



1. Hendrix Experience, 1994, Michael Strassburger (American, born 1962), Art Director: Robynne Raye (American, born 1962), Offset lithograph on paper, Gift of Robynne Raye, 1996-5-4

2. Reggae Passover, Alan Eder and Friends, 1997, Edward Fella (American, born 1938), Offset lithograph on paper, Gift of Edward Fella, 2002-8-37

3. Opening Music Festival poster, 1994, Kiyoshi Awazu (Japanese, 1929–2009), Offset lithograph, San Francisco Museum of Modern Art, gift of Miho Awazu and Clarke Wellman

4. Posters, *iPod*, 2003
Apple (Los Altos, California, USA), Offset lithographs, San Francisco Museum of Modern Art, Accessions Committee Fund purchase, by exchange, through gift of Michael D. Abrams

Apple's silhouette campaign is arguably the most influential ad campaign in music history. For the 2001 release of the iPod, Apple CEO Steve Jobs directed the advertising firm Chiat/Day to develop a marketing campaign. Investing more than in any other campaign since its groundbreaking "1984" commercial, shot by Ridley Scott, Apple blanketed New York and other major cities with pops of color, diverse silhouettes dancing with the white iPod while listening through corded earbuds, and a message of freedom about taking our music wherever we went.

5. Carlos Actis Dato Quartet, 2000, Niklaus Troxler (Swiss, born 1947), Offset lithograph, Gift of Niklaus Troxler, 2009-3-14

6. The Pixies Posters, 2004, Rex Ray (American, born Germany, 1956–2015), Offset lithograph, San Francisco Museum of Modern Art, gifts of the artist

7. Bob Stewart and Arthur Blythe, Jazz Festival Willisau, Niklaus Troxler (Swiss, born 1947), Gift of Niklaus Troxler, Offset lithograph on paper, 2009-3-7

8. Pearls and Brass Poster, 2006, Urban Inks, Screenprint, San Francisco Museum of Modern Art, gifts of Reed Burgoyne and Sarah Mead—Urban Inks

9. Xiu Xiu Poster, 2005, Urban Inks, Screenprint, San Francisco Museum of Modern Art, gifts of Reed Burgoyne and Sarah Mead—Urban Inks

10. LCD Soundsystem poster, 2010, Jason Munn (American, born 1975), Screenprint, San Francisco Museum of Modern Art, gift of the artist

11. Beck Poster, 2008, Jason Munn (American, born 1975), Screenprint, San Francisco Museum of Modern Art, gift of the artist

12. The Black Keys Poster, 2011, Chuck Sperry (American, born 1962), Screenprint, San Francisco Museum of Modern Art, gift of the artist

13. Phoenix with Amazing Baby, 2009, Geoff McFetridge (Canadian, born 1971), Offset lithograph on paper, Gift of Geoff McFetridge, 2017-25-2

14. Au Revoir Simone, 2013, Felix Pfäffli (Swiss, born 1986), Risograph on paper, Gift of Felix Pfäffli, 2015-3-5

15. Efterklang [Echo], 2013, Felix Pfäffli (Swiss, born 1986), Risograph on paper, Gift of Felix Pfäffli, 2015-3-3

16. Holy Other, Südpol, 2013, Felix Pfäffli (Swiss, born 1986), Risograph on paper, Gift of Felix Pfäffli, 2014-30-3

17. Future Islands, 2014, Felix Pfäffli (Swiss, born 1986), Risograph on paper, Gift of Felix Pfäffli, 2015-3-4

18. Paradiso Posters, 2015, Marieke Stolk, Erwin Brinkers, and Danny van den Dungen, Experimental Jetset (Amsterdam, Netherlands), Offset lithograph, San Francisco Museum of Modern Art, gifts of the designers