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**SFMOMA ANNOUNCES PETER SCHJELDAHL AS 2005 PHYLLIS WATTIS
DISTINGUISHED LECTURER**

Since its inception in 1995, the Phyllis Wattis Distinguished Lecture Series at the San Francisco Museum of Modern Art (SFMOMA) has brought the highest caliber of scholarship and art commentary to the Bay Area. This year the series features Peter Schjeldahl, art critic for *The New Yorker*, in a two-part program in conjunction with the exhibition *Robert Bechtle: A Retrospective*.

Born in 1942 in Fargo, North Dakota, Schjeldahl attended Carleton College and the New School and worked as a newspaper reporter in Minnesota, Iowa, and New Jersey. He subsequently wrote for *ArtNews*, *The New York Times*, *The Village Voice*, and *7 Days* and joined *The New Yorker* in 1998. In addition, Schjeldahl is the author of six books of poetry and five books of art criticism, and he has taught in the Department of Visual and Environmental Studies at Harvard University for four years. His work has been honored with a Guggenheim fellowship and the Frank Jewett Mather Award for excellence in art criticism from the College Art Association.

Since the late 1960s, San Francisco-based painter Robert Bechtle has created iconic images of middle-class American culture with photorealistic paintings of family scenes, streetscapes, and cars. *Robert Bechtle: A Retrospective*, on view at SFMOMA from February 12 through June 5, 2005, is the most comprehensive presentation of the artist's work to date.

The 2005 Phyllis Wattis Distinguished Lecture Series

The Story of the Image
Peter Schjeldahl
Thursday, April 7, 2005

Reception: 6 p.m.
The Schwab Room

Lecture: 7 p.m.
Phyllis Wattis Theater

In 1981, Schjeldahl wrote, “[Robert] Bechtle’s realism is symbolically vibrant. It makes a symbolic connection between the completely seen and the completely known.” Using Bechtle’s photorealist paintings as a starting point, Schjeldahl explores the narrative aspect of painting and its peculiar interplay with photography.

Tickets: \$15 general; \$10 SFMOMA members, students with ID, and seniors. Includes reception.

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A Conversation with Peter Schjeldahl

Peter Schjeldahl

Neal Benezra, director, SFMOMA

Janet Bishop, curator of painting and sculpture, SFMOMA

Friday, April 8, 3 p.m.

Phyllis Wattis Theater

Benezra and Bishop engage Schjeldahl in a wide-ranging discussion of photorealism and its role in the creation of contemporary art. A question-and-answer period with the audience follows the dialogue.

Free with Museum admission.

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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.

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 \$10; seniors \$7; students \$6. 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 a private, not-for-profit institution supported by its members; individual contributors; corporate and foundation support; foreign, federal, and state government grants; and admission revenues. Annual programming is sustained through the generosity of Grants for the Arts/San Francisco Hotel Tax Fund, the James Irvine Foundation, and the Koret Foundation. 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. Reduced admission for seniors is sponsored by SBC.

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