Eli & Edythe Broad

Art Museum’s

November 2012 Opening

Was Truly “Grand”

The newly-built art museum of Michigan State University, The Eli and Edythe Broad Art Museum, opened to a capacity crowd November 10, 2012. Eli Broad (accompanied by his wife Edythe), MSU President Lou Anna K. Simon, MSU Provost Kim A. Wilcox, building architect Zaha Hadid, and Museum Director Michael Rush, all spoke at the event. More than 6,000 people went through the new museum over its first weekend.
“The particular strength of a university art museum is the firm foundation of research and scholarship on which it is built and its ability to provide learning opportunities that improve visual literacy and give intellectual and aesthetic pleasure. They are places that engage our senses, providing balance and significantly enriching the quality of our lives. The Broad Art Museum will be a premier venue for modern and contemporary art. It will serve as a laboratory for research by faculty and students in numerous fields, as well as a nexus for community engagement with the visual arts.”

—Dean Karin A. Wurst

THE NEW MUSEUM’S MISSION STATEMENT states that, as an engaged public institution, The Broad is a contemporary museum devoted to the art of our time. Expressly dedicated to exploring contemporary culture and ideas through the probing gaze of artists, The Broad is a place where artists’ ideas, words, and actions create a vibrant center for questioning and understanding the modern world.

“The particular strength of a university art museum is the firm foundation of research and scholarship on which it is built,” says Dean Karin A. Wurst of the College of Arts & Letters, “and its ability to provide learning opportunities that improve visual literacy and give intellectual and aesthetic pleasure. They are places that engage our senses, providing balance and significantly enriching the quality of our lives. The Broad Art Museum will be a premier venue for modern and contemporary art. It will serve as a laboratory for research by faculty and students in numerous fields, as well as a nexus for community engagement with the visual arts.”

THE NEW AND HISTORICAL

Dedicated to experimentation and study, The Broad is a laboratory for the new, grounded in a deep appreciation for the historical. With a historic collection containing objects from the Greek and Roman periods, through the Renaissance, and on to the Modern, The Broad is unique among contemporary art museums in its ability to frame the broad range of contemporary art practices within a firm historical context.

“A campus is not only a place of formal education, but also one that prepares students to be lifelong learners,” says Dean Wurst. “We know that more and more students are looking for creative experiences during their time in college, and a rising percentage of incoming freshmen across the nation report that one of their life goals is to become accomplished in an art form. University art museums are responding by helping students explore their expressive capacities. But beyond this, the arts help prepare students to thrive in an economy that is increasingly based on the generation – and visually compelling presentation – of creative content.”

The Eli and Edythe Broad Art Museum is well-positioned to be a premier venue for international contemporary art, featuring major exhibitions, and serve as a hub for the cultural life of Michigan State University, the local and regional community, as well as international visitors. It was designed by the world-renowned, London-based, Pritzker Prize-winning architect, Zaha Hadid. Says MSU President Lou Anna K. Simon, “This vibrant design will engage the campus and community and inspire everyone who enters.”

Eli Broad
CAL students Sophia Rochon, Sarah Matthews, Kathryn Palczewski, Lance Hammer and Terrence Gipson explore the new Broad Art Museum while working out details for an upcoming student event.
A night shot showcases the unique architectural design of the Eli and Edythe Broad Art Museum.
LOCATION, LOCATION, LOCATION

Located at the corner of Grand River Avenue and the Farm Lane campus entrance, the building is longitudinal in form and oriented on an east-west axis with a unique building footprint ranging from 80 to 100 feet wide and from 200 to 320 feet long. It comprises approximately 46,000 square feet in area spread over three levels—lower level, ground floor and second floor—with its highest point approximately 38 feet at the west, sloping to about 24 feet at the east. Two-level spaces will provide dramatic views.

An iconic design constructed of steel and concrete with a pleated stainless steel and glass exterior, the building is adjoined by an expansive outdoor sculpture garden as an extension of the east entrance courtyard, and by a large pedestrian plaza at the west entrance. Interior environmental conditions are designed to conform to the current international standards of the museum building type. The following ecologically sustainable features will enable LEED certification:

- maximizing use of day-lighting to save energy and increase occupant comfort
- solar control to take advantage of the sun’s energy for lighting and heat
- pedestrian-friendly site richly planted with mature trees and shrubs
- energy-efficient heating, ventilation and cooling system for reducing energy use and maximizing occupant comfort

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- occupancy sensors to control lighting and selected features of the heating, ventilation and air conditioning system
- plumbing system that minimizes fresh water waste, and
- recycling stations to minimize the amount of waste products entering the waste stream.

Top left: Museum namesakes Eli and Edythe Broad and world-renowned architect Zaha Hadid were at the center of the official ribbon cutting for the new museum, which included Museum Director Michael Rush, Michigan Governor Rick Snyder, several MSU trustees, and President Lou Anna K. Simon. Top right: Broad Art Museum Founding Director Michael Rush addresses dignitaries and the media at a preview event the day before the official opening.

GALLERY SPACE

The building maximizes the amount of dedicated art gallery and art display space (over 70 percent) and features special exhibitions; modern and contemporary art including new media, photography and works on paper; and a permanent collection. The building also includes:

- an education wing
- a museum shop
- an outdoor plaza and courtyard gathering space with sculpture
- a visitor café and interior gathering space, and
- a works-on-paper study center.

“Arts and culture play a critical role not only in preparing students for a global world, but also in nurturing the human spirit and enriching prosperity and quality of life in Michigan,” says Dean Wurst. “Arts and cultural offerings educate and engage audiences by exploring the diversity of human expression, while contributing to the creative and economic vitality of the region.

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