

The Broad Collection

Overview Widely recognized as one of the most important collections of postwar and contemporary art in the world, comprised of more than 2,000 works by some 200 artists and still growing, the Broad collection has been built over five decades by Los Angeles-based philanthropists Eli and Edythe Broad. Assembled with the intention of making important contemporary art accessible to the broadest public, the collection has served for many years as a “lending library” through The Broad Art Foundation (established in 1984), which has loaned works throughout the United States and internationally to more than 500 museums, non-commercial art galleries and exhibition spaces. With the September 2015 opening of the new contemporary art museum on Grand Avenue in downtown Los Angeles, The Broad is now home to the works in the Broad collection. Nearly all of the artwork is consolidated on-site, either on view in 50,000 square feet of gallery space or in the second-floor “vault,” a state-of-the-art storage for the works, where they are easily accessible to curators interested in borrowing from the collection.

History Edythe Broad began collecting art in the 1960s, purchasing prints by Georges Braque and Henri de Toulouse-Lautrec. In the early 1970s, Eli Broad was drawn into collecting by his wife, and the couple acquired a pen and ink drawing by Vincent van Gogh, *Cabanes a Saintes-Maries*, 1888, and *Painting, March 13*, 1933 by Joan Miró. The purchase in 1978 of an untitled 1975 crosshatch painting by Jasper Johns marked the beginning of an ambitious and focused concentration on contemporary art, and the Broads traded the van Gogh in 1983 for Robert Rauschenberg’s *Red Painting*, 1954.

The couple’s pace of collecting accelerated when they were introduced into the New York art scene of the early 1980s, with notable early acquisitions including a group of 20 *Untitled Film Stills* by Cindy Sherman in 1982. After Eli Broad became the founding chairman of the Museum of Contemporary Art in 1979, and he and Edythe established The Broad Art Foundation in 1984, the collection also began to acquire concentrations of works by Los Angeles-based artists such as John Baldessari, Lari Pittman and Robert Therrien. An expansion beyond contemporary American art began in the late 1980s with the acquisition of major works by German artists, including Georg Baselitz, Anselm Kiefer and Imi Knoebel. With the appointment of Joanne Heyler as curator in 1995, the Broads’ collecting grew more institutional in scope and approach, and as the collection neared 2,000 works and the desire to make the art accessible to the public grew stronger, the couple decided to build The Broad, which opened to the public with free general admission on Sept. 20, 2015.

Curatorial Profile Although the collection is diverse, representing a wide range of postwar and contemporary art, many of the works in the collection reflect strong social and political themes. The collection also includes a strong representation of contemporary German art. A noticeable preference for figuration over abstraction and Conceptualism in the collection dovetails with an interest in contemporary offshoots of the Duchamp tradition, from Rauschenberg and Pop art to Jeff Koons and appropriation. While the Broads have consistently been committed to supporting the work of emerging artists, making the collection an ongoing record of the most recent art to have been created over the past decades, they have also acquired deep

concentrations of the post-World War II art that is the foundation for these new artists' developments.

**Artists
Represented**

The Broad collection includes the largest group in the world of Cindy Sherman works, the largest of Jeff Koons, the largest collection of Roy Lichtenstein works outside the Lichtenstein Foundation, the only near-complete group of the 570-work multiples of Joseph Beuys in the Western United States, and one of the most significant groups of Christopher Wool paintings. Among other artists represented in depth are Richard Artschwager, John Baldessari, Jean-Michel Basquiat, Mark Bradford, Chuck Close, John Currin, Eric Fischl, Leon Golub, Andreas Gursky, Damien Hirst, Jasper Johns, Mike Kelley, Ellsworth Kelly, William Kentridge, Barbara Kruger, Glenn Ligon, Sharon Lockhart, Lari Pittman, Charles Ray, Robert Rauschenberg, Ed Ruscha, Frank Stella, Philip Taaffe, Takashi Murakami, Robert Therrien, Cy Twombly, Kara Walker, Andy Warhol and Terry Winters.

**Recent
Acquisitions**

Notable recent acquisitions include John Baldessari, *Pictures & Scripts: Honey – what words come to mind?*, 2015; John Currin, *Maenads*, 2015; Damien Hirst, *Fear*, 2002; Jeff Koons, *Hulk (Organ)*, 2004-14; Ella Kruglyanskaya, *Girl on a Hot Day*, 2015; Yayoi Kusama, *Infinity Mirrored Room – The Souls of Millions of Light Years Away*, 2013; Robert Longo, *Untitled (Ferguson Police, August 13, 2014)*, 2014; Goshka Macuga, *Death of Marxism*, 2013, *Women of all Lands Unite*, 2013, *Suit for Tichy 4* and *Suit for Tichy 5*, 2013; Julie Mehretu, *Invisible Sun (algorithm 8, fable form)*, 2015; Takashi Murakami, *In the Land of the Dead, Stepping on the Tail of a Rainbow*, 2014; Robert Rauschenberg, *Combine*, 1954; Ragnar Kjartansson, *The Visitors*, 2012; and Christopher Wool, *Untitled*, 2015.