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**SFMOMA PRESENTS HOST OF PUBLIC PROGRAMS FOR
*Glamour: Fashion, Industrial Design, Architecture***

The San Francisco Museum of Modern Art (SFMOMA) will present a series of public programs in conjunction with the exhibition *Glamour: Fashion, Industrial Design, Architecture*. The exhibition will be on view from October 9, 2004, through January 17, 2005.

As one of the most alluring yet elusive concepts in contemporary style, glamour is an ideal that permeates our visual culture. This exhibition radically revises our understanding of glamour in the fields of fashion, industrial design, and architecture. Tracing glamour's trajectory from Hollywood's golden age to its present-day connotations of affluence, *Glamour: Fashion, Industrial Design, Architecture* presents a striking array of more than 100 objects including couture, jewelry, automobiles, furniture, and built and unbuilt architecture—all of which share an affinity for richly decorative patterning, complex layering, and sumptuous materials.

Opening Day Panel Discussion

Fabricating Affluence

Saturday, October 9 • 2 p.m.

Phyllis Wattis Theater

Phil Patton, author, journalist, and contributing editor, *ID* magazine

Virginia Postrel, author, *The Substance of Style*

Joseph Rosa, Helen Hilton Raiser Curator of Architecture and Design, SFMOMA

Valerie Steele, director, The Museum at the Fashion Institute of Technology

Glamour catalogue contributors Patton, Postrel, Rosa, and Steele examine the concept of glamour in three disciplines—fashion, industrial design, and architecture—from its historical origins to its present-day connotations of affluence and elegance. The program concludes with a roundtable discussion moderated by Rosa followed by a question-and-answer period with the audience.

\$12 general; \$8 SFMOMA members, students with ID, and seniors.

**Glamour: Fashion, Industrial Design, Architecture
Lectures**

Fashion: Zac Posen

Friday, October 22 • 3 p.m.

Phyllis Wattis Theater

After only three seasons, New York designer Zac Posen has established a completely new aesthetic that is both elegant and eccentric. In this program Posen talks about his technique: using unconventional materials and tailoring to transform the classic elements of glamour.

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Industrial Design: Ross Lovegrove

Saturday, November 20 • 2 p.m.

Phyllis Wattis Theater

Known for designs that marry beauty and logic, London-based Ross Lovegrove favors an organic, highly sculptural aesthetic. The Welsh designer, who describes himself as a futurist and humanist, discusses his “supernatural” approach to design—natural forms rendered in innovative, high-tech materials.

A book signing in the Haas Atrium follows the lecture.

Architecture: Hernan Diaz Alonso

Thursday, January 13, 2005 • 7 p.m.

Phyllis Wattis Theater

Noted for designs that are sometimes animalistic and often darkly baroque, Hernán Díaz Alonso has infused his practice with the narrative and aesthetic strategies of contemporary art. The Argentina-born, Los Angeles-based architect articulates his vision of architecture as metaphor.

Tickets per lecture: \$15 general; \$12 students with ID and seniors; \$8 SFMOMA members. Includes admission to *Glamour* and *Roy Lichtenstein: All About Art*. Available at the Museum with no surcharge or through www.sfmoma.org/tickets. For more information, call 415.357.4000.

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Glamour: Fashion, Industrial Design, Architecture is organized by the San Francisco Museum of Modern Art. Support for this exhibition has been generously provided by Elaine McKeon, the Estates of Emily and Lewis S. Callaghan, Carolyn and Preston Butcher, and an anonymous donor, with additional funding from AT&T.

Public programs in conjunction with this exhibition have been generously supported by the Architecture + Design Forum, an auxiliary of SFMOMA.

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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: Fourth of July, Thanksgiving, Christmas, New Year’s Day. Koret Visitor Education Center open daily (except Wednesdays) 11 a.m. to 5:45 p.m.; open late Thursdays until 8:30 p.m. Summer hours: open at 10 a.m.

Admission prices: Adults \$10; seniors \$7; students \$6. SFMOMA members and children twelve and under are admitted free. Thursday evenings, 6 to 9 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 Web site at www.sfmoma.org or call 415.357.4000 for more information.

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