



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

October 9, 2012

Dedication of Eli and Edythe Broad Art Museum at MSU Scheduled for November 10 at 10 a.m.

EAST LANSING, Mich. — The new Eli and Edythe Broad Art Museum at Michigan State University will be dedicated on Saturday, November 10 at 10 a.m., kicking off a weekend of opening events. Committed to exploring international contemporary culture and ideas through art, the Broad MSU will serve as an educational resource for the university and a cultural hub for the state of Michigan. The museum also will actively engage the international artistic community through a series of partnerships with contemporary art spaces around the world.

The outdoor dedication ceremony, which is free and open to the public, will be followed by a conversation with founding donor and MSU alumnus Eli Broad and Pritzker Prize-winning architect Zaha Hadid moderated by museum director Michael Rush. Tours of the building will begin at noon, and are open to the public with advance registration. The museum will host an open house for the entire community on Sunday, November 11, from 10 a.m. to 7 p.m. For more information on the opening events, including registration, visit broadmuseum.msu.edu.

“The opening of the new museum is an important milestone for Michigan State University, East Lansing and the region, and we look forward to welcoming everyone during the dedication weekend,” Rush said. “We are creating an institution unique among university art museums, with Zaha Hadid’s innovative design and our mission of focusing on international contemporary art, and we are eager to launch our full spectrum of exhibitions and programs.”

Designed by Hadid, the 46,000-square-foot Broad MSU features a striking façade of pleated stainless steel and glass, distinguishing the new building from the traditional brick Collegiate Gothic north campus and signaling the museum and the university’s forward-looking approach. Seventy percent of the space will be devoted to art display, including areas for special exhibitions, modern and contemporary art, new media, photography and works on paper.

The Broad MSU’s inaugural exhibitions, curated by founding director Michael Rush, exemplify the museum’s dual focus on presenting international contemporary art in all media and on thematic exhibitions that investigate contemporary works within a historical context:

- ***Global Groove 1973/2012*** 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.

- ***In Search of Time.*** 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.

The opening exhibitions also include several projects and commissions by contemporary artists from around the world. Artist Fritz Haeg's project, *Domestic Integrities*, currently in process at an auxiliary space in downtown East Lansing, will move into the museum in November as an interactive exhibition.

The Broad MSU is named for Eli and Edythe Broad, longtime supporters of the university who provided the lead gift for the museum. The Broads' gift of \$28 million, with \$21 million designated for construction of the building and \$7 million to be used for acquisitions, exhibitions and operations, was the catalyst for the project. The total fundraising goal for the building is \$40 million, of which \$38.1 million has been raised to date.

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.

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Visit the Broad Museum website at broadmuseum.msu.edu. Follow the Broad Museum on Twitter at twitter.com/BroadMuseumMSU. Like us! [Facebook.com/broadmuseum](https://facebook.com/broadmuseum)

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