

**MEDIA ALERT**

October 19, 2017

**SFMOMA ANNOUNCES FREE FAMILY DAY—SUNDAY, NOVEMBER 5**

**Performance All Ages Programming Features Variety Shows with Whoop Dee Doo**



**WHAT:**

The San Francisco Museum of Modern Art (SFMOMA) welcomes families and intergenerational audiences to the museum for its Free Family Day on Sunday, November 5, 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 November 5.

Free Family Day features [Performance All Ages](#) programming with the wild world of Whoop Dee Doo, an artist-led project that partners with local youth organizations and performing artists to create one-of-a-kind variety shows. The artists of Whoop Dee Doo and local collaborators will present a ghoulish variety show for audiences of all ages.

Whoop Dee Doo, established in 2006 and comprising the artist duo Matt Roche and Jaimie Warren, is a 2016–17 Franklin Furnace Grant recipient (New York), and is a featured artist project on the PBS Art21 series *New York Close Up*. Whoop Dee Doo has created over thirty large-scale commissioned projects for organizations including the Smart Museum (Chicago), Loyal Gallery (Sweden), POP Montreal with DHC/ART Education Department, the San Francisco Art Institute, The Contemporary (Baltimore) and others. Whoop Dee Doo completed an artist fellowship with Abrons Arts Center (New York) in 2015, as well as a six-month project series as a 2016 artist-in-residence at the High Line (New York).

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:**

**Sunday, November 5, 2017**

**Free Family Day, 10 a.m.–5 p.m.**

***Performance All Ages*, 11 a.m.–4 p.m.**

**WHERE:**

**SFMOMA, 151 Third St, San Francisco, CA 94103**

**MORE:**

For more information about Free Family Day and Whoop Dee Doo, visit [sfmoma.org/performance-all-ages](http://sfmoma.org/performance-all-ages).

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Whoop Dee Doo; photo: Anita Ng