



For Immediate Release
 September 22, 2009
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**SFMOMA CELEBRATES 75th ANNIVERSARY WITH
 FREE WEEKEND CELEBRATION**

January 16–18, 2010 Free to All

January 18, 2010, marks the 75th anniversary of the San Francisco Museum of Modern Art (SFMOMA). In honor of this special occasion, the museum will present a **free weekend celebration from Saturday, January 16 through Monday, January 18, 2010.**

Saturday programming will feature an encore presentation of Bill Fontana’s *Sound Sculptures Through the Golden Gate* originally shown at SFMOMA in 1987 for the 50th anniversary of the Golden Gate Bridge, and a special performance by Matmos on Saturday night. Sunday will be devoted to families, with hands-on art projects and a family film program in the Wattis Theater. On Monday, January 18, Martin Luther King Jr. Day and the day SFMOMA was founded 75 years ago, the museum will ask visitors to join in celebrating the spirit of service by bringing art supplies to be donated to local public schools. There will also be a presentation about SFMOMA’s outreach program to conserve art in the community. On all three days, there will be programs in the 5th floor galleries designed by artist Allison Smith focused on making and craft in the history of the museum and the Bay Area, in addition to artist talks in the galleries.

SFMOMA will also launch a multimedia tour of the collection that will be available on visitors’ own handheld devices, such as cell phones and MP3 players, and as an application for iPhones.

An extensive anniversary catalogue, *San Francisco Museum of Modern Art: 75 Years of Looking Forward* combines highlights from the collection with a fascinating look at the vision and personalities that influenced the institution’s evolution. The 448-page catalogue will be available in the SFMOMA MuseumStore for \$40 softcover and \$65 hardcover.

Throughout the anniversary season, SFMOMA will present a series of exhibitions and programs under the heading *75 Years of Looking Forward* illustrating the story of the artists, collectors, cultural mavericks, and San Francisco leaders who founded, built, and have animated the museum.

75 YEARS OF LOOKING FORWARD EXHIBITION SERIES	DATES
The Anniversary Show	December 19, 2009–Jan. 16, 2011
Focus on Artists	January 16–May 23, 2010
The View from Here	January 16–June 20, 2010
Dispatches from the Archives	November 7, 2009–July 6, 2010
Ewan Gibbs: San Francisco	January 16–June 27, 2010

Long Play: Bruce Conner and the Singles Collection

January 16–June 6, 2010

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Museum hours: Open daily (except Wednesdays): 11 a.m. to 5:45 p.m.; open late Thursdays, until 8:45 p.m. Summer hours (Memorial Day to Labor Day): Open at 10 a.m. Closed Wednesdays and the following public holidays: New Year's Day, Fourth of July, Thanksgiving, Christmas. The museum is open the Wednesday between Christmas and New Year's Day.

Koret Visitor Education Center: Open daily (except Wednesdays): 11 a.m. to 5:30 p.m.; open late Thursdays, until 8:30 p.m. Summer hours: Open at 10 a.m.

Admission prices: adults: \$15; seniors and students: \$9; SFMOMA members and children 12 and under: free. Admission is free the first Tuesday of each month and half-price on Thursdays after 6 p.m.

SFMOMA is easily accessible by Muni, BART, Golden Gate Transit, SamTrans, and Caltrain. Hourly, daily, and monthly parking is available at the SFMOMA Garage at 147 Minna Street. For parking information, call 415.348.0971.

Visit our website at sfmoma.org or call 415.357.4000 for more information.

75 Years of Looking Forward is a series of exhibitions and events organized in celebration of the museum's anniversary. Major support is provided by the Koret Foundation. Generous support is provided by the Bernard and Barbro Osher Exhibition Fund. Additional support is provided by Butler, Shine, Stern & Partners, the George Frederick Jewett Foundation, Kate and Wesley Mitchell, and The Black Dog Private Foundation. Promotional support is provided by Gap. Media sponsors: KGO-TV, *San Francisco Chronicle*, and *San Francisco* magazine. The St. Regis San Francisco is the official hotel of the 75th anniversary.

The 75th Anniversary Celebration is part of *75 Years of Looking Forward*. Major support is provided by the Koret Foundation. Generous support is provided by Bank of America, AT&T, and Levi Strauss & Co. Additional support is provided by Art4Moore and Visa Inc. Media sponsors: AT&T Real Yellow Pages, *7 x 7 Magazine*, and *SF Weekly*.

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