

November 3, 2004

**Contact:**

Sandra Farish Sloan, 415.357.4174, [ssloan@sfmoma.org](mailto:ssloan@sfmoma.org)

Robyn Wise, 415.357.4172, [rwise@sfmoma.org](mailto:rwise@sfmoma.org)

Libby Garrison, 415.357.4177, [lgarrison@sfmoma.org](mailto:lgarrison@sfmoma.org)

**SFMOMA HOSTS TENTH ANNIVERSARY CELEBRATION  
A Milestone for the Museum's Botta Building**

January 18, 2005 marks the tenth anniversary of the San Francisco Museum of Modern Art's (SFMOMA)'s Mario Botta-designed building on Third Street. An instant architectural landmark from its opening in 1995, the building has dramatically enhanced the San Francisco skyline and anchors the South of Market neighborhood as a burgeoning arts center. Its grand scale has allowed the Museum to mount more exhibitions, hold more education programs, host more visitors, and welcome more members than previously possible in the old location on Van Ness Avenue.

The Botta building also allows the Museum to highlight its own collection that has been growing over the past decade—a collection that is equally as extraordinary as the building itself. “The grandeur of our new building inspired the institution to acquire extensively and impressively over the past decade,” commented SFMOMA Director Neal Benezra. “Since the opening we’ve developed one of the nation’s leading collections of modern and contemporary art. We’ve acquired several landmark works such as Robert Rauschenberg’s *Erased De Kooning Drawing*, 1953; *Les Valeurs personnelles* (Personal Values), 1952, by René Magritte; Louise Bourgeois’s *The Nest*, 1994; and *Splitting: Four Corners*, 1974, by Gordon Matta-Clark, among many others.”

SFMOMA opens its doors to the public to celebrate the tenth anniversary with a special community day on Saturday, January 22.

**Community Day**

Saturday January, 22, 11 a.m.–4 p.m.

Museum-wide

FREE (all exhibitions and activities, all day long)

Families are invited to celebrate the last ten years in the Mario Botta building with music, performances, and hands-on art projects focusing on the architecture of the SFMOMA building.

For more information, call the Education Programs Information Line at 415.947.1292.

\* \* \*

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: Fourth of July, Thanksgiving, Christmas, New Year's Day. Koret Visitor Education Center open daily (except Wednesdays) 11 a.m. to 5:45 p.m.; open late Thursdays until 8:30 p.m. Summer hours: open at 10 a.m.

**Admission prices:** Adults \$10; seniors \$7; students \$6. SFMOMA members and children twelve and under are admitted free. Thursday evenings, 6 to 9 p.m., admission is half price. The first Tuesday of each month admission is free.

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 Web site at [www.sfmoma.org](http://www.sfmoma.org) or call 415.357.4000 for more information.**

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. Reduced admission for seniors is sponsored by SBC. KidstART free admission for children twelve and under is made possible by Charles Schwab & Co., Inc.

# # #