As we enter 2022, we are deeply grateful to be in community with you - our families, educators, artists, and cultural institution partners. We face today’s evolving challenges and losses knowing that the pandemic has disproportionately harmed BIPOC families and communities. And yet, our communities have a long and rich history of cultural traditions designed to support one another during times of hardship. These traditions speak to our ways of knowing and real-world concerns and interests. We were able to tap into our collective experiences to co-create spaces for sensory art-marking, active listening and thoughtful conversations that inspire healing and rejuvenation.

Since Cool Culture was started nearly two decades ago, our mission has continued to evolve to meet the priorities of the families who partner with us. We aim to amplify your voices to inspire social change. Let’s use the transformative power of arts and culture to strengthen family and community wellbeing, both within cultural institutions and beyond. As we do every year, we have partnered with your child’s school or child care center to connect your family to FREE admission to nearly 90 NYC cultural institutions – museums, historic societies, gardens and zoos – with a range of in-person and virtual offerings to match the interests and needs of different families.

The Cool Culture team is honored to be included in your family’s traditions. By listening to this community of families, educators, and wellness practitioners, and adhering to health protocols to ensure safe programming, we have an exciting year of activities planned for your whole family to explore. We look forward to sharing resources with caregivers and educators to continue to nurture young children during a time of uncertainty - from immersive art-making that inspires healing to activities that reintroduce daily routines and centers wellness of mind, body, and spirit. We seek to help create new memories that feed your child’s boundless curiosity and spark joy in turning challenges into opportunities.

Welcome to the Cool Culture family!

Candice Anderson  
Executive Director  
Cool Culture
You + 4 = FREE
Up to 5 people, including you, will be granted free admission with a Cool Culture Family Pass to approximately 90 museums, zoos and historic sites.

More than 5 people total? Be prepared to pay additional admission fees.

It’s Personalized
At least one adult in the family, present at the time of the visit, must have the last name printed on the card.

Show Your ID
You may be asked to present personal identification. Museum admissions will ask only to verify that the Pass is yours. You can use the list of cultural partners included in this Guide to determine which museums require ID.

Extras Are Extra
The Family Pass covers general admission. You may need to pay extra fees for special exhibits and activities. Please call the museum if you’re unsure.

It’s For Families
Family Passes should not be used for school trips or large group trips. Up to 3 families, each with a Family Pass, can visit a museum together as a small group.

Haven’t received your Cool Culture Pass?
Please reach out to staff at your child’s school to register.

BEFORE YOUR MUSEUM VISIT
Pack your bag with:

PAPER AND PENCILS.
Draw and write what you see in the museum. (Typically, museums only permit the use of pencils inside).

AN “ART” TELESCOPE.
Fun tools from your home, like a magnifying glass or a decorated toilet paper roll will keep young children’s hands busy and engage them in close looking.

A CAMERA.
Find out if photography is allowed in the museum. If so, take pictures of your child(ren) with the art (e.g. imitating a statue) and exhibits. Discuss your pictures after the trip to reinforce memories.

SNACKS.
Museums often have cafes but they can be costly. You may want to pack a snack and eat it right before the visit, as many museums do not permit outside food.
DURING YOUR MUSEUM VISIT
Explore the many ways your family can have fun and learn in a museum.

Follow Your Child’s Lead
Explore the areas that interest your child(ren) most and ask them:
• What do you see?
• What do you wonder about what you see?

Strike a Pose
Have everyone in the family pose like something they see. Ask your child:
• What is the character or animal doing or feeling?
• What sounds might they be making?

Imagine & Create
With your child, use your imagination to create stories about the objects or artwork you see. Ask your child:
• What’s happening there? What will happen next?
• Play out the scenes together!

AFTER YOUR MUSEUM VISIT

Family Memories:
On your way home, while sharing a meal or at bedtime, take a moment to tell and retell the story of your visit. You can show photos of the day and ask questions like: “Can you name a few things that we saw in the museum?” and “What was your favorite part of our visit?”

Connect with Cool Culture Online:
Join the Cool Culture family online! Follow Cool Culture’s Facebook and Instagram pages to find out about family focused cultural activities happening throughout the city, and to post photos of your adventures and share trip tips.

facebook.com/coolculture @coolculture

We’re Here to Help:
We’d love to hear about your experience using the Cool Culture Family Pass. To share feedback or any questions with us, please email family@coolculture.org or call (718)230-4186. You can also connect with staff at your child’s school. We’re here to help and look forward to learning from you!
family mind, body & spirit checklist
Please use the prompts below to help orient your mind, body, and spirit and guide your family through your museum, garden, or zoo visit (before, during and as you’re leaving).

before leaving home

mind

1. How are we feeling about my/our visit to the museum, zoo, or garden?
2. Are we being present as a family as we embark on our trip, or are we distracted?
3. Have we taken a few deep breaths before opening the door and venturing out?

body

1. Have we packed water and snacks for us?
2. Are we wearing comfortable clothes and shoes? Will they keep us warm and dry?
3. Have we planned for necessary breaks in the day’s activities to relax as a family?

spirit

1. What is our energy level as we prepare to leave?
2. Do we feel excited about the experience we are about to have at the museum, zoo, or garden?
3. Have we assessed our needs and desires for the day?

during your visit

mind

1. As a family, take some deep breaths to center yourselves before you enter.
2. Check out a brochure and the signage to curate your experience. What exhibits do you want to see, and in what order? (Be flexible enough to change your plan if need be!)

body

1. Take a break to drink water, eat a snack, stretch and rest.
2. Move your body around a piece of art to experience it from the front, sides, near and far away. Does the artwork look or feel different as you change your perspective?

spirit

1. Pause by a piece of art or in a space that moves you or a family member in some way.
How does it make you or them feel? Is there something in particular you or they relate to, and why? Is there something about it that you or they dislike, and why?

during your visit

as you leave the museum

mind

As you end your visit, ask each person to share:
1 thing they liked, and why
1 thing they didn’t enjoy, and why
1 fun thing they learned

What are you learning about each other? What ideas are you getting for your next family outing?

body

1. If you are in a crowded space, take a few seconds to center yourselves amid the crowd. If the space is relatively empty, take a few seconds to absorb the quiet.
2. Check in with your bodies. Are you tired, hungry, or energized? Tend to you and your family’s needs to refresh yourselves.

spirit

Think about what lessons, insights, and wisdom you will take back to your home. It could be something you learned in an exhibit, noticed about a family member or yourself, or an observation about how the museum, garden or zoo made your family feel.

www.coolculture.org
COOL CULTURE PARTNERS THAT ACCEPT THE FAMILY PASS

Use this map to find the nearest subway station to your favorite Cool Culture partners. Please use the listing on the next two pages for corresponding numbers.
Before You Visit...

Call ahead or check museum websites to ask for more information like their hours of operation and if special events are covered by the Pass.

Is ID Required? Yes Photo | No Photo

BRONX
1. The Bronx Museum of The Arts
www.bronxmuseum.org • (718)681-6000
1040 Grand Concourse
B 6 D 6

2. The New York Botanical Garden
www.nybg.org • (718)817-8700
2900 Southern Blvd.
B 8 B 4 2

3. Van Cortlandt House Museum
www.vchm.org • (718)543-3344
Van Cortlandt Park, Broadway at W 242 St.
Bx9 BxM3

4. Wave Hill
www.wavehill.org • (718)549-3200
W 249th St. & Independence Ave.

5. Brooklyn Botanic Garden
www.bbg.org • (718)623-7200
990 Washington Ave.
B 4 2 4 4 5

6. Brooklyn Children’s Museum
www.brooklynkids.org • (718)735-4400
145 Brooklyn Ave.

7. Brooklyn Historical Society
www.brooklynhistory.org • (718)222-4111
55 Water St.

8. Brooklyn Museum
www.brooklynmuseum.org • (718)638-5000
200 Eastern Pkwy

9. Lefferts Historic House
www.prospectpark.org/visit-the-park/places-to-go/lefferts-historic-house
(718)965-8951 452 Flatbush Ave. in the park

10. Museum of Contemporary African Diasporan Arts
www.mocada.org • (718)230-0492
80 Hanson Pl.

11. New York Transit Museum
www.mta.info/museum • (718)694-1600
Boerum Pl. & Schermerhorn St.

12. Prospect Park Audubon Center
www.prospectpark.org/audubon (718)287-3400
Lincoln Rd. & Ocean Ave. in the park

13. Prospect Park Zoo
www.prospectparkzoo.org • (718)399-7339
450 Flatbush Ave.

14. Weeksville Heritage Center
www.weeksvillesociety.org • (718)756-5250
158 Buffalo Ave.

MANHATTAN
15. Wyckoff Farmhouse Museum
www.wyckofffarmhouse.org • (718)629-5400
5816 Clarendon Rd. in the park

www.nps.gov/abgm • (212)637-2019
299 Broadway

17. American Folk Art Museum
www.folkartmuseum.org • (212)595-9533
2 Lincoln Square

18. American Museum Of Natural History
www.amnh.org • (212)769-5100
Central Park West & 79th St.

19. Asia Society
www.asiasociety.org • (212)288-6400
725 Park Ave. & 70th St.

20. The Cathedral Church of Saint John The Divine
www.stjohnsdivine.org • (212)316-7540
1047 Amsterdam Ave.

21. Center For Architecture
www.centerforarchitecture.org (212)683-0023 • 536 LaGuardia Pl.

22. Center For Jewish History
www.cjh.org • (212)294-8301
15 W 16th St.

23. Central Park Zoo
www.centralparkzoo.org • (212)439-6500
64th St. & 5th Ave.

24. Children’s Museum Of Manhattan
www.cmom.org • (212)721-1223
212 W 63rd St.

25. Children’s Museum Of The Arts
www.cmany.org • (212)274-0986
103 Charlton St.

26. Cooper Hewitt, Smithsonian Design Museum
www.cooperhewitt.org • (212)849-8400
2 E 91st St.

27. The Drawing Center
www.drawingcenter.org • (212)219-2166
35 Wooster St.

28. Dyckman Farmhouse Museum
www.dyckmanfarmhouse.org (212)304-9422 • 4881 Broadway

29. El Museo Del Barrio
www.elmuseo.org • (212)831-7272
1230 Fifth Ave.

30. FDNY Fire Zone
www.fdnysmart.org/firezone • (212)698-4520
34 W 51st St.

31. Gracie Mansion Conservancy
www.nygc.gov/gracie • (212)676-3060
E 88th St. & East End Ave.

32. International Center of Photography
www.icp.org • (212)857-0003
Ludlow & Essex

33. Intrepid Sea, Air & Space Museum
www.intrepidmuseum.org • (212)245-0072
One Intrepid Square, W 46th St.

34. Japan Society
www.japansociety.org • (212)832-1155
333 E 47th St.

35. The Jewish Museum
www.jewishmuseum.org • (212)423-3200
1109 Fifth Ave.

36. Merchant’s House Museum
www.merchantshouse.org • (212)777-1089
29 E 4th St.

37. The MET Breuer
www.metmuseum.org/visit/met-breuer (212)731-1675 • 945 Madison Ave.

38. The MET Cloisters
www.metmuseum.org/cloisters (212)923-3700 • 99 Margaret Corbin Dr.

39. The Metropolitan Museum of Art
www.metmuseum.org • (212)535-7710
1000 Fifth Ave.

40. The Morgan Library & Museum
www.themorgan.org • (212)685-4008
225 Madison Ave.

41. Morris-Jumel Mansion
www.morrissyjumel.org • (212) 923-8008
165 Jumel Terrace

42. Mount Vernon Hotel Museum & Garden
www.mvhm.org • (212)388-6878
421 E 61st St.

43. Museum at Eldridge Street
www.eldridgestreet.org • (212) 219-0302
12 Eldridge St.

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44. The Museum at FIT  
www.fitnyc.edu/museum • (212)217-4558
Seventh Ave. at 27th St.

45. Museum of American Finance  
www.financialhistory.org • (212)908-4110
Due to a flood, the exhibits are closed until further notice; all other programs are continuing offsite.

46. Museum of Arts and Design  
www.madmuseum.org • (212)259-7777
2 Columbus Circle

47. Museum of Chinese in America  
www.mocany.org • (212)619-4785
215 Centre St.

48. Museum of Jewish Heritage: A Living Memorial to the Holocaust  
www.mjhnyc.org • (646)437-4202
48 W 13th St.

49. The Museum of Modern Art  
www.moma.org • (212)708-9400
11 W 53rd St.

50. The Museum of New York: One Bowery Green  
www.mnym.org

51. The National Jazz Museum in Harlem  
www.njhm.org • (212)348-8300
58 W 129th St.

52. National Museum of the American Indian  
www.nmai.si.edu • (212)514-3700
One Bowling Green

53. The New Museum  
www.newmuseum.org • (212)219-1222
235 Bowery

54. New York City Fire Museum  
www.nyfiremuseum.org • (212)691-1303
278 Spring St.

55. New-York Historical Society  
www.nyhistory.org • (212)873-3400
170 Central Park West

56. The Paley Center For Media  
www.paleycenter.org • (212)660-1222
25 W 52nd St.

57. Poster House  
www.posterhouse.org • (917)722-2439
119 W 23rd St.

58. Rubin Museum of Art  
www.rubinmuseum.org • (212)620-5000
150 W 17th St.

59. Schomburg Center For Research In Black Culture  
www.nypl.org/locations/schomburg
(917)275-6975 • 515 Malcolm X Blvd.

60. The Shed  
www.theshed.org • (646) 455-3494
545 W 30th St.

61. The Skyscraper Museum  
www.skyscraper.org • (212)945-6324
39 Battery Pl.

62. Solomon R. Guggenheim Museum  
www.guggenheim.org • (212)423-3500
1071 Fifth Ave.

63. South Street Seaport Museum  
www.southstreetseaportmuseum.org • (212)748-8600
12 Fulton St.

64. The Studio Museum in Harlem  
www.studiomuseum.org • (212)864-4500
Studio Museum 127, 429 W 127th St.

65. Sugar Hill Children’s Museum of Art & Storytelling  
www.sugarhillmuseum.org • (212)335-0004
989 St Nicholas Avenue at 155th St.

66. Whitney Museum of American Art  
www.whitney.org • (212)570-3600
99 Gansevoort St.

67. Yeshiva University Museum  
www.yumuseum.org • (212)294-8330
15 W 16th St.

68. American Folk Art Museum: Self-Taught Genius Gallery  
www.folkartmuseum.org/resources/selftaughtgeniusgallery/ • (212)595-9533
47-29 32nd Place

69. Flushing Town Hall  
www.flushingtownhall.org • (718)595-9533
47-29 32nd Place

70. Studio Museum  
www.studio-museum.org • (212)864-4500
1071 Fifth Ave.

71. King Manor Museum  
www.kingmanor.org • (718)206-0545
153-10 Jamaica Ave.

72. Lewis H. Latimer House Museum  
www.latimernow.org • (718) 961-8585
34-41 137th St.

73. Louis Armstrong House Museum  
www.louisarmstronghousemuseum.org • (718)478-8274
47-56 107th St.

74. The Museum at FIT  
www.moma.org • (212)708-9400
22-25 Jackson Ave.

75. Museum of the Moving Image  
www.movingimage.us • (718)777-6830
36-01 35th Ave.

76. Museum of Chinese in America  
www.mocany.org • (212)619-4785
215 Centre St.

77. Museum of Jewish Heritage: A Living Memorial to the Holocaust  
www.mjhnyc.org • (646)437-4202
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