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 ground-floor public galleries, opened to the public on May 14, 2016. Since its inaugural year, the expanded museum has welcomed more than one million visitors annually.

Background
Founded in 1935 under the direction of Grace McCann Morley, SFMOMA was the first museum on the West Coast dedicated to modern and contemporary art. Originally named the San Francisco Museum of Art, it began operations on the fourth floor of the War Memorial Veterans Building. The museum expanded in 1970–72 when the third floor of the Veterans Building became available, and in 1975 added the word “Modern” to its name to reflect its mission more accurately. In 1995, on the occasion of its 60th anniversary and led by director Jack Lane, SFMOMA moved into its first purpose-built home, designed by Mario Botta, in the South of Market (SoMa) neighborhood. Neal Benezra was appointed director in 2002. In 2009, SFMOMA announced plans for a major expansion and announced a landmark partnership to become the home of the renowned Doris and Donald Fisher Collection of postwar and contemporary art.

In 2018, SFMOMA developed a new five-year strategic plan with a series of goals that will produce a more diverse, welcoming and relevant arts center with deep connections to the Bay Area while producing ambitious exhibitions and forward-thinking scholarship that has national and international impact.

Expansion
After a three-year closure for expansion, the newly transformed SFMOMA opened its doors to the public on May 14, 2016. Purpose-built to showcase the museum’s celebrated collection, SFMOMA was designed by renowned architecture firm Snøhetta, and seamlessly integrates a 10-story expansion with the existing Mario Botta–designed building. With nearly three times more gallery space than before, the museum now includes 170,000 square feet of new and renovated indoor and outdoor
galleries tailored to the collection, enabling SFMOMA to display more of its outstanding holdings of modern and contemporary artworks.

More welcoming and better connected to the city than ever before, the expanded building includes entrances and access to nearly 45,000 square feet of free art-filled public space, as well as a permanent commitment to free admission for all visitors 18 and younger.

The Doris and Donald Fisher Collection at SFMOMA
Comprising more than 1,100 works by 185 artists, the Doris and Donald Fisher Collection is one of the greatest collections of postwar and contemporary art in the world. SFMOMA forged a groundbreaking partnership with the Fisher Art Foundation to share this extraordinary collection with visitors from around the world for at least 100 years, presenting art from the Fishers’ holdings alongside works from the SFMOMA collection, creating countless opportunities to reinterpret these works.

Curatorial Departments

- **Architecture + Design**
  Comprising works of modern and contemporary architecture, furniture, product and graphic design, SFMOMA’s architecture and design collection is widely considered one of the most significant in the United States. The collecting and programming strategy focuses on identifying and contextualizing transformative or game-changing design, especially software-integrated design; and works that have changed the course of a discipline or introduced new social, economic or environmental relationships.

- **Contemporary**
  The Department of Contemporary Art collaborates with the Departments of Architecture and Design, Education and Community Engagement, Media Arts, Painting and Sculpture and Photography to organize and curate contemporary exhibitions; acquire works for the museum’s collection; and develop public programs. The department oversees the New Work series, a longstanding exhibition program for emerging artists to develop and premiere a new body of
work, as well as SFMOMA’s vibrant commissioning program, which brings a dynamic succession of site-specific work to spaces throughout the museum.

- **Media Arts**
  The media arts collection encompasses a diverse range of time-based media artworks, including video, film, slide, sound, computer-based and online projects as well as live performances. Reflecting the Bay Area’s tradition of technological innovation and forward thinking, SFMOMA is a leader in the presentation, collection and preservation of time-based media works. Dedicated galleries for media arts, located on the 7th floor, accommodate collection-based presentations and new special exhibitions. The department also oversees the museum’s film program, including the *Modern Cinema* series.

- **Painting and Sculpture**
  As a cornerstone of SFMOMA’s identity since it opened its doors in 1935, the Department of Painting and Sculpture consistently engages with the art and artists of our time. Whether by supporting artists at early stages of their careers or by organizing major retrospectives and thematic exhibitions, the department is committed to fostering new ideas and approaches to modern and contemporary art. The collection includes paintings, sculptures and works on paper created from 1900 to the present day.

- **Photography**
  One of the first institutions to recognize photography as an art form, SFMOMA holds approximately 32,000 works of photography dating from the advent of the medium in 1839 to today’s digital images. The Pritzker Center for Photography offers 15,000 square feet of gallery, study and interpretive space—the largest space in any U.S. art museum permanently dedicated to photography.

**Education and Community Engagement**
SFMOMA’s Department of Education and Community Engagement leads all K-12 and higher education programs, public programs, public events and forums for dialogue; creates opportunities for lifelong learning that serve a multiplicity of learning styles and audiences; builds meaningful partnerships with community organizations and individual artists; and develops programming for the museum’s public spaces and partners including the San Francisco Public Library and the San Francisco Unified School District.

**Digital Engagement**
SFMOMA’s reinvented digital program, generously supported by Bloomberg Philanthropies, offers accessible, interactive experiences that break down the boundaries between art, entertainment and learning. The mobile app, SFMOMA Audio, offers world class narrative content with reflections and fresh perspectives on artworks from an array of fascinating and unexpected voices. The museum incorporates digital tools into participatory learning environments, such as the Photography Interpretive Gallery, generously supported by the McEvoy Family, in the Pritzker Center for Photography, and two interactive spaces in the painting and sculpture galleries, which feature touch screens and digital tables that allow visitors to explore artworks and the careers of artists more deeply.

**Visitor Amenities**
Visitors can enjoy three dining opportunities at the new SFMOMA. The acclaimed Michelin-starred
restaurant In Situ by Michelin three-starred Chef Corey Lee is located on the ground floor and is open for lunch and dinner. Sightglass at SFMOMA offers coffee and pastries and has onsite cafes adjacent to the third-floor Photography Interpretive Gallery and in Schwab Hall, the museum’s free public space on the second floor. Located on SFMOMA’s fifth floor, Cafe 5 offers light, California-fusion fare, which can be enjoyed inside the fifth-floor pavilion or outside in the Jean and James Douglas Family Sculpture Garden.

The Museum Store on the first floor features a wide selection of art books, home accessories and furnishings, artist-made jewelry, toys, prints and more. The Satellite Store on the second floor showcases exclusive SFMOMA-branded items and art-related merchandise. The SFMOMA Museum Store also has a location on the departure level at the SFO International Terminal, open daily from 9 a.m. to 6 p.m., as well as online shopping at museumstore.sfmoma.org. Every purchase from the Museum Store supports SFMOMA’s exhibitions and education programs.

**SFMOMA Hours and Admission**

Regular Hours: Open Friday–Tuesday 10 a.m.–5 p.m. and 10 a.m.–9 p.m. on Thursday. Closed Wednesday.

Summer Hours, May 19 through September 2, 2019: Open Sunday–Tuesday and Friday 10 a.m.–5 p.m., Thursday and Saturday 10 a.m.–9 p.m. Closed Wednesday.

Annual membership begins at $120, and members enjoy unlimited free admission (with advance reservation). Adult admission to SFMOMA is $25 and admission for seniors 65 years and older is $22. Admission for visitors ages 19 through 24 is $19. SFMOMA provides free admission to all visitors 18 and younger, furthering its goal of building the next generation of art lovers.

Private guided tours and group discounts are available through the SFMOMA Group Sales Department. Tours are one hour in length and are not included with museum admission. Tours must be booked at least two weeks in advance. For more information or to submit an inquiry, please visit sfmoma.org/groups.

Visit sfmoma.org or call 415.357.4000 for more information.

**San Francisco Museum of Modern Art**

151 Third Street
San Francisco, CA 94103

**Media Contacts**

Jill Lynch, jlynch@sfmoma.org, 415.357.4172
Clara Hatcher Baruth, chatcher@sfmoma.org, 415.357.4177
Emma LeHockey, elehockey@sfmoma.org, 415.357.4170
Taylor Brandon, tbrandon@sfmoma.org, 415.915.1782

Support:

Access for Free Admission for Visitors 18 and Under is made possible by significant support from Arthur Rock and Toni Rembe Rock. Major support is provided by Maryellie and Rupert Johnson. Generous support is provided by Irwin and Concepción Federman, Patricia W. Fitzpatrick, Harriet Heyman and Sir Michael Moritz, Franklin and Catherine Johnson, Lisa S. Pritzker, and John Pritzker.

Major support for SFMOMA’s exhibitions is provided by the Wattis Traveling Exhibition Fund. Generous support is provided by Jacqueline Evans, the Evelyn D. Haas Exhibition Fund, Park L. Loughlin, the Stuart G. Moldaw Public Program and Exhibition Fund,
and the Elaine McKeon Exhibition Fund. Additional support is provided by the Bernard and Barbro Osher Exhibition Fund, and Sheri and Paul Siegel.

Generous support for Architecture + Design exhibitions at SFMOMA is provided by The Sanger Family Architecture + Design Exhibition Fund. Additional support is provided by Diane and Howard Zack.

Support for Media Arts at SFMOMA is provided by Lionel F. Conacher and Joan T. Dea. Modern Cinema’s Founding Supporters are Carla Emil and Rich Silverstein. Support is provided by Nion McEvoy and the Susan Wildberg Morgenstein Fund.

Support for Painting and Sculpture at SFMOMA is provided by Arun and Rummi Sarin. Major support for Photography at SFMOMA is provided by Lisa S. Pritzker, John Pritzker, and the National Endowment for the Humanities: Exploring the human endeavor; and the Institute of Museum and Library Services. Generous support is provided by The Black Dog Private Foundation and Kate and Wes Mitchell. Additional support is provided by Nion McEvoy and Katie Hall and Tom Knutsen.

Significant support for Education and Community Engagement at SFMOMA is provided by the Pritzker Education Fund and the Leanne B. Roberts Fund for Education. Major support is provided by the William K. Bowes, Jr. Foundation and the Koret Foundation. Generous support is provided by the Gerson Bakar Foundation, the Carlson Family Foundation, Roberta and Steve Denning, Doris Fisher, Gap Foundation, James C. Hormel and Michael P. Nguyen, Modern Art Council Endowment Fund for Education and Public Practice, The Morrison & Foerster Foundation, Deborah and Kenneth Novack, U.S. Bank, and Barbara and Stephan Vermut. Additional support is provided by the Benzien Family Foundation, Capital Group, Wayee Chu and Ethan Beard, Stephanie and John Daines Education Fund, Docents of SFMOMA Fund for Education and Public Practice, Jenny Griffin and Colin Schmidt, Jeanne Harvey in honor of Andi Arrick, the Hearst Foundations, and Kenneth and Anna Zankel.

Support for Public Programs and Artist Talks at SFMOMA is provided by the Phyllis C. Wattis Distinguished Lecture Series.

Image credits:
SFMOMA, view from Yerba Buena Gardens; photo: © Henrik Kam, courtesy SFMOMA
Snehetta expansion of SFMOMA, 2016; photo: © Henrik Kam, courtesy SFMOMA