

MSU BROAD

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Community Initiatives Find Creative Partner and Unique Space in MSU Broad Art Lab

East Lansing, MI — The Eli and Edythe Broad Art Museum at Michigan State University (MSU Broad) is seeking creative thinkers and makers to collaborate and transform its MSU Art Lab in East Lansing. If you have an idea for a creative performance, workshop, or event, you can bring it to life inside this community-drive space.

The Community Open Call is an experimental platform that invites the community to initiate the unique arts and cultural programming inside 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 space was created for the community, and the Open Call initiative is intended to empower individuals to take ownership of that.

“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.

The community can get involved by attending an Open Call Idea Night, where individuals can workshop ideas for the space, find other collaborators, or allow the creative conversations to spark new inspiration. The next Open Call Idea Night is on Friday, February 8 from 6–8 pm in the MSU Broad Art Lab.

Anyone who has an idea for the space can fill out an application online at broadmuseum.msu.edu. Applications will be accepted on a rolling basis and will be reviewed by a diverse committee composed of community representatives, including marketing and visual strategy guru, Ben Graham, illustrator Kate Cosgove, experimental nuclear physics professor Jaideep Singh, MSU art student Charles Frost, and more. The committee also includes a selection of MSU Broad staff.

The first round of community-hosted Open Call events begins this week—on Wednesday, January 23 from 7–10 pm, join Loudspace, Inc. at the MSU Broad Art Lab for their Electric Open Mic Night. The event is open to musicians, bands, and music lovers of all skill levels, ages, and genres. All equipment and instruments are provided if needed.

Visit broadmuseum.msu.edu/artlab for more information about Community Open Call at the MSU Broad Art Lab.

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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