

# THE BROAD

## NEWS

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### ***THE UN-PRIVATE COLLECTION: JEFF KOONS AND JOHN WATERS***

Co-presented with the Library Foundation of Los Angeles's ALOUD series

**SPECIAL EVENT IN THE BROAD'S PUBLIC TALKS SERIES TO FEATURE ARTIST JEFF KOONS AND FILMMAKER/AUTHOR JOHN WATERS IN CONVERSATION ABOUT KOON'S ART AND CONTEMPORARY CULTURE**



*Jeff Koons photo by Chris Fanning*



*John Waters photo by Greg Gorman*

LOS ANGELES - The Broad announced today that artist Jeff Koons will join filmmaker John Waters for a public talk as part of the museum's ***The Un-Private Collection*** series on Feb. 24, 2014, 7:30 p.m., at the Orpheum Theatre in downtown Los Angeles.

Co-presented with the Library Foundation of Los Angeles's ALOUD series, the talk will feature an unprecedented public interview of one of this generation's most successful artists by a renaissance director-actor-author-artist about the motivations and ideas behind Koons' works and his creative processes.

Collectors Eli and Edythe Broad have assembled one of the world's largest holdings of artworks by Jeff Koons, many of which will be shown to the public for the first time in the museum's inaugural exhibition when The Broad opens in late 2014.

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“Jeff Koons is an artist who challenges our cultural assumptions, a trait he shares with John Waters,” said Joanne Heyler, founding director of The Broad. “We expect this to be a provocative discussion between two brilliant artists and are pleased to be able to present it to a Los Angeles audience at the iconic Orpheum Theater.”

Koons’s art comments on the notion of “good taste,” as well as the decadence of capitalist culture, the innocence of childhood and beauty’s eternal resonance. Waters, who is also a photographer and a curator, explores these same concepts through his work. This unique conversation will examine the inspiration and ideas behind Jeff Koons’s iconic works such as “Michael Jackson and Bubbles,” “Balloon Dog (Blue),” and “Girl with Dolphin and Monkey Triple Popeye (Seascape)”.

The Broad launched ***The Un-Private Collection*** series this fall to create public conversations revealing significant facets of the Broad collections, with some of today’s most influential artists and cultural leaders, presented in the months leading up to the museum’s opening.

Upcoming programs in the series include ***The Un-Private Collection: Robert Rauschenberg*** featuring Los Angeles artist Mark Bradford in conversation with author and Hunter College Professor Katy Siegel on Nov. 23 at the High School of Visual and Performing Arts on Grand Avenue. On Dec. 11, The Broad will feature artist Shirin Neshat in ***The Un-Private Collection: Artist as Activist***, a conversation with the artist and Christy MacLear, executive director of the Robert Rauschenberg Foundation, at the Central Library’s Mark Taper auditorium in a co-presentation with the Library Foundation of Los Angeles’s ALOUD series.

In addition to the Los Angeles programs, The Broad will present ***The Un-Private Collection: Designing The Broad*** on Dec. 4 at the New World Center in Miami Beach, in conjunction with the 2013 Art Basel in Miami Beach. The event, moderated by noted architectural critic Paul Goldberger, will bring together the museum’s lead architect, Elizabeth Diller of Diller Scofidio + Renfro, with Eli and Edythe Broad and Joanne Heyler to share the conversations that led to the unique design of The Broad.

Because ***The Un-Private Collection: Jeff Koons and John Waters*** is a special addition to *The Un-Private Collection* series, general admission tickets are \$10. Tickets will go on sale November 15 at [www.thebroad.org/programs.html](http://www.thebroad.org/programs.html).

Additional events in the winter and spring 2014 seasons will be announced at a later date. For complete program details, please visit [www.thebroad.org](http://www.thebroad.org).

### **About The Broad**

The Broad is a new contemporary art museum built by philanthropists Eli and Edythe Broad on Grand Avenue in downtown Los Angeles. The museum, which is being designed by Diller Scofidio + Renfro, will open in late 2014. The museum will be home to the more than 2,000 works of art in The Broad Art Foundation and the Broads’ personal collections, which are 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 will feature two floors of gallery space to showcase The Broad’s comprehensive collections and will be the headquarters of The Broad Art Foundation’s worldwide lending library. For more information on The Broad and to sign up for email updates, please visit [www.thebroad.org](http://www.thebroad.org).

### **About the Library Foundation of Los Angeles**

The Library Foundation of Los Angeles provides critical support to the Los Angeles Public Library resulting in free programs, resources and services available to the

millions of adults, children and youth of Los Angeles. Through fundraising, advocacy and innovative programs, the Library Foundation strengthens the Los Angeles Public Library and promotes greater awareness of its valuable resources. For more information, please visit [www.lfla.org](http://www.lfla.org).

ALoud is one of the many programs the Library Foundation of Los Angeles makes possible. Having presented over 1,000 public programs, primarily at the Los Angeles Public Library, featuring a range of authors, scientists, thinkers and artists, the critically-acclaimed and groundbreaking ALoud series has engaged Angelenos in critical civic and cultural discourse for over 20 years. For more information, please visit [www.lfla.org/aloud](http://www.lfla.org/aloud).



*The Un-Private Collection: Jeff Koons and John Waters* is co-presented with the Library Foundation of Los Angeles's ALoud series.

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