

PRESS RELEASE

WHITNEY MUSEUM AND MAYOR MAMDANI PARTNER TO LAUNCH FREE ART ACTIVITY GUIDE CITYWIDE DURING THE WORLD CUP



This summer, as New York City welcomes the World Cup, New Yorkers and visitors alike can participate in a free poster activity guide celebrating art, sport, and community. Completed posters can be redeemed at the Whitney for free admission for a limited time.

New York, NY, June 24, 2026 — The Whitney Museum of American Art, Mayor Zohran Kwame Mamdani, and the New York New Jersey Host Committee are partnering to bring a new artist-designed poster activity guide by Rich Tu to communities across the five boroughs in celebration of the FIFA World Cup 2026™. **Visitors who bring a completed poster, or a photo of it, to the Whitney can enjoy one free admission now through July 31, 2026, while supplies last.** Learn more about the [World Cup at the Whitney](#). Developed as a free creative resource, the guide will be distributed at citywide activations including watch parties, Open Streets events, and community partner sites, and [available online for download](#). Inviting New Yorkers and visitors of all ages to create their own posters, the initiative expands arts engagement in public space and reflects the Whitney and the City’s shared commitment to offering free, accessible cultural programming and experiences.

Artist Rich Tu, designer of the official FIFA World Cup 2026™ New York New Jersey Host City Poster, created the guide to invite participants to consider and explore themes of community, culture, and team spirit. Available in English and Spanish, the poster activity guide can be completed and brought to the Whitney to receive free admission. The activity guide will be featured in a [special program with Tu on July 12 at the Whitney](#) in collaboration with [Poster House](#). The program is offered as part of Free Second Sunday and [West Side Fest](#), a free,

weekend-long cultural celebration presented by more than twenty arts organizations across Manhattan's west side. These offerings align with the Whitney's broader commitment to accessibility through [Free Friday Nights](#), [Free Second Sundays](#), and [free admission for visitors 25 and under](#), as well as discounted admission for visitors wearing team colors during the World Cup.

"The World Cup is a once-in-a-generation opportunity to bring New Yorkers together," said **Mayor Mamdani**. "We want every New Yorker to be part of this moment — not just in the stadium, but in their neighborhoods, their schools, and the public spaces that make New York the greatest city on earth. Our parks, plazas and streets are where New York comes alive, where we celebrate and build community across every borough. This partnership with the Whitney helps ensure that the excitement of the World Cup belongs to all of us, putting art and access at the heart of this historic summer."

"As a museum deeply rooted in New York City we are committed to welcoming everyone, from our neighbors to visitors arriving from around the world," said **Scott Rothkopf, the Alice Pratt Brown Director of the Whitney Museum**. "We hope this activity guide inspires people to visit the Whitney, especially on July 12, when admission is free to all as part of West Side Fest, a weekend-long celebration of culture and community across Manhattan's west side."

"The World Cup is creating opportunities for people to experience New York in new ways, and this partnership is a great example of that," said **Alex Lasry, CEO of the FIFA World Cup 2026™ New York New Jersey Host Committee**. "By connecting the excitement of the tournament with art and culture in communities across all five boroughs, we're helping ensure that everyone can be part of this historic moment. We're proud to work alongside Mayor Mamdani, the Whitney Museum and our very own NYNJ poster artist Rich Tu to bring this unique experience to New Yorkers and visitors throughout the summer."

"When I was a kid, I always loved activities that let my creativity run wild and it's an honor to share my love of soccer and design with the city that I love," said **Rich Tu**.

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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:

Rich Tu. Photograph by Kareem Black

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