LA’s New Contemporary Art Museum

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“The Broad makes its collection of contemporary art from the 1950s to the present accessible to the widest possible audience by presenting exhibitions and operating a lending program to art museums and galleries worldwide. By actively building a dynamic collection that features in-depth representations of influential contemporary artists and by advancing education and engagement through exhibitions and diverse public programming, the museum enriches, provokes, inspires, and fosters appreciation of art of our time.”
What is the problem?

“Shouldn’t these changes radically alter the old museum model, loosen it up, make it more experimental, shift its identity from locked treasure house to clearinghouse for fresh ideas?”

–The New York Times

The Broad’s website does not fully emulate the organization as “deeply engaged in fostering a diverse, democratic and participatory contemporary art movement.”

How might we use The Broad’s website to better connect and elevate diverse artists, while enhancing the community’s appreciation for contemporary art?
What does The Broad need?

The Broad needs a website that challenges the critics and shows that the organization is deeply engaged in fostering a diverse, democratic and participatory contemporary art movement in Los Angeles. The website must pay homage to the new facilities and the art it houses, while also offering options for community building and participation, user generated content, and serve as a rich educational hub that targets young people.
In the website and interface redesign, we want a more apparent focus on the artists.

One major theme that we will portray through the newly developed website is the idea of communication to create connections.

The Individual white -- "upon one blank canvas of artistic expression"; individual, but in search of texture

Connectivity/ Interaction
Meeting spots: place where discourse is welcome connection with strangers; chat about art--a common ground

Community diversity through art and artists identity within The Broad; melting pot intersection of diverse visions

Mission + Theme
Goals and Intentions

Through our newly designed website and interface, we will encourage engagement and interactivity with the art community.
Target Audience

Our target audience for The Broad includes art enthusiasts, and a range from up-and-coming artists to art connoisseurs.
The Broad Attributes

Community-oriented
Educational
Interactive
Outreach
Bold
Modern/Post-Modern
Geometric
Multi-purpose
Innovative
New
Social
Inspirational

Shared Space
An Escape
Enticing
Dynamic
Clean
Groundbreaking
Melting Pot
Diverse
Enriching
Provocative
Fostering
Featured

Portal for the New
Subversive
In Your Face
Descriptive
Simple
Multi-faceted
Chic
Showcase
Crossing Boudaries
Network
Fun
Contemporary
Mood Boards
Logo/Branding

Logo: Something more elegant and artistic suits the themes that The Broad represents, along with embracing the unique and distinct architecture of the physical building rendering it as an artistic icon that is easily recognizable.
Colors: Using a subtle color palette will help the user focus on the featured content of the website instead of getting distracted by many visual elements and colors.
Logo/Branding

Type Treatments: Letter gothic std was designed first for IBM. It is a san-serif typeface and very legible. This is an important characteristic for the site as it must be accessible to the viewer and also not compete with the art. The slanted nature of the characters represents moving forward and outreach, which is the mission of The Broad—to be innovative in network building, beginning with artist and viewer connection.
Site Content: Landing Page

Landing Page highlights our key pages that we want users to navigate through: about, visit, gallery, programs, and community.

Features our redesigned logo and some community artists that we would like to recognize to give them maximum exposure.
Site Content: Landing Page

When scrolled over a featured artist, his or her bio and works will be displayed.
Wireframe: Programs
Site Content: Programs

When the user clicks on programs in the navigation bar, 5 options are displayed.
Site Content: Programs (Apprenticeships)

When the Apprenticeships tab is clicked, a larger container opens, showing apprenticeships offered by certain artists that have works exhibited in The Broad.
Site Content: Programs (Artist Talks)

When the Artist Talks tab is clicked, a larger container opens, showing the dates and times of artist talks that The Broad hosts.
Site Content: Programs (Performances)

When the Performances tab is clicked, a larger container opens, showing the dates and times of artist performances that The Broad occasionally hosts for the public.
Site Content: Programs (Screenings)

When the Screenings tab is clicked, a larger container opens, showing the dates and times of special screenings that The Broad exhibits for the public.
Site Content: Programs (Mobile App)

When the Mobile App tab is clicked, a page within the programs section comes up, showing information about The Broad’s mobile application.
The Broad Mobile Application

The Broad: Redesigned
The Broad Mobile Application
Site Content: Community

When Community is clicked from the navigation bar, vertical scrolling artist profiles are displayed.
Expectations

After implementing our changes to The Broad’s website, we expect the entirety of The Broad Foundation to be seen as something more than a vault filled with art.

We expect The Broad to be a hub for like-minded artists to share, learn and educate in addition to the museum being a large collection of contemporary art.

Through art, we expect individuals in the art community, to interact and engage with each other to form connections, as art goes above the individual.
Sources

Research, Images, and Inspiration pulled from:

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