

CONTACT:

Scott Horton, shorton@museumca.org, 510-735-9200
Claudia Leung, cleung@museumca.org, 510-318-8459

MAY 28, 2014 MEDIA ADVISORY:
PUBLICATION DATE AND EVENT POSTPONED

MEDIA PLEASE NOTE: Due to a printing error, the release of the Oakland Museum of California Architecture Council's publication of *A Gift of Architecture 2* has been postponed until later in the summer at a date to be announced. As a result, the June 29 book signing event has also been postponed until publication.

The architecture tours of OMCA each Sunday in June will take place as planned.

The original news release may be found below for your reference:

**OAKLAND MUSEUM OF CALIFORNIA ANNOUNCES
PUBLICATION OF *A GIFT OF ARCHITECTURE 2***

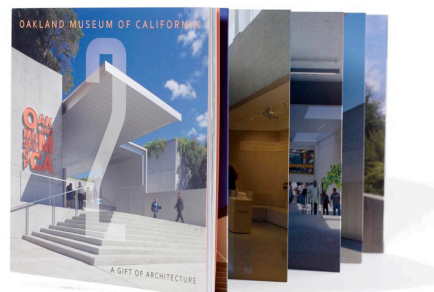
***Updated and Expanded Classic About Iconic Mid-Century Modern
Architectural Landmark with Original Text and Photos
Plus New Photos and Essays by John King and Mark Cavagnero***

(OAKLAND, CA) March 27, 2014—

A significantly expanded and updated edition of *The Oakland Museum: A Gift of Architecture*, the 1989 publication celebrating the Oakland Museum of California (OMCA) as an iconic landmark of mid-century modern architecture designed by Kevin Roche—will be released by the

Museum on **May 30, 2014**. When the Oakland Museum of California building

opened in 1969, it was hailed internationally as an **important and radically progressive, contemporary structure** designed as a museum of the people that **integrated indoor and outdoor spaces** and welcomed the public to the Museum's collections of art, history, and natural sciences. When the Museum was **transformed in 2010**, these inherent characteristics were sensitively **preserved and updated by Mark Cavagnero and Associates**, launching OMCA into a new era of public engagement and interactivity. *A Gift of Architecture 2* is a **significant addition to literature about architecture, mid-century modernism, and museums**, and eloquently updates the long out-of-print 1st edition. The publication is priced at \$19.95 and will be available at the OMCA Store and online at shop.museumca.org beginning **May 29, 2014**.



A Gift of Architecture 2

A Gift of Architecture 2, published by the OMCA Council on Architecture, is an innovative **56-page book** that includes the publication's **original 32-page text and photographic content** documenting the original 1969 building plus **new photos** of the Museum's widely covered 2010 transformation by Bay Area Architect Mark Cavagnero and Associates. At the center of the book is an **accordion fold-out *leporello*** with original black-and-white documentary photographs of the Museum on one side and **new color photos of the 2010 transformation** on the reverse. The publication includes **new essays** by **Cavagnero**, **San Francisco Chronicle architecture critic John King**, and **Andre Ptaszynski, Principal at Jensen/Ptaszynski Architects**, a foreword by **OMCA Director and CEO Lori Fogarty**, and **design by Jean Sanchirico**.

The **OMCA Council on Architecture** offers **free tours** of the Museum's grounds on the first Sunday of every month, and will offer **tours every Sunday during the month of June**, culminating with a **public book signing** in the **OMCA Store** on **June 29**.

Excerpt from *A Gift of Architecture 2*

From **Architect Mark Cavagnero's essay**: "The design of the Oakland Museum of California was consistent with the ethos of its time in challenging a doctrinaire approach to urbanism.

"Until the period of the 1960s, museums had essentially remained monumental in their response to civic scale and community importance. Imposing facades, oversized front doors and grand spaces at the entry for identity, orientation and events, such elements informed you that you were entering a palace of culture. Kevin Roche's design was different, it was **anti-monumental**, it **expressed community in every aspect**, and it had **numerous points of entry**, none more important than the others.

"Without hierarchy or symbols of authority and control, **the Oakland Museum of California simply opened itself up in a porous and intellectually accessible way.**"

ABOUT THE OAKLAND MUSEUM OF CALIFORNIA

The Oakland Museum of California (OMCA) brings together collections of art, history and natural science under one roof to tell the extraordinary stories of California and its people. OMCA's groundbreaking exhibits tell the many stories that comprise California with many voices, often drawing on first-person accounts by people who have shaped California's cultural heritage. Visitors are invited to actively participate in the Museum as they learn about the natural, artistic and social forces that affect the state and investigate their own role in both its history and its future. With more than 1.9 million objects, OMCA is a leading cultural institution of the Bay Area and a resource for the research and understanding of California's dynamic cultural and environmental heritage.

VISITOR INFORMATION

The Oakland Museum of California is located at 1000 Oak Street in Oakland, California. Museum admission is \$15 general; \$10 seniors and students with valid ID, \$6 youth ages 9 to 17, and free for Members and children 8 and under. OMCA offers onsite underground parking and is conveniently located one block from the Lake Merritt BART station, on the corner of 10th Street and Oak Street. The accessibility ramp is located at the new 1000 Oak Street main entrance. For more information, visit [museumca.org](https://www.museumca.org).

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