WHITNEY

PRESS RELEASE

Whitney Museum
of American Art
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CELEBRATE HALLOWEEN AT THE WHITNEY MUSEUM AND ENJOY FREE ADMISSION DURING FREE FRIDAY NIGHT

Celebrate Halloween with a Lichtenstein-inspired Pop Party, DJs and live music, Open Studios, programs for visitors of all ages, and much more, all alongside the recently opened exhibition Roy Lichtenstein: Like New!

New York, NY, October 21, 2026 — The Whitney Museum of American Art is excited to offer festive Halloween programming for all ages! Activities range from a Member Night **Pop Party** and DJ sets at Free Friday Night to a family-friendly dance party and a Halloween party for teens. The Maniac Pumpkin Carvers will also return to the Museum with special creations inspired by works on view. The dynamic offerings coincide with the recently opened exhibition *Roy Lichtenstein: Like New*, which highlights the work of one of the defining artists of the Pop art movement, making it perfect for Halloween costume inspiration. 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. Bringing together roughly

130 works made from the early 1940s through the 1990s, *Like New* traces how Lichtenstein's early interest in perception and visual recognition shaped a career-long investigation into duplication, simulation, and image culture. For the full schedule of Halloween celebrations at the Whitney, please visit whitney.org/halloween2026.

Wednesday, October 28

7–10 pm, Halloween Member Night: Pop Party

Celebrate the exhibition *Roy Lichtenstein: Like New* and the artist's 103rd birthday with a vibrant **costume party** at the Whitney! This special edition of Member Night features after-hours access to the galleries, live music, and so much more. **Artful costumes encouraged.** Guests are invited to take inspiration from Roy and Dorothy Lichtenstein's reimagining of Pop art celebrities Andy Warhol and Edie Sedgwick or join the party as a favorite artist, artwork, or icon. Whitney Members can present their membership cards and gain access to the event for two. No reservation is required. Tickets for additional guests or anyone without a membership can be purchased online.

Friday, October 30

4–7 pm, Halloween Teen Night

Hosted by the Museum's Youth Insights Leaders, teens are invited to enjoy an evening of **art, music, costumes, and spooky fun.** Teens will have access to **explore exhibitions** such as *Roy Lichtenstein: Like New*. In collaboration with Robert Blackburn Printmaking Workshop, teens will have the opportunity to **experiment with printmaking** and create their own artworks inspired by Lichtenstein's graphic style, comics, and playful approaches to perspectives.

Teen-led tours, music, dancing, snacks, and more will be available throughout the Museum. This event is **free for all teens,** and advance registration is required.

5–10 pm, Free Friday Night

Visitors of all ages can enjoy **free admission, art, music, and more** during Free Friday Nights. While general admission to the Whitney is free every Friday from 5–10 pm, tickets are still required, and capacity is limited. **Advance booking is strongly recommended,** and tickets can be reserved at whitney.org/admission.

6–10 pm, Halloween DJ Sets: TYLERFROMWHERE and Lord Fascinator

New York-based DJs TYLERFROMWHERE and Lord Fascinator will be playing all night long at the Museum as part of Free Friday Nights at the Whitney. Visitors can enjoy evening access to world-class exhibitions, including the newly opened *Roy Lichtenstein: Like New*, drinks and snacks from Frenchette Bakery, skyline views from the terraces, and more.

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Saturday, October 31

11 am–3 pm, Boogie Baby NYC: Halloween Dance Party

Kick off Halloween at the Whitney with Boogie Baby, a **daytime dance party for tiny dancers** and the grown-ups who love them. Legendary NYC DJ Stretch Armstrong is on the decks, spinning records for little ears and big hearts, and **face painting** by Illuminated Faces will be present to complete costumes. Get ready for great music for all ages, a packed dance floor, and plenty of room to shake out those pre–trick-or-treat wiggles. This event is **free with Museum admission.**

11 am–3 pm, Halloween Open Studio

Guests are invited to come in costume for a day of art, music, and dancing before heading out to trick-or-treat. Explore the galleries, create works of art inspired by *Roy Lichtenstein: Like New*, and groove at a Family Halloween Dance Party. Show off your costume on the dance floor and enjoy a few fun surprises along the way! Halloween Open Studio is **free with Museum admission** and to families with kids of all ages.

PRESS CONTACT

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PROGRAM SUPPORT

Leadership support for **Free 25 and Under** is provided by Susan and John Hess, and Julie Mehretu.

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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 credits:
Lead image: Roy and Dorothy as Andy Warhol and Edie Sedgwick at Idelle and Julian Weber's Halloween party, Brooklyn, New York, October 1965. © The Estate of Idelle Weber. Courtesy Roy Lichtenstein Foundation Archive and the Estate of Idelle Weber

Left to right: *Roy Lichtenstein: Like New* Opening Reception, October 7, 2026. Photograph by Jason Lowrie & Yvonne Tnt:/BFA.com; Photograph by Christopher Ernst; Halloween Member Night October 30, 2024. Photograph by Christopher Ernst

Left to right: Photography by Christopher Ernst; Halloween at the Whitney, 2023. Photograph by Filip Wolak.

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