



75 YEARS OF LOOKING FORWARD

75TH ANNIVERSARY CELEBRATION PROGRAM

January 16 through 18, 2010

Welcome to the festivities! You'll find things to do on all floors of the museum—use this program to plan your day or simply follow your curiosity.

75 YEARS OF LOOKING FORWARD

A suite of exhibitions celebrates SFMOMA's history and the art, artists, and cultural visionaries that put the museum on the map.

The Anniversary Show
Dispatches from the Archives
Second floor

The View from Here
Ewan Gibbs: San Francisco
Third floor

Focus on Artists
Long Play: Bruce Conner and the Singles Collection
Fourth floor

ONGOING THROUGHOUT THE WEEKEND

Free Museum Admission

SFMOMA is free on Saturday, Sunday, and Monday—spread the word.

Art on the Go

Learn more about art with our new Making Sense of Modern Art Mobile multimedia tour. The free tour is available for checkout in the Haas Atrium.

New Products at the MuseumStore

Shop an inspired collection of 75th anniversary products, including our *75 Years of Looking Forward* catalogue and a series of artist-designed T-shirts.

Your Thoughts, Our Walls

Connect with SFMOMA through Flickr and Twitter. Tag your photos and tweets SFMOMA75 and see them projected onto our walls in the second-floor Koret Visitor Education Center on Saturday and Sunday.

Special Menus

Savor a range of food and drink with special anniversary menus by Caffè Museo on the ground floor and Blue Bottle Coffee Co. in the Rooftop Garden. Enjoy international dining options from some of the city's favorite food trucks, parked outside the building on Minna Street.

Backstory and Overlook Lounges

Take a break or have a bite to eat in temporary lounges. Enjoy views of the Rooftop Garden in the fifth-floor Overlook Lounge. Get a peek at how exhibitions are designed and installed through gallery models and time-lapse videos in the Backstory Lounge in The Schwab Room on the ground floor.

Art Supply Drive

Support the next generation of artists! Bring in new art supplies to be donated to San Francisco public schools. Drop them in the donation bins in the Haas Atrium. Accepted items include:

colored, charcoal, and drawing pencils • kneaded erasers • markers • crayons • pastels • construction, specialty, and drawing paper • watercolor, tempera, and acrylic paints • paint brushes • glitter paints and glues • yarn • sketchbooks • mat board

More program and exhibition details are available at sfmoma.org/anniversary.

Save the date for our 75th Birthday Party

May 14, 2010, 9 p.m.–midnight

Join us at the museum for a once-in-a-lifetime celebration in honor of 75 years of groundbreaking art. The evening features two special dinners on the top floor of the museum, followed by the Birthday Bash, a spectacular music-filled after-party on the ground floor. Visit sfmoma.org/birthdayparty for more information.

SATURDAY, JANUARY 16

11 a.m.–11 p.m.

Food service on the fifth floor ends at 10 p.m.

Galleries begin closing at 10 p.m.

SOUND INSTALLATION

11 a.m.–6 p.m.

Bill Fontana: *Sound Sculptures through the Golden Gate*

Phyllis Wattis Theater, ground floor

On the 50th anniversary of the Golden Gate Bridge in 1987, San Francisco–based sound art pioneer Bill Fontana debuted his SFMOMA-commissioned *Sound Sculptures through the Golden Gate*, a live sonic duet between the Golden Gate Bridge and the Farallon Islands. Fontana captured environmental sounds in real time from microphones placed at different points on the bridge, on land, and under water, transmitting them simultaneously to loudspeakers on the facade of the museum's former building on Van Ness Avenue. The 30-minute multichannel composition is a rich texture of bird cries, fog horns, wave breaks, and the metal jolts of a bridge in motion.

SFMOMA ARTISTS GALLERY MOBILE EXHIBITION

11 a.m.–4 p.m.

The Mike Shine Show

Outside the museum on Minna Street between Third and New Montgomery

Artist Mike Shine's street-inspired built environment—temporarily installed in a tent and a borrowed delivery truck—comes to SFMOMA for a two-day stop.

GALLERY TALKS

11:30 a.m.–5:30 p.m., two talks on the half hour

75 Reasons to Live

Remember the end of the film *Manhattan*, when Woody Allen asks himself why life is worth living? Everyone has a personal list. We invited 75 people from the Bay Area creative community with a passion for artworks in SFMOMA's collection to tell us about their favorites in 75 7.5-minute talks spread over three days. Please note: schedule is subject to change.

Time	Floor	Speaker	Artwork
11:30 a.m.	2	Mark Jensen, architect	Bruce Nauman, <i>Wax Impressions of the Knees of Five Famous Artists</i>
	3	Lynn Hershman Leeson, artist/filmmaker	Tina Modotti, <i>Convent of Tepetzolán Mexico</i>
Noon	2	Janet Bishop, curator of painting and sculpture, SFMOMA	Watercolors by schoolboys, ages 10–16, from the Chirodzo Art Centre, Southern Rhodesia, 1957
	4	Bill Fontana, artist	Dan Graham, <i>Double Cylinder (The Kiss)</i>

GALLERY TALKS, CONTINUED

Time	Floor	Speaker	Artwork
12:30 p.m.	3	Raelle Myrick-Hodges, artistic director, Brava! for Women in the Arts	John Collier Jr., <i>Bureau with Portraits and Mementos (and self-portrait)</i> , Picuris Pueblo, NM
	4	Ellen Arenson, docent, SFMOMA	Clyfford Still, <i>Untitled</i> , 1951–52
1 p.m.	4	Gary Garrels, Elise S. Haas Senior Curator of Painting and Sculpture, SFMOMA	Robert Ryman, <i>Untitled</i> , 1958
	2	Robert Bechtle, artist	Richard Diebenkorn, <i>Coffee</i>
1:30 p.m.	3	Whitney Chadwick, art historian	Ed Ruscha, <i>Every Building on the Sunset Strip</i>
	2	Catherine Wagner, artist	Mike Mandel and Larry Sultan, <i>Untitled</i> , from the installation <i>Evidence</i>
2 p.m.	3	B. Ruby Rich, professor and chair, Community Studies and Social Documentation, UC Santa Cruz	Edward Weston, <i>Legs in Hammock</i> , Laguna
	2	Trevor Paglen, artist and geographer	Will Rogan, <i>Untitled</i> , from the series <i>Public Sculpture</i>
2:30 p.m.	2	Stephanie Syjuco, artist	Sherrie Levine, <i>La Fortune (After Man Ray)</i>
	3	Lori Fogarty, executive director, Oakland Museum of California	Dorothea Lange, <i>Migrant Worker</i> , Coachella Valley, California
3 p.m.	3	Rick Prelinger, archivist/maker	Willard E. Worden, <i>Observatory in Ruins</i> , Golden Gate Park, San Francisco
	2	Kaja Silverman, writer and professor, UC Berkeley	Robert Rauschenberg, <i>Cy + Roman Steps (I, II, III, IV, V)</i>
3:30 p.m.	3	Martin Venezky, designer, Appetite Engineers, and associate professor of design, California College of the Arts	Unknown artist, <i>Untitled</i> [California Rancher/Cowboy in Front of a Backdrop]
	3	Kamau Patton, artist	Nata Piaskowski, <i>Untitled</i> [Playing Handball]
4 p.m.	3	Craig Baldwin, filmmaker/curator/publisher	Wallace Berman, <i>Semina 7</i>
	2	Renée Green, artist	On Kawara, <i>MAR. 16, 1993</i> , from the "Today" Series
4:30 p.m.	2	Rudolf Frieling, curator of media arts, SFMOMA	Felix Gonzalez-Torres, <i>"Untitled"</i> (Golden)
	3	Glen Helfand, writer/educator/curator	Ed Ruscha, <i>Thirty-four Parking Lots in Los Angeles</i>
5 p.m.	2	Yves Behar, designer	Barry McGee, <i>Untitled</i>
	2	Iain A. Boal, writer and historian	Elaine Mayes, <i>Interracial Couple and Baby</i> , Golden State Park, August, 1968
5:30 p.m.	2	Pamela Z, composer/sound artist	Robert Rauschenberg, <i>Collection</i> (formerly <i>Untitled</i>)

LIVE ART

Noon–10 p.m.

Allison Smith: SMITHS: *Fancy Work* and *Arts & Skills Service*

Fifth-floor galleries

An ongoing project by artist Allison Smith, SMITHS gathers makers from tinsmiths to tunesmiths to share skills and stories. During the anniversary weekend, we feature two SMITHS initiatives: an immersive light and sound installation titled *Fancy Work* and a series of participatory programs called *Arts & Skills Service*, a project that will continue through the spring at SFMOMA and beyond.

SMITHS Guest Speakers and Performances

1 p.m.

Sumpter Priddy III on his definitive history of the American Fancy arts and crafts movement

3 p.m.

Scholar Robin Oppenheimer and artist Bill Ham on the history of West Coast light shows

4 p.m.

Ham, Oppenheimer, Priddy, and Smith in conversation

5 p.m.

Light show begins; musical saw performances by Jackie Jones and others until 10 p.m.

VIDEO SCREENINGS

Koret Visitor Education Center, second floor

1 p.m.

Marcel Duchamp: *Iconoclast*

Films for the Humanities and Social Sciences, 2004, 27 min.

2 p.m.

Superstar: *The Life and Times of Andy Warhol*

Chuck Workman, 1990, 87 min.

4 p.m.

Art:21—*Art in the Twenty-first Century: Compassion*

Featuring William Kentridge, Doris Salcedo, and Carrie Mae Weems
Art21, 2009, 60 min.

EVENING FESTIVITIES

6 p.m. Party begins

Evelyn and Walter Haas Jr. Atrium, ground floor

Live Music

7 p.m.

Zoë Keating

8 p.m.

Loop!Station

9:30 p.m.

Matmos

The atrium comes alive after dark with performances by avant-cellist Zoë Keating and cello/vocals duo Loop!Station, both of whom created original music in response to artworks in the SFMOMA collection for the museum's new multimedia tour. Electronic collage artists Matmos headline. The experimental music duo (M. C. Schmidt and Drew Daniel) began working together in San Francisco in the mid-1990s, making music from such seemingly non-musical sources as cut hair, the brain waves of crayfish, and electrical interference generated by laser eye surgery. Matmos's list of collaborators is as wide as its sound palette and includes Bjork, Justin Bond, Zeena Parkins, and Rex Ray. San Francisco video artist Nate Boyce provides live projections. A cash bar adds to the anniversary revelry.

SUNDAY, JANUARY 17

11 a.m.–5:45 p.m.

FREE FAMILY DAY

11 a.m.–4 p.m.

75th Anniversary Celebration

Connect with San Francisco's unique history of design, poetry, film, and cafe culture with activities, family-friendly films, a Poetry Cafe, live music, and more. Use our renowned Architecture and Design collection as a muse and participate in a chair-inspired project with the help of Bay Area furniture designers. Join the Mods, a club new for kids.

11 a.m.–4 p.m.

Poetry Cafe

Koret Visitor Education Center, second floor

Let art fuel your imagination, then set your ideas on paper and perform your poem with the help of local poets. Live jazz adds to the inspiration.

11 a.m.–4 p.m.

Chair-Making Activity

Koret Visitor Education Center, second floor

Inspired by our Architecture and Design chair collection, Bay Area designers help you construct your own unique chair.

FAMILY FILM SCREENINGS

Early Cartoons

Phyllis Wattis Theater, ground floor

This program features animated classics first screened at SFMOMA in the early days of the museum's film program, from Winsor McCay's *Gertie the Dinosaur* (1914) to Walt Disney's *Steamboat Willie* (1928), one of the first appearances of Mickey Mouse.

11:30 a.m.

Walt Disney, *The Skeleton Dance*, 1929, 6 min.

Walt Disney, *Steamboat Willie*, 1928, 8 min.

Winsor McCay, *Gertie the Dinosaur*, 1914, 12 min.

12:30, 1:30, and 2:30 p.m.

George Dunning, *Cadet Rouselle*, 1947, 9 min.

Anthony Gross and Hector Hoppin, *Joie de Vivre*, 1934, 6 min.

Walt Disney, *The Skeleton Dance*, 1929, 6 min.

Walt Disney, *Steamboat Willie*, 1928, 8 min.

SFMOMA ARTISTS GALLERY MOBILE EXHIBITION

11 a.m.–4 p.m.

The Mike Shine Show

Outside the museum on Minna Street between Third and New Montgomery Shine’s street-inspired built environment comes to SFMOMA (see p. 3). The band McKittrick Pits plays 20-minute sets on the hour.

GALLERY TALKS

11:30 a.m.–5:30 p.m., two talks on the half hour

75 Reasons to Live

Remember the end of the film *Manhattan*, when Woody Allen asks himself why life is worth living? Everyone has a personal list. We invited 75 people from the Bay Area creative community with a passion for artworks at SFMOMA to tell us about their favorites in 75 7.5-minute talks spread over three days. Please note: schedule is subject to change.

Time	Floor	Speaker	Artwork
11:30 a.m.	3	Kenneth Foster, executive director, Yerba Buena Center for the Arts	Joanne Leonard, <i>Sad Dreams on Cold Mornings</i>
	2	Allison Smith, artist	J. Wilbur Sandison, <i>Quilt</i>
Noon	2	Neal Benezra, director, SFMOMA	Clyfford Still, <i>Untitled [formerly Self-Portrait]</i>
	2	Kota Ezawa, artist	Jeff Koons, <i>Michael Jackson and Bubbles</i>
12:30 p.m.	2	Carrie Pilto, project assistant curator, SFMOMA	Henri Matisse, <i>La fille aux yeux verts (The Girl with Green Eyes)</i>
	4	Kevin Killian, novelist	Andy Warhol, <i>National Velvet</i>
1 p.m.	2	Anne Walsh, artist	Unknown artist, <i>Untitled [Women Racing]</i>
	2	Rex Ray, artist	Andy Warhol, <i>Self-Portrait</i>
1:30 p.m.	2	Jennifer Sonderby, head of graphic design, SFMOMA	Leslie Shows, <i>Two Ways to Organize</i>
	2	Chris Sollars, artist	Bruce Nauman, <i>Wax Impressions of the Knees of Five Famous Artists</i>
2 p.m.	2	Jennifer A. González, professor, UC Santa Cruz	Felix Gonzalez-Torres, <i>Untitled</i>
	2	Sarah Roberts, associate curator of collections and research, SFMOMA	Terry Fox, <i>Pendulum Spit Bite</i>
2:30 p.m.	3	Chad Coerver, director of publications, graphic design, and web, SFMOMA	Anthony Hernandez, <i>Oakland #1</i>
	2	Rebecca Solnit, writer	Jay De Feo, <i>The Veronica</i>

GALLERY TALKS, CONTINUED

Time	Floor	Speaker	Artwork
3 p.m.	2	Lisa Sutcliffe, assistant curator of photography, SFMOMA	Penelope Umbrico, <i>5,377,183 Suns from Flickr (Partial) 4/28/09</i>
	2	Julio César Morales, artist and curator, Yerba Buena Center for the Arts	Ansel Adams, <i>Diego Rivera Painting the Fresco "Still Life and Blossoming Almond Trees"</i>
3:30 p.m.	3	Henry Urbach, Helen Hilton Raiser Curator of Architecture and Design, SFMOMA	Ewan Gibbs, <i>San Francisco</i>
	2	Renny Pritikin, director, Nelson Gallery, UC Davis	Robert Arneson, <i>Harvey</i>
4 p.m.	2	Stephanie Hanor, director and curator, Mills College Art Museum	Bruce Conner, <i>SOUND OF ONE HAND ANGEL</i>
	2	Stephen Hartman, psychoanalyst	Felix Gonzalez-Torres, <i>"Untitled" (Golden)</i>
4:30 p.m.	2	Duane R. Deterville, artist, writer, Afriscape cartographer	Pablo Picasso, <i>Tête de trois quarts (Head in Three-Quarter View)</i>
	3	Peter Samis, associate curator of interpretation, SFMOMA	Wright Morris, <i>Storefronts, Western Kansas</i>
5 p.m.	2	Beth Lisick, writer/performer	Chris Johanson, <i>Untitled (Figures with black presence)</i>
	2	Sandra Phillips, senior curator of photography, SFMOMA	Alfred Stieglitz, <i>Georgia O'Keeffe—Neck</i>
5:30 p.m.	2	Tony Labat, artist	Howard Fried, <i>Inside the Harlequin: Approach-Avoidance III and II</i>

LIVE ART PROGRAM

Noon–5:45 p.m.

Allison Smith: SMITHS: Fancy Work and Arts & Skills Service

Fifth-floor galleries

SMITHS continues (see p. 5) with *Arts & Skills Service*, an investigation of SFMOMA's World War II collaboration with the Red Cross to create a series of arts workshops for wounded veterans. Combining her research on wartime textile, ceramic, and metalwork traditions, Smith presents skill-sharing events that reflect on the contemporary "war effort." Today: quilts and quilters.

SMITHS Guest Speakers and Activities

Noon–1:30 p.m.

Smith leads crazy-quilting activities for the whole family; Renee Dolores plays the musical saw

2 p.m.

Quilt historian Roderick Kiracofe and his eccentric quilt collection

3 p.m.

Activist Cleve Jones on the NAMES Project AIDS Memorial Quilt

4 p.m.

Jones, Kiracofe, and Smith in conversation

MONDAY, JANUARY 18

11 a.m.–5:45 p.m.

GALLERY TALKS

11:30 a.m.–5:30 p.m., two talks on the half hour

75 Reasons to Live

Remember the end of the film *Manhattan*, when Woody Allen asks himself why life is worth living? Everyone has a personal list. We invited 75 people from the Bay Area creative community with a passion for artworks at SFMOMA to tell us about their favorites in 75 7.5-minute talks spread over three days. Please note: schedule is subject to change.

Time	Floor	Speaker	Artwork
11:30 a.m.	2	Jennifer Dunlop Fletcher, assistant curator, architecture and design, SFMOMA	J. B. Blunk, <i>Invisible Presence</i>
	2	Chip Lord, artist	Terry Fox, <i>A Metaphor</i>
Noon	4	Michelle Barger, deputy head of conservation, SFMOMA	Doris Salcedo, <i>Unland: irreversible witness</i>
	3	Carey Perloff, theater director/artistic director, American Conservatory Theater	Robbert Flick, <i>Along Ocean Park, Looking West, Summer</i>
12:30 p.m.	3	Rachel Rosen, director of programming, San Francisco Film Society	Eadweard Muybridge, <i>Panorama of San Francisco from California Street Hill</i>
	2	Margaret Tedesco, artist and curator [2nd floor projects]	Claude Cahun, <i>Untitled (Self-Portrait)</i>
1 p.m.	2	Meg Shiffler, director/curator, San Francisco Arts Commission Gallery	Felix Gonzalez-Torres, <i>"Untitled" (America #1)</i>
	2	John Zarobell, assistant curator, collections, exhibitions, and commissions, SFMOMA	Bruce Conner, <i>LOOKING GLASS</i>
1:30 p.m.	2	Dominic Willsdon, Leanne and George Roberts Curator of Education and Public Programs, SFMOMA	László Moholy-Nagy, <i>Vom Funkturm (From the Radio Tower)</i>
	2	Suzanne Stein, community producer, SFMOMA	Constant, <i>New Babylon</i>
2 p.m.	4	Jeffrey Fraenkel, gallerist	Diane Arbus, <i>A Young Brooklyn Family Going for a Sunday Outing, N.Y.C.</i>
	2	Anne McGuire, artist	Anne Bremer, <i>Sentinels</i>
2:30 p.m.	2	Jens Hoffmann, director, Wattis Institute for Contemporary Arts, California College of the Arts	Felix Gonzalez Torres, <i>"Untitled" (America #1)</i>
	2	Lisa Robertson, writer	Eva Hesse, <i>Sans II</i>
3 p.m.	2	Apsara DiQuinzio, assistant curator of painting and sculpture, SFMOMA	Cady Noland, <i>Enquirer Page with Eyes Cut Out</i>
	2	Ari Marcopoulos, artist	Gerrit Thomas Rietveld, <i>Zig-zag chair</i>

GALLERY TALKS, CONTINUED

Time	Floor	Speaker	Artwork
3:30 p.m.	2	Chris Perez, owner/director, Ratio 3	Barry McGee, <i>Untitled</i>
	2	Sam Green, filmmaker	Unknown artist, <i>Untitled</i> [Women Racing]
4 p.m.	2	Joseph Becker, assistant curator of architecture and design, SFMOMA	Giovanni Pintori, <i>Poster</i>
	4	Johnny Ray Huston, arts and entertainment editor, <i>San Francisco Bay Guardian</i>	Diane Arbus, <i>Xmas Tree in a Living Room, Levittown, L.I.</i>
4:30 p.m.	2	Leslie Shows, artist	Arthur Dove, <i>Silver Ball No. 2</i>
	3	Sanjit Sethi, artist/codirector, Center for Art and Public Life, California College of the Arts	Augustus William Ericson, <i>Slab of Redwood for a London Dining Table Designed to Seat Forty Guests—Diameter 15 Feet</i>
5 p.m.	4	Michelle Tea, writer and executive director, RADAR Productions	Andy Warhol, <i>Self-Portrait</i>
	2	Hou Hanru, director of exhibitions and public programs and chair, Exhibitions and Museum Studies, San Francisco Art Institute	Constant, <i>New Babylon</i>
5:30 p.m.	2	Lawrence Rinder, director, Berkeley Art Museum and Pacific Film Archive	Lebbeus Woods, <i>San Francisco Project: Inhabiting the Quake, Quake City</i>

LIVE ART PROGRAM

Noon–5:45 p.m.

Allison Smith: SMITHS: *Fancy Work and Arts & Skills Service*

Fifth-floor galleries

Arts & Skills Service continues with a look at art activities for soldiers and artists exploring military subjects and themes (see p. 9).

SMITHS Guest Speakers and Activities

1 p.m.

Curator Christina Linden and Smith on the original Arts & Skills Service program

2 p.m.

The musical saw returns!

3 p.m.

SF Arts Commission Gallery Director Meg Shiffler on art and the military

4 p.m.

Shiffler in conversation with artists from her research

VIDEO SCREENINGS

Koret Visitor Education Center, second floor

See listing on p. 5.

SPECIAL PROGRAM

2 p.m.

Looking Ahead to Preserve and Promote Community Arts in San Francisco

Phyllis Wattis Theater, ground floor

The spirit of SFMOMA's anniversary celebration extends far beyond the museum walls. In 2009 SFMOMA commissioned murals for its Haas Atrium and sponsored a response mural by Oakland high school students. In 2010 the museum is partnering with George Washington High School and Horace Mann Middle School to conserve both artist- and student-made murals at the schools. In this special program we present a roundtable discussion with muralists, conservators, and others to discuss the wealth of public art in San Francisco schools. The event is moderated by John Zarobell, curator of SFMOMA's mural commission.

SUPPORTING 75 YEARS OF LOOKING FORWARD

75 Years of Looking Forward is a series of exhibitions and events organized in celebration of SFMOMA's 75th anniversary. Major support is provided by the Koret Foundation, the Mimi and Peter Haas Fund, and the Evelyn D. Haas Exhibition Fund. Generous support is provided by the Bernard and Barbro Osher Exhibition Fund. Additional support is provided by Butler, Shine, Stern & Partners, the George Frederick Jewett Foundation, Kate and Wesley Mitchell, and The Black Dog Private Foundation. Promotional support is provided by Gap. Media sponsors: KGO-TV, *San Francisco Chronicle*, and *San Francisco* magazine. The St. Regis San Francisco is the official hotel of the 75th anniversary.

The 75th Anniversary Celebration is part of *75 Years of Looking Forward*. Major support is provided by the Koret Foundation. Generous support is provided by Bank of America, AT&T, and Levi Strauss & Co. Additional support is provided by Art4Moore and Visa Inc. Media sponsors: AT&T Real Yellow Pages, *7 x 7 Magazine*, and *SF Weekly*.



Evelyn D. Haas
EXHIBITION FUND



LEVI STRAUSS & CO.



San Francisco Chronicle | SFGate.com

San Francisco
magazine

YELLOWPAGES.COM™



Learn more at sfmoma.org/anniversary