

The Campaign for Art Fact Sheet

Overview

With more than 3,000 artworks promised to the San Francisco Museum of Modern Art (SFMOMA), the Campaign for Art represents a multiyear effort to enhance key areas of the museum’s collection and provide a fuller, more textured view of the art of our time.

The campaign adds individual works of exceptional quality across all four curatorial departments—architecture and design, media arts, painting and sculpture and photography. SFMOMA Director Neal Benezra and curators from each department worked closely with collectors to identify works that fill gaps in the collection, deepen areas of existing concentration and fortify specific aspects of the collection most in keeping with the museum’s history and mission.

Conceived alongside SFMOMA’s building expansion and initiated in January 2009 in conjunction with the museum’s 75th anniversary, the campaign was spearheaded by co-chairs Helen Schwab, who served as a trustee of the museum 1993–2007, and Robin Wright, a trustee of the museum. They were supported by a committee of trustees and collectors whose commitment has been joined by more than 230 donors—among them longtime patrons, new supporters of the museum and notably, several artists.

The campaign was announced in February 2011 with 195 promised artworks from nine members of the campaign committee. This first group of gifts included exemplary pieces by artists SFMOMA has long championed, such as Diane Arbus, Joseph Beuys, Robert Gober, Eva Hesse, Jasper Johns, Ellsworth Kelly, Bruce Nauman, Jackson Pollock, Ed Ruscha and Cindy Sherman.

From 2011 through 2015, many other benefactors propelled the campaign forward, reinforcing one of the museum’s defining characteristics: the civic commitment of the region’s extraordinary collecting community to the vitality of its public museum.

The inaugural installation of the transformed SFMOMA features more than 600 artworks from the Campaign for Art, including concentrated exhibitions of works on paper, photography documenting and inspired by the American West and highlights of postwar and contemporary art and design from across all curatorial departments.

Campaign Highlights

Among the works promised to SFMOMA through the Campaign for Art are the following, some of which are on view in the inaugural installation:

Architecture and Design

- SFMOMA’s leadership in experimental architecture is strengthened through the addition of works by **Jürgen Mayer H**, **Stanley Saitowitz** and key drawings and models by **Lebbeus Woods**.
- A group of chairs designed by **Donald Judd**, **Ryuji Nakamura** and **Tom Price** add to the museum’s renowned collection of iconic seating design.

Media Arts

- Major works by **Doug Aitken, Matthew Barney, Gary Hill** and **Ragnar Kjartansson** reflect SFMOMA's dedication to tracing the history of technological and conceptual developments in art.
- The museum's deep holdings of Bay Area video art and performance art are enhanced by landmark pieces from **Ant Farm, Jim Campbell, Doug Hall, Lynn Hershman Leeson** and **Chip Lord**.
- Significant works by **Öyvind Fahlstrom** and **Nam June Paik** add to concentrations of media art from the 1960s and 1970s.
- New forays into live performance and an interest in art that challenges the idea of what it means to collect are represented through work by **Tino Sehgal**.

Painting and Sculpture

- A series of works on paper by **Ellsworth Kelly**—including a work given by the artist—join the museum's Kelly paintings and those in the Fisher Collection to position SFMOMA as a global authority on the artist's work.
- 30 sculptures and works on paper by **Joseph Beuys**, and numerous works by **Anselm Kiefer, Sigmar Polke** and **Gerhard Richter**, contextualize and further the museum's record of collecting and presenting postwar German artists.
- 12 outstanding works by **Bruce Nauman**, three of which were made in the 1960s when he lived and worked in the Bay Area, complement the museum's existing Nauman holdings, making SFMOMA one of the leading repositories of the artist's work worldwide.
- Works by **Doris Salcedo** and **Ai Weiwei** continue efforts to broaden the international scope of the collection and reflect the widening geographical range of contemporary art practice.
- Also acquired through the campaign are paintings and sculptures of great quality by **Ruth Asawa, Francis Bacon, Vija Celmins, Willem de Kooning, Richard Diebenkorn, Alberto Giacometti, David Hockney, Jasper Johns, Yves Klein, Franz Kline, Lee Krasner, Piero Manzoni, Jackson Pollock, Martin Puryear, Ed Ruscha, David Smith** and **Wayne Thiebaud**.

Photography

- A rare collection of 26 photographs by **Diane Arbus** doubles the museum's holdings of the artist's work.
- More than 470 works by Japanese photographers including **Yayoi Kusama, Daido Moriyama, Hiroshi Sugimoto** and **Shōmei Tōmatsu** add to SFMOMA's standing as home to the leading collection of Japanese photography outside of Japan.
- Nearly 400 photographic works from several San Francisco-based collectors—including works by **Robert Adams, Imogen Cunningham, Dorothea Lange, Larry Sultan, Carleton Watkins, Edward Weston** and **Minor White**—enhance already deep holdings of images of Western culture and landscape spanning three centuries.
- Photographs by **Richard Avedon, William Eggleston, Robert Frank, Lee Friedlander, Nan Goldin, Irving Penn, Cindy Sherman, Stephen Shore, Paul Strand** and **Garry Winogrand** bolster SFMOMA's holdings in 20th-century American photography.

The presenting sponsor of the Campaign for Art exhibitions is Bank of America. Leadership support is provided by Collectors' Forum, an SFMOMA art experience group. Major support is provided by the Prospect Creek Foundation. Additional support is provided by Robin Wright and Ian Reeves

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