

THE BROAD

NEWS

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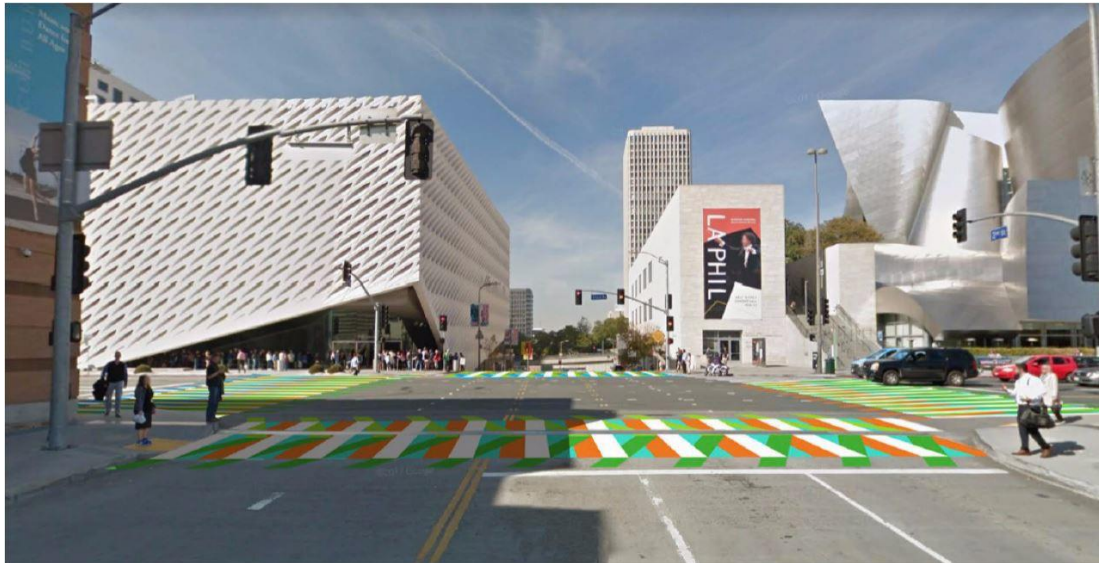
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THE BROAD COMMISSIONS OUTDOOR INSTALLATION BY VENEZUELAN ARTIST CARLOS CRUZ-DIEZ ON GRAND AVENUE



*Image Credit: Rendering of Carlos Cruz-Diez, *Couleur Additive*, 2017 for The Broad in association with Pacific Standard Time: LA/LA. Courtesy of the Cruz-Diez Art Foundation and the artist.*

New large-scale public artwork is the first from Cruz-Diez on the West Coast and will be on view in association with Pacific Standard Time: LA/LA

LOS ANGELES—The Broad announced today that it will present a new work from Venezuelan-born artist Carlos Cruz-Diez (b. 1923), in collaboration with the Cruz-Diez Art Foundation. *Couleur Additive* has been commissioned by The Broad as part of Pacific Standard Time: LA/LA, a far-reaching and ambitious exploration of Latin American and Latino art in dialogue with Los Angeles, taking place from September 2017 through January 2018 at more than 70 cultural institutions across Southern California. Pacific Standard Time is an initiative of the Getty.

Installation of the public artwork will take place on four crosswalks at the intersection of West Second Street and Grand Avenue from Sept. 1 through Sept. 3. The work can be experienced by the public beginning Sept. 5, 2017 and will be on view into 2018.

Cruz-Diez is one of the great figures of Kinetic-Optical art, which first emerged in the 1950s. Known for his groundbreaking insights into color theory and its practical application, his experimental and multi-disciplinary practice explores and investigates the visual and perceptual experiences of color. His works study the perception of color as an autonomous reality, evolving in space and time through the observer's participation and movement.

Since 1975, Cruz-Diez has applied his research on color by producing large-scale ephemeral interventions on crosswalks and walkways around the world, bringing art from inside a museum's traditional walls out into the community. Through his use of crosswalks and walkways, the public becomes participants in and co-authors of the artworks as they interact with and move through them at various times of day. "A work of art in the public space is magical in that people take possession of and become fond of it," said the artist.

"Carlos Cruz-Diez's practice challenges the traditional relationship between art and the viewer, and between the viewer and the urban environment," said Joanne Heyler, founding director of The Broad. "His new work *Couleur Additive* activates the public space around The Broad, embracing Grand Avenue and bringing the museum out into the daily life of pedestrians and our visitors, highlighting the ideas of an important Latin American artist whose career has spanned seven decades."

As part of the installation, and in order to further deepen the project's ties to the Grand Avenue arts community, high school students from the nearby Ramon C. Cortines School of Visual and Performing Arts have been asked to participate in painting the work onto the crosswalks throughout the Labor Day weekend. Following the opening of *Couleur Additive* on Sept. 5, The Broad will host select programming throughout the duration of the installation that will highlight the concepts explored by this work, including educational workshops in collaboration with the Cruz-Diez Art Foundation's Learning Lab. In addition, a series of didactic materials inside the museum will enrich the experience of the crosswalk intervention, presenting more about the artist and his work.

The project is curated by Ed Schad, Associate Curator and Publications Manager at The Broad. In addition to The Broad's presentation of this Cruz-Diez work on Grand Avenue, The Broad Art Foundation is supporting Pacific Standard Time: LA/LA as a lead sponsor. The presenting sponsor is Bank of America.

About the Artist

Born in Caracas in 1923, Carlos Cruz-Diez is a major protagonist in the field of Kinetic and Optical art. His body of work has established him as one of the key 20th century thinkers in the realm of color. His works present color as an autonomous reality that evolves in space and time, unaided by form or support, in a perpetual present.

His work is included in permanent collections at institutions such as the Museum of Modern Art (MoMA), New York; the Tate Modern, London; the Musée d'Art Moderne de la Ville de Paris, Paris; the Centre Pompidou, Paris; the Museum of Fine Arts, Houston; and the Wallraf-Richartz Museum, Cologne.

The artist has lived and worked in Paris, France since 1960.

About The Broad

The Broad is a 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 presents an active program of rotating temporary exhibitions and innovative audience engagement. The 120,000-square-foot 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 1.4 million visitors.

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

About Cruz-Diez Art Foundation

The Cruz-Diez Art Foundation is a non-profit organization committed to preserving, promoting and transmitting the artistic and conceptual legacy of Carlos Cruz-Diez. Through multi-disciplinary actions and thanks to its own collection, the Foundation ensures the continued existence on an international scale of the artist's concepts, work and research about color. Created at the Cruz-Diez family's initiative in Houston, USA in 2005, the Foundation considers artistic education a priority. It is focused on stimulating the young public to discover, to be curious and creative and to think outside the box.

www.cruzdiezartfoundation.org

About Pacific Standard Time: LA/LA

Pacific Standard Time: LA/LA is a far-reaching and ambitious exploration of Latin American and Latino art in dialogue with Los Angeles. Supported by grants from the Getty Foundation, Pacific Standard Time: LA/LA takes place from September 2017 through January 2018 at more than 70 cultural institutions across Southern California, from Los Angeles to Palm Springs, and from San Diego to Santa Barbara. Pacific Standard Time is an initiative of the Getty, and is sponsored by Bank of America.



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