



The Broad SERVICE PROFILE

Founded by philanthropists Eli and Edythe Broad, The Broad is a contemporary art museum located

in downtown Los Angeles.

Through exhibitions hosted at its 120,000-square-foot building and a lending program to art museums and galleries worldwide, The Broad makes its collection of contemporary art — dating from the 1950s to the present — accessible to the widest possible audience. To ensure accessibility in a literal and physical sense, The Broad relies on Mitsubishi Electric. In addition to providing proactive, continued service through which Mitsubishi Electric has earned an unmatched record for equipment reliability, Mitsubishi Electric provided the engineering resources to design a unique glass elevator for The Broad.

Rick Mitchell, Director of Facilities, The Broad, said, “Without dependable, operating ‘people movers,’ such as our glass elevator >

Challenge
Ensure consistent accessibility to every floor for every guest

Solution
A custom contract tailored to The Broad’s needs by Mitsubishi Electric

Result
Uncompromised accessibility through proactive maintenance and planning

Service Info

Start of Service
2015

Customer
The Broad, Los Angeles

Service Locations
1 location



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and escalator, it would be nearly impossible in our architectural design for the masses to view our collection. We consider the glass elevator to be one of the many jewels of the museum. The glass elevator meets ADA compliance and provides stroller access and of course a one-of-a-kind journey to the third floor gallery.”

Customized Service

Mitsubishi Electric worked with the directors and head council at

The Broad to develop a contract customized for the museum’s particular maintenance needs, after hours technical support and repair services. This relationship affords The Broad access to Mitsubishi Electric’s deep technical and logistical expertise. For example, after considering the lead times associated with certain precisely engineered parts critical to the operation of the glass elevator and escalator, The Broad and Mitsubishi Electric determined the museum would stock those select parts onsite so that Mitsubishi Electric could simply respond with mechanics and technicians, should repairs be necessary. Through long-term planning and proactive maintenance, Mitsubishi Electric works closely with The Broad so that accessibility is not compromised.

The technicians who keep the museum’s elevators and escalator

operational on a day-to-day basis are a key part of this success. When asked about the benefits of The Broad’s relationship with Mitsubishi Electric, Mitchell specifically cited the exceptional level of service and the primary, assigned service technician. “He has become a part of our family and has been trusted to follow our very strict policies and rules. After all, we are a museum with a very valuable and massive collection that by policy has very strict access conditions.”

Quality in Motion™ Means Quality in Service

The elevators and escalators manufactured by Mitsubishi Electric have earned a global reputation for smooth, quiet and safe transport due to sophisticated engineering, energy-efficient motors and carefully selected, quality materials. That said, Mitsubishi Electric’s service methods and team of knowledgeable technicians can be applied to provide quality service and maximize uptime of other manufacturer’s (non-OEM) equipment as well.



Non-OEM equipment at The Broad includes an escalator that transports visitors to the third floor, which is the equivalent height of a traditional five story building due to The Broad's 20-plus-foot slab-to-slab ceilings. Fully convinced of the strength and responsiveness of Mitsubishi Electric's service operation, The Broad decided to include servicing of this escalator in its Mitsubishi Electric contract after installation. As a clearly satisfied customer, Mitchell commented, "I have personally been in the facility operations business since 1984 and I have found it very difficult to find an elevator company, technicians and mechanics supportive of my needs, goals and mission, yet Mitsubishi Electric has satisfied all of that and beyond. Our elevator and escalator transportation equipment is critically important for our overall success daily and without a company supportive of our entire mission and needs, we fall short. Mitsubishi has risen to meet us at every junction successfully."

Mitsubishi Electric Equipment Maintained:

- (1) Mitsubishi Electric Passenger Diamond Trac® Machine-Room-Less Elevator
- (4) Mitsubishi Electric Passenger Hydraulic Elevators
- (1) Mitsubishi Electric Freight Hydraulic Elevator

Other Equipment Maintained:

- (1) Non-OEM Escalator