



Phi Beta Kappa Alumni in Southern California  
*Alpha Association*



is pleased to present

*The Broad: An Inside View*

Sunday, November 13, 2016

Registration: 1:00 p.m.

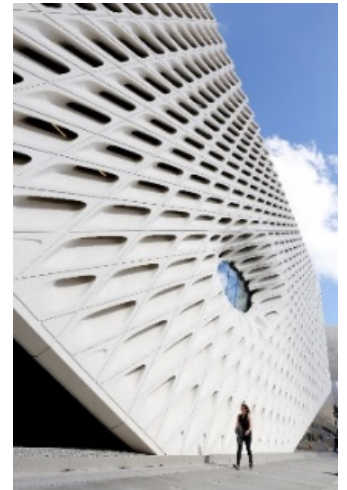
Tours start promptly at 1:30 p.m.

**The Broad**

221 S. Grand Ave., Downtown Los Angeles, CA 90012

Learn about the Broad's unique "veil-and-vault" architectural design and the highlights of the collection. One-hour guided tours will be conducted in small groups to give PBK Alpha Association guests an optimal experience. Enjoy the remainder of the afternoon visiting the rest of the museum on your own.

The Broad, founded by philanthropists Eli and Edythe Broad in downtown Los Angeles opened in September 2015. The museum is home to 2,000 works of art in the Broad collection, which is said to be "among the most prominent holdings of postwar and contemporary art worldwide" ([www.thebroad.org](http://www.thebroad.org)). The collection includes works by major artists of the 1950's such as Jasper Johns, Robert Rauschenberg, and Cy Twombly. A prominent part of the collection is represented by works of Pop artists of the 1960's, including Roy Lichtenstein, Ed Ruscha, and Andy Warhol. Also well represented are such artists of the 1980's: Jean-Michel Basquiat, Keith Haring, Barbara Kruger, and Jeff Koons.



The cost of this event is \$30 per person. See the reverse for essential information about our visit to The Broad, as well as for directions ([www.thebroad.org](http://www.thebroad.org)).

Parking is \$12 for the day on weekends. We request that you RSVP -- space is limited, first-come first-served, so please respond prior to November 4<sup>th</sup>. The first fifty guests to arrive will start on the 1:30 p.m. guided tour (in groups of ten). If more than fifty reservations are received, then the next group will start their tour (in groups of ten) at 2:00 p.m.

Please be sure to print your **phone number** and **e-mail address** legibly, in the event we need to contact you. Your information will not be shared with other organizations. Questions may be directed to Bette Harris at [bnapharris@aol.com](mailto:bnapharris@aol.com); daytime phone: 310-447-5788, cell phone on day of event: 310-994-1252.

We look forward to seeing you on November 13!

P.S. Check out the Fall 2016 edition of *Key Notes*, hot off the press, only available online at [www.pbksocalumni.com](http://www.pbksocalumni.com).

## When Visiting The Broad -- Important Information

### **Parking:**

Parking is available at The Broad garage underneath the museum, entrance on 2<sup>nd</sup> St. between Hope St. and Grand Ave. Parking for museum visitors with validation from The Broad is \$12 all day on weekends.

### **Check-In:**

Please arrive at the museum's plaza entrance on the south side of the building at 1:00 p.m. Each tour is limited to a maximum of fifty (50) guests (divided into groups of 10). The first fifty members to arrive will start on the 1:30 p.m. tour. If more than fifty attend, the next group will start their tour at 2:00 p.m.

Check-in, briefing, and assignment into groups of ten, will be handled before entering the building at the start of each tour. All members of each group must enter the museum together.

### **Museum Rules:**

- Silence mobile phones.
- Do not touch the art.
- Do not eat or drink in the galleries.
- Do not bring bags, purses, or backpacks larger than 11" x 17" x 8" into the museum.
- Backpacks within the above size may not be worn on the back.
- The Broad does not have a coat/bag check. Please leave all large items at home or in your car.
- Smoking is not permitted anywhere in the museum.
- Talking on mobile phones is limited to non-gallery spaces at the museum.

### **Nearby Restaurants:**

Vespaio Restaurant and Café. Otium (contemporary restaurant).

### **Directions:**

#### **From the 110N or 110S**

From the 110N or the 110S, take the 4th Street exit. Turn left on Olive Street. Turn left on 2nd Street. Turn left into The Broad garage.

#### **From the 101N**

From the 101N, exit Grand Avenue. Stay in the right lane on the ramp and make a right onto Grand Avenue. Turn right onto 2nd Street. Turn left into The Broad garage.

#### **From the 101S**

From the 101S, exit Temple. Go left at the end of the ramp onto Temple Street. Turn right onto Grand Avenue. Turn right onto 2nd Street. Turn left into The Broad garage.

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*The Broad: An Inside View* – Sunday, November 13, 2016 at 1:00 p.m.

Number: \_\_\_\_ @ \$30 per person = Total \$ \_\_\_\_\_

Additional Scholarship Fund

Tax-Deductible Contribution:\*

Cum Laude	\$1 - 49	\$ _____
Magna Cum Laude	\$50 - 99	\$ _____
Summa Cum Laude	\$100 or more	\$ _____
TOTAL ENCLOSED:		\$ _____

Phone Number: \_\_\_\_\_

E-mail Address: \_\_\_\_\_  
(Strongly recommended. Please print legibly)

Re-enter e-mail: \_\_\_\_\_

All Scholarship Fund Contributors will be acknowledged  
in *PBK-SoCal Keynotes Fall 2017*

Please make check payable to:

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**Please mail to PBK-So Cal, c/o Robert Templeton  
3233 Federal Ave., Los Angeles, CA 90066**

\*Tax deductible to the extent allowed by law