

WHITNEY

Whitney Museum
of American Art
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PRESS RELEASE

WHITNEY MUSEUM HOSTS FREE PROGRAMS ALL MONTH LONG DURING FREE FRIDAY NIGHTS AND FREE SECOND SUNDAY



This March, the Whitney's exciting lineup of free programs includes music and DJ sets at Free Friday Nights, open studios for teens, and special all-ages artmaking sessions during Free Second Sunday, featuring creative activities led by artist Christine Sun Kim.

New York, NY, March 4, 2025 — The Whitney Museum of American Art is offering **free admission, music, artist-led programs, artmaking activities, and more** throughout March during [Free Friday Nights](#) and [Free Second Sunday](#). Gather with family and friends to enjoy free programs and experience the exhibitions currently on view, including the critically acclaimed [Christine Sun Kim: All Day All Night](#) and [Shifting Landscapes](#). Admission to the Museum is free for visitors of all ages from 5–10 pm every Friday night and from 10:30 am–6 pm on the second Sunday of each month. **Don't forget that admission to the Whitney is always free for visitors age 25 and under!**

On March 14, a special edition of the Whitney's Free Friday Night coincides with the [2025 eMLS Cup Final](#) hosted at the Museum. The evening features live music, dancing, a set by DJ Silvasoundz, interactive gaming activations presented by the eMLS, and a panel discussing the evolution of sports consumption, the influences of gaming, hip-hop, digital art, and sneaker culture.

Friday, March 7

The Whitney's Free Friday Nights feature **music and DJ sets**, and the latest information on upcoming performances and Friday night programs is always available on [whitney.org](https://www.whitney.org). There will also be an [open studio for teens](#) in the **third-floor Artspace** from **4–6 pm**. Teen can join contemporary artists and educators to learn new techniques through hands-on artmaking projects inspired by themes and artists in the Whitney's exhibitions and collection.

Sunday, March 9

On **Sunday, March 9**, the Whitney is offering **free admission** from **10:30 am–6 pm** for visitors of all ages. There will be two special programs with artist **Christine Sun Kim** happening during the March edition of Free Second Sundays. From **11 am–4 pm**, artists of all ages are invited to join Kim for [Seven Part Work of Art](#) in the **third-floor theater** and [Collective Composition](#) in the **third-floor Artspace**. Visitors can experience the artist's current exhibition *All Day All Night* and then drop into the artmaking sessions to make creations of their own. Kim often makes work that gets creative with her native language, American Sign Language (ASL), and her art asks viewers to think in new ways about sound and communication. Additional Second Sunday programs include [free story times with librarians](#) from **The New York Public Library** in the Museum's **lobby** at **11 am, 1 pm, and 3 pm**. The complete schedule of March 9 programs can be found at [whitney.org/visit/second-sundays](https://www.whitney.org/visit/second-sundays).



Friday, March 14

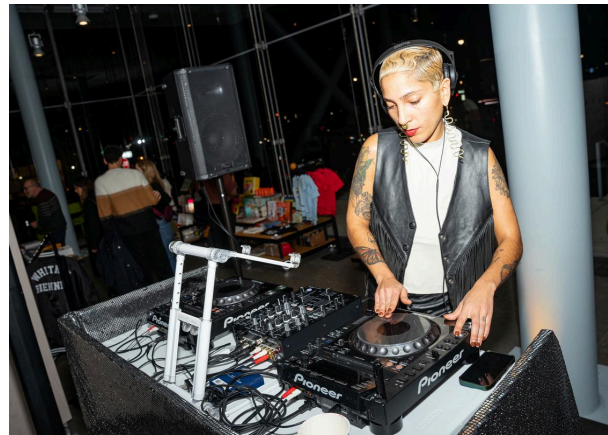
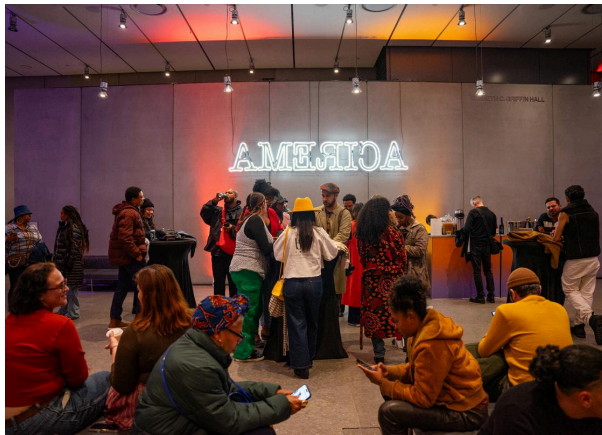
Teens are invited to participate in an [artist-led open studio for teens with Christine Sun Kim](#) from **4–6 pm** in the **third-floor Artspace**. Teens will experiment with combining visual art and language to create their own poetic, humorous, and thought-provoking artwork while learning how art can be a powerful way to share personal experiences and engage with others. At **7 pm**, there is an opportunity for visitors of all ages to join an [ASL exhibition tour of Christine Sun Kim: All Day All Night](#), the artist's first major museum survey. This 30-minute tour is **led by Deaf educator Joyce Hom** and an ASL interpreter will be present to provide voice interpretation. Coinciding with the March 14 Free Friday Night, the 2025 eMLS Cup Final is taking place at the Whitney and will feature a live performance and a [DJ set by Silvasoundz](#) at **7:30 pm** in the Museum's **third-floor theater**.

Friday, March 21

DJ Sunny Cheeba will immerse visitors with music from **5–10 pm** as they enter the Whitney's **lobby** for this Free Friday Night. A Bronx native and founder of Uptown Vinyl Supreme, a DJ collective paying homage to the analog roots of music, party, and dance culture, DJ Sunny Cheeba is an artist and activist deeply invested in her community. Earlier in the day, there will be an **open studio for teens** in the **third-floor Artspace** from **4–6 pm** where participants will draw inspiration from current exhibitions and the Museum's collection and explore new methods through hands-on artmaking projects.

Ongoing Exhibition Tours

A variety of free exhibition tours led by Whitney educators, ranging from family-focused to 15-minute tours, are offered during Free Friday Nights and Free Second Sundays. Select tours include **15-Minute Tours: Highlights of Whitney's Collection**, **15-Minute Tours: Highlights of Christine Sun Kim: All Day All Night**, **Recorridos Familiares**, and **exhibition tours of Shifting Landscapes**. For further details on upcoming tours, please visit whitney.org/events.



While general admission to the Whitney is free every Friday from 5–10 pm and all day on Sunday, March 9, **tickets are still required, and capacity is limited. Advance booking is strongly recommended, and Museum tickets can be reserved at whitney.org/admission.**

New Free Admission Offerings at the Whitney

The Whitney Museum now offers free admission to all visitors 25 years of age and younger. The new Free 25 and Under program builds on the Museum's popular Free Friday Nights and Free Second Sundays initiatives. With the addition of free admission for visitors 25 and under, 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 Second Sundays at the Whitney help connect more people to the Museum and its mission of celebrating contemporary American art and artists. Second Sundays is made possible by a generous 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 focusing on common barriers to access. The program and another Whitney 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.

Photo and video assets from previous Free Friday Nights and Second Sundays at the Whitney can be found at whitney.org/press/free-days-and-nights.

PRESS CONTACT

For press materials and image requests, please visit our press site at whitney.org/press or contact:

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PROGRAM SUPPORT

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.



ACCESS
FOR ALL

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 Saponckanikan ("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 Acknowledgement, [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:

Lead image: Free Friday Night. Photograph by Summer Surgent-Gough

Left to right: Photograph by Filip Wolak; 2024.12.13 Free Friday. Photograph by Summer Surgent-Gough; Photograph by Filip Wolak

Left to right: Free Friday Night. Photograph by Summer Surgent-Gough; 2024.11.22 Free Friday Night. Photograph by Summer Surgent-Gough

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