

WHITNEY



Visit the Whitney

Join us this summer as the world comes together! As the 2026 World Cup makes NYC a global football hub, experience the 2026 Whitney Biennial with international artists, global sounds, and art workshops. Enjoy city views from our terraces and visit for free on Free Friday Nights (5–10 pm), Free Second Sundays (10:30–6 pm), or if you're 25 or under every day of the week. Don't miss out—explore art, sport, and community!

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

The **OFFICE** *of the*
MAYOR



MAKE A POSTER



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.

Rich Tu: There aren't many shared global experiences at this point. The World Cup is one of them, so this poster was an exciting project to work on.

For me, art is about asking questions and not necessarily having the answer to them. And then being a bit provocative as well, kind of showing my own identity. Designing posters lets me ask art-based questions while communicating a clear message.

When I'm making 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? How does that apply to the actual content?

Join us at the Whitney 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.

Now Design A Poster!

Design a poster that conveys a powerful message that responds to the phrase "Where the world comes to play." Think about what art, sports, or community mean to you. Use eye-catching images and bold words to express your vision.

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

Plan it out!

What is your big idea?

What images come to mind?

What words might you use?

