

September 23, 2004

Contact:

Sandra Farish Sloan, 415.357.4174, ssloan@sfmoma.org
Libby Garrison, 415.357.4177, lgarrison@sfmoma.org
Robyn Wise, 415.357.4172, rwise@sfmoma.org

**SFMOMA HONORS LARRY SULTAN AT BAY AREA TREASURE LUNCHEON
HOSTED BY MODERN ART COUNCIL**

What On Wednesday, November 17, the San Francisco Museum of Modern Art (SFMOMA) will host the 2004 **Bay Area Treasure Luncheon** honoring artist **Larry Sultan**. Organized by the Modern Art Council, SFMOMA's premier fundraising auxiliary, this annual luncheon honors esteemed Bay Area artists. Sultan is the sixth honoree; he joins painters Nathan Oliveira and Robert Bechtle, industrial designer Sara Little Turnbull, architect Lawrence Halprin, and fellow photographer Ruth Bernhard.

Who **Corey Keller**, SFMOMA assistant curator of photography, will introduce special guest speaker and luncheon honoree **Larry Sultan**. Sultan lives and works in the Bay Area, but he was raised in the San Fernando Valley in a suburban tract home much like those he photographs in his series *The Valley*. Recently presented by SFMOMA in an acclaimed exhibition, *The Valley* comprises large-scale color photographs that explore the curious transformation of middle-class houses into sets for adult films. The fully-illustrated, hardcover catalogue produced in conjunction with the exhibition, *Larry Sultan: The Valley* (Scalo Press), will be available for signing at the luncheon. In his talk, Larry Sultan will address the scope of his work over the past twenty years.

Sponsored by:	Ryan Associates
Additional Support provided by:	Lise Jeantet Fred M. Levin and Nancy Livingston, The Shenson Foundation
Gifts courtesy of:	Kate Spade
Wine courtesy of:	Cambria
Flowers by:	Robert Fountain
Luncheon by:	W Hotel
Event co-chairs:	Kelly Alpert Michiko Conklin
Modern Art Council president:	Catherine L. Post

When Wednesday, November 17, 2004
11:30 a.m. to 2 p.m.
Book signing to follow

Where San Francisco Museum of Modern Art
151 Third Street, San Francisco
Lecture and presentation: Phyllis Wattis Theater
Luncheon: Evelyn and Walter Haas Jr. Atrium

more

Tickets \$125 Supporter
 \$200 Benefactor
 \$2,000 Benefactor table

More For tickets or more information, please call the Modern Art Council at 415.357.4127.

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The San Francisco Museum of Modern Art is a private, not-for-profit institution supported by its members, individual contributors to Donor Circle, corporate and foundation support, federal and state government grants, and admission revenues. Annual programming is sustained through the generosity of Grants for the Arts/San Francisco Hotel Tax Fund, The James Irvine Foundation, and the Koret Foundation. Thursday evening half-priced admission is sponsored by Banana Republic. Media sponsors: San Francisco Bay Guardian and SFSTATION.COM. Reduced admission for seniors is sponsored by SBC. KidstART free admission for children twelve and under is made possible by Charles Schwab & Co., Inc.

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