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**TIMED ADMISSION TICKETS FOR THE NEW SFMOMA AVAILABLE ONLINE
MARCH 30**

Free Opening Day May 14 - Timed Admission Tickets Online March 30

SAN FRANCISCO, CA (March 28, 2016)—The San Francisco Museum of Modern Art (SFMOMA) today announced that admission tickets to the newly expanded and transformed museum will become available for online purchase on Wednesday, March 30 at noon at sfmoma.org.

SFMOMA will open to the public on Saturday, May 14, from 10 a.m. to 8 p.m., following an inaugural ceremony. Opening day will be free, and free timed admission tickets for May 14 will be available online March 30. Timed tickets will be offered in 15-minute intervals. All visitors will require a timed ticket on May 14. Free Opening Day is generously supported by PG&E and SFMOMA Premier Sponsors Bank of America and Cadillac.

With nearly triple the previous gallery space, the new SFMOMA will display more of its outstanding holdings of over 33,000 modern and contemporary artworks than ever before. Highlights on view at opening include 260 works from the exceptional Doris and Donald Fisher Collection of postwar and contemporary art; more than 600 artworks promised to the museum through the Campaign for Art; cherished favorites from the permanent collection; as well as recent work commissioned for the new museum. Deeply integrated into the city, the museum will feature nearly 45,000 square feet of free art-filled public space and will offer free admission to visitors 18 and younger in perpetuity.

SFMOMA Hours, Membership and Admission

The new SFMOMA galleries will be open to the public seven days a week from 10 a.m. to 5 p.m. through Labor Day. The museum's free ground floor public spaces, which offer complimentary Wi-Fi, will open daily at 9 a.m. The museum will have extended hours on Thursdays until 9 p.m., giving visitors extra time in the evening to enjoy exhibitions and programs. Permanent hours and a series of family days will be announced at a later date.

Annual membership begins at \$100, and all members will enjoy unlimited free admission, access to members-only previews and parties, plus discounts on programs and shopping at the SFMOMA Museum Stores and online. For more information, visit sfmoma.org/membership.

Admission ticket prices are:

Members	Free
General admission	\$25
Seniors (65 years and older)	\$22
Ages 19-24 with ID	\$19
Ages 18 and younger	Free

Visiting the Museum

With additional entrances and free art-filled public spaces, the new SFMOMA will be deeply connected to the city. Visitors will be able to enter the museum through the original main entrance at Third Street or through a new entrance at Howard Street. The new Joyce and Larry Stupski Entrance at Minna Street, dedicated to school groups and after-hours performances, will make the museum accessible from multiple sides. Pathways from the Third Street and Howard Street entrances converge on Floor 2 at the Helen and Charles Schwab Hall, a spacious gathering place with views of Sol LeWitt's joyful *Wall Drawing 895 Loopy Doopy (white and blue)* (1999). Coat checks will be available at both entrances.

New, expanded visitor maps will be available throughout the museum. Serving a broad and diverse community, the museum will offer these maps in English, French, German, Japanese, Mandarin (simplified Chinese characters) and Spanish.

Restrooms are located on each floor of the museum, with all-gender restrooms on the first and third floors, and family restrooms on the second and fourth floors.

Wheelchairs and cane seats will be available upon request.

SFMOMA Museum Store

The SFMOMA Museum Store will resume operations inside the museum at opening. The renovated Museum Store (Floor 1) will feature a wide selection of art books, home accessories and furnishings, artist-made jewelry, toys, prints and more, and will be open daily 9 a.m. to 6 p.m. The new Satellite Store (Floor 2) will showcase exclusive SFMOMA-branded items and art-related merchandise, and will be open daily 9 a.m. to 5 p.m. 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. Shoppers can also shop online at museumstore.sfmoma.org. Every purchase from the Museum Store supports SFMOMA's exhibitions and education programs.

Dining at SFMOMA

In Situ

Michelin-three-starred Chef Corey Lee will create a reimagined restaurant experience at In Situ, located on the museum's ground floor. By engaging the global culinary community, Chef Lee will curate and execute a rotating menu of dishes contributed by 80 chefs from around the world. In Situ will be open for lunch and dinner, and is currently scheduled to open in June. The announcement of the restaurant's opening date and hours of operation is forthcoming.

Sightglass at SFMOMA

The third-floor coffee bar at the new SFMOMA, operated by Sightglass, will offer visitors a selection of artisanal coffee beverages and pastries, as well as a space in which to reflect and connect, adjacent to the museum’s new Photography Interpretive Gallery, a part of the John and Lisa Pritzker Center for Photography. Sightglass at SFMOMA will be open 10 a.m. to 4:30 p.m.

Cafe 5

On the fifth floor, Cafe 5 will offer a menu of lighter fare with a California-fusion mindset. Offerings will include flatbreads, fresh organic salads and artisanal open-faced sandwiches. Guests will be able to dine in the rooftop Pavilion and the Jean and James Douglas Family Sculpture Garden. Operated by McCalls Catering, Cafe 5 will be open 10 a.m. to 4:30 p.m.

Getting to the Museum

The new SFMOMA will be easily accessible by public transportation, bicycle or car. Limited bicycle parking will be available on site, and car parking will be available at the SFMOMA Garage adjacent to the museum and at additional nearby parking garages.

Public Transportation

AC Transit	Transbay Temporary Terminal at 250 Main Street between Beale and Howard Streets (riders can enter the Temporary Terminal on Main Street, Howard Street and Beale Street)
BART (Bay Area Rapid Transit)	Montgomery or Powell Street station
Golden Gate Transit	Transbay Temporary Terminal at 250 Main Street between Beale and Howard Streets (riders can enter the Temporary Terminal on Main Street, Howard Street and Beale Street)
Muni Bus Lines	#5 Fulton, #9 San Bruno, #14 Mission, #30 Stockton, #38 Geary and #45 Union (for more bus lines, visit 511.org)
Muni Metro Lines	J-Church, KT-Ingleside/Third St., L-Taraval, M-Oceanview and N-Judah (use Montgomery or Powell Street station)
SamTrans	Transbay Temporary Terminal at 250 Main Street between Beale and Howard Streets (riders can enter the Temporary Terminal on Main Street, Howard Street and Beale Street)
Caltrain	Station at Fourth and Townsend Streets (700 4th Street)

Parking at the Museum

SFMOMA Garage	147 Minna Street (between Third and New Montgomery, behind the museum). Monday through Saturday, 7:00 a.m.-11:00 p.m.; Sunday, 9:00 a.m.-11:00
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	p.m.; 415.348.0971. Handicapped parking and monitored bicycle parking available.
Fifth and Mission Garage	833 Mission Street (between Fourth and Fifth Streets). Open 24 hours a day, 7 days a week. 415.982.8522.
Moscone Center Garage	255 Third Street (between Folsom and Howard Streets). Monday through Thursday, 6:00 a.m.-midnight; Friday, 6:00 a.m.-2:30 a.m.; Saturday, 8:00 a.m.-2:30 a.m.; Sunday, 9:00 a.m.-9:00 p.m. 415.777.2782.
Museum Parc Garage	300 Third Street (between Folsom and Harrison Streets). Monday through Friday, 5:30 a.m.-11:00 p.m.; Saturday, 8:00 a.m.-11:00 p.m.; Sunday, 8:00 a.m.-6:00 p.m. 415.284.9553.

San Francisco Museum of Modern Art

151 Third Street
 San Francisco, CA 94103

Founded in 1935 as the first West Coast museum devoted to modern and contemporary art, a thoroughly transformed SFMOMA, with significantly enhanced gallery, education and public spaces, will open to the public on May 14, 2016. With six art-filled terraces, a new sculptural staircase and Roman steps where the public can gather, access to 45,000 square feet of free art-filled public space and free admission for visitors age 18 and younger, SFMOMA will be more welcoming and more connected to the city than ever before.

Visit sfmoma.org or call 415.357.4000 for more information.