

**MEDIA ALERT**

September 7, 2018

**FREE FAMILY-FRIENDLY EVENTS AT SFMOMA THIS SEPTEMBER**

*Public Knowledge Presents Book Sale, Films and Readings in Partnership with Friends of San Francisco Public Library on Saturday and Sunday, September 22–23*

*Free Family Day Features All Ages Lab Activities on Sunday, September 30*

**EVENT**

**Added Value: An Alternative Book Sale**  
**Saturday, September 22, and Sunday, September 23**  
**SFMOMA**

*Public Knowledge*—an ongoing partnership between the San Francisco Museum of Modern Art (SFMOMA) and the San Francisco Public Library (SFPL)—invites all bibliophiles to see how artist Stephanie Syjuco, librarians Rick and Megan Prelinger and artist collective Related Tactics create new life from misfit books at *Added Value: An Alternative Book Sale*.

Over the course of the weekend, this playful, interactive event will transform SFMOMA's free spaces into a massive public book sale, featuring a radical re-organization of thousands of used books from the Donation Center of the Friends of the San Francisco Public Library. Artists Lukaza Branfam-Verissimo, Cliff Hengst, Dionne Lee, Jenny Odell, Marcela Pardo, Sofie Ramos, Leila Weefur and

Lindsay White will also transform forsaken tomes at a Re-Valuation Station in SFMOMA's Public Knowledge Library. Books will be priced individually (\$1–3 each) and all proceeds will benefit the SPFL.

In addition, the weekend will feature a program of free library-themed films and author readings. Select films will include Frederick Wiseman's documentary *Ex-Libris: The New York Public Library* (2017) and Francois Truffaut's *Fahrenheit 451* (1966). In celebration of *Added Value*, visitors will receive 10% off all books at the Museum Store.

This event is free and open to the public; museum admission is not required. For details, see [publicknowledge.sfmoma.org/added-value](http://publicknowledge.sfmoma.org/added-value).

**Saturday, September 22**  
**SFMOMA Free Public Spaces, Floors 1 and 2**

Alternative Book Sale  
10 a.m.–5 p.m., Helen and Charles Schwab Hall

Re-Valuation Station  
10 a.m.–5 p.m., Public Knowledge Library

Film: *Toute la Mémoire du Monde*  
Alain Resnais, 1956. 22 min. Digital  
12:30 p.m., Phyllis Wattis Theater

Reading: Elaine Castillo  
1 p.m., Public Knowledge Library

Film: *Ex-Libris: The New York Public Library*  
Frederick Wiseman, 2017. 197 min. DCP  
1:30 p.m., Phyllis Wattis Theater

Reading: Tongo Eisen-Martin  
3 p.m., Public Knowledge Library

**Sunday, September 23**  
**SFMOMA Free Public Spaces, Floors 1 and 2**

Alternative Book Sale  
10 a.m.–5 p.m., Helen and Charles Schwab Hall

Re-Valuation Station  
10 a.m.–5 p.m., Public Knowledge Library

Film: *Storm Center*  
Daniel Taradash, 1956, 85 min.  
12:30 p.m., Phyllis Wattis Theater

Reading: Michael Warr  
1 p.m., Public Knowledge Library

Film: *Fahrenheit 451*

François Truffaut, 1966. 112 min., 35mm  
2:30 p.m., Phyllis Wattis Theater

Reading: Dodie Bellamy and Kevin Killian  
3 p.m., Public Knowledge Library

*Public Knowledge* is organized by the San Francisco Museum of Modern Art in partnership with the San Francisco Public Library. The project has been made possible in part by a major grant from the National Endowment for the Humanities: Exploring the human endeavor.



#### EVENT

**Free Family Day: All Ages Lab**  
**Sunday, September 30, 11 a.m.–4 p.m.**  
**SFMOMA**

SFMOMA welcomes families and intergenerational audiences to the museum for its Free Family Day on Sunday, September 30, 2018, featuring a variety of hands-on art-making experiences and a performance by the Grammy-nominated, family-friendly hip-hop group Alphabet Rockers. The performance will kick off the San Francisco Public Library's Tricycle Music Festival taking place at locations all over San Francisco.

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 September 30, and cannot be purchased in advance (admission to the special exhibition *René Magritte: The Fifth Season* may be purchased separately).

#### Schedule

Studio: Andy Warhol-inspired printmaking  
11 a.m.–4 p.m., Koret Studios, Floor 2

Field Stations: Hands on color and materials project  
11 a.m.–4 p.m., Galleries, Floor 4

Performance: Alphabet Rockers, family-friendly hip-hop  
11:30 a.m., Phyllis Wattis Theater, Floor 1

Performance/Workshop: Interrupting Bias with the Alphabet Rockers  
3 p.m., Gina and Stuart Peterson White Box, Floor 4

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

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