



> Facade Protection and Decoration



> The Broad

The Broad is a contemporary art museum founded by philanthropists Eli and Edythe Broad on Grand Avenue in downtown Los Angeles. Designed by Diller Scofidio + Renfro in collaboration with Gensler. The 120,000 sq. ft. building features two floors of gallery space with over 2,000 works of art in its broad collection.

This project faced a unique installation that consisted of many rolling compound curved surfaces that had no control joints. While there were no weather issues there was the challenge of being in Downtown Los Angeles, near the Walt Disney Concert Hall, which has continuous traffic issues that can be difficult to contend with.

APPLIED PRODUCTS



- FIBER-47 ARMOURWALL

ALSO

- Variance Omniccoat
- PAREX 121 BASE COAT

> LOCATION

Los Angeles - CA - USA

> CUSTOMER

Anning Johnson and Westside Building Materials

> MARKET SEGMENT

New Building

> SUBSEGMENT FUNCTION

Organic Finish

> YEAR

2015

BRAND

PAREX®

PAREX
Building expertise, together