

# WHITNEY

Whitney Museum  
of American Art  
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## PRESS RELEASE

### THE WHITNEY MUSEUM WELCOMES THE WORLD THIS SUMMER WITH FREE ADMISSION AND SPECIAL EVENTS CELEBRATING THE WORLD CUP AND WHITNEY BIENNIAL 2026



**New York, NY, April 28, 2026 — This summer, as the 2026 World Cup comes to New York, the Whitney Museum of American Art offers a vibrant cultural destination for visitors and locals alike.** Open 7 days a week from June 16 through August 18, the Whitney offers an [expanded lineup of free days and nights plus tournament-themed activations](#), making it the place to be during any summer trip to New York.

New Yorkers and visitors from around the world are invited to gather at one of the City's most iconic cultural destinations for tournament inspired activities, music, artmaking, [Whitney Biennial 2026](#) highlights tours, skyline terrace views, and great food. Bring your game-day energy to the galleries or enjoy a quintessential New York night out. There is something for everyone of every age at the Whitney, making it a can't-miss stop on any World Cup travel itinerary.

This summer, enjoy special editions of the Museum's signature free admissions program. During the run of the World Cup, soccer and culture meet with six [Free Friday Nights](#) and a [Free Second Sunday](#) featuring special programs. Ahead of the final match weekend, the Whitney will take part in [West Side Fest](#) (July 10–12), a neighborhood-wide cultural celebration presented by

more than twenty arts organizations across Manhattan's west side. For a vibrant Friday Night out downtown, the Whitney's Free Friday Nights are known for their lively mix of art, music, drinks, programs, and sunset New York City views. These offerings, alongside daily free admission for all visitors ages 25 and under, make the Whitney an accessible destination for both New Yorkers and visitors from around the world to experience a wide range of modern and contemporary art and culture.

The 2026 World Cup coincides with the landmark [Whitney Biennial 2026](#), the eighty-second edition of the longest-running survey of contemporary art in the United States. Visitors can also explore exhibitions featuring works from the Museum's world-renowned collection, including American art icons Edward Hopper, Georgia O'Keeffe, Andy Warhol, and Jean-Michel Basquiat.

A full lineup of World Cup-inspired programs and activations will run throughout the tournament, celebrating the intersection of global sport and culture. Featuring Biennial mini-tours, DJ sets, artmaking programs, outdoor terraces, and dining, the Whitney offers a dynamic cross section of art and culture during the World Cup. Whether visitors are coming for match-day excitement, the galleries, or a classic New York night out, consider these special Whitney highlights for any itinerary:

- **Open 7 Days a Week** — Starting June 16 and continuing through August 18, the Whitney Museum will be open 7 days a week, providing visitors with even more opportunities to experience, explore, and connect with art.
- **Create with Artist Rich Tu, Creator of the Official NY/NJ World Cup Poster** — During Free Friday Nights and Free Second Sunday visitors can drop into artmaking activities inspired by the World Cup, including an all-ages program in partnership with artist Rich Tu, designer of the official New York/New Jersey World Cup poster. Participants will create their own poster celebrating cultural heritage, community, and team spirit.
- **Wear Your Colors and Save** — Throughout the tournament, the Whitney is offering a 20% admission discount to any visitor wearing their national team's jersey or carrying home team memorabilia. Discount available for on-site ticket purchases only.
- **Enjoy Free DJ Sets, Live Music, Artmaking Programs, and More** — Free Friday Nights and Free Second Sundays at the Whitney provide free admission to all visitors and access to a range of activities. Visitors can enjoy DJ sets and performances inspired by global soundscapes and traditions from partners like Public Records and Ailey Extension.
- **Celebrate West Side Fest** — Returning for its fourth year on July 10–12, West Side Fest is a cultural celebration ahead of the World Cup final match weekend. Led by over 20 arts organizations, the event includes special indoor and outdoor programming, crafts for kids and families, artmaking, activities for all ages, performances, and much more.
- **Discover Whitney Biennial 2026** — Taking over most of the Museum's gallery spaces, the 2026 Whitney Biennial features 56 artists, duos, and collectives from around the world examining varied forms of relationality, from interspecies and familial kinships to geopolitical entanglements, technological affinities, shared mythologies, and the infrastructures that support and constrain contemporary life. Visitors can join mini tours highlighting Biennial artists who hail from tournament host cities and competing countries.
- **Explore the Whitney Collection and Renzo Piano-designed Building** — The

Whitney's current exhibition "[Untitled](#)" ([America](#)) features masterworks from the Museum's collection, including iconic works by Edward Hopper, Mark Rothko, and Jean-Michel Basquiat, alongside recent acquisitions. Also drawing from the collection, [Andy Warhol Family Album](#) offers an intimate look at the artist's Polaroid portraits of celebrities, collaborators, and friends. Complementing the indoor galleries, the Museum's four levels of outdoor terraces offer visitors panoramic views of the Hudson River and the Manhattan skyline.

- **Dine at the Whitney** — Frenchette Café and Bakery at the Whitney offers a full-service restaurant experience or a grab-and-go café with a delicious range of artisanal breads, pizzas, and seasonal entrees. Located on the ground floor of the Whitney, the café and bakery are open to all visitors, with or without a Museum ticket. The Studio Bar, located on the 8th floor, offers beverages and light bites while overlooking NYC's skyline from the terraces.
- **Unwind in the Heart of the Meatpacking District** — The Whitney is a cultural anchor for one of New York City's most vibrant, energetic, and historic neighborhoods. The Museum is just steps from the High Line, Little Island, Chelsea Market, and destination shopping, dining, nightlife, and expansive public spaces and parks.

For more information about free programs and events at the Whitney Museum during the 2026 World Cup, please visit [whitney.org/world-cup-2026](https://whitney.org/world-cup-2026). Please note these are independent programs of the Whitney Museum of American Art and not affiliated with FIFA or the NY/NJ Host Committee.

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## PRESS CONTACT

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

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## **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:**

Photograph by Filip Wolak

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