



FOR IMMEDIATE RELEASE

**AUDREY IRMAS PLEDGES \$30 MILLION
FROM THE UPCOMING SALE OF A CY TWOMBLY PAINTING AT SOTHEBY'S ON
NOVEMBER 11TH TO KICK-START THE FUND-RAISING CAMPAIGN FOR
WILSHIRE BOULEVARD TEMPLE'S NEW OMA-DESIGNED BUILDING
TO BE NAMED THE AUDREY IRMAS PAVILION**

**OMA Won Design Competition Held By Wilshire Boulevard Temple for
A Prominent Event and Community Space On Its Glazer Campus
Complementing the Historic 1929 Sanctuary Building,
Marking OMA's First Cultural Building in California
And the Firm's First Commission from a Religious Institution**



Audrey Irmas and Rabbi Steven Z. Leder at Wilshire Boulevard Temple 9/2015. Photo: Rick Ueda

Los Angeles, September 15, 2015—Audrey Irmas, philanthropist, art collector, native Angeleno, and long-time congregant of Wilshire Boulevard Temple, has pledged \$30 million to lead the fundraising campaign for Wilshire Boulevard Temple's new building, designed by the Office for Metropolitan Architecture (OMA), led by Rem Koolhaas. To be named The Audrey Irmas Pavilion, the new building will be in dialog with the historic, 1929 Byzantine-Revival sanctuary located on Wilshire Boulevard, midway between the Los Angeles County Museum of Art and Walt Disney Concert Hall. The total budget for the building project is estimated at \$60 million.

Audrey Irmas' generous gift will be funded through the sale of Cy Twombly's *Untitled [New York City]*, 1968, a seminal example of the artist's celebrated series of 'Blackboard' paintings, at Sotheby's New York on November 11, 2015. The painting will be on view at Sotheby's Los Angeles September 24 and 25 before exhibitions in London and New York. The gift is among

the largest single donations to a temple in the United States.

Says Audrey Irmas of the gift, “I am thrilled and honored to be a part of the new addition designed by the world renowned Rem Koolhaas and the Office for Metropolitan Architecture at Wilshire Boulevard Temple.” She continued, “I have loved living with this magnificent work by Cy Twombly for 25 years. Similarly, Wilshire Boulevard Temple has been an important part of my family for generations, and when I learned of the vision for the new building, and how it would enrich the wider community, I decided that now was the right time to share my good fortune with others. It was a difficult decision to part with such a treasured work of art but the idea of bringing joy to so many makes me incredibly happy.”

Rabbi Leder noted: “Inspiring architecture is perhaps humankind’s most permanent and universal form of prayer. For Audrey to use the proceeds from the sale of an extraordinary and beloved work of art to create a public, iconic, contemporary, architectural masterpiece on the city’s most important boulevard is a powerful legacy for her, for our congregation, and for all of Los Angeles. This generous gift is transformative and will inspire our community and beyond for generations to come. We are deeply grateful to Audrey for her passionate commitment to Wilshire Boulevard Temple, and the arts and culture in our great city.”

The entire proceeds of the sale of the painting will benefit The Audrey Irmas Foundation For Social Justice, with \$30 million earmarked for the new building at Wilshire Boulevard Temple. The Irmas family has a long history of social and cultural philanthropy, donating much of their renowned contemporary art collection to the Los Angeles County Museum of Art. Audrey Irmas serves as a life trustee of the Museum of Contemporary Art, Los Angeles, and sits on the board of the Bard Center for Curatorial Studies, where she endows the Audrey Irmas Award for Curatorial Excellence. The Irmas family provides major philanthropic support to many other causes, including the USC Law School and community centers for homeless children and families in Los Angeles. In 1998, the Audrey and Sydney Irmas Family Foundation named Wilshire Boulevard Temple’s Audrey and Sydney Irmas Campus, a three-and-a-half acre complex encompassing schools, prayer, recreational and community facilities, on W. Olympic Boulevard in West Los Angeles.

OMA was selected as the winner of an architectural competition to design the approximately 55,000-square-foot building, which will accommodate events for the congregation and greater community, such as weddings, bat and bar mitzvah celebrations, conferences and galas for nonprofit organizations, and other events and meetings. The new building will have a meaningful civic presence, bringing an important architectural structure to Wilshire Boulevard, and the city of Los Angeles. It will be positioned on the Temple’s Erika J. Glazer Family Campus on Wilshire Boulevard, in the heart of this vibrant urban center, in the neighborhood now called Koreatown. The Audrey Irmas Pavilion is OMA’s first commission from a religious institution, and the firm’s first cultural building in California. The design team for The Audrey Irmas Pavilion is based in OMA’s New York Office, led by Shohei Shigematsu and Jason Long. The Audrey Irmas Pavilion will be entirely privately funded, with a proposed opening in 2019.

Beginning with an initial list of 25 architectural firms, four internationally acclaimed firms were invited to submit proposals as part of the architectural competition, juried by a committee. The firms included Kengo Kuma and Associates, Morphosis Architects, Steven Holl Architects, in addition to OMA. The selection committee was comprised of Temple members and

contemporary art and architecture experts, including Dr. Rebecka Belldégrun, Eli Broad, Barry Edwards, Erika Glazer, Robert Goodwin, Tara Lynda Guber, Robert S. Harris, Dana Hutt, Howard Kaplan, Bruce Karatz, Martha Karsh, Richard Koshalek, Betsy Leder, Steven Leder, Anthony Pritzker, Steven Romick, Steven Roth, and Lauren Taschen.

THE BUILDING LIVES CAMPAIGN

The new building is a key component of the Temple's *Building Lives Campaign*, a three-phase master plan for Wilshire Boulevard Temple's historic campus in the core of Los Angeles. The Temple's Erika J. Glazer Family Campus will expand over the entire city block on Wilshire Boulevard between Harvard and Hobart Avenues in Koreatown, an ethnically and religiously diverse area of Los Angeles. The first phase of the plan was the 2013 renovation of the 1929 historic, Byzantine-Revival Temple, which was entered into the National Register of Historic Places in 1981. The recently completed second phase includes two of the city's most state-of-the-art school buildings housing the Temple's early childhood education center, elementary school and Sunday school, a four story, 500 car parking structure, a 31,000 square foot roof top sports complex and the Karsh Family Social Service Center, through which the congregation will offer free dental care, vision care, food security, legal aid services and counseling services in Spanish, Korean and English to its neighbors in need. The third phase will be the OMA-designed Audrey Irmas Pavilion.

Construction of The Audrey Irmas Pavilion will complete the *Building Lives Campaign* by providing a space for the Temple's members and other organizations and community groups to host events, meetings, and programs in an inspiring architectural setting. The Audrey Irmas Pavilion will include a banquet hall with a commercial kitchen, as well as a café, meeting and conference rooms, a roof top garden and administrative space.

ABOUT WILSHIRE BOULEVARD TEMPLE

One of the country's most highly respected congregations, Wilshire Boulevard Temple has been responding to the needs of the Los Angeles Jewish community since its founding in 1862 as Congregation B'nai B'rith. Today, Wilshire Boulevard Temple's members are deeply involved in the civic life of Los Angeles. The Temple has a campus in West Los Angeles with schools and a variety of community programs, and its Camps and Conference Center in Malibu, CA, where it runs a summer program for over 1,000 children. Both the Wilshire Boulevard and West Los Angeles campuses have early childhood centers, elementary schools, inspiring worship, social justice and cultural programming for adults. The residential camps in Malibu are utilized by a variety of schools, organizations, and community programs throughout the year.

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