



ELI AND EDYTHE **BROAD ART MUSEUM** MICHIGAN STATE UNIVERSITY

MEDIA ALERT

October 29, 2012

Broad Art Museum at MSU to host opening weekend events

EAST LANSING, Mich. -- The Zaha Hadid-designed Eli and Edythe Broad Art Museum at Michigan State University will celebrate its opening with a series of events, most of which are free and open to the public.

The dedication ceremony will take place at 10 a.m. Nov. 10. The Broad MSU will host an open house with activities for all ages from 10 a.m. to 7 p.m. Nov. 11. Many of the events will take place in a tent located on the south side of the museum on East Circle Drive, which will be closed to traffic.

Saturday, Nov. 10

- **Dedication ceremony**
10 a.m., tent adjacent to museum
MSU President Lou Anna K. Simon, founding donor and MSU alumnus Eli Broad, museum architect Zaha Hadid and founding director Michael Rush will speak.
Free; registration required: advancement.msu.edu/events/BroadReception
- **A Conversation with Zaha Hadid and Eli Broad**
11 a.m., tent
Michael Rush will moderate a conversation with Zaha Hadid and Eli Broad.
Free; registration required: advancement.msu.edu/events/BroadReception
- **Dedication reception and museum previews**
Noon – 3 p.m., tent
Public celebration for dedication attendees featuring live music, food and other activities. Museum previews available for a limited number of guests registered in advance.
Free; registration required: advancement.msu.edu/events/BroadReception
- **“The Gift” by Jochen Gerz**
Nov. 10 – 11, tent
“The Gift” is a cumulative photography installation that will document the opening of the Broad MSU through a photographic record of participants and attendees at the events.
Free; no registration required
- **Founding director’s reception**
7 p.m. – 9 p.m., museum and tent
Evening event featuring live entertainment, food and beverages celebrating the opening and inaugural exhibitions of the Broad MSU.
\$150 per person; Registration required: advancement.msu.edu/events/BroadReception

Sunday, Nov. 11

Museum open 10 a.m. – 7 p.m.

Museum and all events are free and open to the public; no advance registration required.

- **From Conception to Completion**

10 a.m. – 7 p.m., *Benefactor's Gallery*

A glimpse into the creation of the Broad MSU from conception to completion, providing a historical catalogue of documents and images from the project.

- **Family activities**

11 a.m. – 5 p.m., *tent and Education Wing*

The Broad MSU will offer art-making activities and interactive experiences programmed by the education department and inspired by the opening exhibitions.

- **Architectural walk-around**

11 a.m. – 11:45 a.m. and 2 p.m. – 2:45 p.m., *Originates in East Terrace*

Architect Craig Kiner, an associate at Zaha Hadid Architects, will lead a walk around the exterior of the building discussing the architectural concept and features of the museum.

- **Broad MSU chat room**

11 a.m. – 5 p.m., *tent*

Discussion circle where guests will be welcomed into informal conversation with Broad MSU staff and others to discuss the formation and future of the museum.

- **Learning lounge**

10 a.m. – 4 p.m., *tent*

The content of the Broad MSU opening exhibitions will extend beyond galleries using a variety of resources to expand learning opportunities.

- **Pop-up museum store**

10 a.m. – 5 p.m., *tent*

Sales of a variety of Broad MSU branded merchandise including: mugs, T-shirts, water bottles, magnets, children's items, reference items and artist multiples of the museum.

- **Global Groove 1972/2012 concert**

Noon – 2 p.m., *East Terrace*

A family-friendly concert performed by bands representing countries and cultures of the artists in the opening exhibition, *Global Groove 1973/2012*.

- **Fritz Haeg discussion**

Noon – 12:45 p.m. and 3 pm – 3:45 p.m., *Education Wing*

Artist Fritz Haeg will speak about "*Domestic Integrities*" (on view in the Education Wing), which explores local patterns and rituals of interior domestic landscapes.

- **Live concert**

6:30 p.m. – 9 p.m., *tent stage*

!!! (pronounced "chk chk chk") is an eight-member ensemble from Sacramento, Calif., combining propulsive bass lines, spaghetti western guitars, African polyrhythms, electro-house textures and Philly soul. This lively concert will conclude the opening weekend celebration.

Eli and Edythe Broad Art Museum at Michigan State University

The Eli and Edythe Broad Art Museum, a new Zaha Hadid-designed contemporary art museum at Michigan State University, is dedicated to exploring global contemporary culture and ideas through art. With a collection containing 7,500 objects from the Greek and Roman periods through the Renaissance and Modern, the Broad MSU is uniquely able to contextualize the wide range of contemporary art practices within an expansive historical context. The museum is named in honor of Eli and Edythe Broad, longtime supporters of the university who provided the lead gift of \$28 million.

For more information, visit broadmuseum.msu.edu. Follow the Broad Museum on Twitter at twitter.com/BroadMuseumMSU [<http://twitter.com/BroadMuseumMSU>]. Like us! Facebook.com/broadmuseum [<http://Facebook.com/broadmuseum>]

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