



**FOR IMMEDIATE RELEASE**

**April 9, 2025**

**Media Contacts**

Eva Seta | [eseta@thebroad.org](mailto:eseta@thebroad.org)

Ruth Frankel | [ruth.frankel@finnpartners.com](mailto:ruth.frankel@finnpartners.com)

**AT THE START OF ITS SECOND DECADE,  
THE BROAD BREAKS GROUND ON A MAJOR EXPANSION THAT WILL DRAMATICALLY INCREASE  
THE COLLECTION WORKS ON VIEW AND OFFER DYNAMIC NEW EXPERIENCES**

**Museum, Civic, and Cultural Leaders Celebrate the City's Resilience**

**East West Bank Announces a New Ten-Year Commitment to The Broad as  
Exclusive Grand Opening Sponsor and Leading Partner**



The Broad Expansion Groundbreaking Ceremony, (L – R): Elizabeth Diller of Diller Scofidio + Renfro; L.A. City Councilmember Ysabel Jurado; L.A. Mayor Karen Bass; Joanne Heyler, Founding Director and President of The Broad; Edythe L. Broad, co-founder of The Broad; L.A. County Chair Pro Tem and Supervisor to the First District, Hilda L. Solis; and Dominic Ng, Chairman and CEO of East West Bank. Photo by Jojo Korsh, courtesy of The Broad

**[PHOTOS AND VIDEOS AVAILABLE HERE](#)**

**LOS ANGELES, CA—Joanne Heyler**, Founding Director and President of The Broad, and philanthropist **Edythe L. Broad**, co-founder of The Broad, today welcomed civic, cultural, and business leaders to break ground on the museum's major expansion, which will open in 2028. The project will significantly increase

the number of works on view from the renowned Broad collection of contemporary art and add fresh facets to the visitor experience. Thoughtfully designed by the architects of the original building, Diller Scofidio + Renfro (DS+R), this bold expansion opens a new perspective on the “veil and vault” concept DS+R introduced in 2015, with the building’s iconic white honeycomb “veil” enveloping the art storage “vault,” its sculptural grey core. The expansion symbolically pulls the vault out from the veil and opens it to the public, reinforcing The Broad’s mission and track record of reaching the widest possible audience. New outdoor courtyards will open to the sky, and an innovative art storage gallery will invite visitors into areas traditionally kept out of view. General admission to the dramatically expanded museum will continue to be free.

The groundbreaking ceremony took place on the site of the expansion, adjacent to The Broad’s existing building. Los Angeles Mayor **Karen Bass**, L.A. County Chair Pro Tem and Supervisor to the First District **Hilda L. Solis**, and L.A. City Councilmember **Ysabel Jurado** joined with **Dominic Ng**, Chairman and CEO of East West Bank, and **Elizabeth Diller** of Diller Scofidio + Renfro, architects of the original Broad and the expansion, to mark the start of construction, honor the resilience of Los Angeles and its arts community, and look ahead to future program offerings that will build upon the museum’s momentum. More than 170 guests were in attendance, including actor **Jane Fonda**; artist **Patrick Martinez**; **Danielle Brazell**, California Arts Council, Executive Director; **Sel Kardan**, Colburn School, President and CEO; **Suzanne Holley**, DTLA Alliance, President & CEO; **Deborah McLeod**, Gagosian, Director, LA; **Joan Weinstein**, Getty Foundation, Director; **Jeffrey Deitch**, Jeffrey Deitch gallery, Director and Founder; **Sarah Russin**, LACE (Los Angeles Contemporary Exhibitions), Executive Director; **Naima J. Keith**, Los Angeles County Museum of Art, Vice President of Education and Public Programs; **Stacy Lieberman**, Library Foundation of Los Angeles, President and CEO; **Kristin Sakoda**, Los Angeles County Department of Arts and Culture, Director; **Robert Vinson**, Los Angeles Cultural Affairs Commission, President; **Kim Noltemy**, Los Angeles Philharmonic, President and CEO; **Christopher Koelsch**, Los Angeles Opera, President and Chief Executive Officer; **Jon F. Vein**, Los Angeles Tourism Commission, President; **Lori Bettison-Varga**, Natural History Museum of Los Angeles County, President and Director; and **Sandra Jackson-Dumont**.

As both The Broad’s audience and its collection expand, the new building will increase gallery space by 70% and introduce entirely new chapters to the visitor journey. Construction begins as The Broad enters its tenth anniversary year and continues to welcome close to a million visitors annually. In March, it achieved the highest single-day attendance in its history, welcoming more than 6,800 people.

“It has been wonderful to see so many people enjoying art at The Broad,” said Edythe L. Broad. “It has succeeded beyond my and Eli’s wildest dreams. Expanding the museum reflects our belief in the importance of art as a resource for everyone and in the vision Eli and I shared for Los Angeles as a world art capital.”

The Broad collection, comprising more than 2,000 artworks from the 1950s to today, is well known for its large number of influential artists whose work is held in career-spanning depth, including Jean-Michel Basquiat, Jeff Koons, Barbara Kruger, Roy Lichtenstein, Takashi Murakami, Cindy Sherman, Kara Walker, Andy Warhol, and many others. New gallery space will create the opportunity to show more of the

museum's especially deep holdings simultaneously, as well as acquisitions never previously displayed. An unprecedented experience of art storage will invite visitors to circulate among painting racks on the expansion's second floor.

Joanne Heyler said, "This new building reinforces a core belief in access to art that has guided The Broad's approach in our first decade, extends the vibrant experience visitors enjoy today, and introduces entirely new ways for people to engage with the collection. The design uses the visual language of the vault to create public space, a gesture which aligns with The Broad's institutional ethos of changing how museums welcome the public."

Elizabeth Diller, architect of both The Broad's existing building and the expansion, said, "I consider these buildings to be siblings, not clones, with a shared DNA but expressing unique characteristics that enhance the visitor's experience of the pair. By turning the vault inside out, the expansion will present new ways for visitors to directly engage with the art in smaller, more focused galleries or through serendipitous encounters with art in storage while preserving the intuitive logic of the original museum."

The groundbreaking ceremony was designed to foreground the diverse offerings the museum brings to the city, which the expansion will amplify. Guests were greeted by the music of **Mariachi Arcoiris de Los Angeles**, the world's first LGBTQ+ mariachi. **Lynne Thompson**, Los Angeles Poet Laureate Emerita, opened the ceremony by reading a new poem commissioned by The Broad in partnership with the Library Foundation of Los Angeles and the Los Angeles Public Library. "In order to rise from the ashes, a Phoenix first must burn" honored the way Angelenos have come together to help those affected by recent wildfires. The ceremony ended with a celebratory performance by **Medusa**, a legend of L.A. rap and hip hop, who has previously performed as part of the museum's popular **L.A. Intersections** performance series.

The Broad's signature live programming, which creates unexpected entry points to the collection and exhibitions by exploring the cross currents of visual art and pop culture, will benefit from a dedicated event space on the first floor of the new building. L.A. Intersections, which highlights under-recognized music and performance scenes organic to the city, will continue through the opening of the expansion.

The expanded Broad will open in 2028, before Los Angeles hosts the 2028 Olympic and Paralympic Games. Mayor Karen Bass said, "As Los Angeles prepares to welcome the world for the 2028 Olympic and Paralympic Games, there is no better time to celebrate the launch of The Broad expansion. The Broad is known around the world as a cultural treasure where visitors can experience contemporary artwork from influential artists. This expansion will allow millions more visitors and Angelenos alike to experience all that The Broad has to offer while further cementing Los Angeles as an international hub for arts and culture, driving more jobs, and economic opportunities."

The groundbreaking ceremony took place just one week after the L.A. County Board of Supervisors voted to officially create the Grand Avenue Cultural District (GACD). Supported by more than 18 DTLA arts, cultural, and civic organizations including The Broad, The GACD aims to increase awareness of the Grand

Avenue arts corridor and make it easier for tourists and residents alike to benefit from all Grand Avenue has to offer.

Speaking about the outdoor plaza named in her honor that will connect the Metro bridge to this corridor, Chair Pro Tem and Supervisor Hilda L. Solis said, “I want to extend my heartfelt thanks to The Broad for naming this plaza in my honor. It’s a truly humbling gesture, and I’m excited to see how this space will become a cornerstone of connection and community. I’m proud to have introduced the motion to recognize the Grand Avenue Cultural District, which will enhance the visibility and vitality of the arts in shaping the community's cultural identity and economic vibrancy, supported by institutions like The Broad.”

Councilmember Ysabel Jurado said, “The Broad leads in providing access to the arts, and their expansion will further enrich the Grand Avenue Cultural District. This project is a major addition to the heart of our city that will help make DTLA a stronger community.”

East West Bank announced a major new commitment to the museum’s future, signing on as The Broad’s Exclusive Grand Opening Sponsor and Leading Partner for an additional 10 years, through 2037. As the museum’s Leading Partner since 2017, East West Bank has supported The Broad’s innovative live programs, collection displays, and unique educational offerings for children and teens, many from Title One schools.

Dominic Ng said, “East West Bank has long supported The Broad as a vibrant gathering place—not only to experience its world-class collection, but also to participate in concerts, workshops, and installations that bring the arts into everyday life. We are proud to sponsor this exciting expansion, which will create more gallery and programming space and offer new ways for visitors to engage with contemporary art. To Edythe, Joanne, and the entire Broad team—thank you for your vision and for making Los Angeles a truly inspiring center for art and culture. We’re honored to walk this path with you and look forward to what’s ahead.”

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### **About The Broad**

The Broad’s mission is to make contemporary art accessible to the widest possible audience. Founded in 2015 on Grand Avenue in downtown Los Angeles by philanthropists Eli and Edythe Broad, the museum offers free general admission and presents an active program of special exhibitions and innovative live events, all within a landmark building designed by Diller Scofidio + Renfro. The Broad is home to the Broad collection, one of the world’s leading collections of postwar and contemporary art, which continues to grow as new artists and artworks are added. The museum 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. An expansion of the museum will open before the 2028 summer Olympics in Los Angeles, creating even greater public access. For news and updates, sign up for email newsletters at [thebroad.org](https://thebroad.org) or follow The Broad on [Instagram](#), [Threads](#), [Facebook](#), or [YouTube](#).

**Coming up later this spring:** The Broad's next special exhibition is [\*Jeffrey Gibson: the space in which to place me\*](#), adapted from its original presentation at the U.S. Pavilion at the 60th Venice Biennale in 2024, where Jeffrey Gibson was the first Indigenous artist to represent the United States with a solo exhibition. Gibson's first single-artist museum exhibition in Southern California, The Broad's presentation includes over thirty artworks joyously affirming the artist's radically inclusive vision. The exhibition will highlight Gibson's distinct use of geometric design and saturated color alongside references to 19th and 20th century foundational American documents and modern music, critiquing systemic injustices and imagining a more equitable future. The show will be on view in the museum's first-floor galleries from May 10 through September 28, 2025.

#### **About East West Bank**

East West provides financial services that help customers reach further and connect to new opportunities. East West Bancorp, Inc. is a public company (Nasdaq: "EWBC") with total assets of \$68.5 billion. The Company's wholly owned subsidiary, East West Bank, is the largest independent bank headquartered in Southern California, and operates over 120 locations in the United States and Asia. The Bank's markets in the United States include California, Georgia, Illinois, Massachusetts, Nevada, New York, Texas, and Washington. For more information on East West, visit [www.eastwestbank.com/](http://www.eastwestbank.com/)