

BRIEFING ON THE EAST CAMPUS



Los Angeles County Supervisors, September 24, 2013

LACMA's Transformation campaign

In 2004, the LACMA Board initiated the *Transformation* to revitalize the campus with new buildings, public artworks and acquisitions.



Broad Contemporary Art Museum (BCAM) and Resnick Pavilion, designed by Renzo Piano, opened in 2008 and 2010.



Since 2007, over 18,000 art collection acquisitions.



Eight acres added to public space, with public art including Chris Burden's *Urban Light*.

- \$650 million raised from private donors over last ten years
- 18,000 significant art objects acquired
- Doubled exhibition space w/ BCAM and Resnick Pavilion
- Doubled attendance to 1,200,000 visitors/year (2007 vs. 2012)
- 8 acres annexed to Hancock Park
- Collaborated with the Academy to create the Academy Museum in the historic May Company building

These efforts have generated tremendous economic benefits to Los Angeles including increased tourism, jobs, construction and national visibility.

“For those who want to stay culturally abreast in LA, it is, suddenly, very necessary to visit LACMA.”

– Wall Street Journal

A civic and cultural opportunity for Los Angeles

LA is making significant investments in the arts, culture, and public space. How can we get more from our investments?



The Music Center and LACMA's campus were built in the late 1960s.



Now celebrating its 10th anniversary, Disney Hall is recognized as a Los Angeles landmark and a source of civic pride.

- LACMA's east campus is in critical need of repair. As early as 2001, LACMA's board and the County approved Rem Koolhaas' plan to demolish the existing campus. The urgency has only increased in the last decade.
- LACMA commissioned Peter Zumthor to consider a new campus that reflects upon Los Angeles' desire to lead and innovate on the world stage.

“Peter Zumthor’s LACMA proposal promises to be the greatest public building in LA since Disney Hall... it is a multicultural vision of an encyclopedic museum.”

– William Poundstone, ArtInfo

Wilshire corridor is a focal point of civic investment.

As Wilshire's Miracle Mile attracts billions of dollars in civic investment, now is the time to complete LACMA's evolution



2015 is LACMA's Fiftieth Anniversary and an opportunity for fundraising.

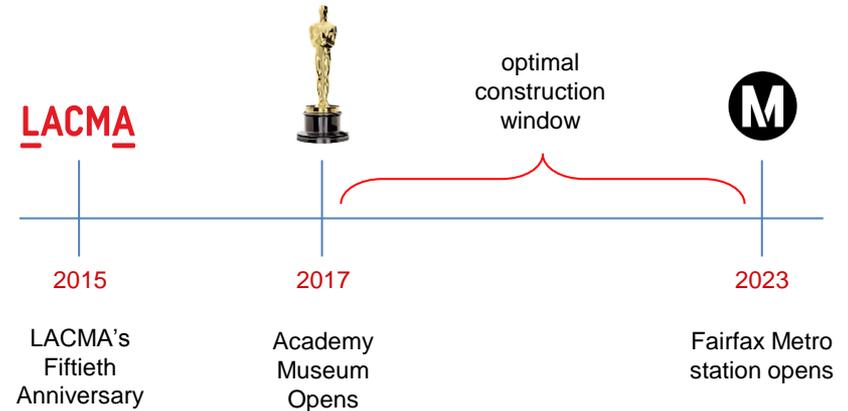


Metro Westside Subway extension to open Fairfax and La Brea stations by 2023. Construction starts 2014.



Academy Museum, 290,000 square feet, open 2017 on campus.

- The Academy of Motion Pictures will open the new Academy Museum in 2017.
- Metro Westside Subway extension scheduled to begin construction in 2014 and to open Fairfax station by 2023. Metro staging is on LACMA's Ogden property.
- These developments create the ideal window between 2017 and 2023 to address LACMA's East Campus.



Challenges with the existing east campus

LACMA's east campus is in critical need of renovation, but the costs are marginally less than a new building.



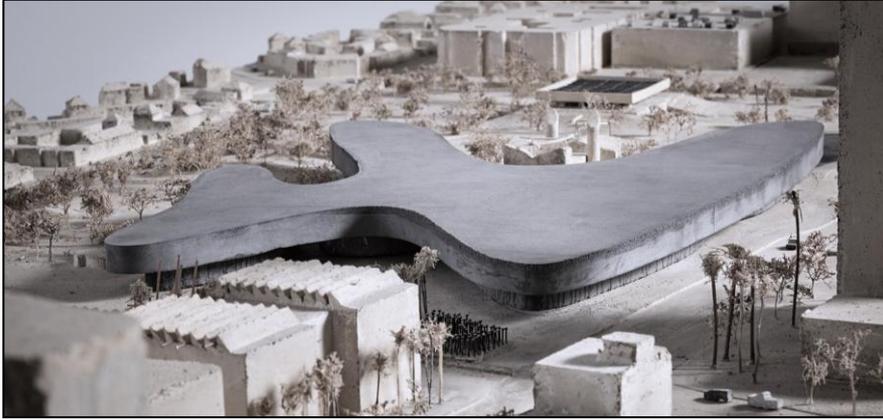
LACMA's east campus is composed of four buildings built in 1965 and expanded in 1986. Criticized for narrow galleries and confusing layouts.

Number of buildings	4
Number of entrances	18
Overall square feet	383,000
Space dedicated to art	45%

- Davis Langdon/AECOM was commissioned to study the East campus buildings and estimated costs to be \$317 million.
- Upgrade includes critical requirements: Life Safety & Code Upgrades, Hazardous Material Abatement, MEP System & Infrastructure Upgrade, Building Envelope/Roof/Waterproofing Repair, Elevators Upgrade.
- This estimate does not account for improvements or expansion of galleries. It does not include fixtures or furnishings.
- A renovation will not address visitor experience issues including navigability, accessibility and inefficiencies.
- In 2001, LACMA's Board reached the conclusion that building new was the smarter option.

Peter Zumthor's plan for a landmark east campus

Zumthor's plan solves two key issues at once: showcasing LACMA's art collection while opening 1.2 acres of public park space.



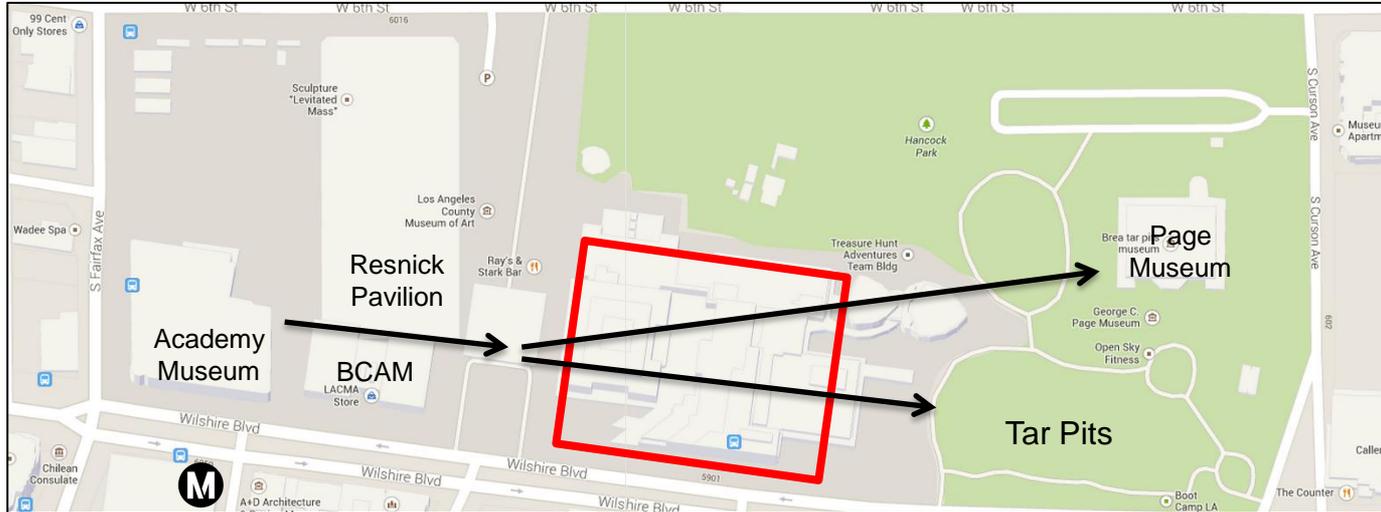
Peter Zumthor's approach is one horizontal gallery elevated upon six core plinth structures – open and inviting from all sides.

Number of buildings	1
Number of entrances	6
Overall square feet	333,000
Space dedicated to art	85%

- Construction costs have not been finally estimated, but based on the recent BCAM and Resnick buildings, LACMA estimates the cost to be \$400 million to \$450 million – marginally more than the cost of refurbishing existing buildings.
- One horizontal gallery unifies the presentation of LACMA's collection. Adjacencies between galleries explore multi-cultural relationships.
- The new building will take advantage of cutting-edge technologies including building the largest urban solar farm that contributes more energy than it consumes – positioning LA County as a leader in civic planning.
- Estimated yearly savings of \$3 million per year for energy and security. Additionally, a new iconic building will attract an incremental 500,000+ visitors annually, contributing to an additional \$3+ million revenue. Net improvement of \$6 million per year is equivalent to a 5% draw on a \$120 million endowment.

Zumthor's approach improves pedestrian flow.

With Metro Subway and Academy Museum on the horizon, the goal is to improve pedestrian walkways through the entire park.



The current east campus buildings impede pedestrian traffic across the park, including staircases and loading docks.

Metro Subway and Academy Museum will increase overall pedestrian traffic. The Zumthor plan is being designed to improve pedestrian access across the entire park.

The Zumthor plan would open 1.2 acres of public space by elevating the galleries.

The open space beneath the elevated gallery would visually connect and orient visitors across the park, improving attendance at all museums and the Tar Pits.



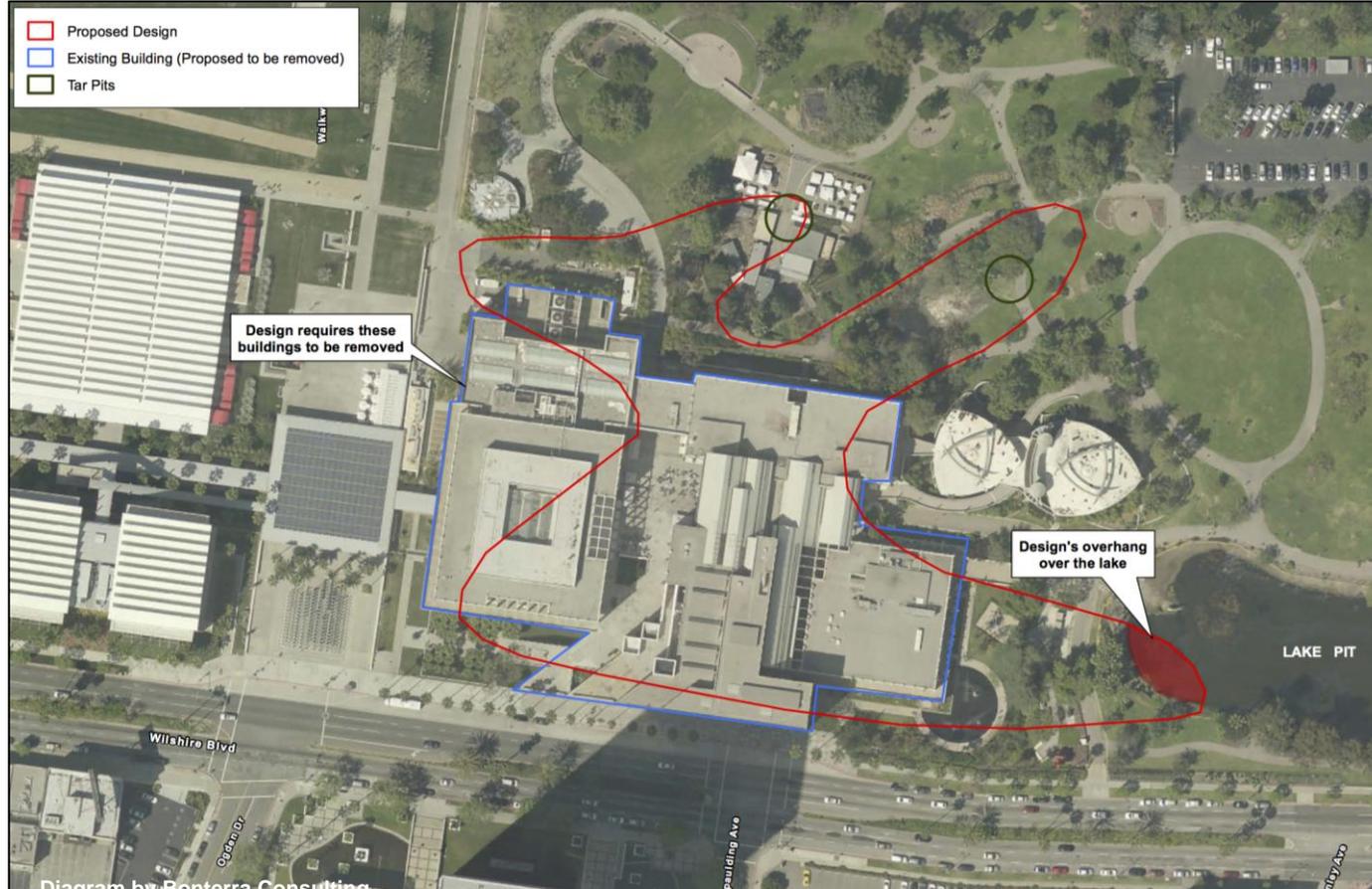
The cantilever design is proposed as a visitor-friendly observation deck overlooking the Tar Pits.



The entrance plinths elevate the galleries and provide visitors with improved access across the park.

The new building site and its potential impact

LACMA commissioned Bonterra Consulting for campus geological, paleontological, biological impact studies.



The placement of the new building on the site as portrayed in the model and this illustration is not the final plan. For example, the model featured a cantilever level above a portion of the lake pit, which will be changed.

LACMA is committed to working with the Natural History Museum to ensure that the final building design and placement is sensitive to the ongoing mission of the Page Museum and to visitors' enjoyment and scientific exploration of the Tar Pits, as well as to mitigate any environmental impacts.

LACMA will formulate an MOU with the Natural History Museum to guide a process toward addressing each museum's concerns with regard to the impact of the project on Hancock Park.

Zumthor's approach reflects LA's open horizons.

The approach for the new building is horizontal, transparent, accessible and efficient, fully dedicated to LACMA's art collection.



Horizontal: easier to navigate, secure and maintain.



Transparent: visible and inviting from all sides.



Accessible: core plinths provide clear entrances.



Efficient: fully allocated for art and education.

Los Angeles has the opportunity to innovate.

LACMA is the only museum in the nation that can redefine the encyclopedic museum at a structural level.



The Zumthor building triples the space for vital educational programs.



LACMA's collection is as diverse as Los Angeles.

- So much has been learned about visitor engagement in museums, about education, about construction in the last fifty years. LA is uniquely positioned to be a leading city in redefining how an art museum can benefit society.
- Recent new museum projects around the world demonstrate the cultural, educational, societal, environmental and economic benefits (Guggenheim Bilbao, Dia:Beacon, Seoul Museum of Art).
- Established museums, such as the Metropolitan Museum of Art or the National Gallery, cannot reinvent themselves at a structural level. This creates a unique opportunity for Los Angeles to lead.



Levitated Mass (2012) invited all of Los Angeles to participate with art.

“The glass democratizes art viewership by creating an open, visually accessible space... [Zumthor’s plan] equally emphasizes a vast collection of works from the Americas, Asia, Africa and Europe.”

– Design Boom