inspired by the artwork *Family Tree II* by Sadie Barnette, on view on the Museum’s 6th floor, artists of all ages are invited to make expanded self-portraits that include the people, places, and values that inspire them.

Location: Hess Family Theater, Floor 3

Artist Ruth Asawa made prints using surprising materials like carved fruits and vegetables as stamps. Artists of all ages are invited to make their own art using fruits and veggies. **This is the last weekend to see *Ruth Asawa Through Line*.**
Location: Hearst Artspace, Floor 3

Live Music: 11:30 am and 1 pm

Jazz at Lincoln Center Presents: Roots of American Music features vocalists Queen Esther and Charles Turner, tap dancer Dewitt Fleming Jr., and an ensemble of acclaimed musicians from NYC's jazz and bluegrass communities.
Location: Hess Family Theater, Floor 3

**LOCATION: Whitney Museum of American Art
99 Gansevoort Street, New York, NY 10014**

Free Friday Nights and Second Sundays

The Whitney's Second Sundays program marks a significant expansion of the Whitney's already robust suite of [free and discounted offerings](#). By offering free admission and special programming, the initiative aims to reduce barriers to the Whitney, offer audiences a welcoming entry point, and further the Museum's mission of celebrating contemporary American art and artists.

Second Sundays are made possible by a three-year grant from the Art Bridges Foundation's Access for All program, which supports increased access to museums across the country and fosters engagement with local communities by reducing common barriers to access.

In addition to Second Sundays, the Museum is also launching Free Friday Nights on January 12, with free admission from 5–10 pm every Friday. The evenings will also offer music and special programming. The Whitney's Free Friday Nights are an ideal destination for happy hours and date nights and will play a larger role in the evening energy of the Meatpacking District.

Free Friday Nights are made possible by three-year gifts from Whitney Trustee Jen Rubio and Stewart Butterfield, and Whitney Trustee Paul Arnhold and Wes Gordon.

More details on upcoming Free Friday Nights and Second Sundays programs are available at whitney.org/free-days-and-nights.

PRESS CONTACT

Ashley Reese, Director of Communications

Whitney Museum of American Art
(212) 671-1846
Ashley_Reese@whitney.org

Whitney Press Office

whitney.org/press
(212) 570-3633
pressoffice@whitney.org

COMMUNITY PULL QUOTES

“Art Bridges is thrilled to partner with the Whitney Museum through our Access for All initiative, supporting the launch of Second Sundays,” said **Anne Kraybill, CEO of Art Bridges**. “Access for All helps 64 museums of all sizes across the country remove barriers to access, drive innovative programming, and bring people together.”

“New York City is the cultural center of the world, and I am honored to represent one of the city’s most celebrated art institutions, the Whitney Museum of American Art. As we begin a new year, I strongly encourage all New Yorkers, and anyone visiting our great city, to visit the Whitney in 2024 and see all it has to offer,” said **New York State Senator Brad Hoylman-Sigal**. “I particularly want to encourage everyone to take advantage of initiatives the museum is offering, like Second Sundays and Free Friday Nights, which offer free admission to the museum! I applaud the Whitney and Alice Pratt Brown Director, Scott Rothkopf, for working to reduce financial barriers to entry and make the art world accessible to all who want to enjoy it.”

“It’s an honor to have the Whitney, a world-class art destination, in the district I represent. I congratulate them on this expansion of their free offerings and applaud their commitment to ensuring that the arts are accessible to all New Yorkers and visitors,” said **New York State Assemblymember Deborah J. Glick**. “The arts enrich our lives immeasurably, and we are fortunate that our city has an abundance of superb cultural organizations. The Whitney is a vibrant part of the fabric of downtown Manhattan, and I thank them for this initiative.”

“The Whitney Museum is a wonderful cultural institution in New York City, and I am thrilled that they are kicking off 2024 by encouraging New Yorkers to engage with arts and culture everywhere in New York,” said **New York State Assemblymember Tony Simone**. “Art is foundational to what it means to be human. When we engage with the arts and culture, it brings us closer together as a community, and encourages all of us to look at the world with new eyes. The free admission offered by the Whitney is an excellent resource, and I encourage all to take advantage and engage with the arts in 2024!”

“What a treat for all New Yorkers to be able to experience the Whitney at no cost! We are so lucky to have such an important cultural institution in our district and I applaud this initiative to make their programming and exhibits more accessible for all New Yorkers. New York thrives on inclusivity, and the Whitney Museum’s free days are a testament to that,” said **New York City Council Member Erik Bottcher**. “It’s essential for all New Yorkers to experience their outstanding dedication to American art—their commitment speaks to the heart of our city’s cultural tapestry. I want to thank the Art Bridges Foundation’s Access for All program for the generous support to make this program possible.”

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 at a time 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](#).

Image credit: Photograph by Filip Wolak

###