

# Broad breaks ground on \$100M expansion

55,000-square-foot building will mirror museum and be attached to it via third-floor entryway leading to open-air courtyard; slated for 2028 opening



The Broad broke ground Wednesday on a major expansion designed by Diller Scofidio + Renfro, architects of the museum's widely acclaimed existing building. The Broad expansion will extend from Grand Avenue to Hope Street. Image courtesy of The Broad. Diller Scofidio + Renfro, Rendering by Plomp

# THE BROAD EXPANSION

## OPENING IN 2028



Dominic Ng, left, CEO of East West Bank, Jane Fonda, Edythe Broad and JoAnne Heyler, President of the Broad, pose for photos at the ground breaking for the new addition to the Broad Museum.

David Crane — Staff Photographer

### BY CITY NEWS SERVICE

Elected officials and Hollywood stars gathered at The Broad on Wednesday to celebrate the groundbreaking of a \$100 million expansion project scheduled to open before the start of the 2028 Summer Olympics.

Joanne Heyler, founding director and president of The Broad, and philanthropist Edythe Broad, co-founder of the museum, welcomed civil, cultural and business leaders to the construction site adjacent to the museum overlooking Grand Avenue in downtown Los Angeles.

The project will erect a 55,000-square-foot building that will be attached to the existing museum via a third-floor entryway, leading to an open-air courtyard.

Architects of the original building, Diller Scofidio + Renfro, designed the expansion with a “veil and vault’ concept, which they introduced in 2015. The new building will have the museum’s honeycomb “veil” on the inside and enveloped by the art storage “vault,” its sculptural grey core, on the outside — so the two buildings will be a mirror of each other.

"I consider these buildings to be siblings, not clones, with a shared DNA expressing unique characteristics that enhance the visitor's experience of the pair," Elizabeth Diller, of Diller Scofidio + Renfro, said in a statement. According to museum officials, the project symbolically pulls the vault from the veil and opens it to the public, reinforcing the museum's mission of reaching the widest possible audience.

"It has been wonderful to see so many people enjoying art at The Broad," Broad said in a statement. "It has succeeded beyond my and Eli's wildest dreams. Expanding the museum reflects our belief in the importance of art as a resource for everyone and in the vision Eli and I shared for Los Angeles as a world art capital."

The museum has proved so popular that attendance is four times the original estimates, drawing 6.3 million visitors to date.

The original building opened in 2015, and the expansion is expected to bring about 70% more gallery space.

It will also establish an innovative art storage gallery, providing access into areas traditionally kept out of view.

General admission to the expanded museum will remain free.

"This new building reinforces a core belief in access to art that has guided The Broad's approach in our first decade, extends the vibrant experience visitors enjoy today, and introduces entirely new ways for people to engage with the collection," Heyler said in a statement.

"The design uses the visual language of the vault to create public space, a gesture which aligns with The Broad's institutional ethos of changing how museums welcome the public," Heyler continued.

Los Angeles Mayor Karen Bass, L.A. County Supervisor Hilda Solis, and Councilwoman Hilda Solis were among dignitaries in attendance. More than 170 guests joined, such as actress Jane Fonda, artist Patrick Martinez and Danielle Brazell of the California Arts Council.

"As Los Angeles prepares to welcome the world for the 2028 Olympic and Paralympic Games, there is no better time to celebrate the launch of The Broad expansion," Bass said.

The mayor noted that millions more visitors and Angelenos will be able to experience all that The Broad has to offer, and it will further cement L.A. as an international hub for arts and culture.

The L.A. County Board of Supervisors officially established the Grand Avenue Cultural District, which aims to increase awareness of the Grand Avenue arts corridor and encourage visitors to the area.

Museum officials noted that its future outdoor plaza will be named in honor of Supervisor Solis, which she described as an honor.

"It's a truly humbling gesture, and I'm excited to see how this space will become a cornerstone of connection and community," Solis said in a statement. "I'm proud to have introduced the motion to recognize the Grand Avenue Cultural District, which will enhance the visibility and vitality of the arts in shaping the community's cultural identity and economic vibrancy, supported by institutions like The Broad."

Construction kicked off as The Broad celebrates its 10th anniversary. The museum welcomes close to a million visitors annually.

In March, the museum saw its highest single-day attendance in history, welcoming more than 6,800 visitors.

As part of the celebration, Dominic Ng, CEO of the L.A.-based East West Bank, made a major commitment, extending its partnership through 2037. As the museum's leading partner since 2017, East West Bank supports The Broad's live programs, collection displays and education programs for children and teens.

“To Edythe, Joanne, and the entire Broad team — thank you for your vision and for making Los Angeles a truly inspiring center for art and culture. We're honored to walk this path with you and look forward to what's ahead,” Ng said in a statement.