



MEDIA ALERT

SFMOMA Offers Programs, Events and Free Public Viewing of Official Super Bowl LX Roman Numerals as Part of Broader Partnership with the Bay Area Host Committee



SAN FRANCISCO, CA (January 15, 2026)–SFMOMA is thrilled to invite visitors and locals to enjoy a photo opportunity with the official Super Bowl LX Roman Numerals, on view for free in the museum’s Evelyn and Walter Haas, Jr. Atrium from January 29 through February 8, 2026. To celebrate the Big Game and spotlight what makes the Bay Area a beacon in the fields of art, culture, technology, and sports, SFMOMA will also offer a range of programs, events, and products as part of its broader partnership with the Bay Area Host Committee (BAHC).

PROGRAMS + EVENTS

[Building Universes](#)

Thursday, February 5, 2026

5–8 p.m.

SFMOMA and the Museum of the African Diaspora (MoAD) invite you to spend an unforgettable evening in downtown San Francisco, moving between the neighboring museums and the artistic worlds they hold. Inspired in part by the spirit of the 1972 Black Art Expo curated by Suzanne Jackson, poets and dancers at both institutions will offer original responses within the galleries, animating both exhibitions with live performances. Advanced reservations are encouraged. More information [here](#).

Innovation Summit

Friday, February 6, 2026

SFMOMA will be closed to the public on Friday, February 6, for the first BAHC SBLX Innovation Summit—a dynamic convergence of sport, technology, civic leadership and global storytelling. This invitation-only event will bring together 500 curated leaders from across tech, sports, venture capital, private equity and culture, uniquely convened by the Bay Area Host Committee. The Summit’s Main Stage Sessions will be shaped and moderated by Ben Gilbert and David Rosenthal—the visionary hosts behind *Acquired*, the #1 technology podcast on Apple and Spotify—with afternoon breakout panels focused on how technology and innovation is shaping sports and major events.

[History of the Bay: Street Art and Graffiti](#)

Saturday, February 7, 2026

2–4 p.m.

SFMOMA will present an immersive exploration of the history, styles, and culture of Bay Area graffiti and street art at this interactive workshop with rapper, graffiti artist, podcaster, and educator Dregs One.

As creator of the *History of the Bay* podcast, Dregs One has collaborated extensively with artists across the region, tracing decades of the Bay Area’s graffiti and street art scene. In this workshop, he’ll provide a comprehensive overview of graffiti while spotlighting what makes the Bay Area’s scene distinctive. After introducing specific styles, Dregs will invite attendees to try their hand at the creative process.

During the second part of the workshop, Dregs will be joined by Ruby Neri to discuss their creative journey and examine how graffiti and street art have gained recognition in art history and institutional spaces like museums. More information [here](#).

This program concludes a series of events presented by Dregs One celebrating a newly commissioned mural at 715 Harrison Street. The mural debuts Wednesday, February 4, with an on-site celebration, followed by a festival at Public Works on Friday, February 6.

Family Studio: Sports Pennants

Sunday, February 8, 2026

10a.m.–1p.m.

Floor 2

Calling all football fans! Join us in SFMOMA's Koret Education Center for a special Family Studio with SCRAP where visitors can design and make their own pennants for their favorite (or made-up) sports team. Participation in this program is free and does not require museum admission. More information [here](#).

MUSEUM STORE

During the month of February, and while supplies last, the SFMOMA Museum Store will carry two limited-edition hats designed in collaboration with the Bay Area Host Committee (BAHC) and LACES.

The first hat features the colors of the Big Game, reimagined through the Bay's lens of culture, creativity and competition. With bold "BAY AREA" embroidery and the date of the Big Game—February 8, 2026—stitched on the back, the hat commemorates this iconic sporting event in the Bay.

The second hat celebrates the upcoming World Cup matches that the Bay Area will host at Levi's Stadium, featuring "BAY AREA" embroidery in a signature black-and-gold palette. SFMOMA will be the first location to release this hat in honor of this year's World Cup.

SPECIAL EXHIBITIONS

KAWS: FAMILY

November 15, 2025–May 3, 2026

Floor 4

KAWS: FAMILY is a dazzling exploration of the multidimensional work of American artist KAWS. Marking the artist's first major museum exhibition on the West Coast, it traces the artist's output over the past three decades through its keen ability to connect to shared emotions and culture. From paintings, drawings and sculptures to advertising interventions, product collaborations and limited-edition collectible toys, visitors will encounter the many creative expressions of KAWS's distinctive language using recurring characters and pop culture appropriations.

Alejandro Cartagena: Ground Rules

November 22, 2025–April 19, 2026

Floor 3

Alejandro Cartagena: Ground Rules is the first major retrospective of the acclaimed photographer, bringing together over two decades of his work through an expansive multi-series presentation. Born in the Dominican Republic and based in Monterrey, Mexico, Cartagena explores pressing social and environmental issues through a striking range of photographic practices that includes documentary images, collage, appropriated vernacular photographs and AI-generated video. His work captures the complexities of suburban sprawl, the US-Mexico border and increasing economic inequality. As visually dynamic as they are politically incisive, his photographs prompt viewers to question the systems that shape our world. Though rooted in Mexico, Cartagena's photographic series speak to shared global conditions of migration, environmental crisis and unchecked development, offering a powerful reflection on the broader forces defining life in the 21st century.

[Suzanne Jackson: What Is Love](#)

September 27, 2025–March 1, 2026

Floor 7

For over six decades, Suzanne Jackson has created lyrical, awe-inspiring paintings influenced by her deep respect for the natural world and continual belief in the connection between all living things. Driven by a search for creative freedom and a bohemian spirit indebted to the San Francisco ethos of the 1950s and 1960s in which she was raised, Jackson has led an expansive artistic life, first and foremost as a painter, and as a dancer, poet, theater designer and an ardent supporter of other artists.

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Support:

This programming is presented in collaboration with SFMOMA's Community Partner, the Bay Area Host Committee.

Suzanne Jackson: What Is Love is co-organized by the San Francisco Museum of Modern Art and the Walker Art Center, Minneapolis. Major support is provided by The Andy Warhol Foundation for the Visual Arts. Lead support for *Suzanne Jackson: What Is Love* at SFMOMA is provided by Randi and Bob Fisher and the Stone Charitable Remainder Trust. Major support is provided by Mary Jo and Dick Kovacevich and The KHR McNeely Family Foundation, Kevin, Rosemary, and Hannah Rose McNeely. Significant support is provided by Pamela J. Joyner and Alfred J. Giuffrida and Deborah and Kenneth Novack. Meaningful support is provided by Ethan Beard and Wayee Chu, Lorna Meyer Calas and Dennis Calas, Dolly and George Chammas, Rummi and Arun Sarin Painting and Sculpture Fund, Komal Shah and Gaurav Garg, Sheri and Paul Siegel Exhibition Fund, Susan Swig, Wagner Foundation, Diane B. Wilsey, and Sonya Yu. Meaningful support is also provided by Fashion Partner Max Mara. The Walker Art Center's presentation is made possible with support from the Pohlrad Family. Lead support for *KAWS: FAMILY* is provided by the Phyllis C. Wattis Fund for Traveling Exhibitions.

Alejandro Cartagena: Ground Rules is co-organized by the San Francisco Museum of Modern Art and Fundación MAPFRE, Madrid. Major support of *Alejandro Cartagena: Ground Rules* at SFMOMA is provided by Katie Hall and Tom Knutsen, Kate and Wes Mitchell, and the Pritzker Exhibition Fund in Photography. Significant support is provided by The Black Dog Private Foundation, Jim Breyer, Concepción S. and Irwin Federman, and Nion McEvoy and Leslie Berriman. Meaningful support is provided by Lisa Stone Pritzker and the Mary Jane Elmore West Coast Exhibition Fund. This project is carried out with the support of Fundación Jumex Arte Contemporáneo.

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