

Los Angeles Report

December 2015

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Project 1: The Broad Museum in Los Angeles

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Project Overview

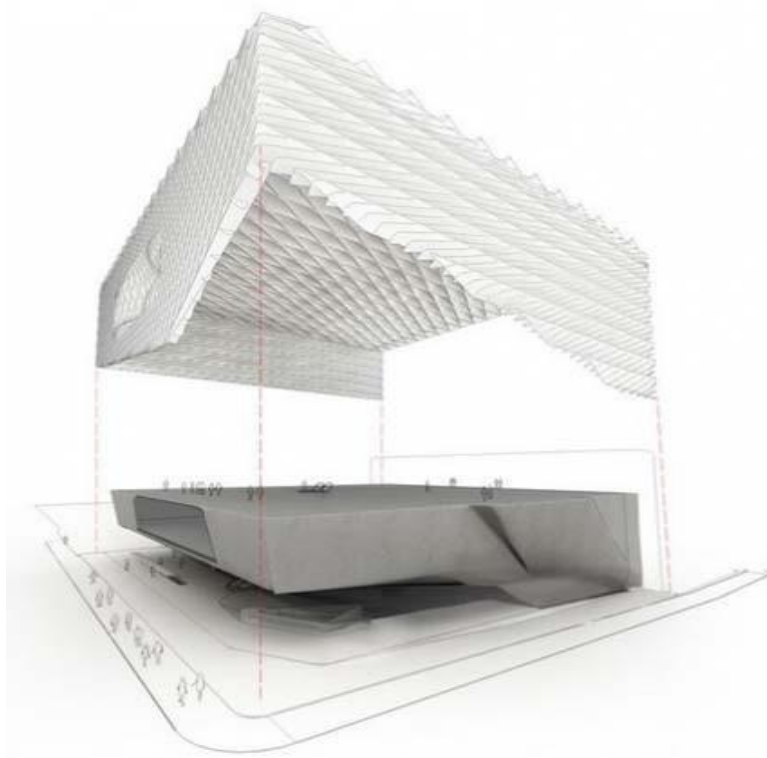
A new contemporary art museum has opened in Los Angeles. The Broad Museum was founded by the philanthropists Eli and Edythe Broad. The building is located on Grand Avenue near the Disney Concert hall (designed by F. Gary). The Broad collection offers 2,000 works of art with free admission. The 3500 sq building has a surface of 60 meters X 60 meters, with an height within the city height limit of 21 meters. The three-story building offers two floors for the art exhibitions and one floor for the headquarters of The Broad Art Foundation's library.

Project Details

1. Type of Business: Museum
2. Location: 221 S. Grand Avenue, Los Angeles, CA90012
3. Target Customer: modern art lovers
4. Size (square meters): 3500 sqm
5. Interior Designer/Architect/Artist: Diller Scofidio + Renfro in collaboration with Gensler

Location Map





View of the 318 sky-lights covered by a fiber reinforced concrete web. The second floor is covered with Venetian plaster to recall Italian palaces.



View of the exterior and facade



View of the gift shop and the escalator hall.



Detail of the concrete wall and fiber reinforced concrete facade.