

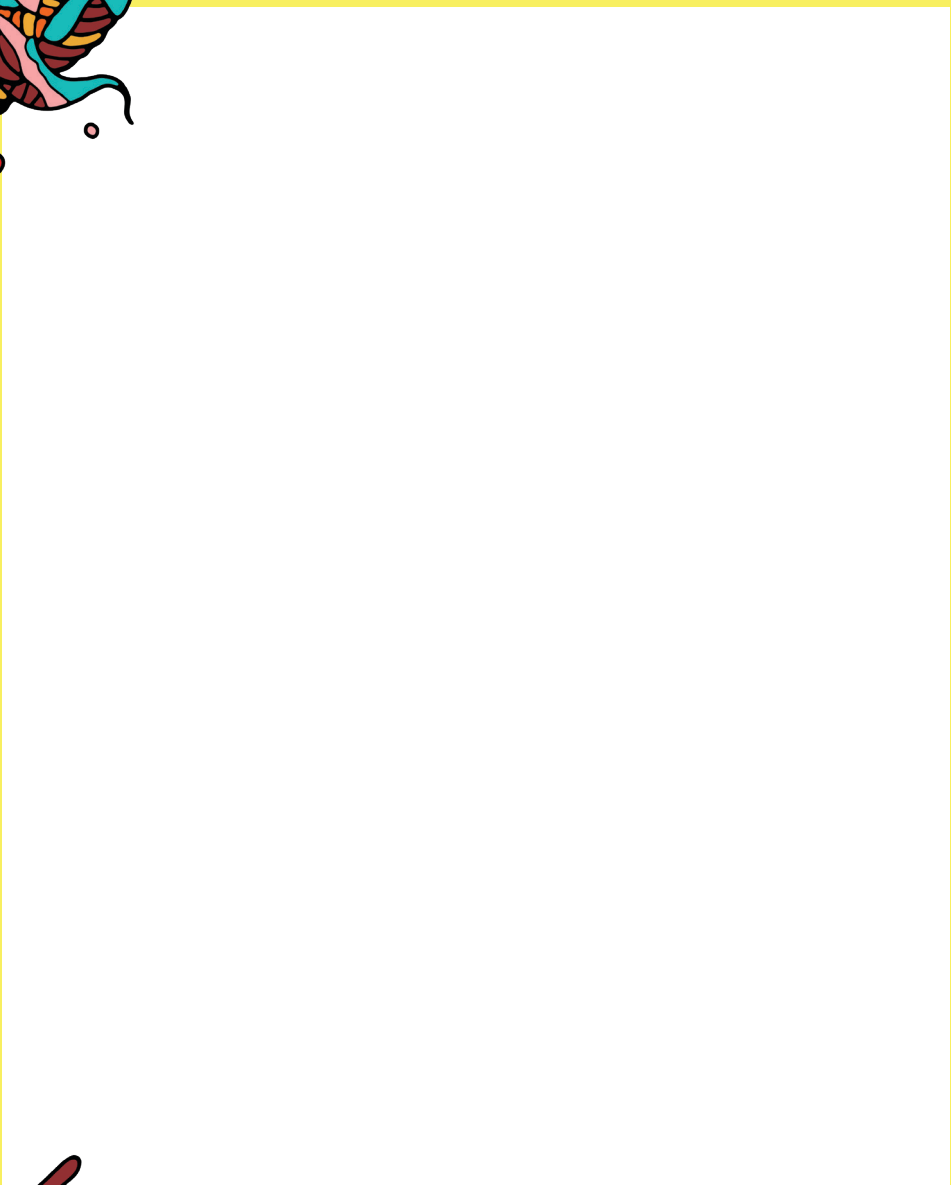
Posters typically have three things:
Key Visual: a powerful visual that serves as the main image
Headline: big words that grab attention
Tagline: smaller message that provides more context

Rich Tu: In today's world there aren't many shared global experiences, but The World Cup is one of them, and this poster was an exciting project to work on. For me, art is about self-expression, asking questions and not necessarily having the answers. It's also about being a bit provocative, and putting my own identity on display. Designing posters lets me ask art-based questions while communicating a clear message.

When I'm designing a poster, the first thing that I think about is, "What's the purpose?" What is the visual language I want to bring to the table? What is its relationship to the subject matter and the audience? For example, the World Cup poster uses blue and orange. So many New York sports teams use them (shout out to my Knicks!). Familiar cues can create a design language that makes your audience more receptive to the piece, you know? So that's something that's more unspoken but understood.



Rich Tu is a designer, artist and the Executive Creative Director and Partner at the boutique agency Sunday Afternoon in New York City. He designed the FIFA World Cup 2026™ New York New Jersey Host City Poster.



Use this area to doodle, write, and experiment!

What is your big idea?
 What images come to mind?
 What words might you use?

Plan it out!

VISIT

WHITNEY



Free Friday Nights Every Week

Admission to the Whitney is free for everyone from 5–10 pm every Friday night. Enjoy art, drinks, special programming, music, city views, and more.

Free Second Sundays Every Month

Admission to the Whitney is free all day on the second Sunday, every month. Visitors can enjoy artmaking, tours, classes, and themed events.

Join us on July 12 for a poster-making wheat pasting afternoon with Rich Tu and Poster House, as part of Second Sunday and West Side Fest.

Advance tickets are recommended.

Open Studio Saturdays, 11 am–3 pm

Families with kids of all ages are invited to get creative at the Whitney! Join us to make your own art inspired by works on view in the collection and current exhibitions.

Bring this completed poster (or a photo of it!) to the Whitney for free admission.

Book at whitney.org/tickets with code POSTER2026. Valid June 11–July 31, 2026. While supplies last.

An independent educational program of the Whitney Museum of American Art, not affiliated with FIFA or the NYNJ Host Committee

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

MAKE A POSTER



Now Design A Poster!

Create a poster that shares one powerful idea using images and words. It can be about art, sports, your community, or anything you want! Make it fun, creative, and easy for others to understand at a glance.