

THE BROAD

NEWS

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GLOBALIZATION MEETS CONTEMPORARY ISSUES IN THE BROAD'S SPRING PROGRAMS, CONNECTING FILMS, TALKS, PERFORMANCES RELATED TO *ORACLE* INSTALLATION; MUSEUM ALSO ANNOUNCES EAST WEST BANK AS LEADING PARTNER

Programs include Oracle Film Series; The Tip of Her Tongue feminist performance featuring Alexandro Segade; New Family Weekend Workshops; Talk with Eli Broad and Dominic Ng celebrating 10-year partnership to expand programming



Image Credits: film still, *Beau Travail*, 1999; Cast of *Future St.*, image courtesy of Alexandro Segade; film still, *Tropical Malady*, 2004; Chef Timothy Hollingsworth of Otium at The Broad's Family Weekend Workshops, photo by Ben Gibbs; promotional image, *Cabin in the Woods*, 2012.

LOS ANGELES—The Broad announced today its programming lineup of film screenings, theatrical performances, family weekend workshops and featured conversations inspired by its upcoming exhibition, *Oracle*, which explores the many elusive systems and forces at work in the world. In addition, The Broad announced a new long-term partnership with East West Bank that will enable the museum to expand its programming in future years.

Following *Oracle*'s April 29 opening, programs for May and June will include a new film series highlighting themes in the installation, comprising feature films, documentaries, shorts and

video art; a continuation of the feminist performance series *The Tip of Her Tongue*; and the popular two-day family weekend workshops with activities inspired by artists Takashi Murakami, Keith Haring, Barbara Kruger and Ei Anatsui. Examining everything from biological patterns and game theory to politics, culture and commerce, The Broad's spring programming will underscore the concepts featured in the exhibition.

Since opening in September of 2015, more than 30,000 people have attended The Broad's unique public programs. The 10-year partnership with East West Bank, the largest independent bank headquartered in Southern California with a global reach, will enable the museum to expand its arts education programs and community engagement over the next decade.

"Continuing our tradition of innovative programs that connect to artworks in the Broad collection and serve a diverse audience, we are honored to partner with East West Bank in a new relationship that will enhance our performance programming, education and family offerings," said Joanne Heyler, founding director of The Broad. "Our two institutions share a deep commitment to culture and community, and we look forward to announcing expanded programming in the coming years."

The Broad's spring programming will include a featured public conversation with founder Eli Broad and Dominic Ng, Chairman and CEO of East West Bank, about their shared experiences as entrepreneurs and their commitment to their adopted hometown of Los Angeles.

"East West Bank was founded more than 40 years ago with a belief that support for the community is key to the success of any business," said Ng. "Investment in art and culture strengthens the community socially, economically, and demographically. We are delighted to partner with The Broad to help expand the museum's unique education and public programming to serve and engage an even wider audience."

The May and June programming lineup includes four **Oracle Film Screenings**, a new series that pairs feature-length films with short videos, art pieces and documentaries. Curated by independent curator and writer **Bradford Nordeen**, highlights of the series include Drew Goddard's *The Cabin in the Woods*, Olivier Assayas' *Demonlover* and Claire Denis' *Beau Travail*. Tickets to the *Oracle Film Screenings* also include same-night access to the museum.

On **May 20-21**, The Broad will present the newest iteration of its popular **Family Weekend Workshops**. In partnership with **CARS: Community Arts Resources**, families will have the opportunity to participate in free workshops inspired by the Broad collection, including make-and-take crafts based on works by **Takashi Murakami**, **Keith Haring** and **Ei Anatsui**. Otiom chef **Timothy Hollingsworth** will hold interactive cooking demonstrations on the public plaza next to The Broad.

The next program in The Broad's *The Tip of Her Tongue* feminist performance artist series is an original play by artist **Alexandro Segade** on **June 1 and 2**. Since the museum's opening, *The Tip of Her Tongue* series has drawn sold-out crowds for performances by Karen Finley, Martine Syms, Cassils and Xandra Ibarra. The series' newest installment is *Future St.*, a multimedia theatrical sci-fi piece exploring desire, surveillance, and the shifting position of gay culture in larger society.

Tickets for all May and June programs will be available for reservation beginning Tuesday, April 25 at noon PT at www.thebroad.org/programs. Note that many programs have limited capacity. Details on all programs follow at the end of this release.

About East West Bank

East West Bancorp, Inc. is a publicly owned company with total assets of \$35.3 billion and is traded on the Nasdaq Global Select Market under the symbol "EWBC". The Company's wholly owned subsidiary, East West Bank, is one of the largest independent banks headquartered in California. East West is a premier bank focused exclusively on the United States and Greater

China markets and operates over 130 locations worldwide, including in the United States markets of California, Georgia, Massachusetts, Nevada, New York, Texas and Washington. In Greater China, East West's presence includes full service branches in Hong Kong, Shanghai, Shantou and Shenzhen, and representative offices in Beijing, Chongqing, Guangzhou, Taipei and Xiamen. For more information on East West, visit the Company's website at www.eastwestbank.com

About The Broad

The Broad is a new contemporary art museum founded by philanthropists Eli and Edythe Broad on Grand Avenue in downtown Los Angeles. Designed by Diller Scofidio + Renfro in collaboration with Gensler, the museum offers free general admission. The Broad is home to the 2,000 works of art in the Broad collection, which is among the most prominent holdings of postwar and contemporary art worldwide, and has launched an active program of rotating temporary exhibitions and innovative audience engagement. The 120,000-square-foot, \$140-million building features two floors of gallery space and is the headquarters of The Broad Art Foundation's worldwide lending library, which has actively loaned collection works to museums around the world since 1984. Since opening in September 2015, The Broad has welcomed more than 1.2 million visitors. For more information on The Broad and to sign up for updates, please visit thebroad.org.

About Oracle

In an increasingly small world that spans politics, culture and commerce, The Broad will present an interpretation of the elusive globalizing forces at work in contemporary society in *Oracle*, a free collection installation opening April 29. Featuring more than 30 works from the Broad collection, the four-month installation features artists such as El Anatsui, Ericka Beckman, Mark Bradford, Andreas Gursky, Julie Mehretu, Shirin Neshat, Sterling Ruby and more. From everyday experiences to protest movements as monumental as the Arab Spring uprisings across the Middle East, to themes that probe systems of social control of examine global commerce, artworks in *Oracle* tackle the effects of organizational frameworks on global events and private individuals. For more information on the installation, please visit thebroad.org.

THE BROAD ORACLE PROGRAMMING IN DETAIL

SERIES: *Oracle Film Series*

The film compendium to The Broad's upcoming collection installation, *Oracle Film Series*, considers the individual in relation to systems of global commerce, colonialism and digital networks. What impact does the frenzy of modern times have on traditions, religions, our social oracles? The films presented in this series celebrate the tenacity of the body and its ability to locate moments of sublimity when confronted with global capitalism. Feature films shot in France, Japan, Djibouti, Thailand and the U.S. are paired with short artist videos that render their message via lip-sync, video games and camp performance, among others. *Oracle Film Series* assembles masterworks in world cinema that shimmer with subversive glory, unleashing the self into jungles of digital or metaphysical design.

Guest Curator: Bradford Nordeen

Bradford Nordeen is an independent curator and writer who lives in Los Angeles. The founder of Dirty Looks, a bicoastal platform for queer experimental film and video and its site-specific, offshoot series "Dirty Looks: On Location," Nordeen served as the platinum programmer for Outfest Los Angeles, 2013-16. His writing has been published in *Art in America*, *Afterimage*, *Lambda Literary*, *X-TRA*, *Little Joe* and *BUTT Magazine*. Nordeen is the author and co-editor of three Dirty Looks publications: *Dirty Looks at MoMA*, *Check Your Vernacular* and the *Dirty Looks Volumes* series, as well as the forthcoming survey, *Analog Tendencies*.

Oracle Film Series: *She Puppet*, 2001 + *Demonlover*, 2002

Thursday, May 11 | 7:30 p.m.

Location: The Oculus Hall

Tickets are \$10 and will be available beginning at noon on Tuesday, April 25 at

<http://thebroad.org/programs>

Peggy Ahwesh's *She Puppet* is an astute meditation on the technological misogyny and sadism placed in the hands of any player who controls the fate of *Tomb Raider*'s Lara Croft.

The dizzying world of Japanese anime is the smokescreen for Olivier Assayas' (*Personal Shopper*, *Irma Vep*) ode to global capitalism, hostile takeovers and grisly web commerce. Starring Chloë Sevigny, Connie Nielsen and Gina Gershon, *Demonlover* is a twisted take on the spy thriller genre, where no business deal is quite what it seems and the internet proves a Lynchian trap door for duplicitous double-crossings and psychosexual violence.

Oracle Film Series: *Kappa*, 1986 + *Sud Pralad (Tropical Malady)*, 2004

Thursday, May 25 | 7:30 p.m.

Location: The Oculus Hall

Tickets are \$10 and will be available beginning at noon on Tuesday, April 25 at

<http://thebroad.org/programs>

Eastern lore is updated with a campy, Western flair in *Kappa*, a work of early California video from Bruce and Norman Yonemoto. Artist Mike Kelley is the titular Japanese amphibian trickster who intervenes in an Oedipal scene played out by Warhol starlet Mary Woronov and Eddie Ruscha.

Part contemporary psychodrama, part Thai fable, Apichatpong Weerasethakul's *Sud Pralad (Tropical Malady)* begins as an unlikely love story between a soldier and neighboring farmer. When passions escalate, however, the duo transform and embark on a heated quest of longing and survival in a jungle teeming with lustful spirits and wild beasts.

Oracle Film Series: *A New Product*, 2012 + *The Cabin in the Woods*, 2011

Thursday, June 15 | 7:30 p.m.

Location: The Oculus Hall

Tickets are \$10 and will be available beginning at noon on Tuesday, April 25 at <http://thebroad.org/programs>

Harun Farocki's documentary, *A New Product*, observes the collusion between psychology and office design through the lens of a business consultation firm.

On the surface, Drew Goddard's *The Cabin in the Woods* orchestrates the rote dispatching of five teenagers at its namesake site, as several horror films have done before. But the office politics that bubble up to the surface reveal a much deeper, postmodern sacrifice. Producer Joss Whedon unleashes his signature glee for genre jamming and fanboy worldmaking, culminating in a balletic third act that is *Hellraiser* by way of *Jurassic Park*.

Oracle Film Series: *Annemiek*, 1997 + *Beau Travail*, 1999

Thursday, June 29 | 7:30 p.m.

Location: The Oculus Hall

Tickets are \$10 and will be available beginning at noon on Tuesday, April 25 at <http://thebroad.org/programs>

In her earliest work of video art, portrait photographer Rineke Dijkstra captures the titular Annemiek, a reserved Dutch teen, as she self-consciously lip syncs to Backstreet Boys' "I Wanna Be With You," losing herself in the music's utopian emotions only to snap back again once reminded of Dijkstra's camera.

Claire Denis' most devastating work of cinematic formalism, *Beau Travail* is a loose adaptation of Herman Melville's *Billy Budd*. Set in the expansive landscapes of Djibouti, the film follows the struggle of masculinities among members of the French Foreign Legion. The arrival of the handsome and charming Sentain (Grégoire Colin) stokes envy in the heart of Chief Adjutant Galoup (Denis Levant). His selfish struggle to tame Sentain's allure results in a sacrifice that crescendos in the film's stunning, final tableau vivant.

SERIES: Family Weekend Workshops

The Broad's Family Weekend Workshops offer activities and workshops for parents and children ages 3 and up to engage with the art in the Broad collection as well as interactive cooking demonstrations with Chef Timothy Hollingsworth of Otium, the restaurant adjacent to the museum on the public plaza. Bilingual workshops are presented in English and Spanish and give families the opportunity to make and take home their own creative souvenirs inspired by art at The Broad. Family Weekend Workshops are free, but have limited availability and require an advance reservation for guaranteed admission.

Guest Curator: CARS: Community Arts Resources

With over 26 years of experience, Community Arts Resources (CARS) creates opportunities to engage with culture and community, built upon the principles of strategic collaboration, connectivity, exploration and celebration. CARS is the producer of The Getty's Family Festivals and many other Southern California landmark celebrations.

Family Weekend Workshop

Saturday, May 20 and Sunday, May 21 | 11 a.m. – 4 p.m.

Location: The Broad

Tickets are free and will be available beginning at noon on Tuesday, April 25 at www.thebroad.org/programs

Transform Yourself

Create a unique portrait using techniques of artists **Takashi Murakami**, whose interest in toys, anime, and video games, and **Keith Haring**, whose use of iconic linear shapes and pulsing movement, are on view at The Broad. You'll take home a one-of-a-kind photograph.

Recycle and Accessorize

Inspired by El Anatsui's large quilt-like works in the Broad collection, create your own fashion piece made out of the discarded and recycled materials which make up the "fabric" of our lives and follow Anatsui's vision connecting consumption, waste, and the environment.

Protest Posters

As evidenced by a recent surge in social activism, protest posters are a powerful tool in voicing one's thoughts. Not only are they an opportunity for people to make a statement, they are artistic pieces in their own right. Using paper, markers, and imagery, create your own protest poster and make your own statement. Several artists in the Broad collection, including Barbara Kruger and Christopher Wool, use their art as a tool to make their voices heard.

SPECIAL PROGRAM: Art, Culture and Community: Eli Broad and Dominic Ng in Conversation

A special offering in celebration of The Broad's partnership with East West Bank and in the spirit of The Broad's popular Un-Private Collection series of conversations pairing leading voices from diverse worlds, this program features The Broad Co-Founder Eli Broad and East West Bank Chairman and CEO Dominic Ng.

Art, Culture and Community: Eli Broad and Dominic Ng in Conversation

Thursday, May 25 | 10 a.m.

Location: The Broad

Tickets are free but require an advance reservation, available beginning at noon on Tuesday, April 25 at <http://thebroad.org/programs>

Two entrepreneurs who grew their businesses in Southern California and share a commitment to culture and community, The Broad Co-Founder Eli Broad and East West Bank Chairman and CEO Dominic Ng will have a candid conversation about what drives them in business, art and philanthropy. Moderated by The Broad Founding Director Joanne Heyler, the conversation will explore Broad's and Ng's experience starting businesses and the shared values behind their civic engagement and support of arts, culture and community.

SERIES: THE TIP OF HER TONGUE

Barbara Kruger's *Untitled (Your body is a battleground)*, 1989, is a stark emblem for feminist art practice—if the body is our battleground, language is our weapon. Inspired by Kruger's work and by similarly discursive artworks in the Broad collection, *The Tip of Her Tongue* program series features feminist performance artists who work with language, voice and embodiment. The artists in this series have intense stories to tell and experiment aggressively with the telling. They work with the body, words and voice to explore how the body's relationship to language and communication is mediated by histories large and small. The body may both anchor and disrupt the story. It is a source of desire, grief, shame and laughter. These intimate performances explore the politics of representation—how gender is produced in, through and as language, sound and action; and how the stories we tell circulate around, move through, against and with the body.

Guest Curator: Jennifer Doyle

Jennifer Doyle is a professor of English at UC Riverside and a member of Human Resources Los Angeles (HRLA), a collectively run art space dedicated to supporting performance and interdisciplinary modes of expression. She has programmed diverse performance events as a member of HRLA and guest curated exhibitions for the Vincent Price Art Museum and Los Angeles Contemporary Exhibitions (LACE). She is the author of *Hold It Against Me: Difficulty and Emotion in Contemporary Art*.

The Tip of Her Tongue: Future St.

Thursday, June 1 and Friday, June 2 | 8:30 p.m.

Location: The Broad

Tickets are \$25 and will be available beginning at noon on Tuesday, April 25 at

www.thebroad.org/programs

A science fiction saga about corporate boybands and holographic newscasters crowd-controlling a society of clones, *Future St.* is a speculative, multimedia theater epic exploring desire, surveillance and the sinister forces of normalization. As California becomes “Clonifornia,” a homosexual police state enforces strict marriage codes among the monitored populace, and an intersectional resistance—made up of queer mutant dissidents and an ancient feminist underground—plots its overthrow.

An original work by Alexandro Segade conceived as a response to the political shifting position of gay culture in the larger society—from the debate over marriage equality to the emergency of right wing figures such as Peter Thiel—*Future St.* appropriates the heterotopias proposed by the science fiction novels of Octavia E. Butler, Ursula K. LeGuin, Samuel R. Delany and Philip K. Dick, as well as X-Men comic books, movies like *Blade Runner*, *Looker*, *The Matrix* and *World on a Wire*, and myriad video games and anime.

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