

FOR IMMEDIATE RELEASE:

**The St. Regis San Francisco Celebrates its 5th Anniversary and The
75th Anniversary of the San Francisco Museum of Modern Art
The St. Regis San Francisco to Unveil Two Limited Edition SFMOMA Suites
Featuring Art Prints from the Museum's Anniversary Exhibitions and An
SFMOMA-themed Travel Offer**

SAN FRANCISCO (December 28, 2009) – The St. Regis San Francisco, one of the world's most admired hotels, is celebrating its fifth anniversary and the 75th anniversary of the neighboring San Francisco Museum of Modern Art (SFMOMA) in 2010. In honor of these occasions, The St. Regis San Francisco today announced the creation of two Limited Edition SFMOMA Suites and an SFMOMA Anniversary Travel Package, which will be available for guest stays from January 1, 2010 through the end of the year.

“The St. Regis San Francisco has been regarded as a work of art since its opening, from its interior design and architecture to the many public works of art on display,” said General Manager Toni Knorr. “With the unveiling of the SFMOMA Suites, we sought to pay tribute to our neighbor, the San Francisco Museum of Modern Art, which has been enjoyed by so many of The St. Regis San Francisco's guests over the past five years.”

In collaboration with the SFMOMA, the first museum on the West Coast devoted to modern and contemporary art, The St. Regis San Francisco has designed two Limited Edition SFMOMA Suites on its 5th floor – honoring the hotel's own anniversary – and 6th floor, which feature art prints from the museum's “75 Years of Looking Forward Exhibition Series.” This collection of SFMOMA exhibitions will illustrate the story of the artists, collectors, cultural mavericks, and San Francisco leaders who founded, built, and have animated the museum.

The St. Regis San Francisco's *Gems of the Museum Suite* will showcase pieces from *The Anniversary Show* exhibition, which highlights the depth and breadth of SFMOMA's collection and traces the art and individuals that have made the institution what it is today.

First exhibited at the 1905 Salon d'Automne in Paris and currently a signature of SFMOMA's collection, *Femme au chapeau* (1905) by Henri Matisse takes center stage in the Suite's living space. The painting was at the core of the controversy that led to the christening of the first modern art movement of the twentieth century – Fauvism. Jackson Pollock, an icon of the abstract expressionist movement, is represented on the neighboring wall. A large-scale print of one of Pollock's most famed works, *Guardians of the Secret* (1943), hangs against a dramatic blue backdrop – an original St. Regis design element. Prominently featured on the cover of SFMOMA's anniversary catalogue, *Two Ways to Organize* (2006) by Leslie Shows is an acrylic, charcoal, metal, mud, rust, and collage piece on panel. It will be showcased alone in the *Gems of the Museum Suite* bedroom.

The *Art of California Suite* at The St. Regis San Francisco reveals the many ways the Golden State and City by the Bay have inspired artists over the last century. San Francisco native Richard Diebenkorn has two pieces on display in the *Art of California Suite*. *Ocean Park #19* (1968), an abstract of white, green, blue, lavender, red, and yellow, is set on a bold blue wall in the Suite's dining room while *Ocean Park #122* (1980), with its red, orange, and yellow hues, is the focal point of the living area. Welcoming guests to the bedroom are works by Anne Bremer and Wayne Thiebaud. Bremer, who was born in San Francisco in 1868, unveiled *Sentinels* (1920) more than six decades later. The painting of pine trees on the California coast is the first work seen upon entering the room. *Sunset Streets* (1985) by Thiebaud, another notable Bay Area artist, is set directly opposite the bed.

As a part of the celebration, guests are invited to experience one of the two Limited Edition SFMOMA Suites and book the SFMOMA Anniversary Travel Package for stays beginning January 1 until December 31, 2010. Beginning at \$1,195, the SFMOMA Anniversary package at The St. Regis San Francisco includes:

- One night in a Limited Edition SFMOMA Suite
- Passes for two to SFMOMA

- The 448-page hardcover anniversary catalogue, *San Francisco Museum of Modern Art: 75 Years of Looking Forward*, which combines highlights from the collection with a fascinating look at the vision and personalities that influenced the institution's evolution

Whether a novice seeking a taste of culture or an art enthusiast eager for an all encompassing experience, the SFMOMA Anniversary Travel Package and Limited Edition SFMOMA Suites at The St. Regis San Francisco -- located in the heart of the city's vibrant cultural community -- are not to be missed.

For reservations, please contact Ms. Nicole Holland, St. Regis Aficionado Coordinator, Tel: 415.284.4070; E-mail: Nicole.holland@stregis.com.

About The St. Regis San Francisco

The St. Regis San Francisco opened in November 2005, introducing a new dimension of luxury and timeless elegance to the city of San Francisco. The 40-story landmark building, designed by Skidmore, Owings & Merrill, includes 102 private residences rising 19 floors above the 260-room St. Regis Hotel. From legendary butler service, "anticipatory" guest care and impeccable staff training to the signature Remède Spa, luxurious amenities and interior design by Yabu Pushelberg of Toronto, The St. Regis San Francisco delivers an unmatched guest experience. The St. Regis San Francisco is located at 125 Third Street. Telephone: 415.284.4000. Web site: www.stregissanfrancisco.com.

About St. Regis Hotels & Resorts

Combining classic sophistication and modern luxury, the St. Regis brand remains faithful to its commitment to excellence. Founded by John Jacob Astor IV, with the opening of the first St. Regis Hotel in New York City over a century ago, The St. Regis brand of hotels is known for its unique luxury dimension, customized service and refined elegance, in the best destinations worldwide. Plans for this brand to globally continue its legacy include long-awaited St. Regis properties in Bahia Beach, Puerto Rico, Bal Harbour, Deer Crest and Hawaii in the US and on the exclusive island of Bermuda. In Latin America, St. Regis will unveil new hotels and resorts in Buenos Aires and Kanai Riviera. In Asia, St. Regis has also announced plans to open properties in Bangkok, Chengdu, Kuala Lumpur, Lhasa, Nanjing, Osaka, Sanya Yalong Bay and Tianjin. In Africa and the Middle East, the St. Regis brand will continue to expand in Abu Dhabi, Cairo, Doha and Mauritius. The distinctive trait of the St. Regis experience is customized service and attention, coveted locations and luxurious design. For more information on The St. Regis Hotels & Resorts, please visit www.stregis.com.

About SFMOMA's 75th Anniversary

In 2010, the San Francisco Museum of Modern Art (SFMOMA) will mark its 75th year as a pioneering force in art worldwide and an unparalleled destination for the people of the San Francisco Bay Area. Through special exhibitions, events, public programs, an anniversary publication, and a gala event on May 14, the museum will offer visitors new insight into the artists and individuals that have made SFMOMA a center of innovation and risk-taking in the art

world and a cultural beacon on the West Coast. Special programming will also tell the story of how museum staff, artists, and people from the Bay Area and beyond have established at SFMOMA one of the most important collections of modern and contemporary art in the world. In honor of this special occasion, the museum will present a free weekend celebration from Saturday, January 16 through Monday, January 18, 2010. For more information go to www.sfmoma.org/anniversary.

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