

di Rosa



For Immediate Release

**di Rosa Center for Contemporary Art Envisions a Path to Sustainability with
New Operational Model and Dedicated Space in San Francisco**

***Museum to Develop Robust Rental Program to Create Self-Sustaining Business Model, Open
“Incorrect Museum” at Minnesota Street Project to Serve Visitors More Widely***

Napa, CA (March 19, 2025) – Today, di Rosa Center for Contemporary Art announced a new operational plan that introduces a sustainable path forward for the organization, including a robust rental program that will create a more reliable business model, and the opening of a new exhibition space in San Francisco to serve visitors more widely.

di Rosa holds an unparalleled collection of art from Northern California, and offers a singular opportunity for visitors in the Napa Valley region and greater Bay Area to experience art and nature together. di Rosa is committed to maintaining this integral space and collection in Napa. To ensure the long term viability of the organization, it is taking essential steps now to create a financially viable operating model that will allow the organization to best fulfill its mission, reinstate its collecting program, and preserve and provide access to the collection and the property well into the future.

“Since taking on my role at di Rosa, it has been my mandate to address the organization’s long standing financial challenges, and to develop a plan that not only stabilizes di Rosa, but lets it flourish,” said Kate Eilertsen, Executive Director of di Rosa Center for Contemporary Art.

“Enacting this plan will allow us to be as creative, forward thinking, and artist-driven as we can and want to be, and to do work that is critical to our mission. Once this transition is underway, we aim to begin collecting once again, a practice that was core to founder Rene di Rosa’s vision, and which will enable us to present visitors with a more contemporary and expansive view of Northern California art.”

The first step towards realizing this model is to develop a more significant rental program that will generate reliable income. Renovations will begin in June on an 18-month project to transform select spaces into viable options for event rentals. di Rosa's Gallery Two and the Sculpture Meadow will remain open to visitors, while the Gatehouse Gallery and the di Rosa residence (which is not currently open to the public) will be converted into permanent rental venues. In addition, di Rosa will reduce its staff beginning this summer as a difficult but necessary step towards lowering operational expenses. Within the next five years this new operating model will allow di Rosa to not only achieve financial stability, but to resume collecting, commission new works by contemporary artists, and expand the Sculpture Meadow.

This August, di Rosa will open the Incorrect Museum, an exhibition and education program at San Francisco's Minnesota Street Project. di Rosa is home to the foremost collection of Northern California Art, and the Incorrect Museum will be a platform for putting works by contemporary artists in dialogue with artists in the collection, while also offering greater access to visitors from a wider geographical range. The exhibition space will pay homage to di Rosa's vision for collecting and experiencing art, encouraging visitors to enjoy the work on their own terms, and will celebrate the spirit of the collection, which embraces radical thinking and self expression, and eschews traditional art historical principles and hierarchies.

The inaugural exhibition, *Far Out: Northern California Art from the di Rosa Collection*, will bring together works by artists including Joan Brown, Enrique Chagoya, Jay DeFeo, Mildred Howard, and Peter Saul, among others to explore the myriad ways that artists working on the periphery of the mainstream art world have been progressive forces for material experimentation, creative dissent against authority, and innovation apart from art historical traditions, while also introducing those who may not be familiar with the collection. *Far Out* will be followed by *Jim Melchert: Where the Boundaries Are* in October, the first retrospective of this pioneering figure in the history of conceptual ceramics paired with work by contemporary artists, and in January 2026 *Ancient Wisdom for a Future Ecology: Trees, Time, and Technology*, an exhibition from artists Tiffany Shlain and Ken Goldberg that reimagines our past and collective futures through large-scale tree ring sculptures and artificial intelligence. *Ancient Wisdom* originated at the Skirball Cultural Center as part of Pacific Standard Time Art & Science Collide.

The Incorrect Museum will be free to visitors and will also host artist talks, conversations, and performances to support the exhibitions on view. In addition, di Rosa has renewed its commitment to di Rosa Downtown in Napa, which will continue to present free exhibitions to visitors.

Renovations on the property and facilities in Napa will begin in July at which time visitors to di Rosa will be able to book a timed ticket that will include a tour of the collection and self-guided access to the Sculpture Meadow. Tickets will be available Tuesday - Sunday. di Rosa will return to a system that does not require advance reservations upon the completion of renovations in early 2027. The Incorrect Museum will open August 9 at Minnesota Street Project 1150 25th Street and will be open Tuesday through Saturday 11:00 am - 5:00 pm.

ABOUT DI ROSA CENTER FOR CONTEMPORARY ART

di Rosa is a non-profit art center and nature preserve specializing in the art of Northern California. Located at 5200 Sonoma Highway, di Rosa includes a permanent collection comprised of more than 1600 works housed in a large art gallery and outdoor Sculpture Meadow. Visitors can enjoy the integration of art and nature, as di Rosa is also home to a beautiful lake, walking trails with vineyard views, and picnic grounds. di Rosa presents contemporary exhibitions by Bay Area-based artists and maintains a permanent collection of notable works by artists with ties to the Bay Area from the mid-twentieth century to the early 2000s. di Rosa offers an array of public programs and events for all ages to inspire creativity and curiosity. di Rosa is currently open to the public without reservations Thursday through Sunday from 11 a.m. to 4 p.m., and by appointment Tuesday through Wednesday. Beginning July 1 all visitors will need to book an advanced timed ticket. Visitors are encouraged to bring picnics. For more information visit www.dirosaart.org.

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