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## THE MUSEUM OF CRAFT AND DESIGN ANNOUNCES NEW HOME

*8,000-square-foot space at the historic American Industrial Center in San Francisco's burgeoning Dogpatch neighborhood to house comprehensive and diverse exhibitions and programs beginning in mid-2012*

**San Francisco, CA (February 16, 2012)** – The [Museum of Craft and Design](#) (MCD) today announced that it will move to an 8,000-square-foot space in the historic [American Industrial Center](#) at 2569 Third Street in San Francisco's Dogpatch neighborhood. Scheduled to be open by mid-2012, the move will allow MCD to significantly expand its exhibition space and to build its first-ever dedicated education room for its popular public programs, including [MakeArt workshops](#) and special events. The new location comes following MCD's comprehensive search for a location that would allow for the continued growth of its artistic mission and future exhibition plans. Furthermore, MCD's addition to the neighborhood will support the continued transformation of San Francisco's Dogpatch area into a thriving enclave for arts, culture, dining and entertainment.

"I'm delighted to announce our move into one of San Francisco's most exciting neighborhoods," says JoAnn Edwards, executive director of the Museum of Craft and Design. "This is a pivotal opportunity for the Museum's growth and its contribution not just to the craft and design community, but also to San Francisco's cultural fabric. With our first-ever dedicated education space, we can expand our programs for children and adults. Our new home also allows us to continue to rapidly grow our membership and further integrate into the community. We've had great success connecting to new audiences throughout San Francisco with our series of pop-up museums over the past year. Our new home in Dogpatch will build on that momentum and represent the next step in our evolution."



*Rendering of the Museum of Craft and Design's new home in the American Industrial Center in San Francisco's Dogpatch district*

The Museum of Craft and Design's new home will be housed in the American Industrial Center, a building with a rich heritage in San Francisco. Dating to 1915, the three-block-long structure was originally home to American Can Company, fitting in with the industrial and manufacturing industries in the area at the time. Today, as Dogpatch has evolved and benefitted from public

access provided by San Francisco's Third Street light rail, the building houses a mix of tenants including San Francisco Art Institute, architects, artists, photographers and graphic designers.

Museum of Craft and Design's space, designed by [Gary Hutton Design](#), will feature 3,500 square-feet of gallery space, allowing for multiple concurrent exhibitions. As part of the Museum's expansion, MCD will increase outreach to K-12 students, underserved communities and seniors. The new home also allows the Museum to double the size of the retail store to 600 square feet, offering a greater range of contemporary craft in all mediums and alternative materials, design objects from local, national and international artists and designers.

"Our new larger location will dramatically enhance the visitor experience and allow the Museum to present more comprehensive and diverse exhibitions from local, national and international craft artists and designers," said Brett Levine, curator of the Museum of Craft and Design. "We have already begun long-term planning of exhibitions and in-house educational programs for our members and the community."

As a new cultural attraction in the Dogpatch historic district, the Museum of Craft and Design will enrich the diversity of the arts and culture experience available to the community. The move will place MCD within close proximity to neighboring districts such as Potrero Hill and Mission Bay as well as to artisanal craft and cultural destinations such as: The Residence Workshop (a craft residency), Magnolia Pub, specialty wine shop DIG, artisan Piccino's cafe and coffee bar, Modern Appealing Clothing, Serpentine restaurant, Olivier's Butchery, Recchiutti's Chocolate Lab, Poco Dolce, Mr. and Mrs. Miscellaneous, Sutton Cellars wine tasting room. And soon-to-be-developed Pier 70. In its new home, visitors can access MCD via Caltrain, MUNI and the Third Street light rail.

#### **About the Museum of Craft and Design**

The Museum of Craft and Design is an environment for experiencing innovative contemporary work that engages the community while stimulating the creative potential in peoples' lives. To become a member, sponsor or for more information, please call 415-773-0303, email [info@sfmcd.org](mailto:info@sfmcd.org) or visit [www.sfmcd.org](http://www.sfmcd.org).

#### **Gary Hutton Design**

Gary Hutton Design's 2012 programming sees the venerated interior designer and team continuing a narrative of innovation that includes the design for the permanent residence of the San Francisco Museum of Craft and Design, a curated show of conceptual objects titled, "*the gary Hutton (re)mix*," at the NWBLK (New Black) in April coinciding with the launch of a new website, a modern 6000 square foot Hollywood Hills home for an internationally renowned art collector and much more.

**FOR THE PUBLIC:** For more information about the San Francisco Museum of Craft and Design, please visit [www.sfmcd.org](http://www.sfmcd.org) or call 415-773-0303.

**MEDIA PLEASE NOTE:** For interviews with MCD leadership or additional information about MCD's new home, please contact Rob Farmer at 415-359-2316 / [rob@landispr.com](mailto:rob@landispr.com) or Tarah Beaven at 415-359-2306 / [tarah@landispr.com](mailto:tarah@landispr.com).

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