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**SFMOMA MUSEUMSTORE LAUNCHES NEW SERIES OF
ARTIST-DESIGNED PRODUCTS**

San Francisco Artist Rex Ray Kicks Off Series

In March 2008 the San Francisco Museum of Modern Art (SFMOMA) MuseumStore launches a new series of products created in collaboration with top artists and designers. Multitalented San Francisco artist Rex Ray kicks off the Artists Series with product lines that will include scarves, jewelry, placemats, postcards, puzzles, and much more.



Rex Ray, SFMOMA MuseumStore necklaces; \$78–\$560

“I am thrilled to launch the new Artists Series for the MuseumStore. I have a long history with SFMOMA and celebrate the MuseumStore’s appreciation of the blurred line between art and design,” states Ray.

Products include an array of jewelry—necklaces, earrings, cufflinks, and bracelets—made of specially designed patterned paper by Ray hand-set in sterling silver frames and sealed with resin fashioned by Montana jewelry artist Susan Fleming. These exquisite accessories range in price from \$78 to \$560. The MuseumStore will also feature a special line of printed silk scarves and ties with Ray designs. The scarves, which are also embroidered, range in price from \$98 to \$110, while the ties retail for \$58.

The MuseumStore will carry non-toxic silicone placemats, wine tags, and coasters inspired by the wood grain prevalent in Ray’s work. The placemat, retailing for \$20, is designed for optimal functionality with an easy-to-clean surface. The wine tags (Vinotagz), featuring an original organic Rex Ray silk-screened pattern, can be marked by pen for further identification, wiped with a damp cloth, and re-used. The storage box fits cleverly on the neck of a wine bottle, making it a perfect gift. The wine tags can also be used as napkin rings. They are available in packs of six for \$14.

Rex Ray puzzles are classic wooden jigsaw puzzles made with maple-veneer plywood and the finest archival paper and inks. They come in two sizes and retail for \$14.95 and \$65. No two pieces in any puzzle are alike, and each puzzle feature scores of intricate pieces that are reminiscent of the shapes used by Ray in his artworks.

Also on offer are eco-friendly, sustainably harvested yellow birch postcards for \$5.50. The cards are decorated with an original Rex Ray collage. Wood grain varies from card to card, creating an original note or

more

small piece of art. The MuseumStore will also carry items such as mugs, T-shirts, and wallets, all created with Rex Ray designs.

Since launching his career more than two decades ago, Ray has created an extensive oeuvre in a wide variety of art forms, from paintings and collages to prints and photographs. Ray is also an accomplished and award-winning graphic artist, having produced distinctive and striking designs for books, magazines, posters, and compact disc covers, including recent projects for Steven Spielberg and David Bowie. Ray earned his bachelor of fine arts degree from the San Francisco Art Institute in 1988. Thirteen of Ray's rock poster designs were recently featured in the exhibition *The Art of Design: The Architecture and Design Collection*.

The SFMOMA MuseumStore will hold a special Artists Series Reception with Rex Ray on Thursday, March 27, from 6 to 8 p.m. For more information, call the SFMOMA MuseumStore at 415.357.4035.

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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, and Christmas. The Museum is open the Wednesday between Christmas and New Year's Day.

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 website at www.sfmoma.org or call 415.357.4000 for more information.

The San Francisco Museum of Modern Art is supported by a broad array of contributors who are committed to helping advance its mission as a dynamic center for modern and contemporary art. Major annual support is provided by the Koret Foundation Funds, Evelyn and Walter Haas, Jr. Fund, and Grants for the Arts/San Francisco Hotel Tax Fund. 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.

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