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June 25, 2026

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White House Historical Association Debuts Historic Norman Rockwell Art at The People's House: A White House Experience

"So You Want to See the President!" on View Through June 2027, Alongside New Exhibit Additions in Celebration of America's 250th Anniversary

June 25, 2026 (Washington, D.C.) – The White House Historical Association today announced the public debut of *So You Want to See the President!*, a historic series of artworks by Norman Rockwell, now on view at [The People's House: A White House Experience](#) in Washington, D.C. through June 2027. This artwork is Rockwell's only known suite of four interrelated paintings, which hung in the White House on loan for more than 40 years and have never before been publicly displayed.

Commissioned at the height of World War II in 1943, Stephen T. Early, press secretary to President Franklin D. Roosevelt, invited Rockwell to the White House to capture the steady stream of distinguished guests visiting the president. The work was first published in *The Saturday Evening Post* and became a familiar fixture in the West Wing from 1978 through 2022. The Association acquired the series in November 2025 for \$7.25 million at Heritage Auctions with the goal of sharing the artwork publicly in celebration of America's 250th anniversary.

"By acquiring Norman Rockwell's *So You Want to See the President!* and making it publicly accessible for the first time, we are honored to preserve a meaningful piece of White House history," said Stewart McLaurin, president of the White House Historical Association. "This work captures a moment in the life of the presidency that was once seen primarily within the White House—and now, it can be experienced more broadly, furthering our longstanding mission to share the rich history of the White House."

To deepen understanding of the artwork, the Association conducted extensive research to identify many of the individuals depicted in the four interconnected panels. In partnership with digital art agency [Iconic Moments](#), The People's House: A White House Experience developed an interactive display for visitors to explore the historical context behind those figures, offering a richer view of the people who shaped life at the White House.

This installation comes alongside several exhibit updates to The People's House: A White House Experience to commemorate America's 250th anniversary. Additions include a new scenario in the [Cabinet Room](#) involving President Thomas Jefferson and the Barbary Wars, expanded trivia in the Family Theater related to patriotism and anniversary celebrations, and updated content in the [White House Gallery](#) showing the president meeting with guests.

Highlights of The People's House: A White House Experience include the following engaging exhibits, on permanent display year-round:

- Watch as a 1:5-scale replica of the White House's South facade transforms to tell the rich history of the Executive Mansion, including the architectural story from 1790 to present day.
- Walk in the president's footsteps and experience the 45-second commute to the Oval Office as they pass the Cabinet Room.
- Experience the rooms of the State Floor—the East Room, Green Room, Blue Room, Red Room and State Dining Room—through 360° immersive projection.
- Take a seat behind the *Resolute* Desk in a full-scale replica of the Oval Office, furnished with reproductions of the art, objects, and furniture that adorn a president's office.
- Interact with framed digital portraits of White House staff to hear and see reflections from people who have held positions in the Executive Mansion.
- Experience the White House as a space for governing, entertaining, and living through three distinct immersive media experiences.
- Interact with objects to uncover the overlooked and extraordinary stories from White House history.
- Test your White House trivia knowledge in the Family Theater.
- Visit the 1,500-square-foot flagship retail store located directly at the entrance, featuring products that are developed exclusively for the Association. Currently on sale is the [Official Commemorative Ornament of America's 250th Anniversary](#).

The People's House: A White House Experience is open seven days a week from 9 a.m. to 5 p.m. ET. Visitors should reserve passes in advance to ensure their entire party can be accommodated. Passes are available on thepeopleshouse.org and are released by 5 p.m. ET on the first business day of each month for the following month. General admission is free, with a suggested donation to support the space's mission-driven programs, exhibits, and educational outreach.

For additional information, please visit thepeopleshouse.org.

For more information, please contact press@whha.org.

About the White House Historical Association

Founded in 1961 by First Lady Jacqueline Kennedy, the White House Historical Association is the nonprofit, nonpartisan organization entrusted with preserving and sharing the history of the White House. Supported entirely by private philanthropy and the sale of educational books and products, the

Association reaches millions of students, teachers, and lifelong learners through research and scholarship initiatives, public programming, and the authoritative titles published by its independent press. Throughout each presidency, the Association works with the Offices of the First Lady and the White House Curator to acquire and preserve historic objects for the White House Fine and Decorative Arts Collection. The Association also operates The People's House: A White House Experience, a free, immersive, educational museum in Washington, D.C., which welcomes hundreds of thousands of visitors annually. To learn more about the White House Historical Association, please visit WhiteHouseHistory.org.

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