

SAN FRANCISCO MUSEUM OF MODERN ART TO CELEBRATE FREE OPENING DAY ON MAY 14, 2016

Yerba Buena Cultural District Institutions to Offer Free Admission and Programming

SAN FRANCISCO (April 22, 2016)—The San Francisco Museum of Modern Art (SFMOMA) will open to the public for free on Saturday, May 14, 2016, with a day of festivities that include a neighborhood celebration with cultural organization activations in the Yerba Buena district and beyond. The newly expanded SFMOMA will offer nearly triple the gallery space, with inaugural exhibitions showcasing 260 works from the distinguished Doris and Donald Fisher Collection of postwar and contemporary art, more than 600 artworks promised to the museum through its Campaign for Art and the debut of the new Pritzker Center for Photography.

SFMOMA's ribbon-cutting festivities with SFMOMA Director Neal Benezra, other members of museum leadership and civic dignitaries will be open to the public beginning at 8:30 a.m. on Howard Street, which will be closed to traffic between Hawthorne and Third Streets from 4 a.m. to noon that day. Street entertainers, musicians and chalk artists, including performers from SFJAZZ, the SF Conservatory Collective, the Chinese American International School and Circus Center will entertain the crowd in front of the museum's new entrance at Howard Street.

The museum distributed more than 5,000 free timed tickets for Opening Day and tickets are now sold out. Visitors with timed tickets are encouraged to arrive 30 minutes prior to their ticket time and the museum will open to ticket holders at 11 a.m. While tickets to the museum's galleries on free Opening Day are sold out, tickets are available to purchase online for May 15 and onward at sfmoma.org.

[BROADCAST MEDIA: Please contact the SFMOMA Press Office to make a reservation for risers and truck parking.]

Opening Day Schedule of Events:

- 8:30 a.m. SFMOMA ribbon-cutting festivities begin with entertainment by street performers, musicians and chalk artists.
- 9:15 a.m. Speaking program begins on the Howard Street stage in front of the museum. Speakers include SFMOMA leadership and civic dignitaries.
- 9:45 a.m. Festivities conclude with ceremonial ribbon cutting.
- 11 a.m. Visitors with timed tickets begin entry at SFMOMA. Other local cultural institutions begin free entry.

Opening Day is supported by PG&E. Additional support is provided by the Yerba Buena Community Benefit District and SFMOMA's Premier Sponsors Bank of America and Cadillac.

Neighborhood Celebration

Yerba Buena cultural district institutions including the Contemporary Jewish Museum, the Museum of the African Diaspora (MoAD), Yerba Buena Center for the Arts, Yerba Buena Gardens and many others

will celebrate the museum's opening by offering free admission and expanded programming to the public on May 14.

Participating neighborhood organizations include:

111 Minna Gallery, 111minnagallery.com

- Open 10 a.m.–6 p.m.

American Bookbinders Museum, bookbindersmuseum.org

- Open 10 a.m.–4 p.m.

California Historical Society, californiahistoricalsociety.org

- Open 10 a.m.–5 p.m.; featuring *Experiments in Environment: The Halprin Workshops, 1966–1971*

Children's Creativity Museum, creativity.org

- Open 10 a.m.–4 p.m.; various kid-focused activities

Contemporary Jewish Museum, thecjm.org

- Open 11 a.m.–6 p.m.; featuring *Bill Graham and the Rock & Roll Revolution* and *Roman Vishniac Rediscovered*

Crown Point Press, crownpoint.com

- Open 10 a.m.–6 p.m.; featuring *Scratches, Pit and Vinegar: A Group Show Curated by Ed Ruscha*

Mexican Museum with Precita Eyes at Jessie Square, mexicanmuseum.org

- 12–2 p.m.; mural activation

Museum of the African Diaspora, moadsf.org

- Open 11 a.m.–6 p.m.; featuring *The Grace Jones Project* and *DANDY LION: (Re)Articulating Black Masculine Identity*

Museum of Performance and Design, mpdsf.org

- Open 12:30–5:30 p.m.

Root Division, rootdivision.org

- Open 1–5 p.m.; featuring *New Growth 2016: Celebrating our Community*, annual Youth Art Celebration and Exhibition

San Francisco Art Dealers Association, sfada.com

- Open 11 a.m.–6 p.m.; various galleries in San Francisco

Tenderloin Museum, tenderloinmuseum.org

- Open 10 a.m.–5 p.m.

Yerba Buena Center for the Arts, ybca.org

- Open 11 a.m.–6 p.m.; featuring *Take this Hammer: Art + Media Activism from the Bay Area*, *Samara Golden: A Trap in Soft Division* and *Slow Dialogues: Time, Space, and Scale*

Yerba Buena Community Benefit District—Annie Alley, ybcabd.org

- Open 1–3 p.m.; featuring Lady Chi and Visuals by 3

Yerba Buena Gardens Festival, ybgfestival.org

- Open 12–5:30 p.m.; Con Brio, Duniya Dance & Drum Company and *Black Orpheus: Una Historia de Amor*

For a complete list of neighborhood and cultural partners participating, please visit: sfmoma.org/opening-celebrations.

San Francisco Museum of Modern Art

151 Third Street
San Francisco, CA 94103

Founded in 1935 as the first West Coast museum devoted to modern and contemporary art, a thoroughly transformed SFMOMA, with significantly enhanced gallery, education and public spaces, opens to the public on May 14, 2016. With six art-filled terraces, a new sculptural staircase and Roman steps where the public can gather, access to 45,000 square feet of free art-filled public space and free admission for visitors age 18 and younger, SFMOMA is more welcoming and more connected to San Francisco than ever before.

Visit sfmoma.org or call 415.357.4000 for more information.

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