

THE BROAD™

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NEWS

THE BROAD ANNOUNCES NEW TICKETING SCHEDULE; EXTENDED HOURS ON APRIL 30 ADDED FOR END OF INAUGURAL INSTALLATION

**Advance tickets to *Cindy Sherman: Imitation of Life*
special exhibition available beginning May 1**



*Images: Cindy Sherman, Untitled #122, 1983, © Cindy Sherman, courtesy of the artist and Metro Pictures;
The Broad, photo by Ryan Miller / Capture Imaging*

LOS ANGELES, April 26, 2016—Since The Broad opened last September, tickets to the museum have regularly booked up months in advance, with onsite standby lines consistently wrapping around the block. Today The Broad announced a new ticketing schedule designed to make it easier to plan a visit. Beginning May 1, advance admission tickets will be released online on the first of each month for the following month (e.g., on May 1, tickets for June will be released; on June 1, tickets for July will be released, etc.). A standby line for same-day access remains available at the museum every day except Mondays, when the museum is closed.

This summer The Broad will feature its first special exhibition, *Cindy Sherman: Imitation of Life*, from June 11 to Oct. 2. The exhibition will showcase close to 120 works by renowned artist Cindy Sherman in The Broad's first-floor galleries. Admission to the exhibition will be \$12 for adults and free for visitors 17 and under; special exhibition tickets will include access to the full museum.

The Broad's third-floor galleries, which constitute 70 percent of the museum's gallery space, will continue to display a robust selection of highlights from the Broad collection and will remain accessible with free general admission.

Ticket Release Schedule

Admission to The Broad requires timed entry tickets. To avoid unpredictable wait times in the onsite standby ticket lines, the museum strongly recommends that visitors book tickets in advance to ensure a specific entry date and time.

On **Sunday, May 1 at noon PT**, The Broad will release timed tickets for the month of June for both *Cindy Sherman: Imitation of Life* (\$12 for adults and free for visitors 17 and under) and free general admission. This ticket release schedule will continue throughout the summer. Tickets will be available at thebroad.org. The ticket release schedule will be as follows:

- **May 1 at noon PT:**
 - o June 11–30 *Cindy Sherman: Imitation of Life* tickets available for advance reservation
 - o June 1–30 free general admission tickets available for advance reservation
- **June 1 at noon PT:**
 - o July 1–31 *Cindy Sherman: Imitation of Life* tickets available for advance reservation
 - o July 1–31 free general admission tickets available for advance reservation
- **July 1 at noon PT:**
 - o Aug. 1–31 *Cindy Sherman: Imitation of Life* tickets available for advance reservation
 - o Aug. 1–31 free general admission tickets available for advance reservation
- **Aug. 1 at noon PT:**
 - o Sept. 1–Oct. 2 (end of exhibition) *Cindy Sherman: Imitation of Life* tickets available for advance reservation
 - o Sept. 1–30 free general admission tickets available for advance reservation
- **Sept. 1 at noon PT:**
 - o Oct. 1–31 free general admission tickets available for advance reservation

End of the Inaugural Installation + Extended Hours on April 30

With the opening of *Cindy Sherman: Imitation of Life* comes the end of The Broad's full inaugural installation. **Sunday, May 1** will be the last day to see the current installation in the first-floor galleries—including works by Ragnar Kjartansson, Takashi Murakami, Chris Burden, Jenny Saville, Mark Grotjahn, John Currin and more. The first-floor galleries will close for installation and reopen on June 11 for the special exhibition.

On **Saturday, April 30**, The Broad will stay open until midnight to allow additional viewing hours of the full inaugural installation. From 8 p.m. to midnight tickets will be available from the onsite standby line only. Throughout the night, The Broad's Visitor Services Associates will give short pop-up talks to celebrate the works in the collection, before the pieces go back into the museum's storage vault.

In order to give more visitors the chance to visit favorite works on view in the inaugural installation, no advance tickets have been released for **Sunday, May 1**. The Broad will be open from 10 a.m. to 6 p.m., and day-of admission will be from the onsite standby line only.

Advance free general admission tickets are fully booked through the end of May, but the onsite standby line is available every day except Mondays, when the museum is closed. Standby line wait times can be 10 to 45 minutes on weekdays and 60 to 90 minutes on weekends, with longer wait times on holidays.

Upcoming Gallery Timeline

- **April 30:** Extended hours—museum open from 10 a.m. to midnight; inaugural installation on view in first- and third-floor galleries
- **Through May 1:** Inaugural installation on view in first- and third-floor galleries
- **May 2–June 10:** First-floor galleries closed for installation; third-floor galleries open and showing the Broad collection; accessible with free general admission
- **June 11–Oct. 2:** *Cindy Sherman: Imitation of Life* ticketed special exhibition on view in first-floor galleries; third-floor galleries open and showing the Broad collection; accessible with free general admission

Yayoi Kusama's *Infinity Mirrored Room* installation will remain on view through the fall.

About Cindy Sherman: Imitation of Life Special Exhibition

Taking cues from Los Angeles's role as the center of the film industry, *Cindy Sherman: Imitation of Life* will foreground the artist's engagement with 20th-century popular film and celebrity. Since the early 1980s, Eli and Edythe Broad have collected Sherman's work consistently and with great depth; the Broad collection represents every body of work the artist has produced to date. Along with key loans, this exhibition will showcase that breadth, and will present a distinctive and comprehensive survey of Sherman's highly acclaimed career for the first time in Los Angeles in nearly 20 years. The exhibition, organized by guest curator Philipp Kaiser, will offer a fresh take on the artist's work in Los Angeles, one of the world's crucibles of modern image making, and will focus on Sherman's unique examination of filmic stereotypes and celebrity, spanning from her film stills of the 1970s to works she created this year.

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 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. 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 is the headquarters of The Broad Art Foundation's worldwide lending library. www.thebroad.org

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