

MEDIA ALERT

June 29, 2017

SFMOMA ANNOUNCES FREE FAMILY DAY—SUNDAY, JULY 16

Performance All Ages Programming Featuring O Grivo and Camille Norment Celebrates the Opening of Soundtracks Exhibition



WHAT:

The San Francisco Museum of Modern Art (SFMOMA) welcomes families and intergenerational audiences to the museum for its Free Family Day on Sunday, July 16, 2017. While the museum is always free for visitors 18 and younger, on Free Family Day it is also free for up to two adults accompanying each visitor under 18. Tickets are available onsite only on July 16.

Free Family Day features a series of unconventional sonic performances by Brazilian audiovisual artists O Grivo and American artist Camille Norment, as part of SFMOMA's *Performance All Ages* programming. O Grivo create an aural puzzle with surprising materials, including springs, cans, metal leaves, wooden boxes and more. The artists then improvise with these musical machines, using electronic filters and effects to produce a unique soundscape. Additionally, Norment performs with her glass armonica, a rare 18th-century instrument that creates ethereal music from glass and water.

This summer's *Performance All Ages* residency celebrates the opening of [Soundtracks](#), the museum's first large-scale group exhibition centered on the role of sound in contemporary art, on view July 15, 2017 through January 1, 2018. O Grivo's *Cantilena* (2017) and Norment's *Lull* (2016) are included in this exhibition.

Free Family Days are generously supported by the John & Marcia Goldman Foundation and the Yerba Buena Community Benefit District.

WHY:

Performance All Ages brings newly commissioned, participatory artworks to intergenerational audiences and facilitates direct engagement with artists through workshops, gallery activations and live performances. Three artists join SFMOMA for residencies every year, each culminating in a museum-wide Free Family Day.

WHEN:

Free Family Day, Sunday, July 16, 2017

10 a.m.–5 p.m.

WHERE:

SFMOMA, 151 Third St, San Francisco, CA 94103

MORE:

For more information about Free Family Day, O Grivo and Camille Norment, visit sfmoma.org/performance-all-ages.

CONTACTS:

Jill Lynch, jlynch@sfmoma.org, 415.357.4172

Emma LeHocky, elehocky@sfmoma.org, 415.357.4170

Image credit:

O Grivo; photo: courtesy the artist