THE BROAD

MEDIA ADVISORY
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The Broad Presents *On View*, a Free Photography Exhibition Inaugurating a New Ground-Floor Gallery

A former back-of-house space becomes public gallery ahead of the museum's 2028 expansion

LOS ANGELES, CA – On December 12, 2026, The Broad will open a new ground-floor gallery in space that previously held art storage, bringing more of its collection into public view ahead of its 2028 expansion. The gallery debuts with *On View*, a free exhibition of photography from the Broad collection.

Marking the 200th anniversary of the first photograph, *On View* brings together significant works by artists Gregory Crewdson, Andreas Gursky, Sharon Lockhart, Paul Pfeiffer, Thomas Struth, and Jeff Wall. Organized by Ed Schad, Curator and Publications Manager at The Broad, the exhibition centers on spectatorship, being viewed and being seen, exploring how images are constructed and what truths they offer about the world around us.

The new gallery is a sneak peek at the museum's next chapter. When the expanded Broad opens in 2028 with 70% more gallery space, this space will become the ground-floor connector between the original building and the 50,000-square-foot addition designed by Diller Scofidio + Renfro.

"Eli and Edye Broad founded this museum on the belief that contemporary art should be part of everyone's life," said Joanne Heyler, Founding Director and President of The Broad. "Before we were a museum, we spent three decades as a lending library of art, and this gallery opening to the public, with a show that is itself about seeing and viewing, carries forward that same spirit of welcome and access, as well as a first glimpse of the greater access the expanded Broad will bring."

Many of the works in *On View* showcase crowds gathered, including art exhibitions, political rallies, sports games, concerts, and movies. Highlights include Thomas Struth's *Audience* photographs of visitors at Florence's Galleria dell'Accademia, Andreas Gursky's *Madonna I* (2002) and *Pyongyang IV* (2007), Paul Pfeiffer's *Four Horsemen of the Apocalypse* series and Jeff Wall's *Actor in two roles* (2020). *On View* blurs the line between real and staged, capturing how people perform, present, and alter themselves in different contexts.

The presentation is made possible in part by generous support from East West Bank, Exclusive Grand Opening Sponsor and Leading Partner of The Broad since 2017.

About The Broad

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 in 2028, before the summer Olympics and Paralympics in Los Angeles, creating even greater public access and new ways to experience the Broad collection. For news and updates, sign up for email newsletters at thebroad.org or follow The Broad on Instagram, Threads, Facebook, TikTok, or YouTube.

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