



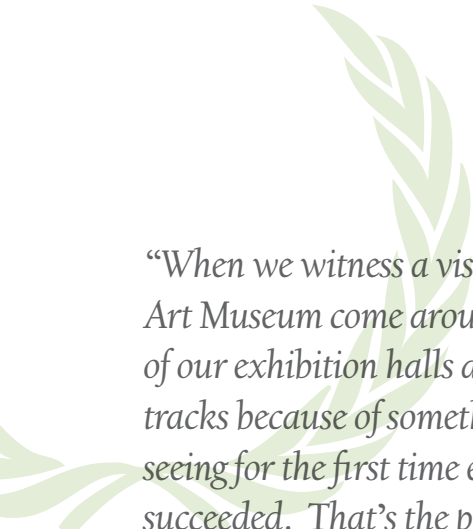
MICHIGAN STATE
UNIVERSITY

EMPOWER
EXTRAORDINARY

THE CAMPAIGN *for* **MICHIGAN STATE UNIVERSITY**

Supporting

THE ELI AND EDYTHE BROAD ART MUSEUM



“When we witness a visitor to the Broad MSU Art Museum come around the corner in one of our exhibition halls and stop in his or her tracks because of something that person is seeing for the first time ever, we know we have succeeded. That’s the power of contemporary art. It can change a person’s life, and it can make people change their perception of a major university—it’s that powerful.”

MICHAEL RUSH
FOUNDING DIRECTOR
BROAD MSU
ART MUSEUM






Elevating MSU's **Arts and Culture**

Building on the extraordinary vision and generosity of Eli and Edythe Broad, Michigan State University now has a museum with a bold commitment to exploring contemporary culture and ideas through the prism of contemporary art. Dedicated to experimentation and study, the Broad MSU Art Museum has become a laboratory for the new, yet is grounded in historical works dating back to the Greeks.

The Broad MSU landed with a splash: the stunning, Zaha Hadid-designed building caught the eye of critics from *The New York Times*, *The Wall Street Journal*, and art publications around the world. Inside of just two years, the Broad MSU has attracted over 160,000 visitors from more than 80 countries and, since its opening in 2012, has become the most discussed and written-about building in the state.

A great museum, however, is more than a building, and a museum of the 21st century is more still. To rise to our capacity, to elevate MSU's arts and cultural impact to that of other leading universities and centers, we need to fill our magnificent building with exhibitions and programs that put us as fully on the map for art as we are for architecture. We have before us the opportunity to vault MSU into the first rank of university art museums. Our work has just begun.





OUR CAMPAIGN **VISION**

The vision of the Broad MSU is to become the nation's leading university museum for contemporary art. This remarkable new institution extends the MSU land-grant mission beyond Michigan to the world. MSU is a global university with world-wide impact, and the Broad MSU will become the cultural calling card of the university. Our goal is to consistently organize international exhibitions and present global, innovative public programs that will receive the same level of recognition that our architecture has attracted.

To accomplish these ambitious goals, we have a campaign goal of \$21.6 million, which we will achieve with a combination of endowment, discretionary funds, and annual giving. Endowment resources are critical because they provide permanent funding on which the Broad MSU can count—year after year. A gift of endowment enables a donor's impact to last forever. Discretionary as well as annual giving funds, by contrast, provide vital current use dollars that we can put to work immediately for exhibitions, programs, and the various needs of the museum.

The strongest museums have reliable endowment income as well as a strong stream of annual giving. To take our rightful place in the university art museum world, we will need a combination of both.

The Broad MSU is an integral part of Michigan State University, and our campaign goals dovetail with those of the larger university. Alongside MSU, we will become an international force for creativity, discovery, and learning through imaginative, global exhibitions and innovative programs that will bring together leading art figures from around the world. We will build a vibrant community with creative education programs and digital interpretation of our work, while strengthening the Broad MSU through endowed director and curatorial positions, as well as acquisitions to our growing collection.





One of the Broad MSU's second-floor galleries features unique sculptures from Chinese Artist Chen Qiulin (foreground) and a boat made of salt created by Vietnamese Artist Nguyen Phuang Linh (background).

An International Force for **CREATIVITY, DISCOVERY, AND LEARNING**

The Broad MSU is a place where artists' ideas, words, and actions will create a vibrant center for questioning and understanding of the modern world, on the MSU campus and worldwide. The influence of great museums is measured by their exhibitions, and we plan to develop a series of international exhibitions that include revolutionary artists and themes from a host of countries to coincide with Michigan State's global outreach.

To launch this innovative series of international, thematic exhibitions, the Broad MSU will assemble a network of great thinkers, global adjunct curators, arts-collective organizers, and artists from around the world. Through these collaborative efforts, we will not only create distinguished exhibitions, but will also enhance our shows with symposia and programs organized through extensive partnerships with people and institutions.

Imagine gathering some of the best artists, experts, and thought leaders from around the world together in a discussion dedicated to exploring internationalism in art. Consider the potential of taking the discussion global through live web streams, blog posts, and online conversations. The Broad MSU desires to expand its public programs through symposia of this caliber. We have already undertaken innovative and aggressive public programs; we plan to build upon them by commissioning some of the best global arts practitioners beyond the realm of the visual arts.

Expanding the Broad MSU's web presence will make it easier to publicize and share performances, symposia, and programs as well as provide a platform for simultaneous interaction of speakers from distant locations. In addition, we will archive artist interviews, exhibition tours, behind the scenes footage, and lively curatorial discussions.



OUR FUNDING GOAL
TO SUPPORT EXHIBITIONS
AND PROGRAMS IS
\$7.4 MILLION.

ENDOWED SUPPORT FOR
EXHIBITIONS & PROGRAMS
\$5.6 MILLION

EXPENDABLE PROGRAM
SUPPORT FOR EXHIBITIONS
& PROGRAMS
\$1.8 MILLION



A Vibrant

COMMUNITY WORLDWIDE

Part of the brilliance of the Zaha Hadid-designed Broad MSU building is that it has a campus as well as a city entrance. While we seek to have an international presence, interacting with MSU and the City of East Lansing is a critical part of the museum's mission. Artists working throughout the university will infuse the larger local and national arts community.

The Broad MSU is harnessing and sharing the transformative power of art through a world-class education program. We already provide educational opportunities at every socio-economic level for every age. With additional funding support, we will expand our outreach and learning opportunities globally and locally through an ambitious digital interpretation and publications program, in conjunction with international exhibitions. Funding for educational opportunities will provide the first step in building and growing this valuable program. Major museum publications and catalogs will also augment the research and visibility of the international exhibitions program.

Through improved technology, the Broad MSU will expand its education program beyond the MSU community so that anyone, anywhere can benefit from the museum's exploration of contemporary art—and its impact on our world.







To become a great international contemporary art museum, the Broad MSU must seek out experts who are living and working in other nations. We are already demonstrating our commitment to an international presence by becoming the first American art museum to hire a China-based adjunct curator, Dr. Wang Chunchen. Chunchen, an award-winning Beijing critic and curator widely known for his criticism and scholarship, will not only help create imaginative programming, but is an especially appropriate choice for Michigan State, where 13 percent of undergraduates are from China.

To grow our global footprint alongside that of MSU, the Broad MSU seeks to endow Dr. Chunchen's position and seek further endowment to fund three additional curators in key global areas where we have deep roots: Africa, the Middle East, and Central/South America. These curators will work alongside MSU's international representatives as they propel the university forward. Each curator will engage with the MSU and museum communities not only by exhibiting art from his or her respective region, but also by visiting East Lansing and organizing symposia that examines art and cultural practices in those regions.

Endowment can help us in other ways as well. The Broad MSU was fortunate to hire a founding director who is a highly published museum visionary. This level of leadership is required to ensure that the forward-thinking, innovative, global reach of the Broad MSU will continue to grow and improve over time. Endowing the director position will solidify funding, to ensure that the best and brightest can be attracted to lead the Broad MSU in perpetuity. Endowing this position will also free up funds that can be used for other important purposes that advance our artistic vision.

The Broad MSU is unique in its position as a contemporary art museum in that it also boasts a vast collection. This presents tremendous opportunities for collecting and commissioning artwork. By increasing funding for acquisitions and creatively seeking the right gifts of art, the curatorial staff and director will enhance both the historical and contemporary collections to improve exhibitions. The Broad MSU will also focus on seeking out and collecting the works of emerging artists from other nations—who may have their first U.S. show on the MSU campus.

The iconic arts and cultural organizations that are at the top of their game in this country—museums, operas, and symphonies on either coast or in Chicago—are distinguished by large endowments and a century or longer tradition of support. Endowment funds are instrumental in building a solid future for the Broad MSU because they last forever—yet they spin off income averaging five percent of their principal each year so as to retain their





purchasing power in perpetuity. For example, a very generous \$1 million endowment gift will produce \$50,000 in income in its first year, and incrementally more in subsequent years.

To make the greatest gains, we need to act now. That's where gifts of discretionary funds and annual giving can make a huge difference. A \$1 million gift in current use funds, however, can make a big difference quickly—something a donor can see the effects of and appreciate immediately.

In the fast-paced and competitive world of contemporary art, where new opportunities sometimes present themselves for only a short period, annual giving will keep the Broad MSU nimble. Generous annual giving will provide the capacity for our curators to quickly respond to challenges and opportunities. A strong annual fund will allow us to bring emerging or prominent artists from anywhere in the world to MSU.

OUR FUNDING GOAL TO SUPPORT FACILITIES AND A VIBRANT INTERNATIONAL ARTS COMMUNITY IS **\$14.2 MILLION.**

FACILITIES
\$5.6 MILLION

ENDOWED DIRECTORSHIP
\$3 MILLION

ENDOWED GLOBAL ADJUNCT CURATORS
\$2.5 MILLION

EXPENDABLE SUPPORT
FOR EDUCATIONAL AND
DIGITAL INTERPRETATION
\$1.5 MILLION

ENDOWED SUPPORT
FOR EDUCATIONAL AND
DIGITAL INTERPRETATION
\$400,000

EXPENDABLE PROGRAM
SUPPORT FOR EXHIBITIONS
\$1.2 MILLION



Your **Impact**

The late Steve Jobs famously said that design is not how something looks, but how well it works. With our internationally-renowned Zaha Hadid-designed building, we have the looks in place. The successful conclusion of the Empower Extraordinary campaign will enable the Broad MSU Art Museum to work very well as the best university museum for contemporary art in the country.

As a new institution, we do not possess the strong endowments that enable top museums to consistently mount groundbreaking exhibitions, launch innovative and global programs, and acquire the contemporary art of our time. Now is the time to invest in people and expertise with the resources that will enable us to take full advantage of the transformative power of contemporary art.



At *the* **End of the Day**

We believe that contemporary art should be made available to as many people as possible. We will accomplish this on the Michigan State campus in East Lansing, and around the world, through other technologies. There are no limitations to our global footprint.

The Broad MSU is on an upward trajectory. With your help, there is no limit to the artistic heights we can achieve. Great universities have great museums, and with the Broad MSU, we have an opportunity to put MSU on the cultural and intellectual map worldwide.

I hope that you will take advantage of the extraordinary philanthropic foundation laid down by Eli and Edythe Broad, and help us build a space where people can discover the world anew.

MICHAEL RUSH
FOUNDING DIRECTOR
BROAD MSU
ART MUSEUM





**THE ELI AND EDYTHE BROAD
ART MUSEUM**

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SPARTANS WILL.

MAKE A DIFFERENCE *and*
EMPOWER EXTRAORDINARY TODAY.

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#EmpowerMSU

COVER IMAGE:

*Blue sky and clouds are reflected in the
Broad MSU Art Museum's glass and metal façade.*