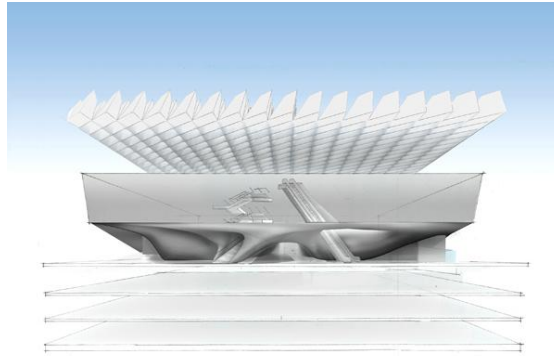


## The Grand plan for the Broad museum

*The three-story, \$130-million building in downtown Los Angeles will be known simply as the Broad.*



Artist's rendering of the Diller, Scofidio Renfro design for Broad's downtown...  
(Diller, Scofidio + Renfro)

**January 06, 2011** | By Mike Boehm, Los Angeles Times Staff Writer

The architectural design that Eli Broad is scheduled to reveal Thursday in a news conference at Walt Disney Concert Hall wraps the museum housing his contemporary art collection in a porous honeycomb. The billionaire collector and philanthropist hopes the \$130-million building will help bring about his vision of downtown L.A. as a bustling urban hive of culture and street life.

The three-story museum will be known simply as the Broad, although the Broad Art Foundation is its formal name. The wraparound bonnet of interconnecting concrete trapezoids is courtesy of New York architects Diller Scofidio + Renfro.

Lead architect Elizabeth Diller's term for it is "the veil," because it enables the museum to relate to its surroundings by providing slots through which visitors can look out on Grand Avenue, and passersby outside the museum can get glimpses of what's inside. Visitors will enter the museum at ground level, take an escalator bathed in natural light to the top-floor galleries, and return via a staircase from which they'll have views into what she has dubbed "the vault" — the storage facility on the first and second floor that will house all the art from the 2,000-work collection that's not on display or on loan to other museums.

"This is 40 years in the making," Broad said in an interview Wednesday at the Westwood offices of the Broad Foundations, alluding to the time when he and his wife, Edythe, began collecting art.

Last year, as Broad secured the various government approvals needed to change plans for the economically stalled Grand Avenue Project so that the museum could replace previously planned high-rise condos and stores on one of the project's parcels, the museum's working title was the Broad Collection.

"The idea was, if we called it the Broad Collection, people would say, 'I saw the collection. Thank you,'" Broad said, fearing that the name would invite them to take a been-there, done-that attitude rather than considering the museum an attraction worth repeat visits.