



**FOR IMMEDIATE RELEASE**  
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### **MSU Broad Art Museum Launches Design Challenge for Greater Lansing Community**

**East Lansing, MI** – The Eli and Edythe Broad Art Museum at Michigan State University (MSU Broad Art Museum) is proud to announce a design challenge for members of the Greater Lansing community, in celebration of the museum’s tenth anniversary year. The MSU Broad Art Museum design challenge encourages the public to observe the building’s iconic architecture, then to create an artwork of the museum in their own style.

“We’re proud of our Zaha Hadid-designed architecture and want to share the excitement that we have for the museum with the community,” comments MSU Broad Art Museum Director of Communications Zoe Kissel. “We’ve been called a spaceship, shark, and even compared to a grilled cheese sandwich! With this design challenge, we’re hoping that our surrounding creative communities have fun stretching their imaginations and making artwork that celebrates their own perspectives of the building.”

**MSU Broad Art Museum Design Challenge Prompt:**

When you look at our architecture, what do you see? What more can this building be? Make a drawing, photo, collage, or other artwork that shows what the MSU Broad Art Museum looks like to you.

In celebration of our 10th anniversary in 2022, we're selecting 4 creative artworks that respond to this challenge. The winning works will be printed on special, limited-edition merchandise that will be available to the public at the museum store, and the artists will receive \$250 and the retail items that feature their work!

Ready to submit your artwork? Share your creations on Instagram and tag us @MSUBroad (just make sure your account is set to public) or email your art to [eebam@msu.edu](mailto:eebam@msu.edu). Submissions are due by Friday, May 27 at 11:59pm. All ages are welcome to submit.

**The Eli and Edythe Broad Art Museum at Michigan State University (MSU Broad Art Museum)** connects people with art through experiences that inspire curiosity and inquiry. Presenting exhibitions and programs that engage diverse communities around issues of local relevance and global significance, the MSU Broad advances the university values of quality, inclusion, and connectivity. Opened on November 10, 2012, the museum was designed by Pritzker Prize-winning architect Zaha Hadid and named in honor of Eli and Edythe Broad, longtime supporters of the university who provided the lead gift for its creation.

**Michigan State University** has been working to advance the common good in uncommon ways for more than 150 years. One of the top research universities in the world, MSU focuses its vast resources on creating solutions to some of the world's most pressing challenges, while providing life-changing opportunities to a diverse and inclusive academic community through more than 200 programs of study in 17 degree-granting colleges.

Image: Courtesy of Becky Nahom.

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