

FOR IMMEDIATE RELEASE

May 28, 2025

**Commonwealth of Virginia Employees and Schoolteachers Can See
This Summer's Blockbuster Exhibition *Frida: Beyond the Myth* for Free**

Powerful works by celebrated Mexican artist Frida Kahlo are on view at the
Virginia Museum of Fine Arts through September 28, 2025



Visitors gaze at one of Frida Kahlo's early self portraits, included in *Frida: Beyond the Myth* at VMFA. *Self-Portrait in a Velvet Dress*, 1926, Frida Kahlo (Mexican, 1907–1954), oil on canvas. Private Collection © 2025 Banco de México
Diego Rivera Frida Kahlo Museums Trust, Mexico, D.F. / Artists Rights Society (ARS), New York

Richmond, VA — Commonwealth of Virginia employees and preschool and K–12 teachers, public and private, will receive free admission to the acclaimed exhibition [*Frida: Beyond the Myth*](#), on view at the Virginia Museum of Fine Arts (VMFA) through September 28, 2025. The special exhibition explores the art and life of one of the most beloved and iconic artists of the 20th century, Frida Kahlo (1907–1954). VMFA is one of only two institutions in the United States to present *Frida: Beyond the Myth*.

“The Virginia Museum of Fine Arts welcomes schoolteachers and our colleagues from the Commonwealth of Virginia to see this summer’s blockbuster exhibition *Frida: Beyond the Myth*,” said Director and CEO Alex Nyerges. “Many of Frida Kahlo’s works are rarely seen outside of Mexico. I urge everyone to take advantage of this extraordinary opportunity to see her artworks up close, and to learn more about the artist.”

Frida: Beyond the Myth explores the defining moments of Kahlo's life as depicted through 30 of her spellbinding works — self-portraits, still lifes and works on paper. Visitors can admire her jewel-like paintings up close while learning about the deeply personal context and events that inspired her art. These powerful works are shown alongside 30 insightful photographs, drawings, prints and home movies made by the friends, family members and fellow artists who knew her best. English and Spanish interpretive texts, audio guides and programming accompany the exhibition.

To pick up their free tickets to see *Frida: Beyond the Myth*, Commonwealth of Virginia employees and schoolteachers must show their employee IDs or badges at the museum's Visitor Services desk. One free ticket is available per badge. Reservations for first-available tickets to the exhibition can also be made in person at the Visitor Services desk.

For more information about *Frida: Beyond the Myth*, visit www.VMFA.museum.

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Exhibition Tickets

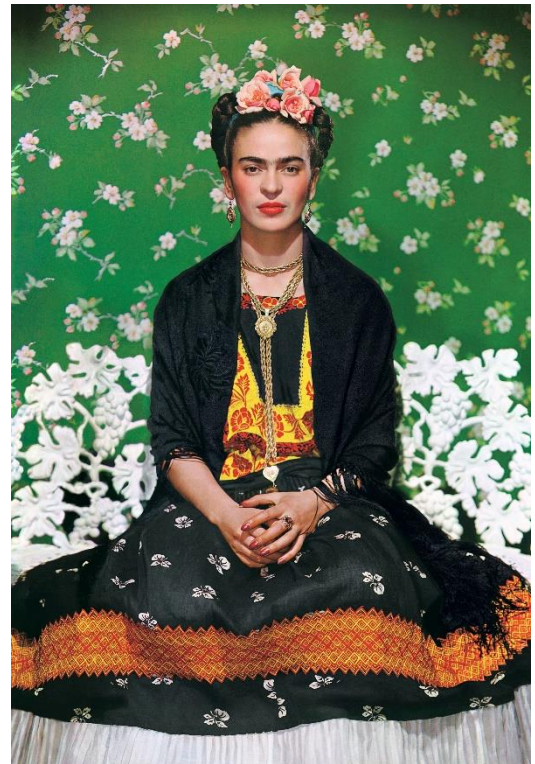
Tickets to see *Frida: Beyond the Myth* are \$20 for adults, \$16 for seniors 65+, and \$10 for youth ages 7 to 17 and college students with ID. Tickets are free for [museum members](#), children ages 6 and under, Commonwealth of Virginia employees, and pre-K through 12th grade schoolteachers. [Museums 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.

About the Curators

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.

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; Lilli and William Beyer; Frances Massey Dulaney; 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; The Jeanann Gray Dunlap Foundation; Laura and Berno Hamilton; Bertie Heiner; Ed and Beverly Jennings; 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; James W. Klaus; Deanna M. Maneaker; Alexandria Rogers McGrath; Candace H. Osdene; Michael Schewel and Priscilla Burbank; Marcia and Harry Thalhimier; Lilo and Scott Ukrop; Richard J. and Nancy Plott Williams; two Anonymous Donors; Robin D. Baliles; Agnes Lisa Barker; Van Baskins and Marc Puritun; Michael and Maura Bisceglia; Carol Ann Bischoff and Mike



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

Regan; 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; Mr. and Mrs. John E. Corey; 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; Lisa Hogan and Mark Giles; Dr. Anne-Marie Irani and Dr. Lawrence Schwartz; Eucharis “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. Thalheimer Fund. The Virginia Hispanic Chamber is the community partner for *Frida: Beyond the Myth*.

This exhibition is organized by the Dallas Museum of Art.



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](https://www.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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