

THE BROAD

NEWS

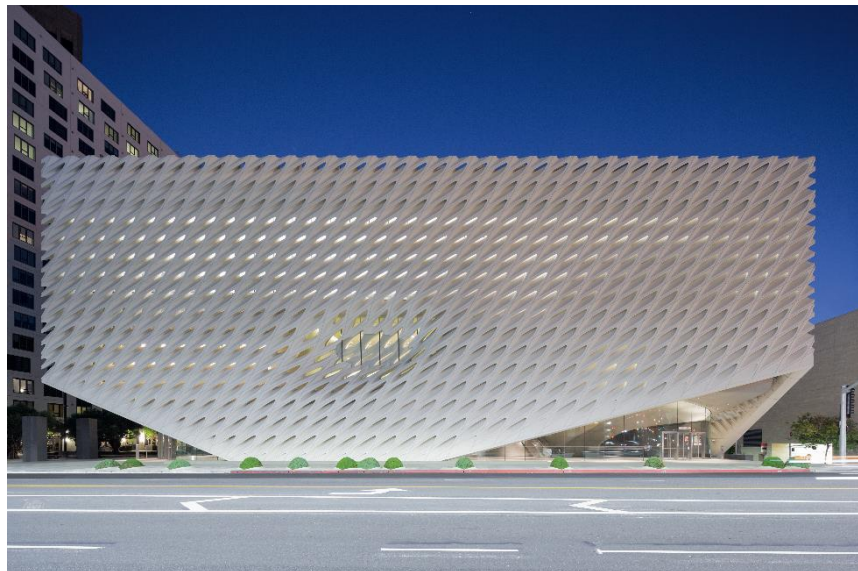
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THE BROAD ANNOUNCES TICKETING, HOURS AND VISITOR INFORMATION

New Contemporary Art Museum in Downtown Los Angeles to be Open Six Days a Week With Free General Admission; Advance Reservations Available Online Beginning Monday, Aug. 31, 10 a.m. PDT



The Broad museum, on Grand Avenue in downtown Los Angeles; photo by Iwan Baan, courtesy of The Broad and Diller Scofidio + Renfro

LOS ANGELES, August 26, 2015 – Advance tickets for The Broad, the new contemporary art museum in downtown Los Angeles that will open to the public with free general admission on Sept. 20, will be available online at thebroad.org beginning Aug. 31, the museum announced today. The Broad also announced its hours of operation and other visitor information.

Founded by philanthropists and longtime collectors Eli and Edythe Broad and designed by Diller Scofidio + Renfro in collaboration with Gensler, the museum will be home to the nearly 2,000-piece Broad collection and will showcase one of the world's leading collections of masterworks of postwar and contemporary art on two floors of galleries.

“Edye and I are delighted to welcome everyone to this museum, and we are excited to share the contemporary art in our collection with the public,” said Eli Broad. “We are pleased to offer free general admission so that affordability isn’t a criteria to see the art. We have been deeply moved by contemporary art and believe it inspires creativity and provokes and stimulates lively conversations. We hope visitors from Los Angeles and around the country and the world visit and are similarly enriched by this art.”

Founding Director Joanne Heyler added, “Opening a new public museum is a rare event and an important civic responsibility. We can’t wait to welcome the public through our doors and engage them with the collection, in a building that is itself a work of art.”

Hours of Operation

The Broad will be open to the public six days a week at the following times: Tuesdays and Wednesdays from 11 a.m. to 5 p.m.; Thursdays and Fridays from 11 a.m. to 8 p.m.; Saturdays from 10 a.m. to 8 p.m.; and Sundays from 10 a.m. to 6 p.m. The Broad will be closed to the public on Mondays, as well as on Thanksgiving Day and Christmas Day.

Tickets

General admission to The Broad is free. Advance online reservations are encouraged, but not required. For visitors who want to ensure a specific date and time for their visit, and avoid wait times during busy periods, The Broad provides advance reservation of timed tickets online at no charge. Tickets have entry times beginning every half hour. Free tickets will be available for reservation at www.thebroad.org/tickets beginning Monday, Aug. 31 at 10 a.m. PDT for visits beginning on Sept. 20 and running through the end of the year. Tickets are also available for same day or future visits onsite at the museum, 221 S. Grand Avenue in downtown Los Angeles, beginning Sept. 20.

Yayoi Kusama’s *Infinity Mirrored Room – The Souls of Millions of Light Years Away*, a mirror-lined chamber housing a dazzling and seemingly endless LED light display, will be featured in the inaugural installation. This experiential artwork on the museum’s first floor has limited capacity, accommodating one visitor at a time for approximately 45 seconds, and will require a separate free timed ticket, which general admission ticket holders will be able to reserve after arrival at the museum.

Visitor Experience

The Broad’s free mobile app, accessible on Apple and Android smartphones or Wi-Fi enabled portable electronic devices, will be available for download on Sept. 20 from the museum’s website and mobile device app stores. Developed to enhance the museum experience by offering information about The Broad and its collection, the mobile app features audio, video and descriptive text about the collection, artworks and artists on view, as well as free self-guided audio tours. Visitors also can use The Broad’s free mobile app to reserve, view and redeem their museum tickets.

Among the features of the app are audio tours that can be taken as multi-stop tours or used just for individual stops in the 50,000 square feet of gallery space. The four initial tours available will be “Artists-on-Artists,” a tour featuring collection artists talking about pieces in the Broad collection by other artists including Barbara Kruger on Kara Walker’s *African’t*, John Baldessari on Sherrie Levine’s *Fountain (Buddha)*, and Sterling Ruby on Christopher Wool’s *Why?*, among others; a collection highlights tour with commentary by founders Eli and Edythe Broad and founding director Joanne Heyler; an architecture tour featuring Elizabeth Diller, partner-in-charge at Diller Scofidio + Renfro, the firm that designed The Broad; and “Looking with LeVar,”

a family audio tour, narrated by award-winning actor, director and education advocate LeVar Burton.

Directions & Parking

The Broad is located at 221 S. Grand Avenue in downtown Los Angeles, easily accessible by car or public transportation. The closest Metro station is the Civic Center/Grand Park Station on the Purple and Red Lines, located at First and Hill Streets (0.4 mile walk from the station, www.metro.net). The Broad is also accessible by many MTA bus routes (www.mta.net for maps and schedules), as well as by Santa Monica's Big Blue Bus (www.bigbluebus.com).

Parking is available at The Broad in a three-level underground parking garage, entrance on 2nd Street between Hope Street and Grand Avenue. Parking for museum visitors with validation from The Broad will be \$12 for three hours on weekdays and \$12 weeknights after 5 p.m. and all day weekends. Accessible parking spaces, electric vehicle parking spaces and bicycle parking are all available on level P1 of the garage. Alternate parking for museum visitors is available at the California Plaza garage (entrance off Olive Street) for \$8 with validation from The Broad. Additional parking is available at other adjacent lots around Grand Avenue.

Inaugural Installation

For the first time in its over four decade history, the postwar and contemporary art collection assembled by philanthropists Eli and Edythe Broad will be shown to the public in its most comprehensive installation when The Broad opens on Sept. 20. The inaugural installation will feature a sweeping, chronological journey through its contemporary art collection that has never before been possible in such depth. Founding Director Joanne Heyler, who is curating the inaugural installation, has selected more than 250 works—by over 60 artists including **Jasper Johns, Robert Rauschenberg, Ed Ruscha, Andy Warhol, Roy Lichtenstein, Barbara Kruger, John Baldessari, Cindy Sherman, Mark Bradford, Jeff Koons** and **Kara Walker**—that best represent the Broad collection's view of more than a half century of contemporary art.

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. The museum, which is designed by Diller Scofidio + Renfro in collaboration with Gensler, will open Sept. 20, 2015 with free general admission. The museum will be home to the nearly 2,000 works of art in the Broad collection, which is among the most prominent holdings of postwar and contemporary art worldwide. With its innovative "veil-and-vault" concept, the 120,000-square-foot, \$140-million building will feature two floors of gallery space to showcase The Broad's comprehensive collection and will be the headquarters of The Broad Art Foundation's worldwide lending library.

For more information on The Broad and to sign up for updates, please visit www.thebroad.org.

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