

November 16, 2005

Contact:

Libby Garrison, 415.357.4177, lgarrison@sfmoma.org

Robyn Wise, 415.357.4172, rwise@sfmoma.org

Sandra Farish Sloan, 415.357.4174, ssloan@sfmoma.org

SFMOMA LAUNCHES PILOT PODCAST SERIES

**Museum Collaborates with Antenna Audio on Audio Artcasts;
Artist Voices Featured, Visitor Voices Invited**

On November 16, 2005, the San Francisco Museum of Modern Art (SFMOMA) will launch a pilot podcast program as a way to further serve Museum visitors and foster involvement with the local and online communities. Dubbed SFMOMA Artcasts, these audio productions will include exhibition features, artist interviews, and newly commissioned contributions by Bay Area music, sound, and spoken word artists. Co-developed in an innovative collaboration with Antenna Audio of Sausalito, the podcasts will be available for download free of charge on SFMOMA's Web site at www.sfmoma.org/artcasts.

SFMOMA Artcasts will serve as a kind of monthly audio art-zine from the Museum. The first episodes will feature such artists as Chuck Close and Kiki Smith (each the subject of an upcoming retrospective at SFMOMA), Colombian-born Doris Salcedo, Bay Area artist Bruce Conner, and musicians Pamela Z and Joan Jeanrenaud.

Each Artcast will offer the opportunity for subscribers to join vital dialogues about modern and contemporary art, SFMOMA's collection and current exhibitions, and the dynamics of contemporary culture. The episodes draw from a menu of several types of features:

- **Exhibition Highlights** These two- to three-minute "teasers" prime listeners for current or upcoming SFMOMA exhibitions. The November Artcast will include short interviews with artists Chuck Close and Kiki Smith.
- **Voice from the Collection** This feature presents an artist from the Museum's collection discussing his or her work. The November Artcast features Doris Salcedo speaking about her installation *Atrabiliarios*, currently on view in *Matisse and Beyond: The Painting and Sculpture Collection*.
- **Guest Take** This segment features a local artist, writer, musician, or performing artist commenting on—or creating a new work in response to—artwork in the Museum's collection. The November Artcast features Bay Area performance artist Pamela Z sharing her perspective on the space of the Museum building itself.

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- **Vox Pop** This segment includes interviews conducted with visitors in the Museum's galleries in response to an exhibition or theme.
- **Ask SFMOMA** For this segment, visitors may submit questions via SFMOMA's Web site to be addressed by the appropriate in-house commentator in an audible response.
- **SFMOMA Artcast Invitational** Twice yearly (beginning in November), SFMOMA will announce an Artcast Invitational offering visitors and listeners the opportunity to submit personally produced audio clips responding to the Museum's collection or exhibitions. The podcasts will be judged by a jury of SFMOMA curators and one celebrity juror. The submissions can range from straight interpretive commentaries to creative sound-pieces inspired by works in the collection. The first visitor podcast will be aired in March 2006; the deadline for submissions is February 1, 2006.
- **Exhibition Walkabout** This 10- to 20-minute feature takes visitors on an in-depth tour of an exhibition on view. The November Artcast features the writings of photographer Robert Adams, intended for visitors to the exhibition *Robert Adams: Turning Back, A Photographic Journal of Re-exploration*, on view through January 3, 2006.

Podcasting is a hybrid of the term "broadcasting" and "iPod"—and it is the latest method for distributing audio media over the Internet. Neither podcasting nor listening to podcasts requires an iPod. Any digital audio player or computer with audio-playing software can store and play podcasts. A true podcast is distinct from other types of online media delivery because of its subscription model, which makes it like a cross between a radio show and a magazine subscription.

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Museum hours: Open daily (except Wednesdays): 11 a.m. to 5:45 p.m.; open late Thursdays, until 8:45 p.m. Summer hours (Memorial Day to Labor Day): Open at 10 a.m. Closed Wednesdays and the following public holidays: New Year's Day, Fourth of July, Thanksgiving, Christmas.

Koret Visitor Education Center: Open daily (except Wednesdays): 11 a.m. to 5:30 p.m.; open late Thursdays, until 8:30 p.m. Summer hours: Open at 10 a.m.

Admission prices: Adults \$12.50; seniors \$8; students \$7. SFMOMA members and children 12 and under are admitted free. Thursday evenings after 6 p.m. admission is half-price. The first Tuesday of each month admission is free.

SFMOMA is easily accessible by Muni, BART, Golden Gate Transit, SamTrans, and Caltrain. Hourly, daily, and monthly parking is available at the SFMOMA Garage at 147 Minna Street. For parking information, call 415.348.0971.

Visit our Web site at www.sfmoma.org or call 415.357.4000 for more information.

The San Francisco Museum of Modern Art is a private, not-for-profit institution supported by its members; individual contributors; corporate and foundation support; foreign, federal, state, and city government grants; and admission revenues. Annual programming is sustained through the generosity of Grants for the Arts/San Francisco Hotel Tax Fund, the James Irvine Foundation, and the Koret Foundation Funds. KidstART free admission for children 12 and under is made possible by Charles Schwab & Co., Inc. Thursday evening half-price admission is sponsored by Banana Republic. Reduced admission for seniors is sponsored by SBC.

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