

WHITNEY

Whitney Museum
of American Art
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PRESS RELEASE

EXPERIENCE FREE ADMISSION, MUSIC, DANCE, AND *ROY LICHTENSTEIN: LIKE NEW* DURING OCTOBER FREE FRIDAY NIGHTS AND FREE SECOND SUNDAY



*Coinciding Free Second Sunday on October 11, visitors can experience the highly anticipated exhibition *Roy Lichtenstein: Like New* with free admission on opening day!*

New York, NY, October 1, 2026 — The Whitney Museum of American Art is offering **free admission, music, dance, special programs, exhibition tours,** and more during [Free Friday Nights](#) and the October edition of [Free Second Sundays](#), which coincides with the opening day of [Roy Lichtenstein: Like New](#). Opening October 11, the exhibition highlights the work of one of the defining artists of the Pop art movement. Lichtenstein turned the visual language of mass culture, comics, advertising, consumer goods, and commercial printing into some of the most recognizable images of the twentieth century. His work looked cool, crisp, and machine-made, but was meticulously handmade, revealing an artist fascinated by how images are built, copied, enlarged, circulated, and made new. Bringing together roughly 130 works made from the early 1940s through the 1990s, the exhibition traces how Lichtenstein's early interest in perception and visual recognition shaped a career-long investigation into duplication, simulation, and image culture. Visitors will also have the chance to experience the focused exhibition [Roy Lichtenstein: 1997](#), which features rarely seen works from the last year of the pioneering Pop artist's life.

Friday, October 2

In addition to **free admission from 5–10 pm**, visitors can enjoy **music, art, and city views** during Free Friday Nights at the Whitney. Featured programs include:

5:30–6:30 pm, [Art + You](#)

Join a conversation about Aziz Hazara's *Moon Sightings* (2024), currently on view in *Whitney Biennial 2026*. Hazara's work uses found materials and images drawn from night vision goggles that remained in Afghanistan in the aftermath of the American withdrawal. This program welcomes younger adults to share thoughts on artworks through close looking and dialogue.

6–10 pm, [DJ Sets: Sean Augustine March and Willie Nedrow](#)

Kick off the weekend with DJ sets by Sean Augustine March, beginning at 6 pm, and Willie Nedrow, who begins at 7:30 pm. Sean Augustine March is a Brooklyn-based artist and DJ, having played legendary parties with Ruff Club and Misshapes at venues like Le Bain, Hiro Ballroom, and Le Baron. Willie Nedrow, a.k.a. Turbo Virgo, was born in Japan, raised in Jersey, and based in NYC. His sets span Italo Disco, Hip Hop, House, Post-Punk, and World Music.

6–8 pm, [Champions for the Arts: Your Voice. Your Community. Your Future.](#)

Join Donna Walker-Kuhne, author of *Champions for the Arts*, and Cris Scorza, Helena Rubinstein Chair of Education at the Whitney, for a conversation about turning ideas into action. Together, they'll unpack some of the biggest lessons from *Champions for the Arts* and explore how young people can build community, challenge the status quo, and create new possibilities.

6:30–9:30 pm, [Free Friday Nights Artmaking](#)

Stop by this free artmaking program honoring artist Agosto Machado, whose work is on view on Floor 6 as part of *Whitney Biennial 2026*. Participants are invited to assemble mixed materials to create commemorative items inspired by Machado's shrines and altars. Supplies will be provided, and no previous art experience is required—everyone is welcome.



Friday, October 9

From **5–10 pm**, all visitors can enjoy **free admission, art, music, and city views** during Free Friday Nights at the Whitney. Featured programs include:

6:30 pm and 8 pm, [Live Music by Marc Ribot](#)

Co-presented by Brooklyn-based performance venue and community space Public Records, visitors will enjoy live performances by Marc Ribot. Ribot, has released 25 albums under his own name over a 40-year career, exploring everything from the pioneering jazz of Albert Ayler

to the Cuban son of Arsenio Rodríguez.

Sunday, October 11

On Sunday, October 11, the Whitney is offering **free admission** from **10:30 am–6 pm** for all visitors for Free Second Sunday. Visitors will also experience *Roy Lichtenstein: Like New* on opening day, which coincides with October's Free Second Sunday. Featured programs include:

11 am, [Storytime with Paula Ortiz, co-founder of Barco de Papel](#)

In partnership with Librería Comunitaria Barco de Papel and Centro Cultural, a vibrant community-run bookstore and cultural center, visitors can enjoy listening to art-inspired books that celebrate the beauty of storytelling in both Spanish and English.

11 am–2 pm, [All Ages Artmaking: Windowscape Drawings](#)

Artists of all ages can join Whitney Educators on the Floor 5 terrace to create their own windowscape drawing. Participants will consider the many windows visible from the Whitney's terrace, and imagine the people, places, and stories that might be unfolding behind each one, then create their own work of art looking into, or looking out of, a window.

11 am–3 pm, [All Ages Artmaking: Roy Lichtenstein Mural of Tape](#)

Artists of all ages are invited to create a giant Lichtenstein-inspired mural using tape, and sticky-backed shapes in all sorts of colors and sizes. Participants will layer shapes, build patterns, and add their mark to the wall as the mural grows throughout the day.

Friday, October 16

Offering **free admission** from **5–10 pm**, the Whitney's Free Friday Nights feature **art, drinks, city views, dance**, and more. Featured programs include:

6:30 pm and 8:30 pm, [Free Swing Dance Classes with Ailey Extension](#)

Dancers of all ages and experience levels are invited to join a free Swing Dance class led by Ailey Extension instructors Samuel Coleman and Candice Michelle Franklin, a.k.a. "Sammy & Candy."

Friday, October 23 and Friday, October 30

From **5–10 pm**, all visitors can enjoy **free admission, art, music, and more** during Free Friday Nights at the Whitney. The latest information about special programs and events can be found at whitney.org/visit/free-admission/free-friday-nights.

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. 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, October 11, **tickets are still required, and capacity is limited. Advance booking is strongly recommended, and tickets can be reserved at whitney.org/admission.**

PRESS CONTACT

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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 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:

Lead image: Free Friday Nights x West Side Fest on July 10, 2026. Photograph by Christopher Ernst

Left to right: Sean Augustine March (left) and Willie Nedrow (right). Courtesy the artists; Free Friday Night, February 27, 2026. Photograph by Summer Surgent-Gough

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