

February 8, 2008

Contact:

Thea Stein, 415.357.4170, tstein@sfmoma.org
Libby Garrison, 415.357.4177, lgarrison@sfmoma.org
Victoria Sutton, 415.357.4179, vsutton@sfmoma.org

**SFMOMA OFFERS FAMILIES EXPANDED PROGRAMS, FREE ADMISSION
Museum Receives Grants from Target and The Wallace Foundation**

The San Francisco Museum of Modern Art (SFMOMA) is pleased to announce that its family programming will expand beginning in February 2008, with free admission extended to all program participants through June 2008. In addition to a twice-yearly Family Day, sponsored by Target, the museum will present The Family Studio twice each month, on the first and third Sundays. Recent grants from Target and The Wallace Foundation directly support the program expansion, as well as free admission to the museum for all families participating in the programs.



The Family Studio; photo: Bob Hsiang

Target Family Days offer a full day of family-friendly programming that extends museum-wide. Activities include hands-on art projects, live performances, gallery tours, and more. The Family Studio features an afternoon of family-appropriate activities—a docent-led gallery tour, a hands-on art project, and a reading or video screening—organized around a theme that relates to works on view in the galleries.

2008 Family Programs Schedule

THE FAMILY STUDIO

First and third Sunday of each month, noon–3 p.m.
Family tour at 1 p.m.
Special presentation at 2 p.m.
Koret Visitor Education Center

Lucy McKenzie: Hats Off

Sunday, February 17
Inspired by the work of McKenzie, this program explores environmentally conscious fashion—come ready to make your own hat! The afternoon includes a reading of *Aliens Love Underpants* by Claire Freedman and Ben Cart.

Split That House!

Sunday, March 2
This Family Studio focuses on what is revealed when you vertically split open a house. Enjoy a screening of *Toccata for Toy Trains* by Charles and Ray Eames in the afternoon.

Sprouting Sculpture

Sunday, March 16
Join SFMOMA as we celebrate construction of our new rooftop sculpture garden with an exhibition that offers a sneak peek at what's to come. Then stop by The Family Studio to create your very own sculpture garden model. Don't miss a reading of *Roberto the Insect Architect* by Nina Laden.

more

Art with Andy

Sunday, April 6

Learn about the colorful works of Andy Warhol through painting and repetition. Then check out Puffer the Puffin as he interviews Warhol in a special screening of *Dropping In on Andy Warhol* by Pam Stephens and Jim McNeill.

Sprouting Sculpture

Sunday, May 4

Join SFMOMA as we celebrate construction of our new rooftop sculpture garden with an exhibition that offers a sneak peek of what's to come. Then stop by The Family Studio to create your very own sculpture garden model. Don't miss a reading of *Roberto the Insect Architect* by Nina Laden.

Split That House!

Sunday, May 18

This Family Studio focuses on what is revealed when you vertically split open a house. Enjoy a screening of *Toccata for Toy Trains* by Charles and Ray Eames in the afternoon.

The Many Faces of Frida

Sunday, June 15

Explore the varied depictions of Frida Kahlo through the artist's self-portraits, and participate in a hands-on art activity and community installation in our studios. Don't miss a 2 p.m. reading of *Frida*, written by Jonah Winter and illustrated by Ana Juan.

Museum and program admission are free for families.

TARGET FAMILY DAY

A Sense of Place

Museum-wide

Sunday, June 1, 11 a.m.–4 p.m.

Join us for a daylong celebration filled with activities centered on the work of photographer Gabriele Basilico and artists in the SFMOMA collection, such as Georgia O'Keeffe and Richard Diebenkorn. Discover how these artists interpret the world around them and develop a sense of place through their artwork. The day includes hands-on art projects and performances for the whole family.

Museum and program admission are free for families.

Target Family Days are sponsored by Target. Major support for family programs is provided by The Wallace Foundation.

Generous support for school, youth, and family programs is provided by Wells Fargo Foundation. Additional support is provided by Charles Schwab & Co., Inc., the S. H. Cowell Foundation, the McKesson Foundation, Robert Stewart Odell and Helen Pfeiffer Odell Fund, the San Francisco Foundation, the Compton Foundation, Inc., the JPMorgan Chase Foundation, the Stanley S. Langendorf Foundation, The McGraw-Hill Companies, The Morrison & Foerster Foundation, Pacific Gas and Electric Company, Vodafone-US Foundation, Washington Mutual, and the S.D. Bechtel Jr. Foundation.

* * *

Museum hours: Open daily (except Wednesdays): 11 a.m. to 5:45 p.m.; open late Thursdays, until 8:45 p.m. Summer hours (last Monday in May to first Monday in September): Open at 10 a.m. Closed Wednesdays and the following public holidays: New Year's Day, Fourth of July, Thanksgiving, and 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 \$12.50; seniors \$8; students \$7. SFMOMA members and children 12 and under are admitted free. Thursday evenings after 6 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 website at www.sfmoma.org or call 415.357.4000 for more information.

The San Francisco Museum of Modern Art is supported by a broad array of contributors who are committed to helping advance its mission as a dynamic center for modern and contemporary art. Major annual support is provided by Koret Foundation Funds, Evelyn and Walter Haas Jr. Fund, and Grants for the Arts/San Francisco Hotel Tax Fund. KidstART free admission for children 12 and under is made possible by Charles Schwab & Co. Inc. Thursday evening half-price admission is sponsored by Banana Republic.

#