



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

**Nov. 9, 2012**

## **Eli and Edythe Broad Art Museum at Michigan State University Opens New Zaha Hadid-Designed Building**

Museum to foster engagement with global issues, ideas through international contemporary art

New commissions, special projects also featured as Broad MSU welcomes community

**EAST LANSING, Mich.** – The Eli and Edythe Broad Art Museum at Michigan State University, a new Zaha Hadid-designed contemporary art museum, will open on Saturday, Nov. 10, following a 10 a.m. public dedication ceremony. The ceremony will include Michigan Gov. Rick Snyder, U.S. Sen. Debbie Stabenow, MSU President Lou Anna K. Simon, founding donors Eli and Edythe Broad, architect Zaha Hadid, founding museum director Michael Rush, MSU Provost Kim Wilcox and MSU Trustee Chairman Joel Ferguson. More than 2,000 people are expected to attend. The museum will also host an open house on Sunday, Nov. 11, from 10 a.m. to 7 p.m. More information on these events can be found on the museum's website at [www.broadmuseum.msu.edu](http://www.broadmuseum.msu.edu).

Dedicated to exploring global contemporary culture and ideas through art, the Broad Art Museum at MSU will serve as both an educational resource for the campus community and a cultural hub for the Mid-Michigan region. The museum will present contemporary works within a historical context through access to a study collection of more than 7,500 objects, ranging from the Greek and Roman periods to modern art.

The museum is named in honor of MSU alumnus Eli Broad and his wife, Edythe, longtime supporters of the university who provided the lead gift of \$28 million for the museum. The total fundraising goal for the building is \$40 million, of which \$38.8 million has been raised to date.

"Great art deserves great architecture, and so does a great university," Simon said. "The Broad Museum's bold concept and design reflect Michigan State's ethos of connecting both campus and community to world-class innovation, global vision, and transformative opportunity."

Designed by Pritzker Prize-winning architect Zaha Hadid, the 46,000-square-foot Broad Art Museum at MSU features a striking façade of pleated stainless steel and glass, distinguishing the building from the traditional brick Collegiate Gothic north campus, and signaling the museum and the university's forward-looking approach. The building features galleries for special exhibitions, modern and contemporary art, new media, photography and works on paper. The facility also includes an education wing, a works on paper study center, shop and café. Adjacent to the museum is an expansive outdoor sculpture garden and a large pedestrian plaza.

Located at one of the main entrances to campus at the corner of Grand River Avenue and Farm Lane, the Broad Art Museum will serve as a gateway between the university and the East Lansing community.

"Edye and I are delighted to make this innovative museum possible, and we expect that people from East Lansing and around the world will be drawn to see this bold architecture as much as to view the art within its walls," Broad said. "This museum has special significance to us because it represents

the intersection of two of our passions—art and education. There is no doubt that this museum will help propel MSU far into the future as it serves and enriches the students and community.”

“We are thrilled to celebrate the opening of the Broad Art Museum at Michigan State University, and are eager to bring our full spectrum of programs to the campus and the East Lansing community,” Rush said. “With this extraordinary new building, our great study collection, and our focus on exploring contemporary art from around the world, we are creating a university art museum unlike any other.”

The museum will also actively engage with the international artistic community through a series of partnerships with contemporary art spaces around the world. During the opening events today and tomorrow, the Broad MSU will connect visitors via live internet feeds with Protocinema and Salt in Istanbul; Grey Noise in Dubai; Central Academy of Fine Arts in Beijing; 53 Museum in Guangzhou, China; and San Art in Ho Chi Minh City.

The Broad MSU’s inaugural exhibitions, special projects and commissions, curated by Rush include:

- ***Global Groove 1973/2012*** (on view through February 24, 2013) features Nam June Paik’s seminal video from 1973, *Global Groove*, as a jumping off point to explore current trends in international video art. The exhibition will celebrate the multiple approaches to the medium artists are using, from low-tech to highly cinematic; personal and diaristic to intensely political and challenging. The exhibition features a unique architectural design for video in the center of the largest gallery in the museum. Artists from the Far East, Middle East, Africa, Europe, and the U.S. are featured. The artists of *Global Groove 1973/2012* include Bashar Alhroub, Berry Bickle, Negar Behbahani, Lee Yongbaek, Basir Mahmood, Zwelethu Mthethwa and Matthew Hindley, Nam June Paik, The Propeller Group, Sam Jury, Zhao Yao and Li Ming.
- ***In Search of Time*** (on view through February 10, 2013). In celebrating the opening of this iconic building at Michigan State University, *In Search of Time* seeks to explore the longing artists have held for hundreds of years to express their relationship to time and memory. By creating dialogues among artworks from the medieval period, the nineteenth, twentieth, and twenty-first centuries, this exhibition gives voice to a motif artists have shared for hundreds of years. The artists featured in *In Search of Time* include Josef Albers, William Baziotas, Romare Bearden, Joseph Beuys, Brassai, Larry Clarke, John Coplans, Joseph Cornell, Benjamin Cotton, Salvador Dali, Erwin Elliott, Paolo di Giovanni Fei, Damien Hirst, Toba Khadoori, Anselm Kiefer, Helen Levitt, Barbara Morgan, E.O. Hoppe, Sam Jury, Mike Kelley, Edward Muybridge, Fairfield Porter, Ed Ruscha, Esteban Vicente, Andy Warhol and mid-late 19th-century African sculptures.
- **Marco Brambilla’s *Evolution*** is a densely packed, mesmerizing 3-D video that recounts the entire history of human evolution, illustrated as a vast side-scrolling video mural depicting the spectacle of human conflict and triumph across time.
- **Iñigo Manglano-Ovalle** will create a monumental sculpture that references the work of Buckminster Fuller, suspended by cable in the 32-foot-high portion of the northwest gallery on the first floor of the museum.

- **Marjetica Potrč** will construct *Soweto House with Prepaid Water Meter*, part of the artist's ongoing global exploration of housing situations and solutions in currently or formerly unplanned cities.
- **Chen Qiulin** will create an installation with suspended bodies reflecting those lost in the floods of the massive Three Gorges project in China, including a video of a wedding of two young residents who proclaim the undaunted future of the region.
- **Nguyen Phuong Linh** will create a two-ton sculpture of a boat made entirely of salt, referencing both migration and daily living in her native country.
- **Fritz Haeg: *Domestic Integrities*** began in early September 2012 at a temporary space and is on view in the museum through January 2013. Organized by curator of contemporary art Ali Gass and director of education Aimee Shapiro, *Domestic Integrities* explores local patterns and rituals of interior domestic landscapes—the ways in which local resources are harvested and digested into the home, bringing the outdoors in. Museum exhibitions of the project are presented on spirally stitched circular rugs called Domestic Integrity Fields made of discarded textiles that gradually expand as they travel from city to city. For the edition of *Domestic Integrities* produced by the Broad MSU, visitors and collaborating student groups bring something they have cooked or produced from elements harvested or found in the area. After the Broad MSU exhibition, *Domestic Integrities* will continue on to the Hammer Museum in Los Angeles and the Walker Art Center in Minneapolis.

The Broad Art Museum at MSU will fulfill its dual role as a teaching institution and as a cultural hub for the region through a program of original and traveling exhibitions, initiatives with living artists, performances, and educational offerings for students, faculty and the community. By facilitating exploration of contemporary ideas and global issues across disciplines through the lens of the artist, the museum will serve as an academic resource and a center for student and public engagement, enjoyment and multidisciplinary learning.

In 2007, MSU engaged renowned architect and architecture and design critic Joseph Giovannini to facilitate a competition to select an architect to design the museum. In June 2007, a screening committee selected five finalists to come to campus. In July 2007, those five finalists came to campus and presented their concepts to the university, the public and a jury, which included Eli Broad, Michael Govan, and others from the fields of architecture, arts and business, selected Zaha Hadid Architects.

The Broad MSU is located on 547 East Circle Drive in East Lansing, Mich. Admission is free. Museum hours: Saturday and Sunday from 10 a.m. to 5 p.m.; Tuesday through Thursday from 11 a.m. to 6 p.m. and Friday from noon to 9 p.m.; closed Monday. For more information, visit [www.broadmuseum.msu.edu](http://www.broadmuseum.msu.edu).

### **Zaha Hadid Architects**

Zaha Hadid, founding partner of Zaha Hadid Architects, was awarded the Pritzker Architecture Prize in 2004 and is internationally known for both her theoretical and academic work. Each of her dynamic and innovative projects builds on more than 30 years of revolutionary experimentation and research in the interrelated fields of urbanism, architecture and design. Having first received international recognition through her striking images and designs, Zaha Hadid is now widely known as an innovative architect who constantly tests the boundaries of architecture and design. In addition to the Pritzker Prize, her work has received numerous awards from the world's most prestigious

institutions, including the Mies van der Rohe Foundation of European Architecture; the American Institute of Architects; the Royal Institute of British Architects; the Royal Academy of Arts; the International Olympic Committee; The Austrian Commissions for Science & Art and Columbia and Yale Universities.

### **Eli and Edythe Broad**

Eli and Edythe Broad are lifelong philanthropists. Their generosity across the areas of education reform, scientific and medical research, the arts and civic endeavors in their hometown of Los Angeles has been enabled by Eli Broad's five-decade career in business, building two Fortune 500 companies from the ground up. He is the founder of both SunAmerica Inc. and KB Home (formerly Kaufman and Broad Home Corporation). Today, the Broads are devoted to philanthropy as founders of The Broad Foundations, which they established to advance entrepreneurship for the public good in education, science and the arts. The Broad Foundations include The Eli and Edythe Broad Foundation and The Broad Art Foundation. Since 1984, The Broad Art Foundation has operated an active "lending library" of its extensive collection. Dedicated to increasing access to contemporary art for audiences worldwide, The Broad Art Foundation has provided nearly 500 museums and university galleries worldwide with more than 8,000 loans of artwork, and the Broads are building a contemporary art museum, designed by Diller Scofidio + Renfro, on Grand Avenue in Downtown Los Angeles. Strong believers in higher education, the Broads have further extended their philanthropy to universities across the country. In 1991, the Broads endowed The Eli Broad College of Business and The Eli Broad Graduate School of Management at Michigan State University (MSU), where Mr. Broad graduated cum laude in 1954. In June 2007, the Broads announced a \$26 million gift, later increased to \$28 million, to create the Eli and Edythe Broad Art Museum at MSU.

### **Michigan State University**

Michigan State University has been working to advance the common good in uncommon ways for more than 150 years. One of the top research universities in the world, MSU focuses its vast resources on creating solutions to some of the world's most pressing challenges, while providing life-changing opportunities to a diverse and inclusive academic community through more than 200 programs of study in 17 degree-granting colleges.

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