



THE BROAD

WELCOME
**THE BROAD IS A
NEW CONTEMPORARY
ART MUSEUM BUILT
BY PHILANTHROPISTS
ELI AND EDYTHE BROAD.
THE MUSEUM IS HOME
TO NEARLY 2,000 WORKS
OF ART AND HOLDS ONE
OF THE MOST PROMINENT
COLLECTIONS OF POSTWAR
AND CONTEMPORARY
ART WORLDWIDE.**

YOUR VISIT

Here's what you need to know for your visit today...

Museum Hours

Monday	Closed
Tuesday	11 a.m. – 5 p.m.
Wednesday	11 a.m. – 5 p.m.
Thursday	11 a.m. – 8 p.m.
Friday	11 a.m. – 8 p.m.
Saturday	10 a.m. – 8 p.m.
Sunday	10 a.m. – 6 p.m.

Please note that galleries may begin to close 10 minutes before the end of the day.

Mobile App / Audio Tours

Make the most of your visit by downloading The Broad's app. Engage with The Broad's art and architecture through video, audio, and text. Select a self-guided audio tour and go at your own pace.

Photography and Sketching

You are welcome to take photographs of the collection for personal use unless otherwise noted. Drawing with pencil in the galleries is also permitted. Please do not use flashes, tripods, video cameras, easels, or selfie sticks.

Visitor Services Associates

Have a question? Ask any Visitor Services Associate (VSA) you see throughout the building. Our VSAs can tell you about the collection, help you reserve tickets for upcoming programs, help you download and navigate the mobile app, and much more. We are here to help!

Programming

The Broad's public programming calendar varies day to day. View the calendar online or on the app, or ask a VSA about what programs are happening today.

Shop

The Shop at The Broad is located in the lobby and features limited-edition prints, books, gifts, jewelry, The Broad publications, and more.

Eat / Drink

Located on the plaza, Otium is a contemporary American restaurant by restaurateur Bill Chait and chef Timothy Hollingsworth. Featuring an eclectic menu that focuses on both refined and rustic techniques, Otium merges indoor and outdoor spaces by utilizing wood-fire rotisseries, a mezzanine garden, and an open kitchen. For reservations and hours, visit otiumla.com.

Accessibility

All galleries and facilities are wheelchair accessible. Large-print gallery notes are also available free of charge. For information about access programs, ask any VSA.

General Info

To enjoy the museum and keep artworks safe, please:

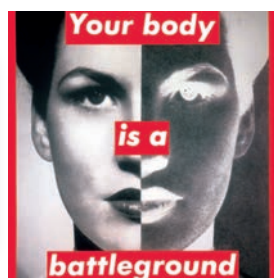
- Keep mobile phones and other devices on silent
- Do not touch the art
- Do not eat or drink in the galleries
- Do not bring bags, purses, and backpacks larger than 11 x 17 x 8 inches into the museum

THE BROAD

THE COLLECTION

Eli and Edythe Broad have been building their collection of postwar and contemporary art over the last five decades, and the collection continues to grow by approximately one artwork per week. With a belief that the greatest collections are developed alongside practicing artists, the Broads focus on the art of their time.

With in-depth representations of influential contemporary artists, such as Jean-Michel Basquiat, Barbara Kruger, Cy Twombly, Ed Ruscha, Kara Walker, Christopher Wool, Jeff Koons, Joseph Beuys, Jasper Johns, Cindy Sherman, Robert Rauschenberg, and more, plus an ever-growing representation of younger artists, The Broad enriches, provokes, inspires, and fosters appreciation of contemporary art.



Lending Library

The museum is also home to The Broad Art Foundation, which was created in 1984 as a pioneering lending library dedicated to increasing public access to contemporary art through an extensive loan program. The foundation has made more than 8,000 loans to over 500 museums and galleries around the world.

Inaugural Installation

The inaugural installation features a predominantly chronological selection of masterworks from the Broad collection.

The installation begins on the third floor with works by major artists who came to prominence in the 1950s, including Jasper Johns, Robert Rauschenberg, and Cy Twombly. The Pop art of the 1960s—an area of great depth in the collection—is represented through works by Roy Lichtenstein, Ed Ruscha, and Andy Warhol, among others. Moving into the 1980s and 90s, the installation presents a rich concentration of works by artists such as Jean-Michel Basquiat, Keith Haring, Barbara Kruger, Kara Walker, Glenn Ligon, Damien Hirst, and Jeff Koons. The installation continues on the first floor featuring works from the millennium through the present, including an immersive, nine-screen video piece by Icelandic artist Ragnar Kjartansson, as well as major works by Takashi Murakami, Mark Bradford, Thomas Struth, and Goshka Macuga.

Quick Facts

- The Broad collection continues to grow—adding about one work a week.
- Nearly all 2,000 works in the Broad collection are stored onsite in the 21,000 square feet of collection storage. One work that isn't? Charles Ray's life-size *Firetruck*.
- The Broad collection includes works by more than 200 artists.
- The longest artwork in the collection is Takashi Murakami's *In the Land of the Dead, Stepping on the Tail of a Rainbow*, which measures 82 feet long.
- The Broad collection includes the largest representation of Cindy Sherman's work—124 photographs and counting.
- The Broad's freight elevator is 20 x 14 x 16 feet, and was built to bring the longest single-piece work, Ellsworth Kelly's *Green Angle*, up to the skylit third-floor gallery.
- The Broad collection has the deepest holdings of German conceptual artist Joseph Beuys on the West Coast.

THE BUILDING

The Broad is designed by world-renowned architecture firm Diller Scofidio + Renfro (DS+R) in collaboration with Gensler.

Dubbed “the veil and the vault,” the museum’s design merges the two key programs of the building: gallery space and the collection storage that supports the museum’s extensive lending activities.

Compared to the smooth and shiny exterior of the adjacent Walt Disney Concert Hall, The Broad’s “veil” was designed to be porous and absorptive.

To highlight the history of the Broad collection and its lending library, DS+R placed the artwork storage front and center. The central mass, called the “vault,” houses the collection and appears to hover in the middle of the building.

During your visit, you will tunnel through the vault—up the 105-foot escalator that takes you straight to the third-floor galleries; up or down the cylindrical glass elevator; or down the central stairs that wind through the vault, providing glimpses into collection storage along the way.

Quick Facts

- The “veil” is made of 2,500 fiberglass reinforced concrete panels and 650 tons of steel.
- The vault walls are made of a Venetian plaster.
- The third-floor gallery features 318 skylights that filter in diffused northern light.
- The plaza next to The Broad was also designed by DS+R and features a grove of 100-year-old Barouni olive trees.
- 36 million pounds of concrete make up the “vault.”
- The Broad includes 50,000 square feet of gallery space—35,000 square feet of column-free space on the third floor and 15,000 square feet on the first floor.

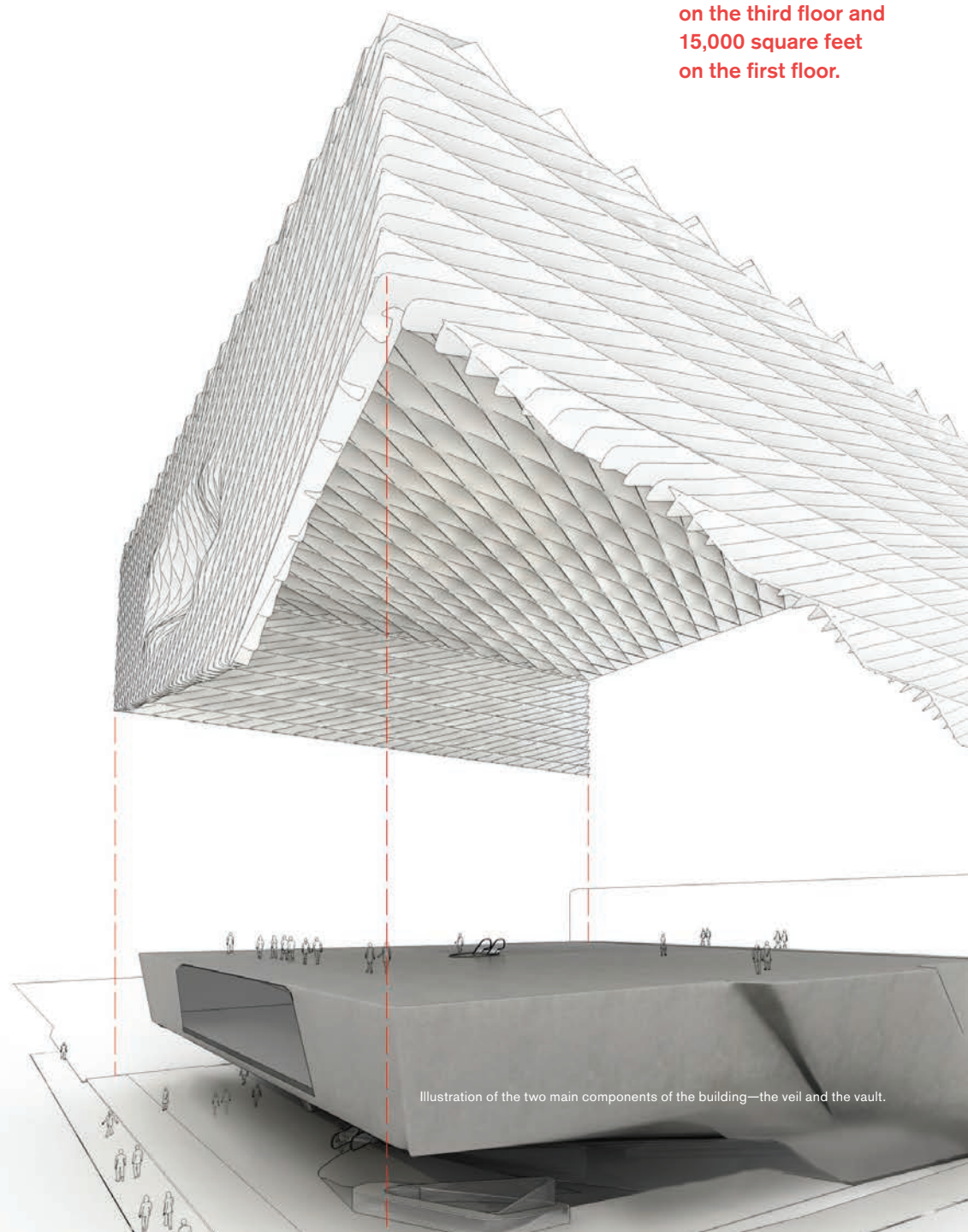


Illustration of the two main components of the building—the veil and the vault.



THE SHOP AT THE BROAD

Inspired by the Broad collection and located in the lobby, The Shop at The Broad features limited-edition prints, books, posters, T-shirts, gifts, jewelry, The Broad's publications, and more. The Shop provides a unique, world-class retail experience through products that celebrate both the building's architecture and the artists in the collection.

OTIUM RESTAURANT

Located on the plaza, Otium is a contemporary American restaurant by restaurateur Bill Chait and chef Timothy Hollingsworth. Featuring an eclectic menu 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. For reservations and hours, visit otiumla.com.

YAYOI KUSAMA'S INFINITY MIRRORED ROOM

On view on the first floor is Yayoi Kusama's *Infinity Mirrored Room — The Souls of Millions of Light Years Away*, a mirror-lined chamber housing a dazzling and seemingly endless LED light display. This experiential artwork has limited capacity, accommodating one visitor at a time for approximately 45 seconds, and requires a separate free timed ticket.

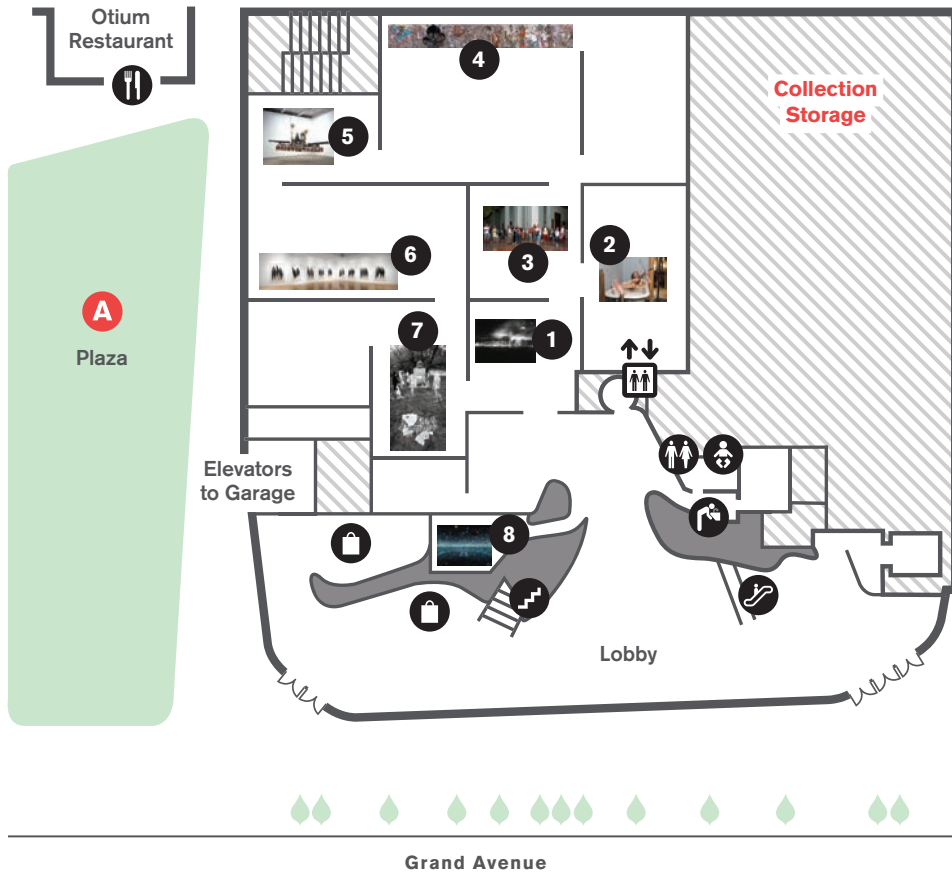
To check availability and reserve a timed ticket, visit the kiosk at the entrance to the installation at the beginning of your visit.



LEVEL

1

- Lobby
- Galleries
- Yayoi Kusama, *Infinity Mirrored Room*
- The Shop at The Broad
- Restrooms
- Plaza
- Otium Restaurant



Level 1 Artwork Highlights

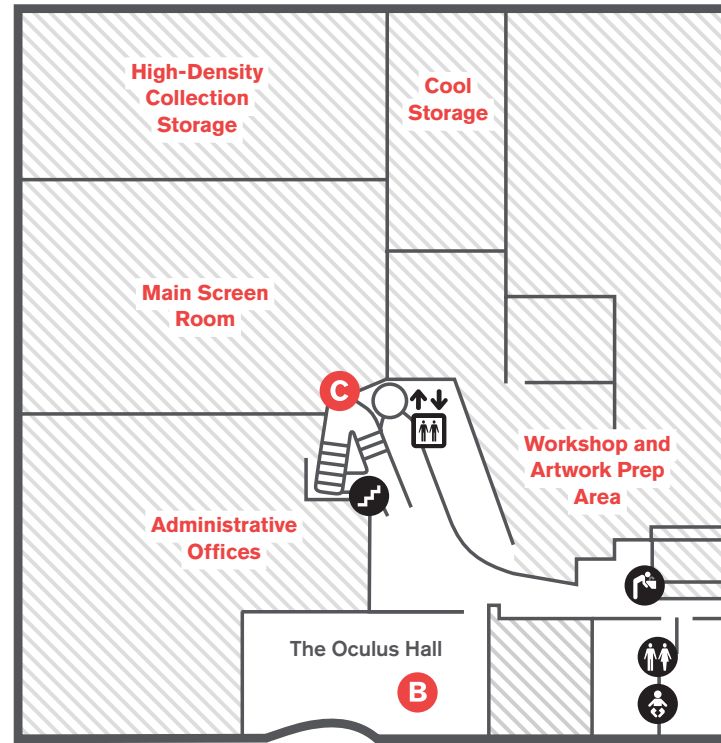
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| 1 Robert Longo, <i>Untitled (Ferguson Police, August 13, 2014)</i> , 2014 | 5 Chris Burden, <i>Bateau de Guerre</i> , 2001 |
| 2 Ragnar Kjartansson, <i>The Visitors</i> , 2012 | 6 Mark Grotjahn, <i>Untitled (Dancing Black Butterflies)</i> , 2007 |
| 3 Thomas Struth, <i>Audience 4 (Galleria dell'Accademia)</i> , Florenz, 2004 | 7 Goshka Macuga, <i>Death of Marxism, Women of All Lands Unite</i> , 2013 |
| 4 Takashi Murakami, <i>In the Land of the Dead, Stepping on the Tail of a Rainbow</i> , 2014 | 8 Yayoi Kusama, <i>Infinity Mirrored Room—The Souls of Millions of Light Years Away</i> , 2013 |

- | | | | |
|-------------|----------|-------------------|--------|
| Restrooms | Stairs | Escalator | Dining |
| Baby Change | Elevator | Drinking Fountain | Shop |

LEVEL

2

- The Oculus Hall
- Restrooms
- Administrative Offices
- Collection Storage Windows



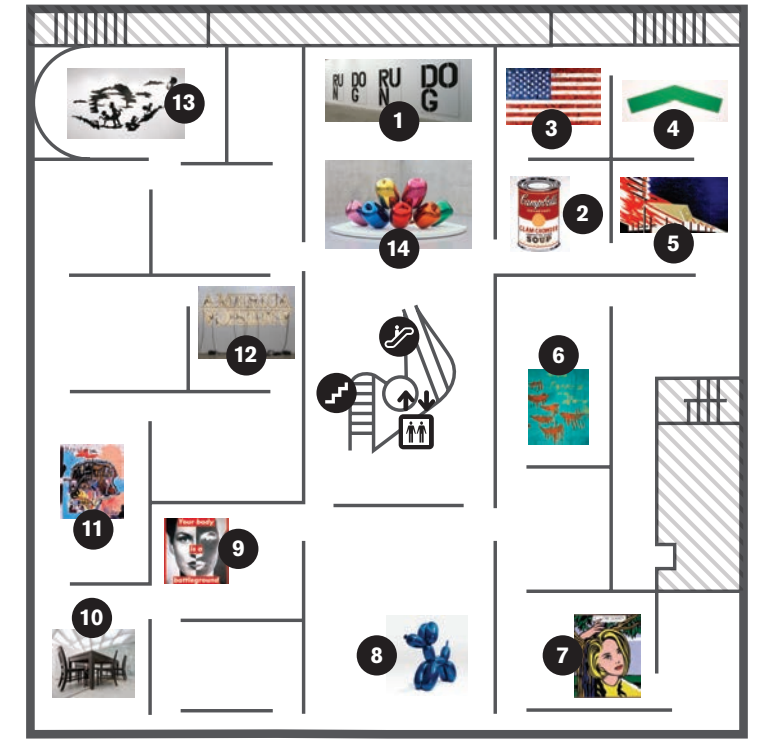
Points of Interest

- A** Plaza
- B** The Oculus Hall
- C** Windows into collection storage

LEVEL

3

- Galleries



Level 3 Artwork Highlights

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| 1 Christopher Wool, <i>Untitled</i> , 1990 | 8 Jeff Koons, <i>Balloon Dog (Blue)</i> , 1994–2000 |
| 2 Andy Warhol, <i>Campbell's Soup Can (Clam Chowder—Manhattan Style) [Ferus Type]</i> , 1962 | 9 Barbara Kruger, <i>Untitled (Your body is a battleground)</i> , 1989 |
| 3 Jasper Johns, <i>Flag</i> , 1967 | 10 Robert Therrien, <i>Under the Table</i> , 1994 |
| 4 Ellsworth Kelly, <i>Green Angle</i> , 1970 | 11 Jean-Michel Basquiat, <i>Untitled</i> , 1981 |
| 5 Ed Ruscha, <i>Norms, La Cienega, on Fire</i> , 1964 | 12 Glenn Ligon, <i>Double America 2</i> , 2014 |
| 6 Cy Twombly, <i>Leaving Paphos Ringed with Waves (III)</i> , 2009 | 13 Kara Walker, <i>African't</i> , 1996 |
| 7 Roy Lichtenstein, <i>I...I'm Sorry!</i> , 1965–66 | 14 Jeff Koons, <i>Tulips</i> , 1995–2004 |

Please note that some galleries may be closed at short notice for refurbishment.

MOBILE APP AND AUDIO TOURS

Download The Broad's free mobile app, accessible on Apple and Android smartphones or Wi-Fi-enabled portable electronic devices—just search “The Broad” in the app store. Featuring audio, video, maps, descriptions of artworks, and self-guided audio tours, the app will help deepen your engagement with the collection and the building.

The app's audio and video tours can be taken as multi-stop tours or individually throughout the galleries. Look for the below symbols in the galleries to find a tour stop.

Need headphones? Stop by The Shop at The Broad to buy a pair of The Broad's branded earbuds.

Take a Tour



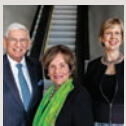
Looking with LeVar

A family audio tour for kids of all ages, narrated by award-winning actor, director, and education advocate LeVar Burton.



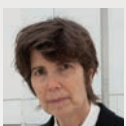
Artists-on-Artists

A tour featuring collection artists talking about artworks by other artists also in the collection. Listen to Barbara Kruger on Kara Walker's *African't*, John Baldessari on Sherrie Levine's *Fountain (Buddha)*, and Sterling Ruby on Christopher Wool's *Untitled, 1990*, among many others.



Inside the Broad

Explore selected works in the Broad collection with commentary by the people who built it—founders Eli and Edythe Broad and founding director Joanne Heyler.



Architecture

Learn more about The Broad's “veil-and-vault” design concept from Elizabeth Diller, principal-in-charge at Diller Scofidio + Renfro, the firm that designed The Broad. View the architecture tour stops and locations on the app.

EXPLORE GRAND AVENUE

Grand Avenue is one of the foremost destinations for art and culture in the world. The Broad joins world-class architecture and arts organizations on Grand Avenue, including Center Theatre Group, the Colburn School, Grand Park, Grand Performances, LA Master Chorale, LA Opera, LA Phil, Los Angeles Central Library, MOCA, REDCAT, The Music Center, and Walt Disney Concert Hall. Take time to explore Grand Avenue during your visit to The Broad.

Cultural Organizations

- 1 Grand Arts High School
- 2 Cathedral of Our Lady of the Angels
- 3 The Music Center
- 4 Ahmanson Theatre
- 5 Dorothy Chandler Pavilion
- 6 Mark Taper Forum
- 7 Grand Park
- 8 Walt Disney Concert Hall
- 9 REDCAT
- 10 Colburn School
- 11 MOCA
- 12 The Broad

Food

- 13 Otium Restaurant
- 14 Lemonade at MOCA
- 15 Water Court at Cal Plaza
- 16 Etchea Café & Bakery
- 17 Colburn Café
- 18 REDCAT Café
- 19 Walt Disney Concert Hall Café
- 20 Patina Restaurant
- 21 Kendall's Brasserie and Bar
- 22 Grand Central Market
- 23 Vespaio
- 24 Subway
- 25 Ocho Mexican Grill

CONNECT

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- Free Wi-Fi

