



FOR IMMEDIATE RELEASE
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2026 WINTER OPENING PARTY CELEBRATES MSU BROAD ART MUSEUM'S NEWEST EXHIBITIONS

This winter, warm your heart with some cozy art!

East Lansing, MI – Join the Eli and Edythe Broad Art Museum at Michigan State University (MSU Broad Art Museum) and Michigan State University Federal Credit Union (MSUFCU) for the museum's annual Winter Opening Party on Friday, January 30, from 6–9pm. All are invited to check out the museum's newest exhibitions while enjoying music from Impact 89FM, art-making activities—like collaging zines—and more.

"MSUFCU is proud of its long-standing support of the Eli and Edythe Broad Art Museum and its role in advancing access to meaningful arts experiences at Michigan State University," commented April Clobes, president and chief executive officer of MSUFCU. "The museum's work aligns closely with our commitment to education and community engagement."

"This week we're opening two remarkable commissions that explore the space of the MSU Broad Art Museum and the digital world," said Phillip Bahar, director of the MSU Broad Art Museum. "From Jan Tichy's extraordinary exploration of light and dark, using the museum's architecture as a starting point, to *Synthetic Sirens*, an immersive installation exploring artificial intelligence which was developed in close partnership with students, faculty, and researchers in MSU's College of Communication Arts and Sciences, visitors will have the opportunity to engage with dynamic and immersive art experiences."

This event celebrates the exhibitions *Jan Tichy: Darkness* (Jan. 31–Jul. 26, 2026), *Synthetic Sirens* (Jan. 31–Jul. 12, 2026), *Mekong Voices: Transnational River Justice in Mainland Southeast Asia* (Sep. 14, 2025–Feb. 22, 2026), *Seeing in 360 Degrees: The Zaha Hadid Design Collection* (Sep. 8, 2023–ongoing), and The Center for Object Research and Engagement (The CORE).

During the Winter Opening Party, be sure to stop by a special hands-on, Shadow Lab in The CORE, found on the lower level of the museum. Led by Steve Baibak, artist and academic specialist in MSU's Residential College in the Arts and Humanities, this shadow-making station invites visitors to experiment with light, darkness, movement, and collaboration.

Visitors are encouraged to reserve their free tickets in advance to attend the Winter Opening Party at broadmuseum.msu.edu. All ages are welcome to this museum-wide party!

The 2026 Winter Opening Party is generously supported by MSUFCU.

MSU Federal Credit Union (MSUFCU) was established in 1937 to provide a secure place for members to save and borrow. Guided by its mission to help members achieve financial security, reach their goals, and realize their dreams, MSUFCU supports members through key milestones in life while helping them plan for the future. Recognized as a leader in innovation and as a great place to work, MSUFCU continually seeks new ways to enhance the member experience and strengthen the communities it serves. Today, the Credit Union proudly serves nearly 400,000 members through 35 branches, with over \$8.2 billion in assets and more than 1,200 employees. MSUFCU is headquartered in East Lansing, Michigan. For additional information, please visit msufcu.org.



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 advancing the common good with uncommon will for 170 years. One of the world's leading public research universities, MSU pushes the boundaries of discovery to make a better, safer, healthier world for all while providing life-changing opportunities to a diverse and inclusive academic community through more than 400 programs of study in 17 degree-granting colleges.

Image: 1 Jan Tichy, *Rhagionidae*, from the series *Documenting Science*, 2025. Courtesy the artist 2 An exhibition concept sketch of *Synthetic Sirens*. Courtesy the artist

MSU Broad Art Museum representatives are available for interview.

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