

Samsung Art Store Partners with San Francisco Museum of Modern Art to Bring Modern Masters to Homes Worldwide

SFMOMA becomes the first West Coast museum to join the Samsung Art Store, debuting across several Samsung TVs with an exclusive collection featuring works by Diego Rivera, Henri Matisse, Wayne Thiebaud, Jackson Pollock, and Piet Mondrian

SEOUL, Korea (March 17, 2026) —Samsung Art Store today announced a new partnership with the San Francisco Museum of Modern Art (SFMOMA), bringing museum-quality modern masterpieces to homes through the Samsung Art Store¹. Notably, SFMOMA is the first West Coast museum to be added to the Art Store, significantly expanding the platform's world-class institutional collaborations. Launching today, the debut collection features 34 artworks from SFMOMA's renowned holdings, including iconic pieces by some of the 20th century's most influential artists.



Jackson Pollock, Guardians of the Secret, 1943 (detail); San Francisco Museum of Modern Art, Albert M. Bender Collection, Albert M. Bender Bequest Fund purchase; © Pollock-Krasner Foundation / Artists Rights Society (ARS), New York. Bezel sold separately.

¹ Paid-subscription required. Samsung Account required for network based smart services, including streaming apps and other smart features. Separate [connected] computer, mobile or other device may be necessary to create/log in to Samsung Account (free to download and create). Without Account log in, only external device connections (e.g., via HDMI) and terrestrial/over-the-air TV (only for TVs with tuners) available.

For the first time, Samsung Art Store users can display celebrated works such as Diego Rivera's *The Flower Carrier* (1935), Henri Matisse's *Femme au chapeau* (1905), Wayne Thiebaud's *Display Cakes* (1963), Jackson Pollock's *Guardians of the Secret* (1943), and Piet Mondrian's *New York City 2* (1941) on several Samsung displays — transforming any room into a dynamic gallery space.

The collaboration enables these iconic works from SFMOMA's collection to be more accessible than ever before. It also represents a significant expansion of Samsung Art Store's modern masters offerings, introducing works by Robert Rauschenberg and Wayne Thiebaud to the platform for the first time.

"We at Samsung are proud to feature SFMOMA – the first West Coast museum dedicated to 20th-century art – as the first West Coast museum on the Samsung Art Store," said Kyle Menges, Director of Business Development at Samsung. "This partnership reaffirms the Art Store as the definitive home for 20th-century masterpieces, bringing iconic collections into living rooms worldwide."

"This partnership with Samsung Art Store opens an exciting new chapter in how we fulfill our mission to connect people with modern and contemporary art," said Christopher Bedford, Helen and Charles Schwab Director of SFMOMA. "By making our collection available through innovative technology, we're reaching audiences who may never visit San Francisco while creating new opportunities for art to enrich daily life around the world."



Henri Matisse, Femme au chapeau (Woman with a Hat), 1905 (detail); San Francisco Museum of Modern Art, bequest of Elise B. Haas. Wall mount and soundbar sold separately.

Samsung Art TVs, comprising [The Frame Pro](#) and [The Frame](#), are designed to display artwork with faithful color, exceptional detail, and a gallery-like presentation. Pantone Validated ArtfulColor preserves the authenticity of the original palette. Anti-Reflection with Matte Display and customizable bezels² mimic the look of framed artwork, and the included Slim Fit Wall Mount eliminates visible wires, all combining to create the look of an original work of art.

The Frame Pro adds an upgraded **Neo QLED 4K display** for even brighter color and sharper contrast. Plus, its **Wireless One Connect Box**³ eases installation and enables a clean, clutter-free setup. Across these TVs and several others, Samsung Art Store continues to champion the fusion of art and technology, turning living rooms into curated galleries.

By partnering with leading cultural institutions like SFMOMA, Samsung continues to democratize access to art while supporting museums' missions to share their collections with broader audiences.

The SFMOMA collection joins Samsung Art Store's growing library of over 80 partnerships, offering subscribers an ever-expanding selection of art across movements, styles, and periods.

The collection is available now exclusively through [Samsung Art Store](#) on Samsung Art TVs¹.

About Samsung Art Store

The Samsung Art Store is the #1 TV art subscription service globally, available in 115+ countries and growing. It offers access to a vast catalog of 5,000+ artworks from more than 800 artists through collaboration with leading institutions such as The Metropolitan Museum of Art, MoMA and Musée d'Orsay, reacquainting art with everyday lives in new, meaningful ways. Samsung Art Store is available across several Samsung TV series, making art from the world's leading artists, museums, and galleries more accessible than ever. This includes [The Frame Pro](#), [The Frame](#), [Micro RGB](#), [Neo QLED 8K](#), [Neo QLED 4K](#) and select [QLED](#) TVs. Samsung Art Store

<https://www.samsung.com/us/tvs/art-tv/>

² Customizable bezels sold separately.

³ Wireless One Connect must be connected to the TV wirelessly for full TV functionality. Wireless connection may be affected by surrounding environment, may not connect when enclosed or blocked by metal (e.g., from inside a metal cabinet) or by other physical objects such as walls. TV and Wireless One Connect require separate power cord connections.

About SFMOMA

The San Francisco Museum of Modern Art is one of the largest museums of modern and contemporary art in the United States and a thriving cultural center for the Bay Area. Our remarkable collection of painting, sculpture, photography, architecture, design and media arts is housed in a LEED Gold-certified building designed by the global architects Snøhetta and Mario Botta. In addition to our seven gallery floors, SFMOMA now offers over 45,000 square feet of free, art-filled public space open to all.

Media Contacts

Kayla Chen | Zebra Partners | SamsungArtStorePR@zebrapartners.net

Clara Hatcher Baruth | SFMOMA | chatcher@sfmoma.org