

**BP GRAND ENTRANCE**

The BP Grand Entrance, named for global energy firm BP following the company's \$25 million gift to the Los Angeles County Museum of Art's (LACMA) *Transformation* campaign in March 2007, serves as the museum's main entrance, orientation space, and public art plaza. It is positioned where Ogden Drive—closed in 2006 with the permission of the city of Los Angeles—once divided LACMA West from the rest of the museum.

The entrance resides in the new center of the campus, with LACMA West and the Broad Contemporary Art Museum (BCAM) to one side and the rest of the museum's galleries—including the Ahmanson Building, the Pavilion for Japanese Art, and the Art of the Americas Building—to the other. In addition to acting as a central hub, the 8,100 square-foot, open-air BP Grand Entrance also advances LACMA's mission of increasing sustainable practices. The roof of the BP Grand Entrance is topped with solar panels capable of generating 100,000 watts of electricity, which will be used to power *Urban Light*, Chris Burden's specially commissioned outdoor sculpture comprised of 202 vintage streetlamps.

BP's gift—one of environmental advisement as well as funds—is believed to be the largest single corporate gift ever to an arts institution in Southern California. Said Bob Malone, president, BP America, at the time of the announcement, "We're so very pleased to be able to support this world-class institution—a jewel in the crown of this great city. This gift reinforces our past and future connections to Los Angeles and our continuing efforts to make the L.A. environment a little better, as well as our efforts to help nurture the region's quality of life through support of the visual arts."

LACMA CEO and Wallis Annenberg Director Michael Govan noted, "This gift from BP sets a new standard for corporate leadership in major public art museums. LACMA's partnership with BP strengthens both the museum's

financial and physical structures. We are enormously gratified by BP's support of LACMA's *Transformation*."

The BP Grand Entrance is made of the same red steel as BCAM's exterior stairs and escalator and the new Dona S. and Dwight M. Kendall Concourse, which connects the east and west ends of the campus. Architect Renzo Piano has used red steel to symbolize circulation, so that LACMA visitors can easily orient themselves as they move across the LACMA campus.

**About LACMA**

LACMA, the largest art museum in the Western United States, leads the field in devoting a greater share of its space and programming to contemporary art than any other encyclopedic museum. With a recently expanded modern collection and a new contemporary art museum, BCAM, on its campus, LACMA offers visitors a unique lens through which to view its renowned and established collections, including particular strengths in Asian, Latin American, European, and American art.

**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, every evening after 5 pm, and on Target Free Holiday Mondays.

**Press Contacts**

For additional information about *Transformation*, including the opening of Phase I and the Broad Contemporary Art Museum, contact Jeanne Collins or Libby Mark at Jeanne Collins & Associates, LLC, in New York City: 646 486-7050 or info@jcollinsassociates.com, or Barbara Pflaumer at LACMA: 323 932-5881 or bpflaumer@lacma.org.

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