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Tickets for Much Anticipated Exhibition *Frida: Beyond the Myth* Go on Sale February 1
Virginia Museum of Fine Arts — one of only two U.S. venues — will open the exhibition with ¡FridaFest!



Self-Portrait with Loose Hair, 1947, Frida Kahlo (Mexican, 1907–1954), oil on masonite. Private Collection © 2025 Banco de México Diego Rivera Frida Kahlo Museums Trust, Mexico, D.F. / Artists Rights Society (ARS), New York

Richmond, VA — The Virginia Museum of Fine Arts (VMFA) announced that tickets to the highly anticipated exhibition *Frida: Beyond the Myth* will go on sale February 1, 2025, and can be purchased online at www.VMFA.museum and at the museum.

On view at VMFA from April 5 through September 28, 2025, [Frida: Beyond the Myth](#) will feature more than 60 works of art, including captivating works by Frida Kahlo (1907–1954) along with photographs of the artist by internationally renowned photographers and members of her inner circle. The exhibition will be accompanied by English and Spanish interpretive texts, audio guides and programming. To open the exhibition, a curator’s talk will be held on April 3, and a free, fun-filled community event — ¡FridaFest! — on April 5.

“The Virginia Museum of Fine Arts makes incredible works of art accessible to everyone who lives in the Commonwealth and beyond,” said Director and CEO Alex Nyerges. “Many of Frida Kahlo’s works are rarely seen outside of Mexico, and this is a unique opportunity to see her original works up close. The artist is beloved by many, and we expect *Frida: Beyond the Myth* to be one of the most popular exhibitions in the museum’s history.”

VMFA is one of only two institutions in the United States — and the only East Coast venue — to present *Frida: Beyond the Myth*. Organized by the Dallas Museum of Art, where the exhibition premiered, *Frida: Beyond the Myth* is co-curated by Dr. Agustín Arteaga, the former Eugene McDermott Director, and Sue Canterbury, the Pauline Gill Sullivan Curator of American Art, at the Dallas Museum of Art. The exhibition is organized for the Virginia Museum of Fine Arts by the museum’s exhibition curator Dr. Sarah G. Powers.

Despite her position as one of the most documented artists of the 20th century, Kahlo remains an elusive figure, clouded by a mythology that was partly of her own making — a persona of opposing characteristics: seductive and innocent, strong and vulnerable. *Frida: Beyond the Myth* explores the defining moments of Kahlo’s life as depicted through her self-portraits, still lifes and works on paper from the beginning of her career in 1926 until her death in 1954.

Visitors can admire Kahlo’s powerful paintings, embedded with vivid symbolism, while learning about the deeply personal contexts and traumatic events that inspired her work, thus gaining insight into this remarkable artist who used her creativity to overcome emotional and physical pain. The exhibition also celebrates the rich cultural heritage of Mexico that influenced the artist throughout her life.

“Frida Kahlo looks out from her paintings with a gaze, now so familiar to us, that projects both strength and vulnerability. This striking gaze is the reason why her paintings have such enduring impact and wide appeal. Who cannot relate to the need to project outward power in moments of inner weakness?” Powers said. “But this effect was carefully orchestrated by Kahlo herself in part as a way to work through difficult events in her life.”

Through this exceptional presentation of Frida Kahlo’s paintings and drawings — shown alongside photographs and prints by those closest to her, including Diego Rivera, Nickolas Muray, Rosa Covarrubias, Lola Álvarez Bravo, Julien Levy and her father, Guillermo Kahlo — visitors are compelled to discover the woman behind the myth.

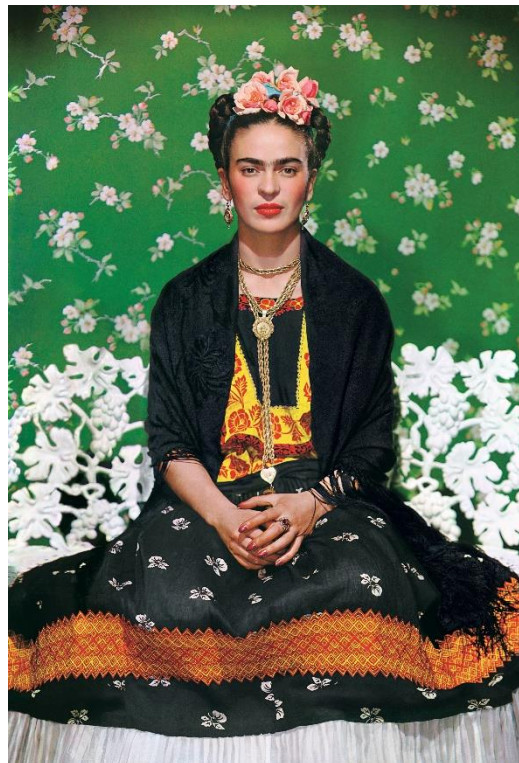
To purchase tickets to *Frida: Beyond the Myth* and get the latest information about ¡FridaFest!, the curator’s opening talk, and exhibition-related publications and merchandise, visit www.VMFA.museum.

Ticket Information

Beginning February 1, tickets to the exhibition *Frida: Beyond the Myth* can be purchased online at www.VMFA.museum and will be \$20 for adults, \$16 for seniors 65+, and \$10 for youth ages 7 to 17 and college students with ID. Tickets will be free for [museum members](#) and children ages 6 and under. [Museums for All](#) participants will be able to purchase tickets at the reduced price of \$2 each with a limit of four tickets per Electronic Benefits Transfer (EBT) card. As a participant of Blue Star Museums, VMFA also provides free tickets for all active duty, National Guard and Reserve military personnel and their immediate families.

Curator’s Opening Talk

On April 3, Dr. Sarah Powers will speak about how *Frida: Beyond the Myth* moves past the mythology surrounding Mexican artist Frida Kahlo and how the exhibition elucidates the inspiring life and work of this extraordinary woman whose jewel-like paintings are among the most memorable and haunting images of the 20th century. Dr. Powers will



Frida on White Bench, New York, 1939, Nickolas Muray (American, born Hungary, 1892–1965), carbon pigment print. Private Collection © Nickolas Muray Photo Archives, Licensed by Nickolas Muray Photo Archives

explore works on view in the exhibition, which showcases a selection of rarely seen paintings, drawings, prints and photographs. Tickets to attend the curator's talk are \$8 (\$5 for museum members) and can be purchased online at www.VMFA.museum.

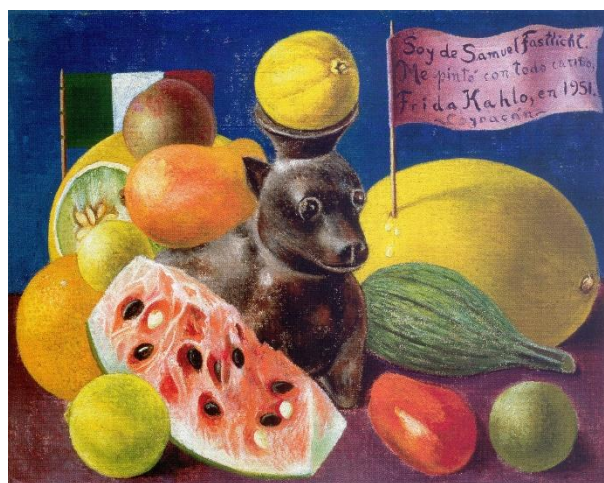
¡FridaFest!

VMFA will celebrate Frida Kahlo and her heritage with an exciting free community event, ¡FridaFest!, on the opening day of the exhibition, April 5. People of all ages are invited to enjoy live music, dance performances, artist demonstrations, and more. Food, beverages and specialty merchandise will be available for purchase. Those planning to see *Frida: Beyond the Myth* during ¡FridaFest! are encouraged to buy their exhibition tickets early since tickets for opening day are expected to sell out. Up-to-date information about ¡FridaFest! can be found at www.VMFA.museum.

Exhibition Sponsors

Presented at VMFA by [Altria Group](#), *Frida: Beyond the Myth* is sponsored by the Community Foundation for a greater Richmond; Lettie Pate Whitehead Evans Exhibition Endowment; Fabergé Ball Endowment; Mr. and Mrs. Thomas F. Garner, Jr.; Dr. and Mrs. William V. Garner; Julia Louise Reynolds Fund; Maggie Georgiadis; VMFA Council Exhibition Fund; Charlottesville Initiative for VMFA; Nancy and Wayne Chasen; Davenport Family Foundation; Birch Douglass; Virginia R. Edmunds; Ann and Gus Edwards; Laura and Berno Hamilton; Bertie Heiner; McGue Millhiser Family Trust; William and Pamela O'Connor; Richard S. Reynolds Foundation; Virginia Sargeant Reynolds Foundation; Mary and Don Shockey; YouDecide; Denise Berthiaume and Jack McKeown; Mr. and Mrs. Robert W. Cabaniss, Jr.; Cynthia Cobbs and James Ludwig; The E. B. Duff Charitable Lead Annuity Trust; Steven Dunn and Tom Burkhardt; The Francena T. Harrison Foundation; Nancy and Peter Huber; Ed and Beverly Jennings; James W. Klaus; Deanna M. Maneaker; Alexandria Rogers McGrath; Candace H. Osdene; Marcia and Harry Thalhimer; Lilo and Scott Ukrop; Richard J. and Nancy Plott Williams; an Anonymous Donor; Robin D. Baliles; Agnes Lisa Barker; Van Baskins and Marc Puritun; Michael and Maura Bisceglia; Page and Sandy Bond; Wendy Brown; Suzanne T. Chitwood; Noelle J. Coates and Thomas C. Palmer; John W. Collier III and True Harrigan; Mr. and Mrs. Frank M. Conner III; John and Susan Davenport; Christopher English and Meda Lane; The Doris Glisson Memorial Fund; Michelle Gluck and John McGurl; Terry E. Grant; Sherrie Page Guyer and Raymond A. Guyer III; Dr. Anne-Marie Irani and Dr. Lawrence Schwartz; Eucharia "Ukay" and Richard Jackson, M.D.; Glen Kettering and Claudia del Giudice; Drs. Eileen and Edward Kitces; Arnel U. Manalo; Teri Craig Miles; Karen Moran and Wistar Morris; Joseph Papa and John-Stuart Fauquet; Celia Rafalko and Rick Sample*; Ellen Ray, Main Street Law Offices; John and Maria Reed; Reynolds Gallery; Dr. and Mrs. Stephen Richard; Dr. and Mrs. Irvin Seeman; Jennifer L. Sisk; Dr. and Mrs. R. P. Sowers III; Ellie and Rick St. John; Lewis and Tina Stoneburner; Stephen Thompson and Jon McCue; Thomas and Deborah Valentine; Britt and Mark Van Deusen; Randy and Lelia Graham Webb; George and Patti White; White-Trivas Family Foundation; Anne Marie Whittemore; Mr. and Mrs. Christopher Hale Williams; and Stephen L. and Harriet Heldenfels Yake. Marketing support for this exhibition is provided by the Charles G. Thalhimer Fund. The [Virginia Hispanic Chamber](#) is the community partner for *Frida: Beyond the Myth* and ¡FridaFest!

This exhibition is organized by the Dallas Museum of Art.



Still Life (I Belong to Samuel Fastlicht), 1951, Frida Kahlo (Mexican, 1907–1954), oil on masonite. Private Collection, Courtesy Galeria Arvil, Mexico © 2025 Banco de México Diego Rivera Frida Kahlo Museums Trust, Mexico, D.F. / Artists Rights Society (ARS), New York

About the DMA

Established in 1903, the Dallas Museum of Art (DMA) is among the 10 largest art museums in the country. With a free general admission policy and community outreach efforts, the DMA is distinguished by its commitment to research, innovation and public engagement. At the heart of the museum and its programs is its global collection, which encompasses 25,000 works and spans 5,000 years of history, representing a full range of world cultures. Located in the nation's largest arts district, the museum acts as a catalyst for community creativity, engaging people of all ages and backgrounds with a diverse spectrum of programming, from exhibitions and lectures to concerts, literary events, and dramatic and dance presentations. The DMA is an Open Access institution, allowing all works believed to be in the public domain to be freely available for downloading, sharing, repurposing and remixing without restriction. For more information, visit DMA.org. Free general admission to the Dallas Museum of Art is made possible with generous support from the Robert Gerard Pollock Foundation. The Dallas Museum of Art is supported, in part, by the generosity of DMA members and donors, the National Endowment for the Arts, the Texas Commission on the Arts and the citizens of Dallas through the City of Dallas Office of Arts and Culture.

About the Virginia Museum of Fine Arts

The Virginia Museum of Fine Arts in Richmond, Virginia, is one of the largest comprehensive art museums in the United States. VMFA, which opened in 1936, is a state agency and privately endowed educational institution. Its purpose is to collect, preserve, exhibit and interpret art, and to encourage the study of the arts. Through the Office of Statewide Partnerships program, the museum offers curated exhibitions, arts-related audiovisual programs, symposia, lectures, conferences, and workshops by visual and performing artists. In addition to presenting a wide array of special exhibitions, the museum provides visitors with the opportunity to experience a global collection of art that spans more than 6,000 years. VMFA's permanent holdings encompass more than 50,000 artworks, including the largest public collection of Fabergé outside of Russia, the finest collection of Art Nouveau outside of Paris and one of the nation's finest collections of American art. VMFA is also home to important collections of Chinese art, English silver, French Impressionist, Post-Impressionist, British sporting and modern and contemporary art, as well as renowned South Asian, Himalayan and African art. In May 2010, VMFA opened the James W. and Frances G. McGlothlin Wing I after a transformative expansion, previously the largest in its history. A new expansion, the McGlothlin Wing II, is planned to open in 2028. Comprising more than 170,000 square feet, it will be the largest expansion in the museum's history and will make VMFA the fourth largest comprehensive art museum in the United States.

Recently named one of the 20 best art museums in the U.S. by *The Washington Post*, the Virginia Museum of Fine Arts is the only art museum in the United States open 365 days a year with free general admission. For additional information, telephone (804) 340-1400 or visit www.VMFA.museum.

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