

For Immediate Release  
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## **SFMOMA Partners with Sightglass Coffee**

### **Local Company Joins with Museum for New Coffee Bar in Expanded Building**



SAN FRANCISCO—The San Francisco Museum of Modern Art (SFMOMA) is pleased to announce a new partnership with the independent, San Francisco–based coffee company Sightglass. Operating a new coffee bar on the third floor of the museum when it reopens in spring 2016, Sightglass will offer visitors a selection of artfully handcrafted coffee beverages and pastries, as well as a space in which to reflect and connect adjacent to SFMOMA’s new Photography Interpretive Center, a part of the John and Lisa Pritzker Center for Photography.

“We are delighted to partner with Sightglass on the new coffee bar,” said Janet Alberti, SFMOMA deputy museum director, administration and finance. “We appreciate the company’s deep attention to detail and high level of quality, whether in attaining the perfect roast, nurturing relationships with its growers, or the sensory experience associated with enjoying the perfect cup of coffee. Adjacent to our new Photography Interpretive Center, the coffee bar will offer a wonderful complement to the museum experience.”

Sightglass co-owners, brothers Justin and Jerad Morrison, emphasize quality in each phase of the coffee production process. To further the excellence and integrity of the coffee they offer the San Francisco community, the Morrisons maintain close relationships with the producers of their coffees, traveling to locations throughout the world, including Central and South America, East Africa, and the Pacific Islands, each year to source only exceptional, fresh-crop coffees. They believe that the story behind the coffee—

where it was grown, how it was processed, and who handled it along the way—provides a powerful link from the cup to the wider world.

“We couldn’t be more elated to partner with and participate in the remarkable expansion of one of San Francisco’s most iconic arts institutions,” said Jerad Morrison. “All of us at Sightglass are overjoyed for the opportunity to share our craft at SFMOMA, and contribute to the greater experience that the museum will offer its guests.”

Founded in 2009, Sightglass currently operates two coffee bars and roasteries in the Mission and SoMa neighborhoods of San Francisco, and a coffee booth on Saturday at the San Francisco Farmers Market at the historic Ferry Building.

**Press images available upon request.**

### **About Sightglass**

Sightglass is an independent, San Francisco–based specialty coffee company established in 2009 by brothers Jerad and Justin Morrison. With a passion for small-batch coffee and a desire to collaborate, Justin and Jerad envisioned Sightglass as an opportunity to approach specialty coffee in an immersive and holistic way. The retail locations and educational and training programs aim to provide customers with a complete line of sight and traceability, clearly illuminating coffee’s extraordinary journey—from the hand that picked the coffee cherry to the hand that serves the cup and everything in between. The Morrisons and the Sightglass team take pride in every element of their business, working exclusively with organizations that share a similar commitment to quality, service, transparency, and craft-driven excellence.

Visit [sightglasscoffee.com](http://sightglasscoffee.com) or call 415.861.1313 for more information.

### **About the John and Lisa Pritzker Center for Photography**

The John and Lisa Pritzker Center for Photography will be the largest exhibition space for photography and among the most advanced photographic arts centers of any art museum in the United States.

The more than 15,500-square-foot center will nearly triple the amount of space dedicated to photography at SFMOMA and will extend the museum’s deep history of groundbreaking engagement with and commitment to the medium. The Pritzker Center will fill the majority of the third floor when the museum reopens.

Comprising increased gallery space to showcase more of SFMOMA’s growing permanent collection as well as new special exhibition galleries, the Pritzker Center will provide nearly 11,000 total square feet of gallery space permanently devoted to the display of photography—more than any other art museum in the country. The center also will feature an upgraded photographic study facility and the Photography Interpretive Center, the first of its kind in the country. The Photography Interpretive Center is supported by a gift from Nion McEvoy.

### **About the San Francisco Museum of Modern Art**

Founded in 1935 as the first West Coast museum devoted to modern and contemporary art, SFMOMA is currently undergoing a major, Snøhetta-designed [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 is temporarily closed, SFMOMA is [On the Go](#) with an extensive array of off-site programming across the Bay Area and beyond.

Visit [sfmoma.org](http://sfmoma.org) or call 415.357.4000 for more information.

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