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FOR IMMEDIATE RELEASE

SFJAZZ APPOINTS JIM GOLDBERG **FIRST SFJAZZ PHOTOGRAPHER LAUREATE**

(San Francisco, CA, May 2, 2012) – SFJAZZ, the leading nonprofit jazz organization on the West Coast, today announced the appointment of Jim Goldberg as the first SFJAZZ Photographer Laureate. This announcement comes after SFJAZZ appointed Ishmael Reed the first SFJAZZ Poet Laureate and as the organization nears the completion of the new SFJAZZ Center, the first stand-alone building for jazz in the U.S. This appointment furthers SFJAZZ's commitment to establishing the SFJAZZ Center as a world-renowned cultural center. The SFJAZZ Center is devoted to America's indigenous art form, jazz, and encouraging expression across all art forms, including poetry and photography.

The SFJAZZ Center, designed by award-winning architect Mark Cavagnero, will open on Martin Luther King, Jr. Day, January 21, 2013. Located at Franklin and Fell Streets, at the intersection of San Francisco's Civic Center Performing Arts District and vibrant Hayes Valley, the SFJAZZ Center will be a hub of art, music, culture and community in the Civic Center performing arts district.

"Jim brings an unflinching, hard bop musicality to his pictures," says SFJAZZ Trustee and acclaimed author Robert Mailer Anderson, "Working in color, black and white, Polaroid, portraiture and landscape, he riffs and wails with his camera like Charlie Parker played saxophone, creating a hard vision of humanity, composing songlike images about our grace and suffering. "

Jim Goldberg says, "It is a true honor to be chosen as the first SFJAZZ Photographer Laureate. The fiercely independent spirit of the first free-standing jazz center in America resonates deeply with my work. It's inspiring to be associated with such wonderful and innovative artists and I am looking forward to seeing the great art that SFJAZZ continues to host and create."

Jim Goldberg is a Professor of Art at the California College of Arts and Crafts and a member of Magnum Photos. He has been exhibiting for over 30 years and his innovative use of image and text make him a landmark photographer of our time. He began to explore experimental storytelling and the potentials of combining image and text with "Rich and Poor," (1977-85), where he juxtaposed the residents of welfare hotel rooms with the upper class and their elegantly furnished home interiors to investigate the nature of American myths about class, power, and happiness. His "Raised by Wolves" (1985-95), winner of the 1995 Ernst Haas Award for Photography Book of the Year, he worked closely

with and documented runaway teenagers in San Francisco and Los Angeles to create a book and exhibition that combined original photographs, text, home movie stills, snapshots, drawings, diary entries as well as single and multi-channel video, sculpture, found objects, light boxes and other 3-D elements.

He has been awarded three National Endowment for Arts Awards, a 1985 Guggenheim Fellowship in Photography, the 2007 Henri Cartier-Bresson Award and the 2011 Deutsche Börse Photography Prize, a prize that annually rewards a photographer who has made the most significant contribution to the photographic medium in Europe during the past year. His work is in numerous private and public collections including NYMOMA, SFMOMA, Whitney, Getty, LACMA, Corcoran, MFA Boston, Hallmark Collection, The High Museum, Library of Congress, MFA Houston, National Museum of American Art, and the Art Institute of Chicago.

Jim Goldberg's fashion, editorial and advertising work has appeared in numerous publications including *W*, *Details*, *Flaunt*, *New York Times Magazine*, *Esquire*, *Rebel*, *GQ*, *New Yorker*, and *Dazed and Confused*. He lives and works in San Francisco.

ABOUT SFJAZZ

SFJAZZ, founded in 1983, is the largest nonprofit presenter of jazz in the western United States. SFJAZZ presents over 100 concerts a year to over 100,000 fans and is dedicated to advancing the art form of jazz and cultivating new jazz audiences through artistic and educational programming, including: The San Francisco Jazz Festival, SFJAZZ Spring Season, SFJAZZ Collective, SFJAZZ Summerfest, SFJAZZ Education, SFJAZZ Membership and SFJAZZ Hotplate.

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