



For Immediate Release

## **LA Business Council Congratulates The Broad Museum for Receiving Prestigious Honor from Mexico City-based Association of Real Estate Developers**

### **Award recognizes excellence in architectural design, sustainability and civic value**

Mexico City (April 19, 2016) – The Association of Real Estate Developers (ADI) has honored The Broad Museum with its “Los Angeles and Mexico City Sustainable Real Estate Award” for excellence in architectural design, sustainability and civic value.

The establishment of the award is an outgrowth of a developing business and cultural partnership between Los Angeles and Mexico City. Over the past several years, the **Los Angeles Business Council** has played a large role in the strategic dialogue between government and business leaders in the two cities to strengthen commercial, tourism, and governmental relationships. The 2015 award was given to The California Institute of Technology’s Keck Institute for Space Studies.

“We are thrilled that The Broad received this honor in 2016,” said LABC President Mary Leslie. “The museum has been an instantaneous international sensation, and the building itself is a symbol of our city’s cultural growth, commitment to architectural excellence and belief in sustainability.” The LABC honored The Broad, while it was still under construction, at its 2013 Architectural Awards.

The ADI award symbolizes years of outstanding sustainability building practices and expertise shared between the two cities, and reflects the emerging partnership between Los Angeles and Mexico City. In 2013, the LABC hosted 12 delegates from Mexico to meet with various utility and private solar entities to learn U.S. best practices, incentive programs and technologies in solar power.

In 2014, the LABC partnered with Mayor Eric Garcetti to host Mexico City’s Secretary of Economic Development Salomón Chertorivski Woldenberg for a three-day business development mission designed to strengthen ties between the two economies. Later that year, Mexico City Mayor Miguel Angel Mancera and Mayor Garcetti signed a Memorandum of Understanding to establish the international cities’ economic alliance.

“The LABC is so proud of The Broad for winning this prestigious award,” said LABC Chair Nadine Watt. “And we couldn’t be happier to join with Mayor Garcetti in developing a stronger partnership between our two cities. We have a lot to share, especially in relation to sustainability, architecture and their role in strengthening the fabric of our respective communities. The Broad truly epitomizes all of those qualities.”

###