

## The Broad Fact Sheet

**Overview** The Broad is a new contemporary art museum founded by philanthropists Eli and Edythe Broad on Grand Avenue in downtown Los Angeles which opened in September of 2015. The museum is designed by Diller Scofidio + Renfro in collaboration with Gensler and offers free general admission. The museum 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 has launched an active program of rotating temporary exhibitions and innovative audience engagement. The 120,000-square-foot, \$140-million 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. In its inaugural year, The Broad museum far exceeded attendance projections, welcoming over 820,000 visitors.

**Location** 221 S. Grand Ave., Los Angeles, Calif. 90012

The museum is located on Grand Avenue in downtown Los Angeles on the corner of 2<sup>nd</sup> Street. The site includes The Broad museum, public plaza, Otium restaurant and a 364-space parking garage. The Broad is located across the street from Walt Disney Concert Hall to the north and the Museum of Contemporary Art and the Colburn School of to the east.

**Hours** The Broad is open six days a week from Tuesday through Sunday.

Tuesday and Wednesday: 11 a.m. – 5 p.m.

Thursday and Friday: 11 a.m. – 8 p.m.

Saturday: 10 a.m. – 8 p.m.

Sunday: 10 a.m. – 6 p.m.

Closed Monday, Thanksgiving Day and Christmas Day

**Admission** General admission to The Broad is free. Some special exhibitions will carry a fee.

**There are two ways to access the museum:**

1.) Reserve advance timed tickets at [thebroad.org/tickets](http://thebroad.org/tickets)

2.) Get in the onsite standby line for first come, first served access

**Access via the onsite standby line**

The onsite standby line is available at the museum every day except Mondays, when the museum is closed. Admission for the onsite standby line is first come, first served, based on availability. The wait time in the onsite standby line is 10 to 45 minutes on an average weekday, and 60 to 90 minutes on an average weekend. On holiday weekends, wait time in the onsite standby line can be up to two or three hours. The onsite standby line closes 90 minutes before the museum closes, and may close earlier on busy days.

**Installation** On view on the first floor is Yayoi Kusama's *Infinity Mirrored Room*, a mirror-lined chamber housing a dazzling and seemingly endless LED light display. This experiential artwork has extremely limited capacity, accommodating one visitor at a

time for about a minute, and requires a separate free timed ticket which general admission ticket holders are able to reserve, pending availability, after arrival into the museum. *On view through fall 2017*

**Mobile App** The Broad's free mobile app, accessible on Apple and Android smartphones or Wi-Fi-enabled portable electronic devices, is available for download from the museum's website at [thebroad.org](http://thebroad.org) and in app stores. The app enhances the museum experience by offering information about The Broad and its collection through audio, video and descriptive text about the collection, artworks and artists on view, as well as free self-guided audio tours. Visitors also can use The Broad's free mobile app to reserve and view their museum tickets.

**Audio Tours** Among the features of the app are audio tours that can be experienced in each tour's suggested sequence or used "a la carte" to provide in-depth information on artworks, and architecture, selected by the visitor in any order throughout the 50,000 square feet of gallery space.

Four tours are available, including:

- "Artists-on-Artists," a tour featuring collection artists talking about artworks by other artists also in the collection such as Barbara Kruger on Kara Walker's *African't* and John Baldessari on Sherrie Levine's *Fountain (Buddha)*, among others;
- a collection highlights tour with commentary by founders Eli and Edythe Broad and founding director Joanne Heyler;
- an architecture tour featuring Elizabeth Diller, principal-in-charge at Diller Scofidio + Renfro, the firm that designed The Broad;
- "Looking with LeVar," a family audio tour, narrated by award-winning actor, director and education advocate LeVar Burton.

**The Shop** The Shop at The Broad is located in the lobby of the museum and features limited edition prints, books and a guide on the collection and the museum's architecture, branded items, gifts, jewelry and more for sale.

**Dining** Located on the plaza, Otium is a contemporary American restaurant with a menu by Chef Timothy Hollingsworth that blends both refined and rustic techniques. Otium merges indoor and outdoor spaces by utilizing wood fire rotisseries, a mezzanine garden and an open kitchen. The restaurant is located at 222 S. Hope Street. For reservations and hours, visit [otiumla.com](http://otiumla.com).

**Photography** Visitors are welcome to take photographs of the collection for personal use only unless otherwise noted. For the safety and preservation of the art, selfie sticks, tripods and flash photography are not permitted in the museum.

**Group Visits** The Broad offers multiple options for group visits to the museum including self-guided group visits and private group tours. More information at [thebroad.org/visit/group-visits](http://thebroad.org/visit/group-visits).

**Accessibility** The Broad is committed to making its collection, building, program and services accessible to all visitors. All galleries and facilities are wheelchair accessible. Accessible parking spaces are available on P1 of The Broad garage, and a limited number of wheelchairs are available free of charge. Service animals are welcome, and the museum offers large-print museum guides and text printouts of all audio tours.

**Parking**

Parking is available at The Broad in a three-level underground parking garage, entrance on 2<sup>nd</sup> Street between Hope Street and Grand Avenue. Parking for museum visitors with validation from The Broad is \$12 for three hours on weekdays (after three hours, an additional \$4 each 15 minutes, maximum of \$22), \$12 on weeknights after 5 p.m. and all day on weekends. Accessible parking spaces, electric vehicle parking spaces and bicycle parking are all available on level P1 of the garage. Alternate parking for museum visitors is available at the California Plaza garage (entrance off Olive Street) for \$8 with validation from The Broad. Additional parking is available at other adjacent lots around Grand Avenue.

**Public  
Transit**

The Broad is located at 221 S. Grand Ave. in downtown Los Angeles, easily accessible by car or public transportation. The closest Metro station is the Civic Center/Grand Park Station on the Purple and Red Lines, located at 1<sup>st</sup> and Hill streets (0.4 mile walk to The Broad, [metro.net](http://metro.net)). The Broad is also accessible by many MTA bus routes, as well as by Santa Monica's Big Blue Bus ([bigbluebus.com](http://bigbluebus.com)).

**Contact**

Visitor Information: 213-232-6200

Website: [thebroad.org](http://thebroad.org)

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