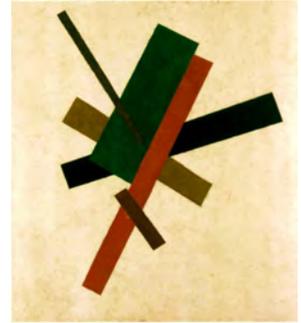


FOR IMMEDIATE RELEASE

## MODERNISM Gallery Reopens in its New Ellis Street Location

In the Fall of 1979, Martin Muller opened the first art gallery in the San Francisco's SOMA District. Situated on the second floor of a converted warehouse, MODERNISM enlivened the neighborhood with an **international** roster of artists—presenting a range of artworks from non-objective and conceptual to representational, complemented by a stream of historical exhibitions, primarily of early 20<sup>th</sup> century European and Eastern Avant-Garde movements—anticipating the South of Market relocation of the San Francisco Museum of Modern Art and many art galleries by more than a decade-and-a-half.

**Thirty-seven years later**—following a lengthy and successful tenure on Market Street—MODERNISM is pleased to announce that it will re-open in February in San Francisco's Tenderloin district, bolstering the cultural vitality of a neighborhood that has recently seen a rebirth, with the emergence of contemporary art galleries and trendy restaurants including The Saratoga, Rusty's Southern, and The Black Cat.



**Kazimir S. MALEVICH** [1878-1935]  
*Supremus No. 84 (Magnetic Suprematism)* 1917/1918, oil on canvas exhibited at Modernism in 1987.



**Edward RUSCHA**, *So*, 1968 exhibited at Modernism in 1991.

MODERNISM will occupy a five thousand square foot bi-level single-tenant building on Ellis Street, one-and-a-half blocks from Van Ness Avenue. First erected in 1946, the former Diebold Safe & Lock Co. building, has been completely remodeled by the award-winning San Francisco architecture firm AIDLIN DARLING DESIGN.

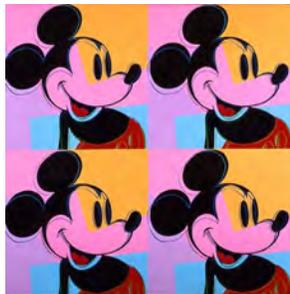
With a new façade inspired by the geometric abstractions of Russian Constructivist **El Lissitzky**—one of the first artists shown by MODERNISM—the gallery features an interior responsive to both the past and the future.

"There is a complementary dialogue between the original structure of board-form concrete walls and wood ceiling members and the new, crisp, white modern planes that define the walls for displaying art," says principal Joshua Aidlin, whose recent commissions include Stanford University's Windhover Contemplative Center and the new In Situ restaurant at SFMOMA.

The gallery's design is further enhanced by eighteen-foot-high skylights, polished concrete floors, and moveable exhibition walls that will advance MODERNISM's tradition of originating museum-quality exhibitions.



**LE CORBUSIER** [1887-1965]  
*Taureau XVIII*, 1959-60, exhibited at Modernism in 2003.



**Andy WARHOL** [1928-1987], *Mickey Mouse*, 1981, acrylic & silkscreen on canvas exhibited at Modernism in 1982.

An opening exhibit by Viennese conceptual artist Gottfried Helnwein will set the tone for the new gallery space in terms of visual impact, intellectual rigor and global outlook. **Helnwein's monumental paintings are sociopolitically charged** and technically masterful, a combination of qualities that has led to one-person shows locally at the Legion of Honor, and internationally at the Albertina Museum in Vienna, in the twenty-five years since MODERNISM first introduced Helnwein to San Francisco audiences.



**Mel RAMOS**, *The Joker*, 1962  
oil on canvas exhibited at  
Modernism in 1986

Additional shows scheduled for 2017 include one-person exhibitions of early geometric abstract paintings by David Simpson, who has exhibited with MODERNISM since 1979, and first-generation Pop artist Mel Ramos, who has exhibited with the gallery since 1981.

MODERNISM will also continue to mount original historical retrospectives—including the gallery's **seventeenth exhibition of the Russian Avant-Garde 1910-1930**.

The gallery's publishing program of scholarly books on both historical and contemporary artists will continue, the more than forty titles already in print.



**Alexander K. BOGOMAZOV [1880-1930]**  
*Landscape, Caucasus (undulating composition)*, 1915-16, oil on canvas,  
exhibited at Modernism in 1982.

From the beginning, MODERNISM has been committed to exploring, in a Duchampian spirit, the world of ideas, addressing and debating relevant current issues through the use of all available artistic media, independent of trends and geography.



RENDERING OF THE NEW MODERNISM GALLERY BY AIDLIN DARLING DESIGN