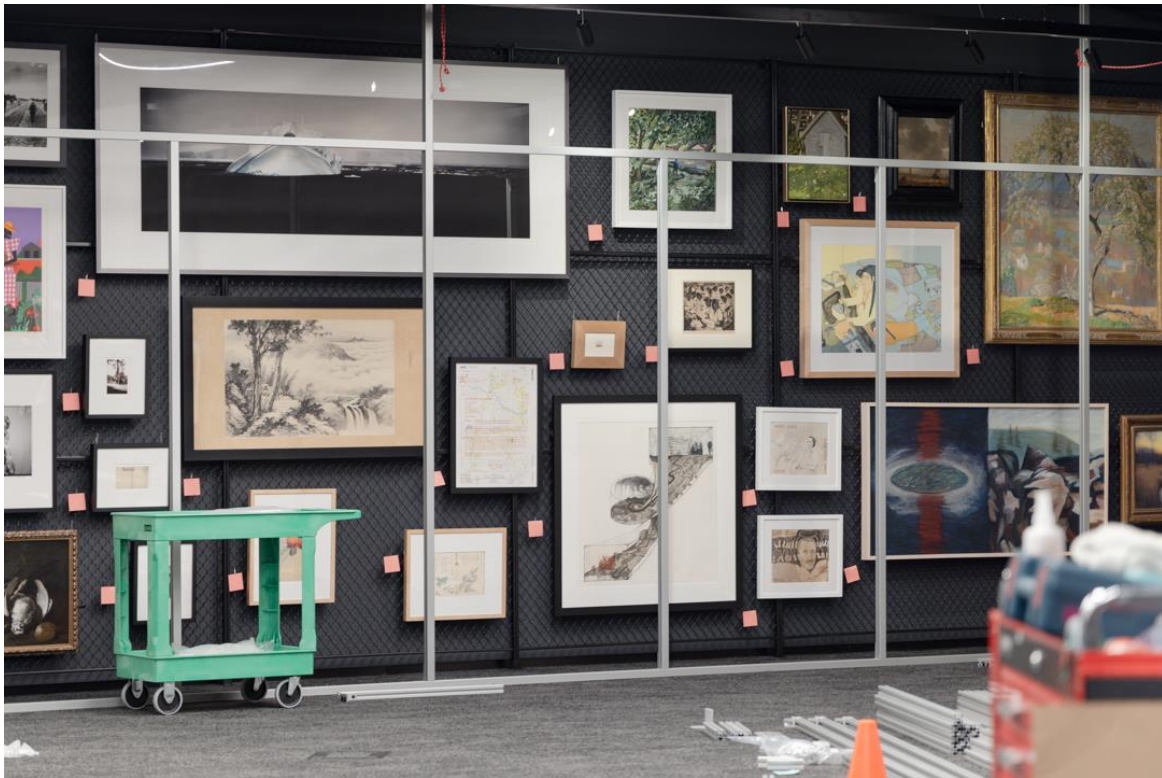


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GRAND OPENING TO CELEBRATE THE MSU BROAD ART MUSEUM'S COLLECTION

*All are invited to the launch of the new Center for Object Research and Engagement,
featuring 5,000 years of art history*

East Lansing, MI – Revel in the incredible history and power of art as the collection comes to life for the launch of The Center for Object Research and Engagement (The CORE)! The Eli and Edythe Broad Art Museum at Michigan State University (MSU Broad Art Museum) is hosting a grand opening party for The CORE, a brand new home for the museum's expansive collection, on Friday, November 10, from 6–10pm. All are invited to drop in throughout the evening to explore the museum while enjoying artsy food and drinks, music, collection-themed screen printing, and more.

The CORE is found in the MSU Broad Art Museum's newly renovated lower level and is exactly that—the core of who the museum is. With 5,000 years of art history on display, visitors are invited to slow down, look closely, and experience the amazing world of art.

“With the opening of The CORE, the MSU Broad Art Museum embarks on a new chapter—one that I am excited to write together with the many communities we serve on campus and here in the Mid-Michigan region,” said MSU Broad Art Museum Interim Director Steven L. Bridges. “The museum’s collection is a world of experiences unto itself, and we look forward to opening our new window to these worlds through the launch of The CORE.”

Whether you are new to Michigan State University or the Greater Lansing area, or a returning patron of the MSU Broad Art Museum, this event is a great opportunity to explore and interact with the museum’s collection like never before. Visitors are encouraged to reserve their free tickets in advance to attend The CORE Grand Opening. Visit broadmuseum.msu.edu/events for more information and to register today. All ages are welcome to this museum-wide party on the museum’s 11th birthday!

The Center for Object Research and Engagement (The CORE) expands access to the MSU Broad Art Museum’s collection as a critical site of learning for students of all ages, further integrating the role of the arts and object-based learning across MSU’s campus, while advancing a sense of belonging through the values of diversity, equity, inclusion, and accessibility in the betterment of communities across mid-Michigan, and beyond.

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: Vincent Morse/MSU Broad Art Museum.

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MSU Broad Art Museum representatives are available for interview.

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