

July 23, 2007

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**SFMOMA MUSEUMSTORE HOSTS SPECIAL EVENT
*SCANDINAVIAN DESIGN TODAY***

Thursday, August 23 / 6–8 p.m.

What The San Francisco Museum of Modern Art (SFMOMA) MuseumStore joins forces with Design House Stockholm and the Consulate General of Sweden, San Francisco, to host an exclusive evening celebrating the inimitable style and innovation of Scandinavian design. The event features the West Coast premiere of Design House Stockholm's newest product lines, plus appearances by company founder Anders Fardig and other special guests. Sneak a peek at new pieces from some of the world's hottest up-and-coming designers, including Chilean-born Roberto Cardenas, dynamic Swedish studio Form Us with Love, newcomer Marie-Louise Gustafsson, design superstar Eva Schildt, and interiors specialist Sara Szyber. Henry Urbach, SFMOMA's Helen Hilton Raiser Curator of Architecture and Design, will also be in attendance.

Ranging from furniture and lighting to glassware and accessories, Design House Stockholm's products reflect its core design philosophy: "Don't make something unless it is both necessary and useful—but if it is both necessary and useful, don't hesitate to make it beautiful." Take advantage of this unique opportunity to meet leaders in the realm of Swedish design and be among the first to see and shop the latest pieces in the award-winning Design House Stockholm collection. **Ten percent discount one night only.**

When Thursday, August 23 • 6–8 p.m.
Refreshments will be served.

Where SFMOMA MuseumStore
151 Third Street, San Francisco

More For more information, please call the MuseumStore at 415.357.4035

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Museum 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: New Year's Day, Fourth of July, Thanksgiving, Christmas. The Museum is open the Wednesday between Christmas and New Year's Day.

Koret Visitor Education Center: Open daily (except Wednesdays): 11 a.m. to 5:30 p.m.; open late Thursdays, until 8:30 p.m. Summer hours: Open at 10 a.m.

Admission prices: Adults \$12.50; seniors \$8; students \$7. SFMOMA members and children 12 and under are admitted free. Thursday evenings after 6 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.

The San Francisco Museum of Modern Art is supported by a broad array of contributors who are committed to helping advance its mission as a dynamic center for modern and contemporary art. Major annual support is provided by the Koret Foundation Funds, Evelyn and Walter Haas Jr. Fund, and Grants for the Arts/San Francisco Hotel Tax Fund. KidstART free admission for children 12 and under is made possible by Charles Schwab & Co. Inc. Thursday evening half-price admission is sponsored by Banana Republic.

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