

## **Luis Herrera and Rosana Castrillo Díaz Join SFMOMA Board of Trustees**

### **Riccardo Salmona Appointed New Chief Philanthropy Officer**

SAN FRANCISCO (January 25, 2018)—The San Francisco Museum of Modern Art (SFMOMA) announces the election of Luis Herrera, city librarian for the San Francisco Public Library, and artist Rosana Castrillo Díaz to its Board of Trustees, and the appointment of Riccardo Salmona as the museum’s chief philanthropy officer.

“Luis Herrera, Rosana Castrillo Díaz and Riccardo Salmona each bring rich backgrounds and expertise that will enhance our leadership teams as we enter a crucial phase of strategic planning for the museum’s future,” said Neal Benezra, Helen and Charles Schwab Director at SFMOMA. “I look forward to working with Luis, Rosana and Riccardo, and drawing on their respective knowledge to broaden our involvement with the Bay Area education community, local and international contemporary artists and philanthropic organizations.”



#### **Luis Herrera**

Newly elected board member Luis Herrera has been city librarian for the San Francisco Public Library (SFPL) since 2005 and will be retiring from the SFPL this February. He now serves on the Education and the Civic and Community Engagement Committees of SFMOMA’s Board of Trustees. Earlier this year,

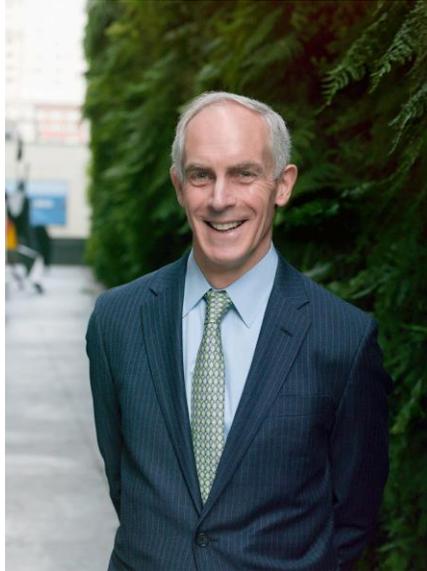
in partnership with the SFPL, the museum launched *Public Knowledge*, a two-year project that aims to promote public dialogue on the cultural impact of urban change. Part of this project is the new Public Knowledge Library, a temporary branch of the SFPL housed within SFMOMA's Koret Education Center.

Herrera is a founding board member of the Digital Public Library of America and serves on the Board of Trustees of the Latino Community Foundation. He was appointed to the National Museum and Library Services Board in 2012 and has served as chair of the California Council for the Humanities. Herrera's previous positions include director of library services for the city of Pasadena, deputy director of library services for the city of San Diego and associate director of library services for the city of Long Beach. Herrera was the Library Journal's Librarian of the Year in 2012.



### **Rosana Castrillo Díaz**

Artist Rosana Castrillo Díaz has joined the SFMOMA Board of Trustees as an artist trustee. She will serve a three-year term representing the artist community. Castrillo Díaz is a Spanish-born artist who currently lives and works in San Francisco. Best known for her spare, often monochromatic drawings, reliefs, collages and sculptures, Castrillo Díaz's first solo exhibition was in 2007 at Anthony Meier Fine Arts. Her work is in a number of private and public collections including SFMOMA, the Berkeley Art Museum and Pacific Film Archive, the Whitney Museum of American Art, and Mills College Art Museum. In 2004 Castrillo Díaz was a winner of SFMOMA's Society for the Encouragement of Contemporary Art (SECA) Award, and in 2016 she was commissioned to create *Break This Heart*, a mural for the lounge area of the museum's Michelin-star restaurant In Situ.



### **Riccardo Salmona**

As SFMOMA's chief philanthropy officer, Salmona leads all of the museum's fundraising activities and serves on the External Relations leadership team. Salmona guides individual giving, corporate contributions, institutional grants and government support, as well as special event programs. In this new role he also will build strategically on the momentum of SFMOMA's recently completed expansion campaign.

Salmona joins SFMOMA from the New York City Ballet, where he was senior director of development. He brings 25 years of experience leading philanthropy for cultural organizations in New York, including senior roles at Brooklyn Academy of Music, The Juilliard School and World Monuments Fund. He was a deputy director of the Lincoln Center development project for the renovation and expansion of the Manhattan arts campus, and he led the American Folk Art Museum capital campaign.

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

151 Third Street  
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SFMOMA is dedicated to making the art for our time a vital and meaningful part of public life. Founded in 1935 as the first West Coast museum devoted to modern and contemporary art, a thoroughly transformed SFMOMA, with triple the gallery space, an enhanced education center and new free public galleries, opened to the public on May 14, 2016. In its inaugural year, the expanded museum welcomed more than 1.2 million visitors.

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

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Images:

Luis Herrera; photo: courtesy the San Francisco Public Library

Rosana Castrillo Díaz; photo: Winni Wintermeyer

Riccardo Salmona; photo: Don Ross