

THE BROAD

NEWS

Contact

Alex Capriotti, +1 213-232-6236, acapriotti@thebroad.org

Susan Clarke Chandrasekhar, +1 310-552-4181, susan.clarke@finnpartners.com

THE SHOP AT THE BROAD TO OFFER SPECIAL ARTIST-DESIGNED PRODUCTS AND EXCLUSIVE MUSEUM AND COLLECTION-INSPIRED ITEMS



A T-shirt with Barbara Kruger's *Untitled (Your body is a battleground)*, 1989, and a tote bag with Yayoi Kusama's *Infinity Mirrored Room – The Souls of Millions of Light Years Away*, 2013, both available at The Shop at The Broad

LOS ANGELES, September 16, 2015 – The Broad, the new contemporary art museum in downtown Los Angeles, will include a unique shop, located on the first floor of the museum. The shop will feature a curated selection of products that celebrate the work of artists in the Broad collection and are inspired by the museum's design. Located near the plaza on the southeast corner of the museum, **The Shop at The Broad** will feature special artist-designed products, art books and museum publications, and other merchandise reflecting The Broad and the work of artists in the Broad collection with a wide range of price points. Items will also be available for purchase online at www.thebroad.org beginning in 2016.

Limited-edition items will include a series of Bernardaud porcelain dishes featuring Jeff Koons images and a collectible version of his *Split-Rocker* vase; prints by Broad collection artists including John Baldessari, Cecily Brown, Chuck Close, Eric Fischl, Ellsworth Kelly, Bruce Nauman and Kiki Smith; skateboard decks created in collaboration with Supreme, featuring the artwork of Takashi Murakami, George

--more--

Condo, Jean-Michel Basquiat and Jeff Koons; and exclusive T-shirts featuring work by artists including Barbara Kruger, Roy Lichtenstein and Jasper Johns.

Other special highlights in The Shop at The Broad include jewelry by Los Angeles designers, with fashion jewelry collections from Sydney Evan and elegant and architectural pieces by the Artigas sisters, Gabriela and Teresita.

Additional products exclusive to the museum include postcards, notecards and journals featuring reproductions of works from the Broad collection, as well as Broad-branded items like T-shirts, hats, tote bags, earbuds and mugs.

A wide range of books and publications will be offered, as well, including monographs on artists represented in the Broad collection and signed and numbered limited-edition artist books. Also available will be two catalogues on The Broad's collection and architecture, published by Prestel in association with The Broad. *The Broad Collection* brings together cultural leaders, writers and curators to share their diverse points of view on some of The Broad's most celebrated artists. Contributors include John Waters on Jeff Koons; music critic Greil Marcus on Christopher Wool; and novelist Siri Husvedt on Anselm Kiefer, among many other pairings. *The Broad: An Art Museum Designed by Diller Scofidio + Renfro* examines the museum as an architectural landmark and international cultural destination, exploring its history, context and potential impact on downtown Los Angeles through an illustrated roundtable discussion led by architecture critic Paul Goldberger and an essay by critic and author Aaron Betsky.

Shop associates will offer personalized service to visitors, and purchases can be made on mobile point-of-sale devices anywhere within The Shop at The Broad, mirroring visitors' experience entering the museum and checking in with Visitor Services Associates in The Broad's lobby. The shop is tucked around the southern corner of the lobby, with displays extending into the lobby.

The Shop at The Broad is open seven days a week. During museum hours, the shop will remain open one hour after regular museum hours. Additionally, the shop will be open Mondays from 11 a.m. to 5 p.m.

Regular hours are:

Monday: 11 a.m. – 5 p.m.

Tuesday and Wednesday: 11 a.m. – 6 p.m.

Thursday and Friday: 11 a.m. – 9 p.m.

Saturday: 10 a.m. – 9 p.m.

Sunday: 10 a.m. – 7 p.m.

Closed Thanksgiving Day and Christmas Day; also closed Sept. 21

About The Broad

The Broad is a new contemporary art museum founded by philanthropists Eli and Edythe Broad on Grand Avenue in downtown Los Angeles. The museum, which is designed by Diller Scofidio + Renfro in collaboration with Gensler, opens Sept. 20, 2015 with 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. With its innovative "veil-and-vault" concept, the 120,000-square-foot, \$140-million building features two floors of gallery space to showcase The Broad's comprehensive collection and will be the headquarters of The Broad Art Foundation's worldwide lending library.