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## THE BROAD CELEBRATES FIFTH ANNIVERSARY WITH FREE EXHIBITIONS, NEW IN-DEPTH INSTALLATIONS, ARTIST CONVERSATIONS AND MORE

### *The Groundbreaking Museum's 2020 Slate Will Cast New Light on Its World-Renowned Postwar and Contemporary Art Collection Built Over 50 Years by Founders Eli and Edythe Broad*

- Beginning mid-February, The Broad will dedicate its first and third floor galleries to a series of free exhibitions and in-depth, single-artist presentations in a unique, rolling sequence that includes deep dives into the work of icons of American postwar art and 1960s pop, key artists of the 1980s New York and Los Angeles art scenes, and works by important figures of the 1990s to the present day.
- The Broad will open *Desire, Knowledge, and Hope (with Smog)*, a free exhibition on April 4 featuring four Los Angeles artists from its collection: **John Baldessari**, **Mike Kelley**, **Barbara Kruger** and **Ed Ruscha**.
- New, major acquisitions by artists **Kara Walker** and **Andy Warhol** will debut in their respective single-artist installations this summer.
- A free anniversary exhibition opening September 26 will highlight additional acquisitions by artists new to the Broad collection as the museum continues to expand its renowned collection.
- Fifth anniversary year events will include Un-Private Collection talks featuring iconic artists including **Ed Ruscha** and **Takashi Murakami**, special Family Weekend Workshop events, and a public celebration in September.
- In September, The Broad will co-publish with Delmonico Prestel a special fifth anniversary publication focusing on 50 of the most vital works in the Broad collection.



Image credits (from left): John Baldessari, *Buildings=Guns=People: Desire, Knowledge, and Hope (with Smog)*, 1985. Photo: Douglas M. Parker Studio, Los Angeles. Art © John Baldessari; Kara Walker, *The White Power 'Gin / Machine to Harvest the Nativist Instinct for Beneficial Uses to Border Crossers Everywhere*, 2019. © Kara Walker; Andy Warhol, *Liz [Early Colored Liz]*, 1963. © 2018 The Andy Warhol Foundation for the Visual Arts, Inc. / Artists Rights Society (ARS), New York.

LOS ANGELES—The Broad today announced that it will celebrate its fifth anniversary by unveiling a series of exhibitions, installations and events throughout 2020 that explores its world-renowned collection of postwar and contemporary art built over 50 years by the museum's founders, Eli and Edythe Broad. Ten Broad collection artists will be highlighted through free exhibitions and in-depth installations, including **John Baldessari, Jean-Michel Basquiat, Mike Kelley, Barbara Kruger, Roy Lichtenstein, Takashi Murakami, Ed Ruscha, Kara Walker, Andy Warhol** and **Christopher Wool**. Free exhibitions include *Desire, Knowledge, and Hope (with Smog)*, an exhibition opening April 4 featuring iconic Los Angeles artists **Baldessari, Kelley, Kruger** and **Ruscha**, and an anniversary exhibition opening on September 26 highlighting new acquisitions and artists in the collection. The Broad's longtime Leading Partner, East West Bank, is the exclusive presenting sponsor of The Broad's fifth anniversary year.

The Broad opened to the public on September 20, 2015, a dramatic expansion of Eli and Edythe Broad's long-held vision of making contemporary art accessible to the widest possible audience. True to this vision, the museum attracted more than 917,000 visitors in 2019—its highest calendar-year attendance ever, and the second straight year in which The Broad saw a 12% increase in visitors. In addition, the museum continues to attract a young audience reflecting the diversity of Los Angeles: 70% self-identify as non-white and two-thirds are under the age of 35.

Founding Director Joanne Heyler said, "The Broad's first five years were built on the five decades that the museum's founders, Eli and Edythe Broad, committed to supporting contemporary artists and assembling a remarkable collection of their works. As we mark The Broad's fifth anniversary, we celebrate our founders' vision and their dedication to the entire careers of many of the artists whose works are held in most depth in the collection. This group of extraordinary monograph installations is more ambitious than we have ever featured before."

The Broad's co-founder, Eli Broad, said, "Edye and I are so proud of what The Broad has accomplished in its first five years, which is far beyond all goals we set when we established the museum. The Broad has become one of Los Angeles' most welcoming and distinctive cultural institutions, and we look forward to continuing our adopted hometown's growing legacy as one of the great art capitals of the world."

## **Free Exhibitions and Installations**

Throughout the anniversary year, The Broad is dedicating its first and third floor galleries to showcasing the Broad collection, which encompasses approximately 2,000 artworks and reflects many of the forces and ideas that have shaped art since the mid-twentieth century.

The Broad will roll out a series of free exhibitions and expansive installations, kicking off February 8 with an in-depth presentation of 17 works by **Wool** (13 of which will be on view for the first time at The Broad). This unique, rolling sequence of gallery unveilings includes deep dives into the work of icons of American postwar art and 1960s pop, key artists of the 1980s New York and Los Angeles art scenes, and works by important figures of the 1990s to the present day. The Broad is producing special, collectible printed guides for each artist featured this year, available for free in the galleries.

On April 4, The Broad will open the free exhibition in its first floor galleries, *Desire, Knowledge, and Hope (with Smog)*, which will showcase the work of Los Angeles artists **Baldessari, Kelley, Kruger** and **Ruscha**. Each of these artists has contributed to a wide-reaching and global art dialogue; they have also played key roles in shaping the art scene of Los Angeles and the city's rise as a global arts capital. The Broad's presentation includes nearly all the works in the Broad collection by each of these artists, including the immersive multimedia installation, *Gym Interior* (2005), by Kelley and the four-channel video installation, *Twelve* (2004), by Kruger, as well as mini-retrospectives of the work of Baldessari and Ruscha. The exhibition's title is drawn from a monumental 1985 work by Baldessari in the Broad collection, *Buildings=Guns=People: Desire, Knowledge, and Hope (with Smog)*.

Over the summer, multi-gallery installations of **Basquiat**, **Lichtenstein** and **Walker** will be presented in The Broad's skylit galleries on the third floor. **The Broad will debut a new acquisition by Walker in the artist's installation**, *The White Power 'Gin / Machine to Harvest the Nativist Instinct for Beneficial Uses to Border Crossers Everywhere* (2019), a work on paper including a large triptych and a series of 12 small drawings. In the work, Walker develops a narrative of a laboratory where white bodies are drained of racist thinking; their racism is harvested and repurposed as energy to benefit "Border Crossers Everywhere."

To commemorate The Broad's September 2015 opening, the museum will open an anniversary exhibition in its first floor galleries on September 26 that explores the evolution of the Broad collection over the past ten years through new acquisitions and artists to the collection. In addition, on September 26, The Broad will also open extensive presentations of **Murakami** and **Warhol**. The Warhol installation will include a **major new acquisition, Liz [Early Colored Liz] (1963)**, a celebrated work featuring a silkscreened image of Elizabeth Taylor, who represented both celebrity and beauty as well as tragedy for the artist. Further details on the anniversary exhibition will be available later this spring.

### **Additional Details and Schedule of Free Exhibitions and Installations**

All exhibitions and installations listed below can be accessed with free general admission tickets. Free advance reservations can be made at [www.thebroad.org](http://www.thebroad.org), or visitors can join the onsite standby line for free general admission.

#### **Christopher Wool** – Opens February 8

Features 17 artworks (13 are on view for the first time). Works on view by Wool will span from 1985 to 2015, including iconic works that use text, roller paintings and recent works using digital manipulation, including:

- *Untitled* (1991) – a work that reproduces a quote from Situationist writer Raoul Vaneigem, which Wool found in *Lipstick Traces*, a book by rock music critic Greil Marcus).
- *I Smell a Rat* (1994) – a pivotal work for the artist, in which he began reusing his own work as an image bank for generating paintings.
- *Untitled* (2015) – a recent painting in which Wool uses digital methods.

#### ***Desire, Knowledge, and Hope (with Smog)*** – April 4-August 16

Features 81 artworks (28 are on view at The Broad for the first time), including:

- 19 artworks by **Baldessari** in a mini-retrospective installation including important works from the beginning of the artist's career, such as *Tips for Artists Who Want to Sell* (1966-68) and *The Spectator is Compelled...* (1967-68) and late-career works like *All Z's (Picabia/Mondrian): Zealot* (2017); works on view for the first time include *Horizontal Men (With One Luxuriating)* (1984) and *Junction Series: Two Landscapes, Birds (with People) and Soldiers (at Attention)* (2002).
- 15 works by **Kelley**, including *Gym Interior* (2005), an immersive multimedia installation from the artist's *Day is Done* series, on view for the first time at The Broad.
- 7 works by **Kruger**, including the four-channel video installation, *Twelve* (2004), which will be on view for the first time.
- 40 works by **Ruscha** in a mini-retrospective installation including key works like *Norm's, La Cienega, on Fire* (1964) and works that have never been shown before at The Broad, such as *Strong, Healthy* (1987); *Sunset-Gardner Cross* (1998-99); and *Psycho Spaghetti Western #3* (2010) and *Psycho Spaghetti Western #5* (2010) from the artist's series inspired by nineteenth-century painter Thomas Cole's *The Course of Empire* cycle.

#### **Jean-Michel Basquiat** – Opens June 6

Features all 13 works by the artist in the Broad collection, including three works on view for the first time: *Santo 2* (1982); *Deaf* (1984); and *Wicker* (1984).

**Kara Walker** – Opens July 18

Features all nine artworks (five on view for the first time) by the artist in the Broad collection, including a new acquisition, *The White Power 'Gin / Machine to Harvest the Nativist Instinct for Beneficial Uses to Border Crossers Everywhere* (2019).

**Roy Lichtenstein** – Opens September 5

Mini-retrospective installation featuring 23 artworks, with nearly half on view for the first time, including: *Purist Still Life* (1975); *Female Figure* (1979); *Two Paintings: Radiator and Folded Sheets* (1984); *Reflections: VIP! VIP!* (1989); *Nude with Pyramid* (1994).

**Free Anniversary Exhibition Highlighting New Acquisitions** – September 26, 2020-February 14, 2021  
Highlighting new acquisitions and artists in the collection. Further details will be announced later this spring.

**Takashi Murakami** – Opens September 26

Features 12 works, including three on view for the first time: *Flower Matango (b)* (2001-2006); *The World of Sphere* (2003); and *Warp* (2009).

**Andy Warhol** – Opens September 26

Mini-retrospective installation featuring 27 works (13 on view for the first time) including a major new acquisition, *Liz [Early Colored Liz]* (1963); *Mao* (1973); and *40 Gold Marilyn* (1980).

## **Events**

As part of The Broad's fifth anniversary year, major artist conversations and other events will explore the rich history of the Broad collection and the legacy of the Broads' sustained commitment over 50 years to collecting artists in depth.

The Broad will highlight select artists featured in the museum's fifth anniversary year in conversation with cultural leaders in its signature series, **The Un-Private Collection**. During Frieze Week Los Angeles, The Broad will host an Un-Private Collection conversation on February 15 with **Wool** and the visual artist and musician, **Kim Gordon**. Moderated by **John Corbett** (music curator and critic, author and gallerist), this event will provide a platform for Wool and Gordon to share how their experiences with music, art and other genres influenced how they approach their creative undertakings. The Un-Private Collection will feature **Ruscha** on April 11 and **Murakami** in September.

In September, The Broad will celebrate its fifth anniversary with a public celebration; further details on the public celebration will be available later this spring. A special anniversary edition of Family Weekend Workshops, which offers free art-focused activities for families, will be held on September 26 and 27.

The Broad's collection is the result of a sustained and intensive engagement with artists collected over 50 years by the Broads, coupled with a lifelong commitment to making contemporary art accessible to as many people as possible. To honor the Broads' altruistic legacy as art collectors, the museum will present two Un-Private Collection events highlighting collectors who are seeking to change the narrative in the visual arts through the acquisition of works of artists who have been excluded from museums or gallery exhibitions, or through collecting with the intention of launching a public museum.

## **Anniversary Publication**

In September, The Broad will co-publish with Delmonico Prestel a special fifth anniversary publication focusing on 50 of the most vital and renowned works in the Broad collection. The publication will include essays dedicated to five artworks that are not only central to the collection, but also to the experience of visiting the museum.

## **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 and presents an active program of rotating temporary exhibitions and innovative audience engagement. The Broad is home to 2,000 works of art in the Broad collection, which is one of the world's leading collections of postwar and contemporary art, and welcomes more than 900,000 visitors a year.

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 been loaning collection works to museums around the world since 1984.

For news and updates, sign up for email newsletters at [thebroad.org](http://thebroad.org) or follow The Broad on [Twitter](#), [Facebook](#) or [Instagram](#).

### **About East West Bank**

East West Bancorp, Inc. is a publicly owned company with total assets of \$44.2 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 and Xiamen. For more information on East West, visit the Company's website at [www.eastwestbank.com](http://www.eastwestbank.com).

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