

For Immediate Release

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SFMOMA HONORS WORLD-RENOWNED DESIGNER JONATHAN IVE

Museum Salutes Apple Design Chief with Lifetime Achievement Award and Dinner

The San Francisco Museum of Modern Art (SFMOMA) celebrates the groundbreaking achievements of designer Jonathan Ive with its 2014 Bay Area Treasure Award. The annual lifetime achievement award, organized by the Modern Art Council (MAC), SFMOMA's premier fundraising auxiliary, recognizes artists and creative leaders in the region whose contributions have redefined contemporary visual culture.

"Ive is our generation's most innovative and influential figure in the field of industrial design—no other design mind has done more to transform the way we visualize and share information," said SFMOMA Director Neal Benezra. "SFMOMA was the first museum on the West Coast to establish a department of architecture and design, and we're thrilled to celebrate Ive's revolutionary achievements."



San Francisco-based design legend Jonathan Ive receives SFMOMA's annual Bay Area Treasure Award; photo: courtesy Apple, Inc.

The award will be given at a presentation and dinner on Thursday, October 30, 2014, held at the Julia Morgan Ballroom in San Francisco. The evening is chaired by MAC member Maria Tenaglia Watson and will feature Ive in conversation with SFMOMA Curator of Architecture and Design **Jennifer Dunlop Fletcher** and **Frances Anderton**, executive producer and host of KCRW radio's [DnA: Design and Architecture](#).

"I've always enjoyed visiting SFMOMA, and I think it represents exceptional contemporary art and design," said Ive. "I'm very grateful to the museum and proud to be recognized among such an amazing list of past recipients."

SFMOMA's 2014 Bay Area Treasure Award dinner is sponsored by Ferrari of San Francisco and Paul Smith. The supporting sponsor is Wells Fargo.

About Jonathan Ive

London-born designer Jonathan Ive is Apple's senior vice president of design, reporting to CEO Tim Cook. Since 1996, he has been responsible for leading a design team widely regarded as one of the world's best. As the driving force behind the look and feel of Apple's innovative products, Ive also provides leadership and direction for Human Interface software teams across the company.

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Recognized with numerous design awards, Apple products are featured in the permanent collections of museums worldwide, including SFMOMA; The Museum of Modern Art, New York; and Centre Pompidou, Paris.

Ive holds a BA and an honorary doctorate from Newcastle Polytechnic (now Northumbria University). In 2003, he was named Designer of the Year by the Design Museum London and awarded the title Royal Designer for Industry by The Royal Society of Arts.

SFMOMA holds in its architecture and design collection nine works created under Ive's design direction.

About SFMOMA and Bay Area Design

SFMOMA's department of architecture and design collects modern and contemporary works of architecture, furniture design, product /industrial design, and graphic design. Over the years, concentrations have evolved in several areas, including experimental architecture, typography, modern furniture, and Bay Area design.

The department has also been an early tracker of design as it intersects with technology, collecting industrial design objects originating from Northern California's innovative tech sector since 1988. As design shifts focus away from the object and toward the experience—e.g., live maps and other software integrated products—a number of new concerns have emerged for museums collecting high-tech design, including the hardware/software divide, rapid evolution of media, and limitations of traditional exhibition formats.

As part of a major conservation-based research project, [The Artist Initiative](#), SFMOMA's Department of Architecture and Design is currently engaged in a long-term investigation of how best to collect, maintain, and interpret the museum's collection of consumer electronics in dialogue with leading Bay Area-based designers, including Jonathan Ive.

About the Bay Area Treasure Award

Jonathan Ive is the 15th Bay Area Treasure Award honoree. Previous recipients include filmmaker **George Lucas**; media artist **Jim Campbell**; painters **Robert Bechtle**, **Nathan Oliveira**, **Wayne Thiebaud**, and **William T. Wiley**; sculptors **Manuel Neri**, **Richard Serra**, and **Mark di Suvero**; sound artist **Bill Fontana**; industrial designer **Sara Little Turnbull**; landscape architect **Lawrence Halprin**; and photographers **Ruth Bernhard** and **Larry Sultan**.

Award nominees from museum leadership across the organization are considered for the award each year; the final decision is made by SFMOMA's director. Proceeds from the annual event support SFMOMA's education and exhibition programming.

What SFMOMA's 2014 Bay Area Treasure Award • [#BayAreaTreasure](#)

When Main event: Thursday, October 30, 2014 • 7–10 p.m.
Julia Morgan Ballroom, San Francisco

Launch party (invite only) hosted by Paul Smith: Monday, September 22, 2014 • 6–8 p.m.
Paul Smith, 50 Geary Street, San Francisco

Tickets Tickets range from \$400 to \$1,250; visit sfmoma.org/bat for more information

Who **Event Chair:** Maria Tenaglia Watson
Modern Art Council President: Candace Cavanaugh

Bay Area Treasure Event Committee: Afsaneh Akhtari, Jennifer Benham, Florence Buatois, Penelope Blair, Courtney Dallaire, Robin Eber, Yvette Esserman, Shelley Gordon, Marilyn Hayes, Sheila Larsen, Betsy Linder, Charlot Malin, Nathalie Delrue-McGuire, Denise Nathanson, Jacqueline Sacks, Claire Slaymaker, Christine Suppes, Joni Binder Shwartz, Toni Wolfson, Victoria Yeager, and Micaela Van Zwoll.

Sponsors SFMOMA's 2014 Bay Area Treasure Award dinner is sponsored by Ferrari of San Francisco and Paul Smith. The supporting sponsor is Wells Fargo. *C Magazine* is the media sponsor. Special thanks to wine sponsor Martin Ray Winery, and champagne sponsors Jennifer and Courtney Benham.

More To reserve tickets or for more information, contact the Modern Art Council at 415.357.4125 or mac@sfmoma.org.

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The first West Coast museum devoted to modern and contemporary art, SFMOMA is currently undergoing a major [expansion project](#) to open in 2016 that will significantly enhance gallery, education, and public spaces, enabling the museum to better showcase more of its [expanded permanent collection](#). While the museum's building is temporarily closed for construction, from June 3, 2013, to early 2016, SFMOMA is "on the go" with an extensive array of [off-site programming](#) across the Bay Area, including collaborative and traveling museum exhibitions, major outdoor projects and commissioned installations, and new education initiatives.

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

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