

**MORE THAN 60,000 FLOCK TO LACMA TO CELEBRATE THE OPENING OF THE
NEW BROAD CONTEMPORARY ART MUSEUM (BCAM)**

**Visitors enjoy artwork inside and outside LACMA, with festivities including
artist-led workshops and live musical performances**

Los Angeles—The Los Angeles County Museum of Art (LACMA) hosted a total of 61,554 visitors during the opening celebrations of the Broad Contemporary Art Museum (BCAM). More than 26,000 visitors attended LACMA's Free Community Weekend on February 16-18 to celebrate the opening of BCAM and the completion of Phase I of the museum's *Transformation*. During the week prior, 20,000 museum members previewed BCAM, while 3,000 students came in by the busload.

"We were overwhelmed by the number of people from Los Angeles and beyond who showed their support for art and LACMA," said LACMA Director, Michael Govan. "The outstanding initial response reinforces LACMA's prominent place in the world of art, and as a cultural center for Los Angeles County."

The opening festivities kicked off with BCAM's February 7 press preview, and continued with the February 9 Opening Gala, which raised five million dollars—the most money raised by a single event for the museum. The celebrations carried on into the following week with special membership viewings and receptions, all catered by the Patina Group. A whopping 800 pounds of prime filet mignon, 700 pounds of Alaskan halibut, 1,500 purple Castroville artichokes, 7,500 sourdough bread "bowls," and 10,000 handmade chocolate bonbons were served throughout the week.

During the Free Community Weekend, sponsored by Target, visitors were treated to artist-led workshops and live musical performances. Balloon artists paid homage to Jeff Koons's, *Balloon Dog (Blue)*, featured in BCAM, by converting more than 4,500 balloons into various sculptures. As part of an artist's installation, children and adults planted 3,000 red landscape

marker flags in Hancock Park and the North Piazza each day, making different shapes and connecting the entire campus together.

Museum-goers also explored LACMA's permanent collection, including the reinstalled modern art galleries, the newly opened African exhibition, South and Southeast Asian galleries, as well as Egyptian and European artworks.

Visitors under 18—and their families—can continue to visit LACMA for free every Sunday through NexGen, LACMA's free youth membership program. Each Sunday in March guests can partake in an artist-led workshop, facilitated in-gallery activity, or interactive bilingual tour. All events are from 12:30–3:30 pm in the Los Angeles Times Central Court.

Credit

LACMA's Free Community Weekend was sponsored by Target.



About LACMA

LACMA—the largest encyclopedic museum in the Western United States—is the only museum of its kind to make contemporary art a principal area of activity with the opening of the Broad Contemporary Art Museum (BCAM). The Renzo Piano-designed BCAM is a cornerstone of the museum's ten-year project to dramatically renovate and expand LACMA's twenty-acre campus. This evolving contemporary collection, coupled with the museum's robust permanent collection of more than 100,000 works spanning the history of art, and extensive free public programming, make LACMA the definitive cultural town square for the city of Los Angeles and its visitors.

General Information: LACMA is located at 5905 Wilshire Boulevard, Los Angeles CA, 90036. For more information about LACMA and its programming, call 323 857-6000 or visit lacma.org.

Museum Hours and Admission: Monday, Tuesday, and Thursday, noon–8 pm; Friday, noon–9 pm; Saturday and Sunday, 11 am–8 pm; closed Wednesday. Adults \$12; students 18+ with ID and senior citizens 62+ \$8; children 17 and under are admitted free. Admission (except to specially ticketed exhibitions) is free the second Tuesday of every month, and every evening after 5 pm.

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