

# THE **BROAD**<sup>®</sup>

## **WELCOME**

**THE BROAD IS A  
CONTEMPORARY  
ART MUSEUM  
FOUNDED BY  
PHILANTHROPISTS  
ELI AND EDYTHE BROAD.  
THE MUSEUM IS  
HOME TO OVER  
2,000 WORKS OF ART  
AND HOLDS ONE OF  
THE MOST PROMINENT  
COLLECTIONS OF  
POSTWAR AND  
CONTEMPORARY  
ART WORLDWIDE.**

Special Thanks to Leading Partner



**EAST WEST BANK**

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# MUSEUM POLICIES



## **Stay together.**

**Children 12 and under must be supervised by an adult at all times. We recommend holding hands in the galleries with younger children.**



**Look, but do not touch the artwork. Works of art are fragile, so we recommend keeping a two-foot distance.**



**No large bags**



**No food or beverages**



**No flash photography, tripods, or selfie sticks inside**

Please follow our visitor policies and be respectful to our staff and other visitors. The Broad is a place for reflection, connection, and inspiration for our community. Verbally abusive, harassing, discriminatory, or threatening statements or behavior toward Broad staff and other visitors is prohibited. The Broad reserves the right to require visitors whose conduct violates our policies to leave the museum immediately.

# YOUR VISIT

Here's what you need to know for your visit today...

## Museum Hours

**Tuesday & Wednesday & Friday | 11 AM–5 PM**

**Thursday | 11 AM–8 PM**

**Saturday | 10 AM–6 PM**

**Sunday | 10 AM–6 PM**

**Closed Mondays, Thanksgiving, & Christmas**

*Please note that galleries may begin to close 10 minutes before the end of the day.*

## Photography and Sketching

You are welcome to take photographs of the collection for personal use unless otherwise noted. Drawing with pencil in the galleries is also permitted.

## Have Questions?

Ask questions about the artworks on view, how to navigate the mobile museum guide, or anything else about your visit.



Ask a Visitor Experience Team Member (VETM)! They can be found throughout the museum dressed in black with a red lanyard. The VETMs have extensive knowledge of the Broad collection, and are always eager to talk about all things art.



We have team members who speak multiple languages, including Spanish, Italian, Amharic, Mandarin, and French—look for a pin on their lanyard indicating the languages they speak.



Call us at 213-232-6200

# YOUR VISIT

Here's what you need to know for your visit today...

## Shop

The Shop at The Broad is located in the lobby and features limited edition prints, books, gifts, jewelry, The Broad publications, and more.

## Accessibility

All galleries and facilities are wheelchair accessible. A limited number of wheelchairs are available free of charge in the lobby on a first-come, first-served basis. Large-print gallery notes are available free of charge, and audio tour transcripts are provided on the webpage of each audio tour.

Sensory kits, including noise-reducing headphones and sensory touch items, are available upon request.

## Groups and Tours

We are happy to offer group visits and tours. Submit your inquiry to [groups@thebroad.org](mailto:groups@thebroad.org). Learn more at [thebroad.org/groups](http://thebroad.org/groups).

## Restrooms and Nursing Room

A single/family-use restroom, women's restrooms, and a nursing room are located on Level 1. Men's and women's restrooms are located on Level 2. Baby changing tables are available in each restroom.

# YOUR VISIT

Here's what you need to know for your visit today...

## Connect

### The Broad

 @thebroadmuseum

 @thebroadmuseum

 @thebroad

 /thebroadmuseum

 Free Wi-Fi

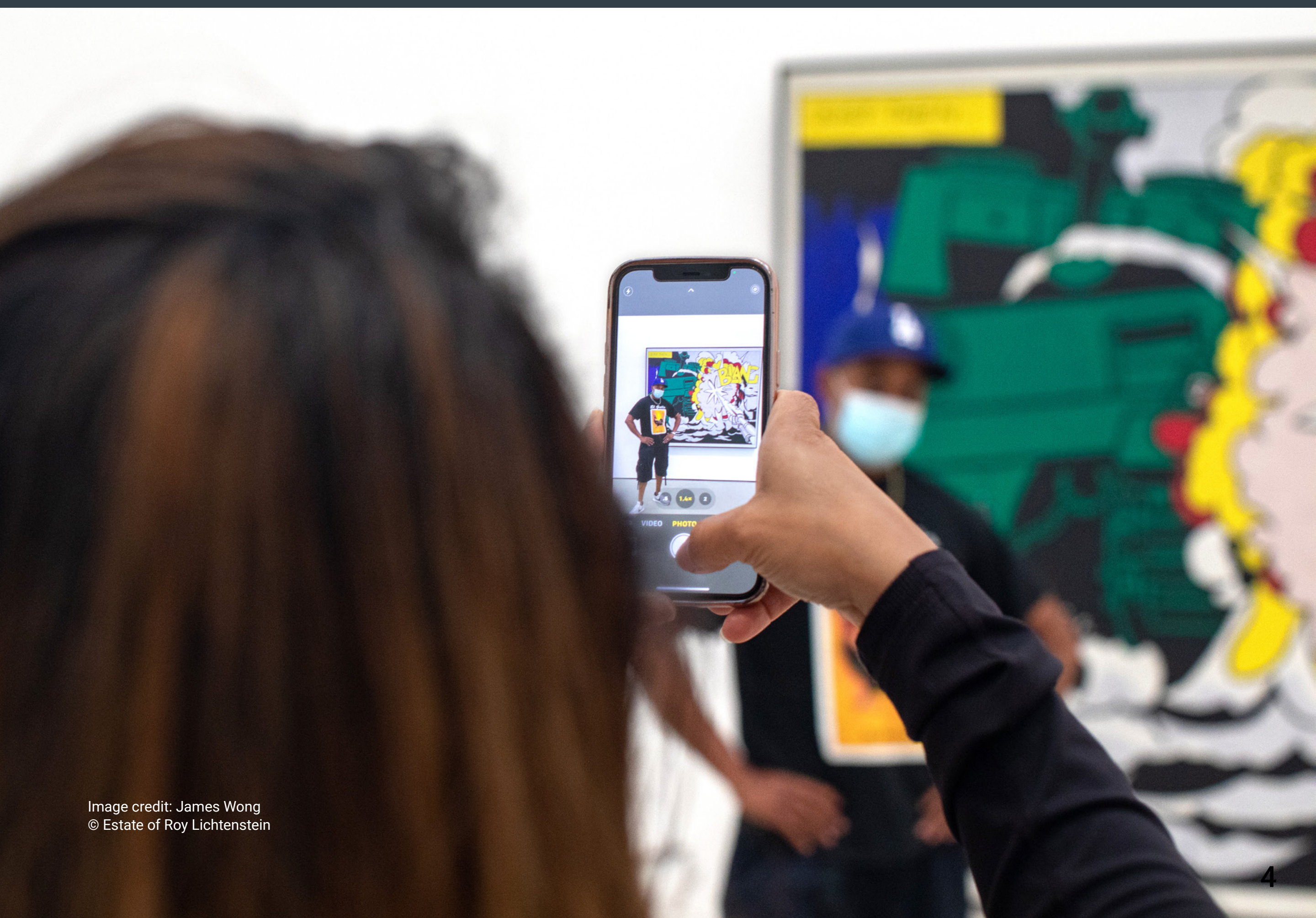
### The Shop at The Broad

 @theshopatthebroad

 @theshopatthebroad

# EVENTS

Find out what events are happening, from music performances to conversations with artists, by visiting [thebroad.org/events](https://thebroad.org/events)



# DISCOVER THE BROAD

with the Mobile Museum Guide

## Listen

Learn about the art and architecture you see at The Broad from free audio tours.

### VOICES OF THE BROAD

Artists, curators, and Eli and Edythe Broad offer insights on artists and artworks in the Broad collection.

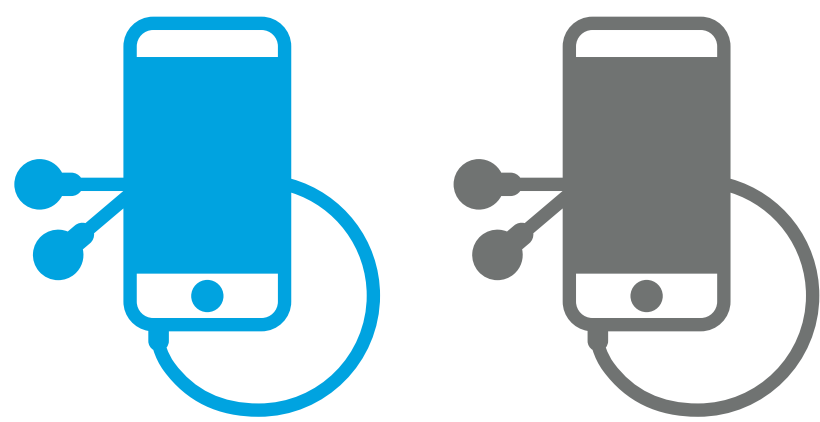
### THE BROAD ARCHITECTURE TOUR

Get an insider's perspective on The Broad's innovative "veil and vault" design concept from Elizabeth Diller, principal-in-charge at Diller Scofidio + Renfro, the firm that designed the museum.

### LOOKING WITH LEVAR

A special kids' audio tour with LeVar Burton inspires young art lovers to look, listen, and learn.

**Accessible through the mobile museum guide, the audio tours can be taken as multi-stop tours or individually throughout the galleries. Look for these symbols in the galleries to find a tour stop.**



Voices of The Broad



KIDS

Looking with LeVar

# DISCOVER THE BROAD

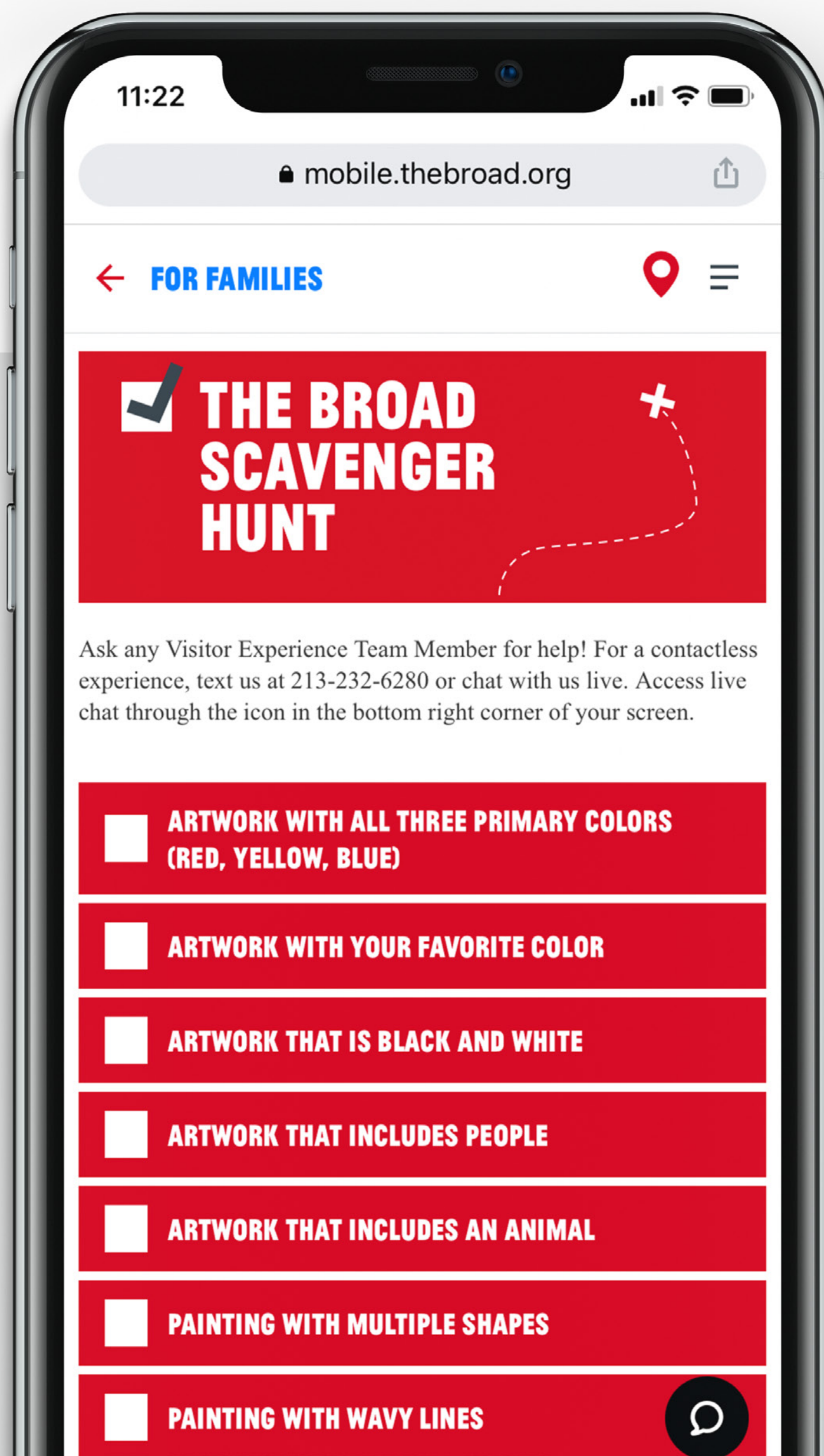
with the Mobile Museum Guide

## Read

Expand your knowledge of contemporary art by reading fun facts and in-depth writings about the artworks on view. Visit “The Collection” and “Artist Guides” section from the main menu of this mobile museum guide.

## For Families

Find activities for kids and adults to do together in the “For Families” section of this mobile museum guide. Go on a scavenger hunt, ask questions created to spark curiosity, and more!



# QUICK FACTS

- Before The Broad opened on Grand Avenue, the collection was made accessible by loaning artworks to institutions around the world. Since 1984, The Broad Art Foundation has loaned artworks to museums more than 9,000 times, worldwide.
- The over 2,000 works in the Broad collection are stored on-site in the 21,000 square feet of collection storage. One work that isn't: Charles Ray's life-size *Firetruck* (1993).
- The longest artwork in the collection is Takashi Murakami's *In the Land of the Dead, Stepping on the Tail of a Rainbow* (2014), which measures 82 feet long.
- The Broad collection includes works by nearly 200 artists.
- The Broad collection includes the largest representation of Cindy Sherman's work—130 works and counting.
- The Broad collection has the deepest holdings of German conceptual artist Joseph Beuys on the West Coast.
- The Broad's freight elevator is 20 x 14 x 16 feet and was built to be able to transport the longest, single-piece artwork that cannot be bent or rolled, Ellsworth Kelly's *Green Angle* (1970), to the skylit third floor gallery.

# THE COLLECTION

Eli and Edythe Broad built their collection of postwar and contemporary art over the last five decades, believing that the greatest collections are developed alongside practicing artists.

With in-depth representations of influential artists, such as Jean-Michel Basquiat, Mark Bradford, Jasper Johns, Barbara Kruger, Robert Rauschenberg, Ed Ruscha, Cindy Sherman, Cy Twombly, Kara Walker, Andy Warhol, and more, plus an ever-growing collection of works by emerging artists, The Broad enriches, provokes, inspires, and fosters appreciation of the art of our time.



# ON VIEW

## First Floor

### Installation:

Yayoi Kusama's *Infinity Mirrored Room—The Souls of Millions of Light Years Away* (2013) is a mirrored room with LED lights

that can be physically entered. Viewing this immersive installation

requires a timed "Infinity Mirrored Room + General Admission" ticket, which can be booked for free at [ticketing.thebroad.org](https://ticketing.thebroad.org).



## Third Floor

The Broad's third floor galleries show a rotating selection of works from the Broad collection and are accessible with free general admission.

Expansive presentations feature the work of Jean-Michel Basquiat, Roy Lichtenstein, and Andy Warhol.

### Installation:

Yayoi Kusama's *Longing for Eternity* (2017) is an Infinity Mirror Room that is viewed by looking through porthole-like windows into a mirrored chamber filled with dazzling LED lights.



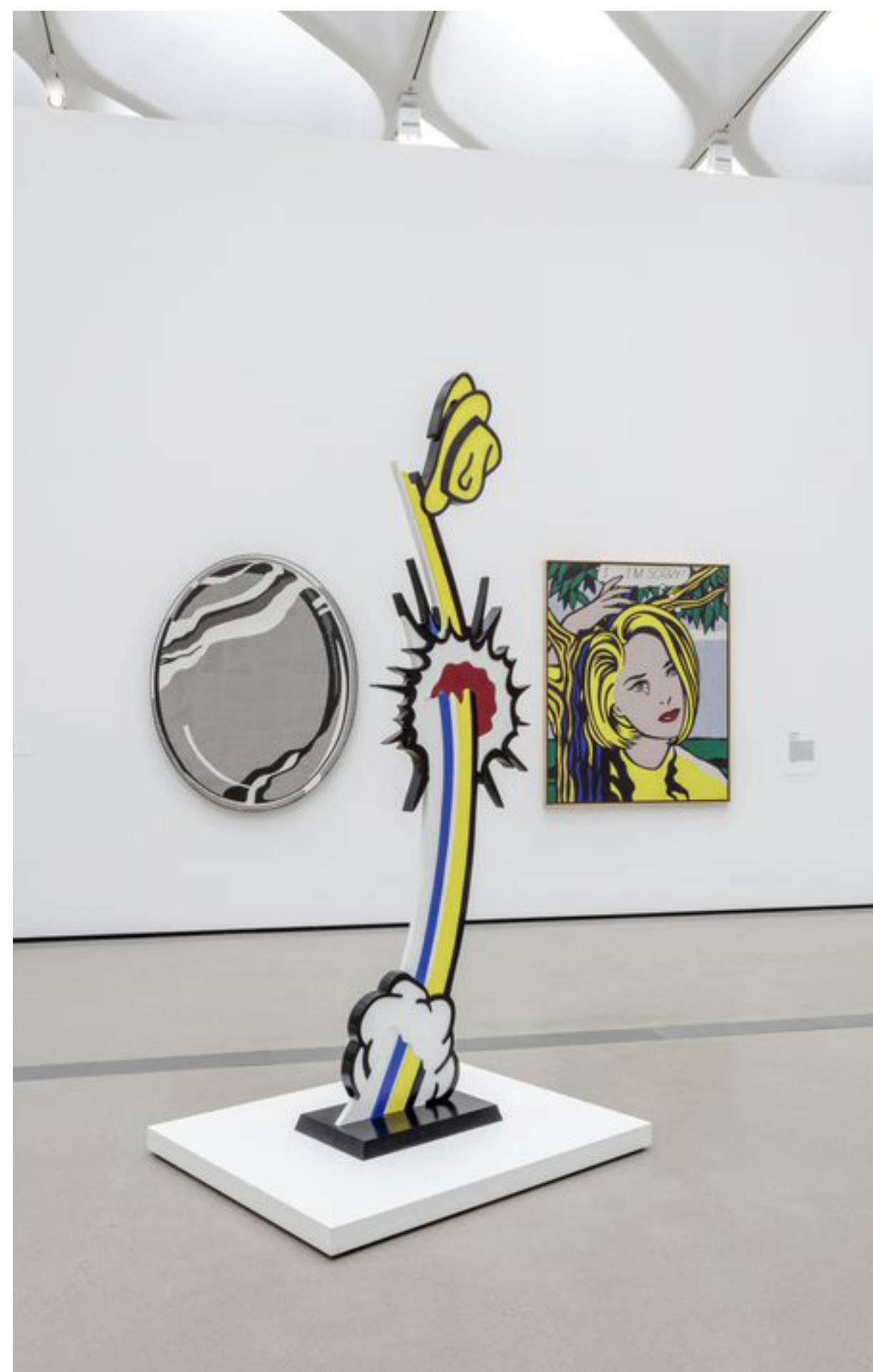


# EXPANSIVE PRESENTATIONS

**JEAN-MICHEL BASQUIAT, ROY LICHTENSTEIN,  
AND ANDY WARHOL**

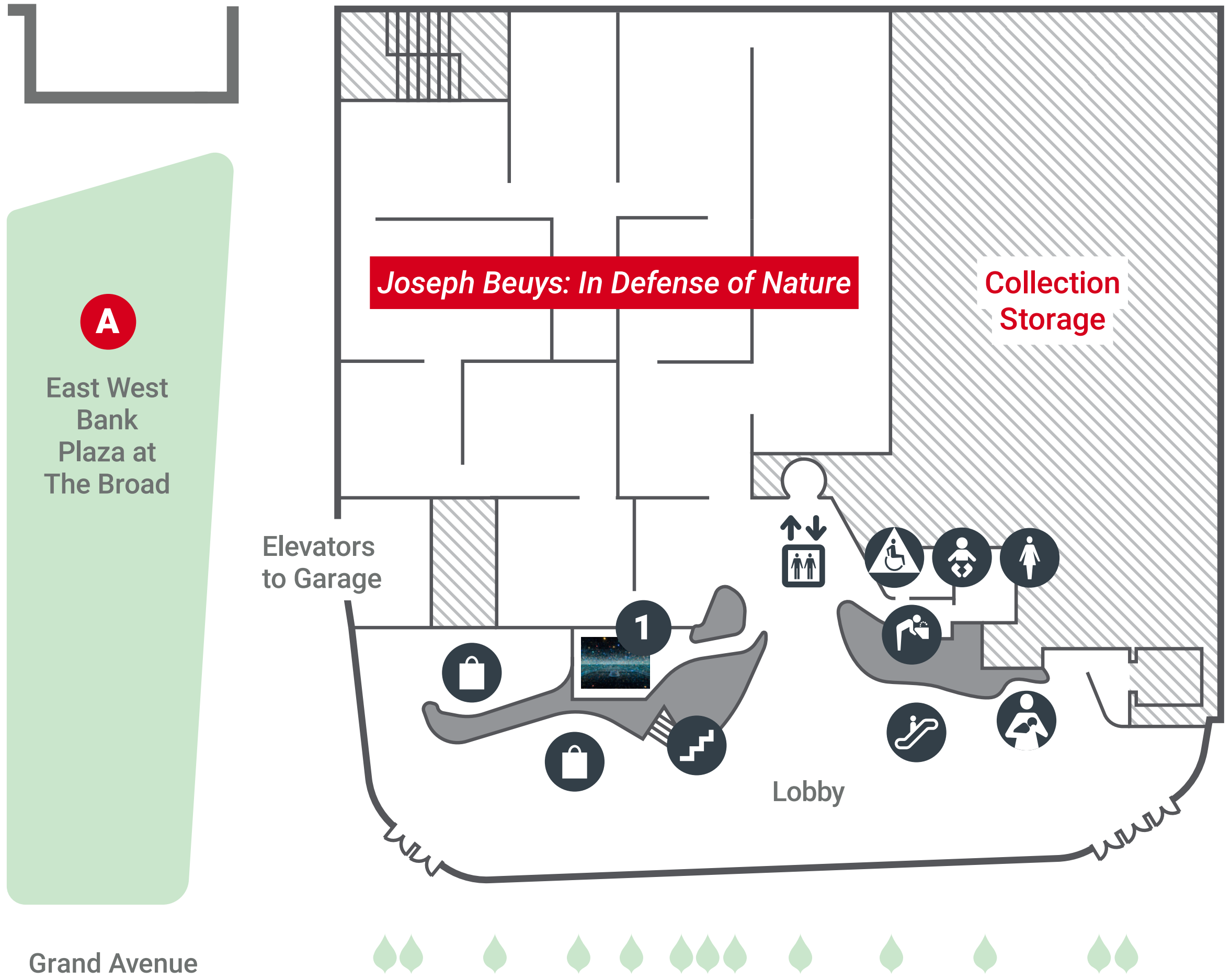
An outcome of sustained and ongoing engagement with artists and artwork, the Broad collection is distinctive in its exceptional dedication to the full arc of artists' careers. The Broad has highlighted this depth through expansive presentations in these third floor galleries, featuring Jean-Michel Basquiat, Roy Lichtenstein, and Andy Warhol.

View artist guides in the mobile museum guide.



**LEVEL**  
**1**

**Lobby**  
**Joseph Beuys: In Defense of Nature**  
**The Shop at The Broad**  
**Restrooms**  
**Plaza**












**Special Exhibition:**  
**Joseph Beuys: In Defense of Nature | Through March 23, 2025**

**Artwork Highlights**

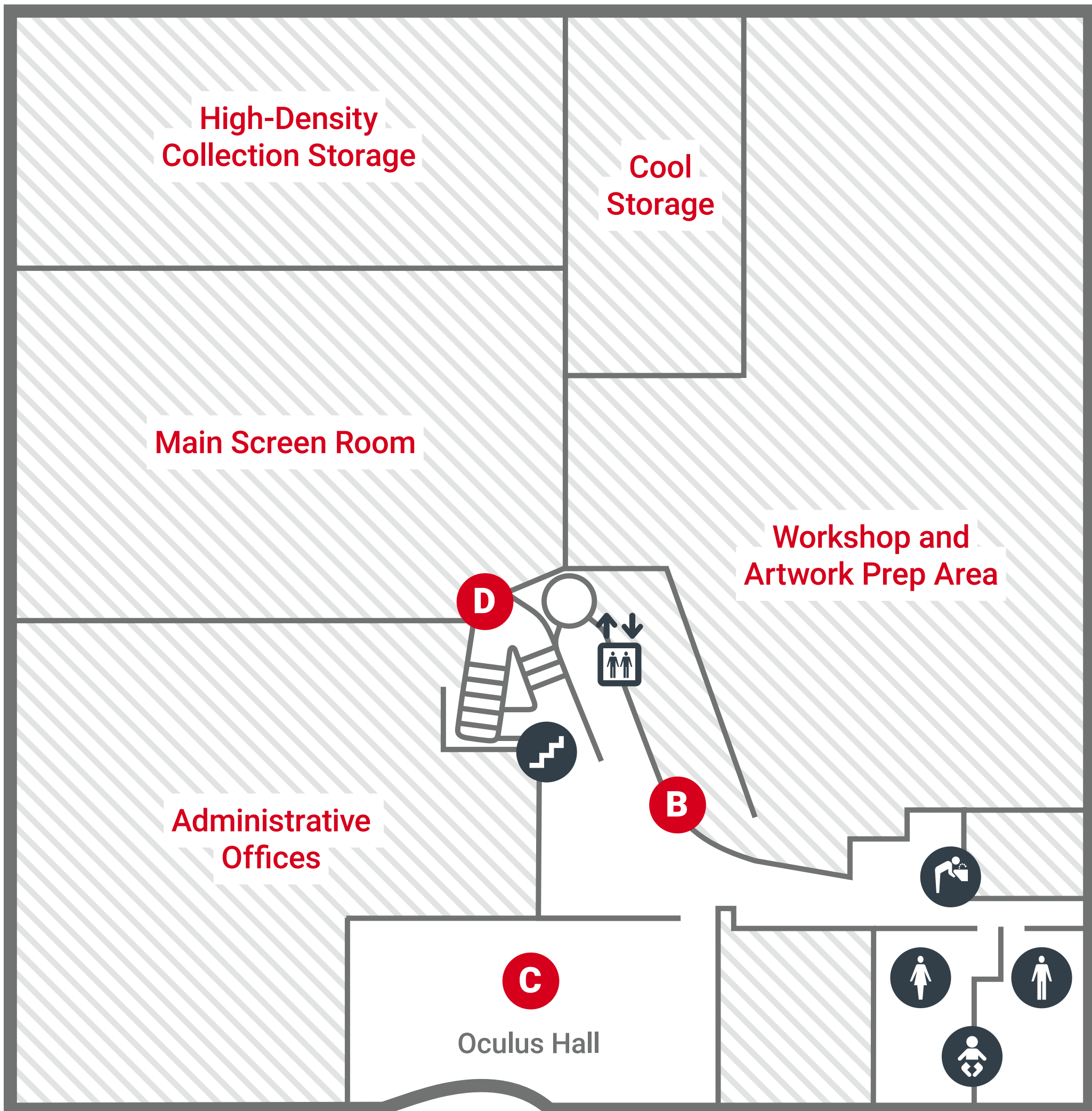
**1** Yayoi Kusama,  
*Infinity Mirrored Room—  
The Souls of Millions of  
Light Years Away*, 2013

**Points of Interest**

- A** East West Bank Plaza at The Broad
-  Elevator
-  Single or Family-Use Restroom
-  Women's Restroom
-  Baby Change
-  Drinking Fountain
-  Escalator
-  Nursing Room
-  Stairs
-  The Shop at The Broad







# LEVEL 2

**Oculus Hall**  
**Restrooms**  
**Administrative Offices**  
**Collection Storage Windows**  
**Timeline of Eli Broad's civic leadership and arts philanthropy**



## Points of Interest

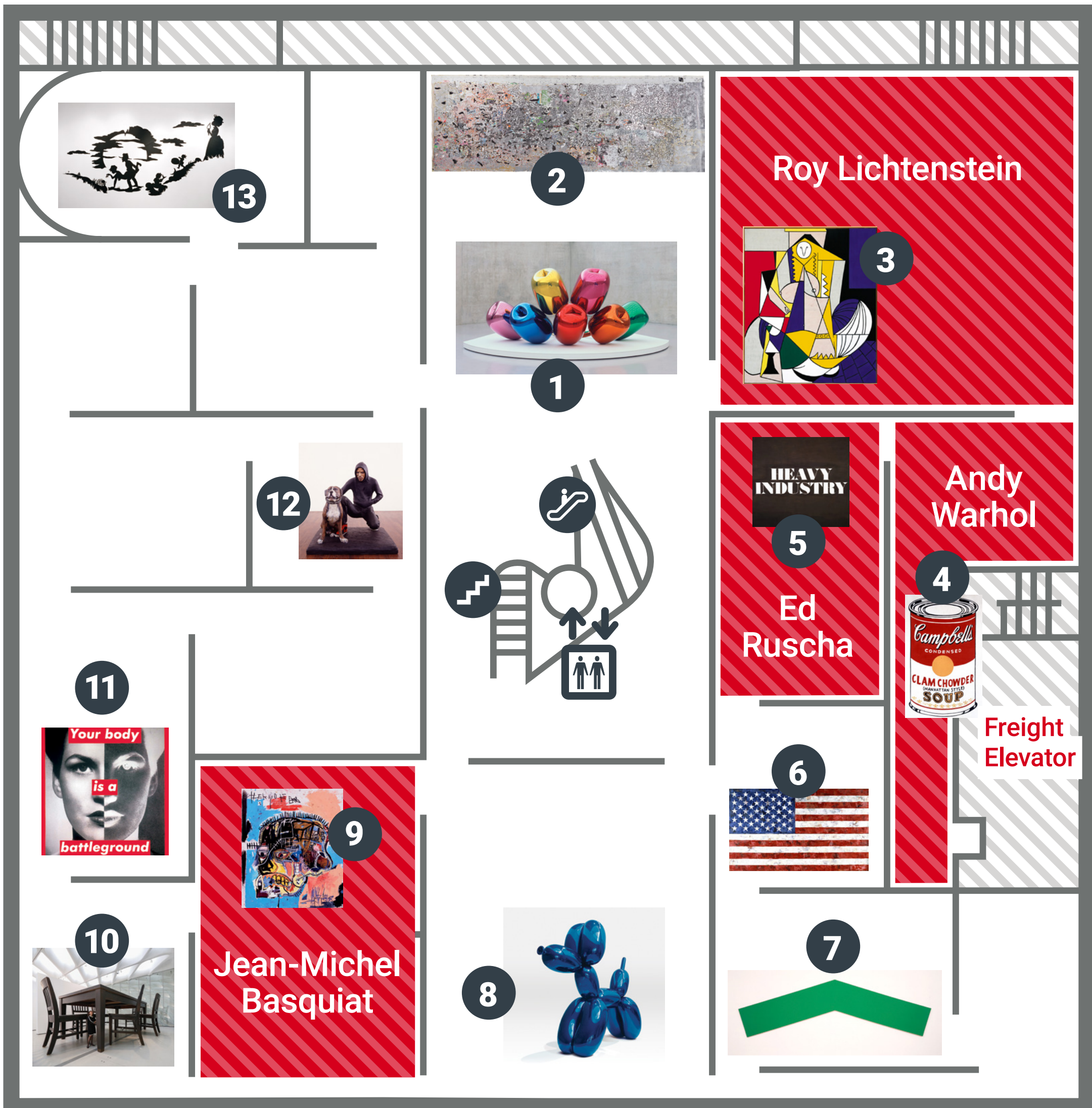
- B** Timeline of Eli Broad's civic leadership and arts philanthropy
- C** Oculus Hall (used for talks and public programs)
- D** Windows into collection storage

-  Elevator
-  Women's Restroom
-  Men's Restroom
-  Baby Change
-  Drinking Fountain
-  Stairs

# LEVEL 3

## Galleries

Artworks on view are subject to change.  
Please note that some galleries may be closed  
on short notice for refurbishment.



### Level 3 Artwork Highlights

Expansive presentations featuring Jean-Michel Basquiat, Roy Lichtenstein, Ed Ruscha, and Andy Warhol

- 1 Jeff Koons, *Tulips*, 1995–2004
- 2 Mark Bradford, *Helter Skelter I*, 2007
- 3 Roy Lichtenstein, *Femme d'Alger*, 1963
- 4 Andy Warhol, *Campbell's Soup Can (Clam Chowder – Manhattan Style) [Ferus Type]*, 1962
- 5 Ed Ruscha, *Heavy Industry*, 1962
- 6 Jasper Johns, *Flag*, 1967
- 7 Ellsworth Kelly, *Green Angle*, 1970
- 8 Jeff Koons, *Balloon Dog (Blue)*, 1994–2000
- 9 Jean-Michel Basquiat, *Untitled*, 1981
- 10 Robert Therrien, *Under the Table*, 1994
- 11 Barbara Kruger, *Untitled (Your body is a battleground)*, 1989
- 12 John Ahearn, *Raymond and Toby*, 1989
- 13 Kara Walker, *African't*, 199

# THE BUILDING

The Broad is designed by world-renowned architecture firm Diller Scofidio + Renfro (DS+R) in collaboration with Gensler.

Dubbed “the veil and the vault,” the museum’s design merges the two key programs of the building: gallery space and the collection storage that supports the museum’s extensive lending activities.

The Broad’s “veil” was designed to be porous and absorptive.

To highlight the history of the Broad collection and its lending library, DS+R placed the artwork storage front and center. The central mass, called the “vault,” houses the collection and appears to hover in the middle of the building.

During your visit, you will tunnel through the vault—up the 105-foot escalator that takes you straight to the third floor galleries; up or down the cylindrical glass elevator; or down the central stairs that wind through the vault, providing glimpses into collection storage along the way.

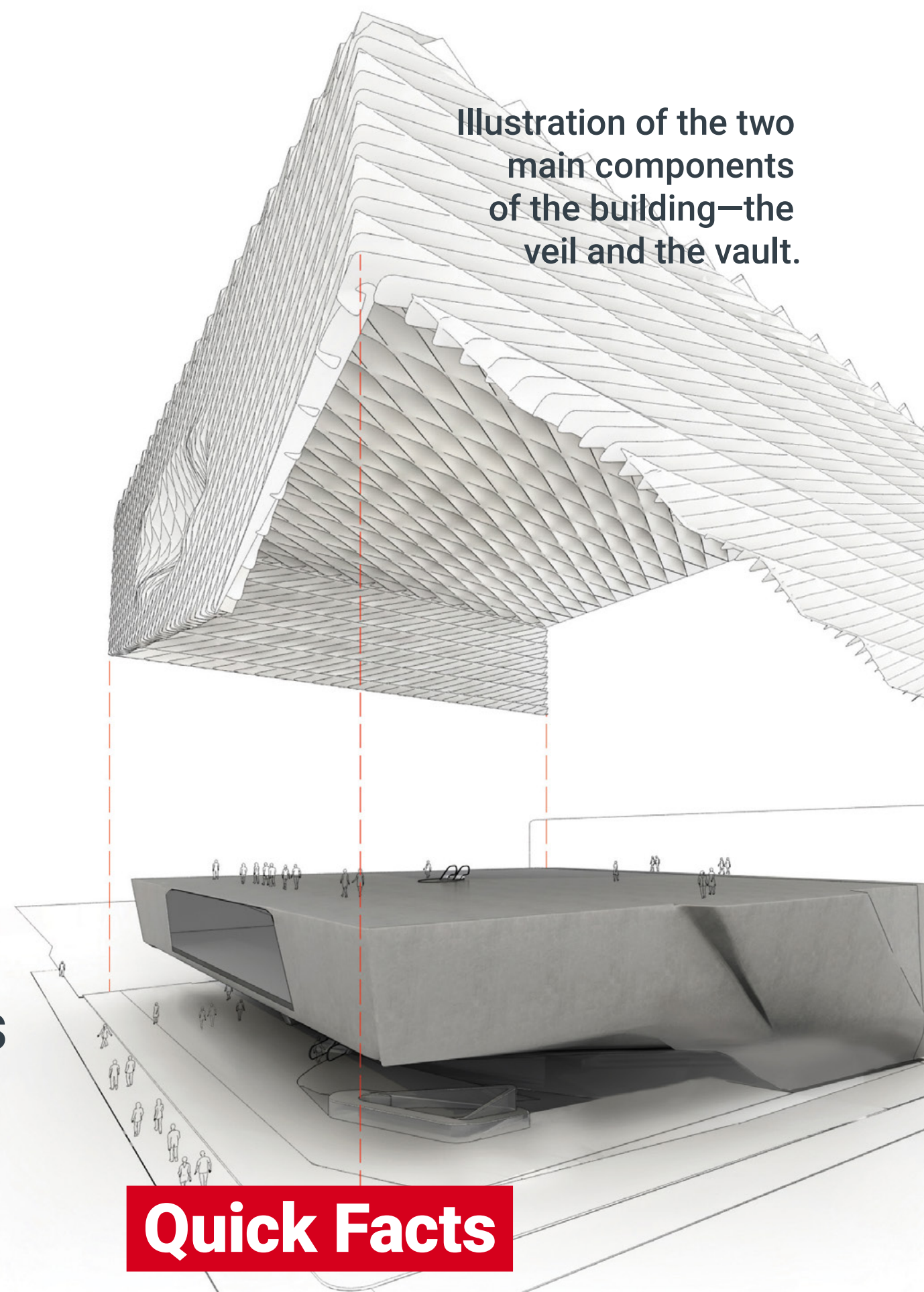


Illustration of the two main components of the building—the veil and the vault.

## Quick Facts

- The “veil” is made of 2,500 fiberglass reinforced concrete panels and 650 tons of steel.
- The third floor gallery features 318 skylights that filter in diffused northern light.
- 36 million pounds of concrete make up the “vault.”
- The vault walls are made of a Venetian plaster.
- The East West Bank Plaza at The Broad was also designed by DS+R and features a grove of 100-year-old Barouni olive trees.
- The Broad includes 50,000 square feet of gallery space—35,000 square feet of column-free space on the third floor and 15,000 square feet on the first floor.

# THE FUTURE EXPANSION

Situated on Hope Street, The Broad's future gallery and programming space will bring you closer to artworks you can see in depth only at The Broad—by Andy Warhol, Jean-Michel Basquiat, Jeff Koons, Kara Walker, and so



Courtesy of The Broad. © Diller Scofidio + Renfro (DS+R). Rendering by Plomp.

many others—as well as artists new to the collection—such as Cauleen Smith, Lauren Halsey, and Patrick Martinez. New, outdoor, top-floor courtyards, and flexible live programming spaces to encounter boundary-breaking performances and concerts, will round out a visit to The Broad of the future.

The museum will remain open during construction; when the new building opens to the public before Los Angeles hosts the 2028 Summer Olympics, general admission will continue to be free.

## Quick Facts

- The expansion's 55,000 square feet of new construction increases The Broad's galleries by 70% and allows visitors to see more of the museum's growing collection.
- Two top-floor, open-air courtyards to gather, relax, and enjoy art outdoors.
- Flexible live programming space to encounter boundary-breaking performances, concerts, or multimedia installations, or participate in a family weekend workshop or school program.
- A new experience of the art storage vault that invites visitors into a room with painting racks, allowing unexpected themes to emerge as various works are pulled out from visit to visit.
- The expansion project will break ground in 2025 and is expected to be completed before the Los Angeles 2028 Summer Olympics.

# THE SHOP AT THE BROAD®



Inspired by the Broad collection and located in the lobby, The Shop at The Broad features limited edition prints, books, gifts, jewelry, The Broad publications, and more. The Shop provides a unique, world-class retail experience through products that celebrate the city of Los Angeles, the building's architecture, and the artists in the collection.

Shop online anytime at [shop.thebroad.org](https://shop.thebroad.org) and pick up in person for free, daily from 10 AM – 5 PM.

*Proceeds from The Shop at The Broad support the museum's mission of making art accessible to the widest possible audience.*



Image credits: Timothy Norris

# EXPLORE GRAND AVENUE

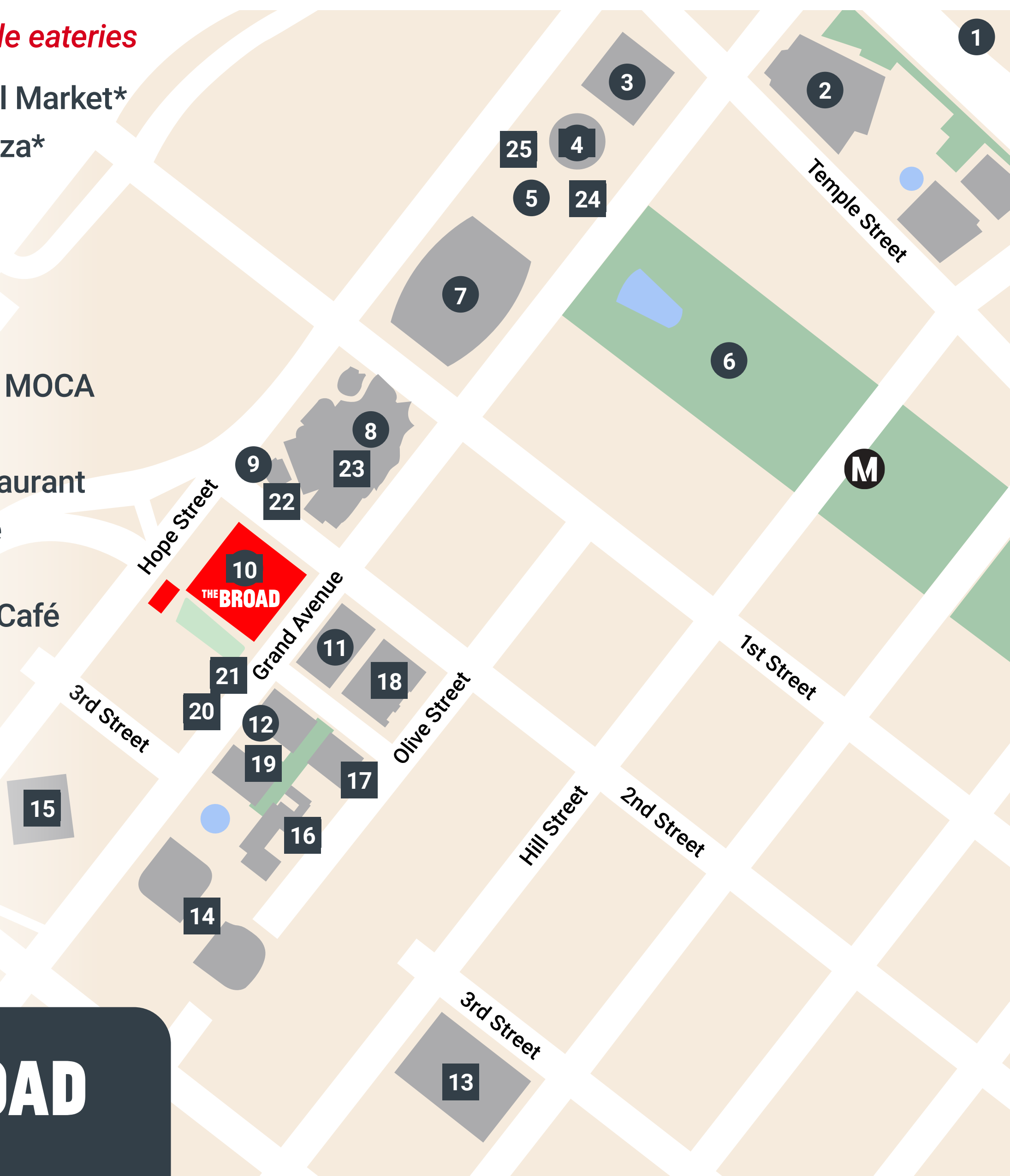
## Cultural Organizations

- 1 Grand Arts High School
- 2 Cathedral of Our Lady of the Angels
- 3 Ahmanson Theatre
- 4 Mark Taper Forum
- 5 The Music Center
- 6 Grand Park
- 7 Dorothy Chandler Pavilion
- 8 Walt Disney Concert Hall
- 9 REDCAT
- 10 The Broad
- 11 Colburn School
- 12 MOCA

Grand Avenue is one of the foremost destinations for art and culture in the world. The Broad joins premier architecture and arts organizations on Grand Avenue, including Center Theatre Group, the Colburn School, Gloria Molina Grand Park, Grand Performances, LA Master Chorale, LA Opera, LA Phil, Los Angeles Central Library, MOCA, REDCAT, The Music Center, and Walt Disney Concert Hall. Take time to explore Grand Avenue and downtown LA during your visit to The Broad.

## Food *\*multiple eateries*

- 13 Grand Central Market\*
- 14 California Plaza\*
- 15 Halo\*
- 16 Noé
- 17 Grand Café
- 18 Colburn Café
- 19 Lemonade at MOCA
- 20 Subway
- 21 Vespaio Restaurant
- 22 REDCAT Café
- 23 Walt Disney Concert Hall Café
- 24 The Mullin Wine Bar
- 25 Abernethy's



## THE BROAD DIGITAL

Find inspiration and stay connected when you're not at The Broad through online programs featuring performances, curator talks, art activities, and more. Learn more at [thebroad.org/digital](https://thebroad.org/digital).