

For Immediate Release
March 8, 2010



SFMOMA ANNOUNCES NEW THURSDAY NIGHT HAPPENINGS

***SFMOMA: Now Playing* Offers After-hours Visitors a Totally New Kind of Museum Experience**

The San Francisco Museum of Modern Art (SFMOMA) marks 75 years as a pioneering force in art with exhibitions and events, including a series of three Thursday evening happenings that offer a sophisticated social experience for late-night guests. Launching on March 18, 2010, *SFMOMA: Now Playing* invites artists to animate the museum in unexpected ways—and audiences to come play and see the museum in a new light. Guests can roam the galleries, take in live performances and talks, and unwind with cocktails and food while experiencing the atrium as a projection chamber, a hidden annex as a lounge, and artists playing the architecture.



My Barbarian, *The Voyage of the White Widow*, 2007; © My Barbarian; photo: courtesy the artist

Now Playing is spearheaded by the museum's education department and curated by Frank Smigiel, SFMOMA associate curator of public programs. "These events explore the museum as a social platform where artists and audiences together can reinvent its environment and create art experiences in real time, shared space, and a spirit of play," says Smigiel. "It's really about engaging with the museum itself as a total work of art. It's also a party, and like any party, you really have to be there."

Kicking off with headline performances by the Los Angeles-based art band **My Barbarian** on March 18, local sound artist **Laetitia Sonami** and video artist SUE-C on April 15, and a collaborative multimedia project from artist **Chris Johanson** and *THE THING Quarterly* (by artists **Jonn Herschend** and **Will Rogan**) on June 17, *Now Playing* continues SFMOMA's dedication to the increasingly event-driven, performance-based nature of contemporary art with experimental projects designed to catalyze the museum as a vital social space and provoke new art experiences for visitors as much as the contemplation of art objects.

The evenings are free with museum admission and include live entertainment, drop-in film screenings in the museum's Wattis Theater, and curator-led talks. *Now Playing* also features access to all galleries, complimentary bites from leading San Francisco restaurants, and cocktails from multiple cash bars. Artisanal menus from Blue Bottle Coffee Co. and *Meat Paper* magazine, designed specifically for these events, will also be for sale in the Rooftop Garden. More information is available at sfmoma.org/nowplaying.

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SFMOMA: Now Playing

Thursday, March 18, 6–9:45 p.m.

7 p.m. Screening of selected films and videos from *Long Play: Bruce Conner and the Singles Collection*

9 p.m. Performance by My Barbarian

Whether reestablishing pagan rites, creating a song cycle for cross-dressing sailors and sequined mermen, or buying a young artist's soul, Los Angeles-based art band My Barbarian (Malik Gaines, Jade Gordon, and Alexandro Segade) mixes history, myth, and politics to create flamboyant performance work. Tonight, My Barbarian plays with an eye to the atrium and rock opera. Before the performance, we screen selected video works from the current exhibition *Long Play*, featuring works by Cory Arcangel, Michael Bell-Smith, Dara Birnbaum, Anne Colvin, Bruce Conner, Christian Marclay, and Pipilotti Rist.

SFMOMA: Now Playing

Thursday, April 15, 6–9:45 p.m.

7 p.m. Screening of Douglas Gordon's *Feature Film*

9 p.m. Performance by Laetitia Sonami and SUE-C

Bay Area-based Sonami is a composer, performer, and sound artist who designs and builds her own instruments. Her elbow-length "lady's glove" produces and conducts electronic sounds as she moves fingers, hand, and arm. Video artist SUE-C creates improvisational, live animations. These images and sounds are echoed by Douglas Gordon's *Feature Film*, a study of the hands, arms, and face of the Paris Opera's James Conlon as he conducts the orchestral score for Alfred Hitchcock's *Vertigo*.

SFMOMA: Now Playing

Thursday, June 17, 6–9:45 p.m.

7 p.m. Screening: artists' home movies

9 p.m. Chris Johanson leads the Mission supergroup 17th & Capps

Johanson, a key figure who emerged among San Francisco's Mission School artists, returns to the Bay Area to launch his collaborative project with *THE THING Quarterly*. A self-described periodical in the form of an object, *THE THING* commissions artist multiples that incorporate text. Tonight guests can purchase a special project from the quarterly—a ceramic wine glass designed by Johanson—and raise it while watching video projections of moonrises over the musical group 17th & Capps (featuring Johanson, Joe Goldring, Lara Allen, Wendy Farina, Alex Oropeza). The band revisits its punk back catalogue but in quite a different key. A pre-show screening of artists' home movies sets the vibe. The evening begins in the Rooftop Garden with a floral-based menu from Blue Bottle Coffee Co. and *Meat Paper* magazine.

***SFMOMA: Now Playing* is free with museum admission. Tickets are available only onsite at the museum starting at 6 p.m. Visit sfmoma.org/nowplaying for more information.**

75 Years of Looking Forward is a series of exhibitions and events organized in celebration of SFMOMA's 75th anniversary. Major support is provided by the Koret Foundation, the Mimi and Peter Haas Fund, and the Evelyn D. Haas Exhibition Fund. Generous support is provided by the Bernard and Barbro Osher Exhibition Fund. Additional support is provided by 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, *The San Francisco Chronicle*/*SFGate.com*, and *San Francisco magazine*. The St. Regis San Francisco is the official hotel of the 75th anniversary.

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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.

SFMOMA is supported by a broad array of contributors committed to helping advance its mission. Major annual support is provided by Grants for the Arts/San Francisco Hotel Tax Fund, the Koret Foundation, and the Evelyn and Walter Haas Jr. Fund. First Tuesdays are always free, thanks to AT&T. Thursday Nights at SFMOMA are sponsored by Banana Republic. KidstART free admission for children 12 and under is made possible by Charles Schwab & Co. Inc.

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