

# THE BROAD

## NEWS

### For Immediate Release

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### Media Contact

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## **MEDIA ADVISORY: THE BROAD CELEBRATES ITS ONE-YEAR ANNIVERSARY WITH FESTIVITIES, FREE CUPCAKES #BroadYear1**



*The Broad, photo by Jamie Pham*

### **WHAT:**

With lines continuing to wrap around the block and visitors teeming along Grand Avenue, The Broad museum will celebrate its one-year anniversary with its visitors on Tuesday, Sept. 20. The museum's entrance will be decorated for the occasion, and throughout the day, The Broad will distribute

festive **birthday hats** and **free cupcakes** to visitors and hold **pop-up art talks** throughout the galleries. The Broad's Founders **Eli and Edythe Broad** and Founding Director **Joanne Heyler** may make surprise appearances throughout the day to greet visitors.

**Sprinkles Cupcakes** will give away special Broad-branded cupcakes to museum-goers on The Broad's plaza. Visitors entering the museum will receive a ticket that can be redeemed for a cupcake when they exit the museum. In addition, the special Broad-inspired cupcake will be sold at Sprinkles downtown Los Angeles location, 735 S. Figueroa, from Tuesday, Sept. 20 through Sunday, Sept. 25.

Additionally, **Otium** restaurant on the plaza next to the museum will celebrate The Broad by featuring an Andy Warhol inspired clam chowder and a cocktail inspired by Jeff Koons' iconic work *Michael Jackson and Bubbles*.

The museum will be open from 11 a.m. to 5 p.m. on Sept. 20. Advance free general admission tickets for the day are fully booked, but advance tickets for the *Cindy Sherman: Imitation of Life* special exhibition, which closes Oct. 2, are still available at [ticketing.thebroad.org](http://ticketing.thebroad.org) and include admission to the full museum. An onsite standby line will be available at the museum until 3:30 p.m. Admission for the onsite standby line is first come, first served. Visitors are encouraged to check [@TheBroadStandby](https://twitter.com/TheBroadStandby) on Twitter for current wait times.

**WHEN:** Tuesday, Sept. 20, 2016  
11 a.m. to 5 p.m.

**WHERE:** The Broad  
221 S. Grand Ave.  
Downtown Los Angeles, CA 90012

### **About The Broad**

The Broad is a new contemporary art museum built 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, opened Sept. 20, 2015 with free general admission. The museum is 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 features two floors of gallery space to showcase The Broad's comprehensive collection and is 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 [thebroad.org](http://thebroad.org).

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