

SFMOMA Announces Changes to General Admissions Pricing, Effective Fall 2023

Established Programs and Partnerships Support Free and Discounted Entry, Encouraging Broad Visitation and Accessibility

SAN FRANCISCO, CA (August 15, 2023)—The San Francisco Museum of Modern Art (SFMOMA) announced today that it will adjust its general admission pricing this fall. Starting on October 14, 2023, a standard adult ticket will increase from \$25 to \$30, while admission for seniors will increase from \$22 to \$25 and for young adults (those aged 19–24) from \$19 to \$23. Admission for individuals aged 18 or younger will remain free. The increases are the first by SFMOMA since the opening of the expanded museum in 2016.

With these financial adjustments, the museum is continuing to enhance its program with a wide array of exhibitions and experiences in its “always free” spaces. Notably, SFMOMA’s free Roberts Family Gallery—which is currently home to Diego Rivera’s beloved monumental mural, *Pan American Unity*—will be transformed next July by renowned artist Kara Walker’s large-scale site-specific installation, commissioned especially for the free ground-floor space. Additionally, a new commission by local legend Barbara (Bobbie) Stauffacher Solomon is slated to open in the museum’s free Schwab Hall on September 16. Last December, SFMOMA unveiled Wu Tsang’s acclaimed Venice Biennale video and sound installation *Of Whales* (2022), currently on view in the museum’s free atrium.

Beyond its [free galleries and atrium installations](#), SFMOMA remains committed to ensuring broad and diverse access to the museum for the community. To support this, SFMOMA has established a range of programs and partnerships that provide free and discounted entry:

- Through its First Thursdays program, residents of all nine Bay Area counties are invited to visit SFMOMA for free on the first Thursday of every month, from 1–8 p.m.
- Regular Free Family Days throughout the year and Second Sunday programs invite families to experience exhibitions and engage in special events and activities
- Free Community Days throughout the year open the entire museum to the public for free
- SFMOMA is a proud member of the Museums for All program, which provides free and discounted museum admission for San Francisco EBT-Medi-Cal card holders
- The Discover & Go Library Program provides Bay Area library card holders the opportunity to go online and check out free passes to SFMOMA, along with many other cultural institutions

- All scheduled school visits are free of charge for students and up to eight chaperones (including the teacher) per class. Discounts are also offered to non-school groups of 10 or more.
- The Educator Pass provides registered San Francisco Unified School District educators with free admission to SFMOMA
- SFMOMA offers discounted admission through Go Card San Francisco and San Francisco C3, among other programs
- Admission will continue to be free for individuals aged 18 and younger, for active-duty military personnel and their families, and for SFMOMA volunteers

SFMOMA members will continue to enjoy free admission, and the museum offers discounted memberships for seniors and young adults. In celebration of San Francisco's vibrant creative community, SFMOMA recently launched a [discounted membership for working artists](#). In addition to its discounted memberships, the museum offers Individual, Dual, Supporter, Contributor, and Benefactor memberships. For the first time in over four years, the pricing for Individual and Dual memberships recently increased by \$10 and \$20, respectively, while prices for all other levels of membership remained the same.

General admission and membership revenue account for more than 22% of SFMOMA's operating budget, making them essential sources of support for the institution. As is the case for many art museums across the country, SFMOMA's attendance has not yet returned to pre-pandemic levels, with visitation in 2023 at approximately 65% of what it was in 2019. The decreased attendance figures, slow citywide recovery in the downtown core, inflation and other rising costs have necessitated the increases announced today.

"In making these changes, as both SFMOMA and our city continue to emerge from the pandemic, we have also committed ourselves to maintaining our free and discounted programs and to exploring new opportunities that will encourage the full spectrum of our community to experience the museum," said Christopher Bedford, SFMOMA's Helen and Charles Schwab Director. "Our fall exhibitions program promises to be among our most compelling, with presentations of works by Fernando Palma Rodríguez, Yayoi Kusama and Pacita Abad, among many others, and we look forward to welcoming our many visitors."

Information about free and discounted offerings as well as SFMOMA's exciting fall exhibitions program can be found at sfmoma.org.

MUSEUM HOURS

Museum hours are 10 a.m.–5 p.m. on Fridays through Tuesdays and 1–8 p.m. on Thursdays (closed Wednesdays). Current visitor information can be found at sfmoma.org/visit.

San Francisco Museum of Modern Art

151 Third Street
San Francisco, CA 94103

The San Francisco Museum of Modern Art is one of the largest museums of modern and contemporary art in the United States and a thriving cultural center for the Bay Area. Our remarkable collection of painting, sculpture, photography, architecture, design and media arts is housed in a LEED Gold-certified building designed by the global architects Snøhetta and Mario Botta. In addition to our seven gallery floors, SFMOMA currently offers more than 62,000 square feet of free art-filled public space open to all.

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

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