

MSU BROAD

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The Eli and Edythe Broad Art Museum at Michigan State University Announces Community Open Call, Offering Up its Art Lab as an Experimental Space for the Greater Lansing Community.

East Lansing, MI — The Eli and Edythe Broad Art Museum at Michigan State University (MSU Broad) is releasing an open call to all Michigan creatives to propose ideas and events for its Art Lab space in East Lansing. On October 19, the MSU Broad Art Lab (565 E Grand River Dr., East Lansing, MI 48823) will host the Community by Design Launch Event from 6–9pm, a free public event at which people can learn more about the application process, meet the community council, and take part in community-building activities and performances. Anyone with an idea is encouraged to apply. The application will go live on October 19 at 6pm on the MSU Broad’s website (broadmuseum.msu.edu). This initiative is made possible by a grant from the Michigan Council for Arts & Cultural Affairs.

The Community Open Call is an experimental platform that invites the community to become a central figure in the planning process for the arts and cultural programming that is offered at the MSU Broad Art Lab. Creative thinkers from all backgrounds and disciplines are invited to propose their vision for the Art Lab as a studio, gallery, performance space, or something completely new. The goal of the Community Open Call is to reinvigorate the relevance of the art museum experience and remove barriers to connecting with its diverse public. The Community Open Call empowers the community to take ownership of the Art Lab as a shared space for activation.

“The Community Open Call exemplifies engagement by challenging traditional notions of the relationship between a museum and its community. It transforms engagement into an active partnership, giving agency to the audience and fostering a community of participants who co-create museum programming,” said Michelle Word, Director of Education at the MSU Broad.

Applications will be accepted on a rolling basis and will be reviewed by a team composed of representatives from the Greater Lansing Community, the MSU Broad, and Michigan State University. Selected proposals will be invited to collaborate with museum staff to design an accessibility-minded program, including scheduling, publicity, implementation, and evaluation. The core group of museum staff involved in the project includes the Director of Education, Director of Operations, a Graduate Assistant in Arts and Cultural Management at Michigan State University, and education department student interns. The MSU Broad will assist in the production of selected proposals from conceptualization to execution.

Opened across the street from the museum last May, with a \$1 million gift from MSU Federal Credit Union, the MSU Broad Art Lab is an expression of the museum’s commitment to creating engaging arts and cultural experiences for a diverse audience, connecting art to other disciplines, and positioning the museum as innovative and inclusive. It offers unprecedented access to the museum’s growing collection of nearly 8,000 objects and houses exhibitions, workshops, events, and social gatherings.

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