

Arco exec to replace MoCA's Broad

By Hunter Drohojowska

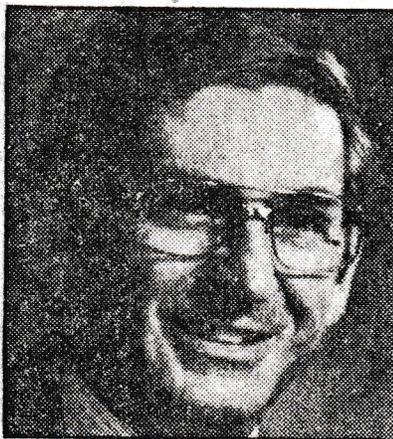
In a major realignment of the Museum of Contemporary Art's board of trustees, chairman Eli Broad is expected to step down today after five years at the helm. A decision to appoint MoCA's current president, William Kieschnick, to Broad's post is virtually certain to be approved at this afternoon's meeting of MoCA's board of trustees.

Kieschnick, chief executive officer of the Atlantic Richfield Co., will assume the position of chairman at the meeting's conclusion, and trustee Lenore Greenberg, an attorney, will take over as president, according to Broad. Fred Nicholas is expected to be re-elected as vice-president of the museum.

Broad, a founding trustee, said, "I feel good in that Bill Kieschnick is a most powerful person in Los Angeles as far as philanthropy, arts, and culture (are concerned). The museum's future is really assured, financially and otherwise, with his leadership."

The presence of an Arco executive in the chairmanship is sure to encourage the confidence of local business interests in the downtown museum. Arco was one of MoCA's initial \$1 million contributors.

Since 1979, when Broad donated \$1 million to the nascent institution, the museum has grown from an idea discussed over lunch to an accomplished fact, with an endowment of \$14 million, a warehouse



Retiring MoCA chairman Eli Broad

facility called the Temporary Contemporary, a permanent building now under construction on Bunker Hill and the largest membership of any contemporary art museum in the country: 15,000. Of all these accomplishments, Broad said that he was "most gratified by (his) negotiations with Dr. Panza" that resulted in the purchase of 80 works of art from Dr. Giuseppe Panza di Biumo's internationally respected collection. In the future, Broad said, he'd like to remain involved in fund-raising to build the museum's permanent collection.

Trustee Lenore Greenberg is expected to be an asset in her new position as president because of her familiarity with collecting and art history. She is herself a collector, and her parents, Taft and Rita Schreiber, compiled a widely admired collection of modern and contemporary art.

Fred Nicholas, credited with the rapid renovation of the Temporary Contemporary, is now overseeing the completion of MoCA's permanent home on Bunker Hill, expected to open in the spring.