



FOR IMMEDIATE RELEASE
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MSU Broad Art Museum Celebrates Its First Decade with (B)road to Ten Event

East Lansing, MI – The Eli and Edythe Broad Art Museum at Michigan State University (MSU Broad Art Museum), together with Gala Co-Chairs and Host Committee, proudly celebrates the museum’s tenth anniversary with (B)road to Ten, a premier fundraising event benefitting the new Open Storage Center—a project designed to bring major parts of the MSU Broad Art Museum collection out of offsite, out of view storage and into the museum for public enjoyment. The event will take place on Saturday, September 17 at 7:30pm throughout the museum.

“(B)road to Ten represents a convergence of opportunity that has people excited,” says Sandra Brown, Assistant Director of Development for the MSU Broad Art Museum. “As hinted by the name, this event is a celebration of the road the museum continues along. It’s about looking back to honor and acknowledge the past while looking to the future with optimism and momentum.”

Thanks to the generous support of MSU Federal Credit Union, Alan and Rebecca Ross, and Dr. Teresa K. Woodruff and Dr. Thomas V. O'Halloran, every dollar raised by the event will directly support the Open Storage Center project.

Open storage is a concept that provides a behind-the-scenes look at "stored" items not typically on view to the public. This model allows for a less directed viewing experience and instead, enables visitors to make their own discoveries and encourages them to bring their own unique perspectives to their visit.

"The MSU Broad Art Museum's collection contains over 10,000 works ranging from ancient art to modern and contemporary pieces, spanning the globe and the range of art history," comments MSU Broad Art Museum Interim Director Steven L. Bridges. "At any given time, only a portion of the collection is displayed due to space limitations and other mitigating factors. The Open Storage Center provides a creative and engaging solution to address some of these constraints and to provide greater access to the collection and the arts more broadly."

By converting 4,000 square feet of existing administrative space on the museum's lower level into an Open Storage Center, community access to the MSU Broad Art Museum's ever-growing collection will be enhanced, as will the opportunities for the university and broader communities to be involved in conversations that help guide the selection of works for the space. Construction is slated to begin Summer/Fall 2023.

"The impacts of this project are exponential," continues Brown. "University students and faculty will have more regular access to objects for research; K-12 students will have the collection available during a time when there aren't many dedicated art classes left in area schools; and the general visitor can stop by any time to reconnect with an old favorite from the Kresge Art Museum days—it's a win all around."

(B)road to Ten will include a tastefully designed strolling dinner, bar with signature drinks, spectacular light displays, live entertainment, incredible art, and more. Tickets are \$150/person and are available for purchase. Please visit broadmuseum.msu.edu/broadtoten for more information and to RSVP today.

The MSU Broad Art Museum is located at 547 E Circle Dr, East Lansing, MI 48824.

(B)road to Ten Gala Co-Chairs are: April Clobes (President and CEO, MSU Federal Credit Union), Alan Ross (Chair, MSU Broad Art Museum Advisory Board), Rebecca Ross (Art Collector and Philanthropist), Teresa K. Woodruff, Ph.D. (MSU Provost and Vice President of Academic Affairs), and Thomas V. O'Halloran, Ph.D. (MSU Foundation Professor, Microbiology and Molecular Genetics). Host Committee members are: Susan Brewster, Ron Dooley, Rebecca Ross, Ian Stallings, and Jordan Sutton. Thank you to all our sponsors for helping turn this project into a reality! Presenting Sponsor: MSU Federal Credit Union; Platinum Sponsors: Alan and Rebecca Ross, Teresa K. Woodruff, Ph.D., Michigan State University Provost and Vice President of Academic Affairs and Thomas V. O'Halloran, Ph.D., MSU Foundation

Professor, Microbiology & Molecular Genetics; Gold Sponsors: WLNS and WLNS.com; Silver Sponsors: Foster Swift Collins & Smith, PC; Individual Sponsors: John and Ethel Anthony, Michael and Paula Koppisch.



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 Art Museum 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 MSU Broad Art Museum.

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MSU Broad Art Museum representatives are available for interview.

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