

WHITNEY

Whitney Museum
of American Art
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PRESS RELEASE

WHITNEY MUSEUM'S EXPANDED FREE ADMISSION FOR ALL VISITORS 25 YEARS OLD AND UNDER LAUNCHES TODAY, DECEMBER 11



Today, the Whitney Museum launches its Free 25 and Under admission program, which is made possible with support by Whitney Board of Trustees members Julie Mehretu and Susan Hess.

New York, NY, December 11, 2024 — The Whitney Museum of American Art is **now free for all visitors 25 years of age and younger, creating one of the most robust free admission programs in the United States.** Building on the successful launch of Free Friday Nights and Free Second Sundays nearly a year ago, the Whitney's expanded free admission programs offer free access to every exhibition on view at the Museum and to visitors from anywhere in the world.

Visitors ages 25 and under can now reserve their free tickets on [whitney.org/admission](https://www.whitney.org/admission). While admission is free, tickets are still required and advance booking is recommended. More information about the Free 25 and Under program and other free admission opportunities can be found by visiting [whitney.org/visit/free-days-and-nights](https://www.whitney.org/visit/free-days-and-nights).

With the addition of new Free 25 and Under program, the Whitney—already a leader in the field, providing free admission for visitors 18 and under for over a decade—offers one of the broadest and most comprehensive free admissions programs among museums in New York and the

United States, affirming the Whitney's commitment to broadening access to American contemporary art and culture, and to reaching new audiences. Free 25 and Under is made possible with the generous support of two three-year gifts from Whitney Museum Board members, longtime supporter Susan Hess, and artist Julie Mehretu.



Free Friday Nights and Free Second Sundays, which launched in January 2024, are made possible with generous support. Free Friday Nights are made possible by three-year gifts from Whitney Trustee Jen Rubio and her husband, Stewart Butterfield, and Whitney Trustee Paul Arnhold and his husband, Wes Gordon. Free 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.

Details on upcoming Free Friday Nights and Free Second Sundays programs can be found at whitney.org/free-days-and-nights. A complete list of the Whitney's current [free and discounted offerings can be found here](#).

Free admission still requires tickets, as capacity at the Museum is always limited. Advanced tickets are strongly encouraged.

PROGRAM SUPPORT

Generous support for Free 25 and Under is provided by Susan and John Hess and Julie Mehretu.

Free Friday Nights are generously supported by Jen Rubio and Stewart Butterfield and Paul Arnhold and Wes Gordon.

Generous support for Second Sundays is provided by Art Bridges Foundation's Access for All program.

PRESS CONTACT

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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 twenty-five years and under and Whitney members: FREE. The Museum offers FREE admission and special programming for visitors of all ages every Friday evening from 5–10 pm and on the second Sunday of every month.

Image credit: Photographs by Filip Wolak

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