

**BCAM DESIGN AND CONSTRUCTION FACT SHEET**

**PROJECT:** Located at the center of the Los Angeles County Museum of Art (LACMA) campus is the new **Broad Contemporary Art Museum** (BCAM). The building, considered a contemporary museum within an encyclopedic museum, is the first completed structure of *Transformation*, LACMA's ambitious expansion and renovation project. This initiative will unify LACMA's twenty-acre campus while vastly improving the visitor experience of the museum and its collection.

BCAM, which boasts 60,000 square feet of gallery space dedicated to modern and contemporary art, was made possible by a \$50 million donation from philanthropists Eli and Edythe Broad to LACMA's *Transformation* Campaign. The Broads also pledged to cover building costs over \$50 million and have additionally contributed \$10 million for art acquisitions for the museum's collection.

**OPENING:** **February 16, 2008**

**COST:** **\$56 million**

**DESCRIPTION:** The Renzo Piano-designed 72,000-square-foot building, made of pale travertine marble and accented in brilliant "Renzo Red," makes for a stunning sight against the backdrop of Southern California's vibrant blue skies. Both the east and west facades of BCAM are adorned with staircases that appear to float alongside the building. On the north façade, visitors find the open-air "spider" escalator, which leads directly to the main entrance on the third floor. BCAM also houses a 30-person glass elevator, sited in the building's core. The elevator, which measures 21 feet wide by 16 feet high by 9 feet deep, is likened by Piano to a "moving room" rather than to a simple mode of transportation.

The dramatic third-floor entry, via the spider, allows visitors the opportunity to begin with BCAM's naturally lit galleries. In order to protect the works of art, as well as to ensure optimal viewing conditions, the roof system captures northern light and controls the intensity of that light with automatically activated rollershades. The ceiling itself, composed of fritted-glass sheets, reveals the intricate engineering that comprises the roof structure, such as the fixed metal roof panels that give BCAM its signature jagged-edged silhouette.

Each of BCAM's three floors contains two loft-like, 8,500-square-foot galleries as well as connecting and

circulating spaces that yield 60,000 square feet of art display space. Both the second and third levels are finished with wood flooring, while the first floor is of polished concrete, complementing Richard Serra's monumental sculptures *Band* and *Sequence*, both from 2006.

**EXECUTIVE  
LEADERSHIP:**

**LACMA President Melody Kanschat**

**PROJECT TEAM:**

**Design Architect: Renzo Piano Building Workshop  
Executive Architect: Gensler**

**Contractor: Matt Construction**

**Civil Engineer: KPFF**

**Structural and Mechanical Engineer: Arup North America,  
LTD**

**Lighting Designer: Ove Arup-London**

**Stone Consultant: Columbia Stone Inc.**

**HVAC, Security, and Control Systems: Johnson Controls**

**Electrical: Bergelectric Corporation**

**Elevator/Escalator: ThyssenKrupp Elevator**

**Drywall: Anning Johnson Company and Pacific Drywall**

**Exhibition Design: LACMA**

**Graphic Design: LACMA logo: initial concept by artist  
John Baldessari. Type interpretation and logo style:  
designer Michael Rock with 2x4.**

**Owner's Representative: Aurora Development**

**Landscape Architect and Consultant: Valley Crest  
Landscape, Comstock Studio**

**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](mailto:info@jcollinsassociates.com), or Barbara Pflaumer at LACMA: 323 932-5881 or [bpflaumer@lacma.org](mailto:bpflaumer@lacma.org).

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