

Guggenheim BILBAO

Results of 2002



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1. THE YEAR IN FIGURES

In spite of the severely disturbed international situation felt throughout 2002 due to the terrorist attacks of September 11 2001, which brought about a recession with special consequences for the tourist industry, on balance, the 2002 the Guggenheim Museum Bilbao balance can be considered to be positive. After an initial four-month period which saw a lower influx of visitors, over the rest of the year, visitorship figures were similar or even higher than in 2001.

- During the year 2002, the Museum showed five new presentations of the Permanent Collection and six temporary exhibitions.

The art program at the Guggenheim Museum Bilbao combines presentations of the Permanent Collection with temporary exhibitions in a bid to present and contextualize the movements, currents and tendencies in Modern and contemporary art. The enclosed chart sets out in detail the calendar for the artistic program developed over the year 2002:

	Starting date	Until	No. Visitors
Presentations of the Permanent Collection			
<i>German Painting after World War II</i>	2/5/2002	12/31/2002	822,563
<i>Joseph Beuys</i>	2/19/2002	12/31/2002	807,925
<i>Process and Materiality in Art at the Mid-Twentieth Century</i>	2/19/2002	12/31/2002	807,925
<i>Kandinsky in Context</i>	7/5/2002	12/31/2002	578,610
<i>Rapture</i>	7/23/2002	12/31/2002	528,354
Temporary exhibitions			
<i>Paris: Capital of the Arts, 1900-1968</i>	5/28/2002	9/3/2002	292,224
<i>Learning Through Art</i>	6/4/2002	7/7/2002	68,111
<i>Wim Wenders. Pictures of the Surface of the Earth.</i>	6/25/2002	10/1/2002	291,268
<i>Henri Matisse</i>	10/2/2002	12/31/2002	288,586
<i>Rubens and His Age. Treasures from the Hermitage Museum</i>	10/2/2002	12/31/2002	288,586
<i>Manolo Valdés. Painting and Sculpture</i>	10/18/2002	12/31/2002	259,274

- The total number of visitors for the year 2002 was 851,628
During the period of just over five years since the Museum opened its doors in October 1997, 5,383,062 people have visited the Guggenheim Museum Bilbao. 85% of the total, representing 4 out of every 5 visitors, have traveled from outside the Autonomous Community of the Basque Country.
- 233,134 people have benefited from the educational programs organized by the Guggenheim Museum Bilbao during the year 2002.
Of these, 41,874 were teachers and students from all educational levels.
- The Guggenheim Museum Bilbao now has more than 14,500 Individual Members. Over the year 2002, the number of Individual Members passed the 14,500 mark, with almost 2000 new members registered over this period. The 93% renewal rate deserves special mention.
- The Corporate Members Program of the Guggenheim Museum Bilbao currently has 139 companies.
At the end of the 2002 accounting period, the year when a large number of companies were due to renew their commitment, the Corporate Members Program had 139 companies. The renewal rate of this program stands at 80%, demonstrating the considerable backing of the business community for the Museum's activities.
- The self-financing rate for the 2002 accounting period stands at 70%.
The self-financing rate of 70% attained by the Museum during this period consolidates its capacity to generate resources.
- The economic impact of the activities of the Guggenheim Museum Bilbao on the economy of the Basque Country over 2002 amounted to more than 162 million Euros. As a consequence of the money spent by visitors to the Guggenheim Museum Bilbao, 162,327,827 Euros of GDP have been generated, as well as 26 million Euros of additional revenue for the Basque Provincial Treasury Departments and the maintenance of 4,265 jobs.

2. ART PROGRAM

During the month of February, the Museum presented three new installations of works from its Permanent Collection, which also included recent acquisitions of the Guggenheim Museum Bilbao's Own Collection. *German Painting after World War II* focused on the work of four German painters who attracted the attention of the international public during the last third of the twentieth century: Georg Baselitz, Anselm Kiefer, Sigmar Polke and Gerhard Richter, whose piece *Seascape (Seestück)*, recently acquired by the Museum, was presented for the first time on the occasion of this exhibition. Two weeks later, the exhibition dedicated to *Joseph Beuys* and the presentation *Process and Materiality in Art at the Mid-Twentieth Century* were inaugurated, concentrating on *arte povera* and process art through the work of Jannis Kounellis, Mario Merz, Robert Morris, and Richard Serra, among others. With these exhibitions, the first floor of the Museum offered visitors an overview of some of the most influential movements of the post-war period, which are well-represented in the Permanent Collection. In June, the video-installation *Rapture* by the Iranian artist Shirin Neshat was inaugurated. Finally, *Kandinsky in Context*, which was put on show from the beginning of July, rounded off the presentations of the Permanent Collection, highlighting the importance of this precursor of abstract art in the Guggenheim Collections. The chronological organization of the exhibition allowed visitors to contextualize his oeuvre with a number of artistic groups with whom he maintained close relations.

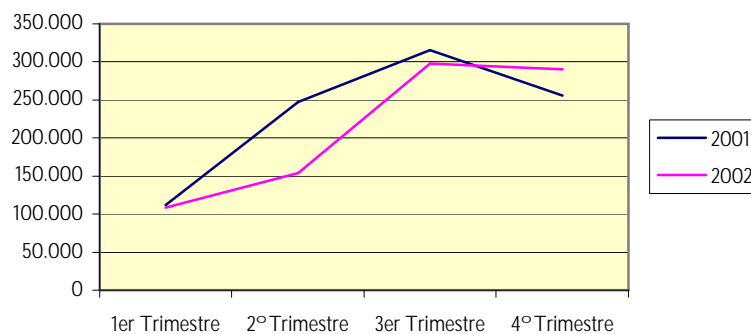
With regard to the temporary exhibitions, the program began in May with *Paris: Capital of the Arts, 1900-1968* which provided visitors with an overview of the major artistic movements of the twentieth century via four centers of creation in the French capital. *Wim Wenders. Pictures of the Surface of the Earth* collected together the photographic works of this film director made over a period of twenty years. Autumn began with *Rubens and His Age. Treasures from the Hermitage Museum*, an exceptional document of Flemish Baroque dominated by one of the most outstanding figures in the History of Universal Art, Peter Paul Rubens. At the same time, *Henri Matisse*, a small exhibition of three exceptional pieces from the last period of this artist, was inaugurated. Finally, the exhibition *Manolo Valdés. Painting and Sculpture* offered a selection of the work created over the last twenty years by this artist from Valencia.

3. VISITORSHIP

From January 1 to December 31 2002, the Guggenheim Museum Bilbao received 851,628 visitors.

In an analysis of visitor influx per quarter, one can see that the first and third quarters of 2001 and 2002 show very similar figures. Visitorship decreased over the second quarter of 2002 as compared with the same three-month period of 2001, a time when the Museum showed the exhibition *Giorgio Armani*, which attracted nearly 530,000 visitors. The number of visitors over the last quarter of 2002 increased by 13%, with special emphasis on the 50,000 people that visited the Museum over the Christmas period.

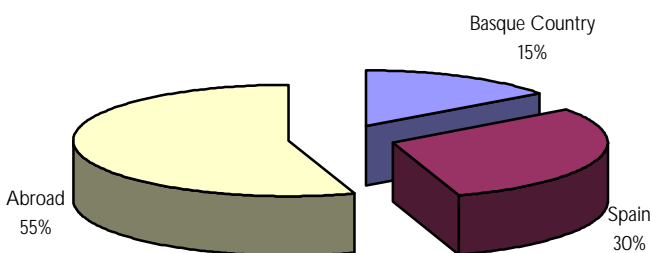
These figures confirm that, after a period of decreasing visitorship figures in all museums derived from the international crisis, which has particularly affected the tourist sector, a certain recovery can be perceived. In fact, the number of people that visited the Guggenheim Museum Bilbao in the last quarter of 2002 was the highest of the last three years.



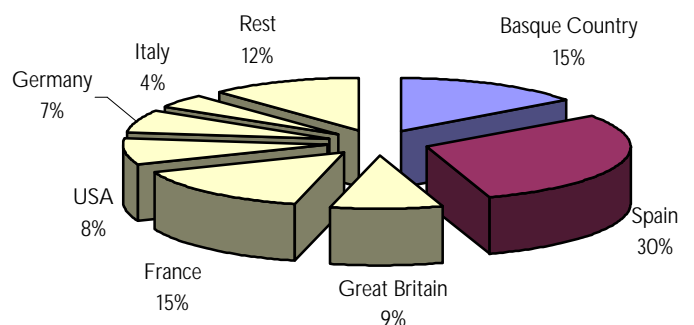
In spite of the drop in the total number of visitors, the Guggenheim Museum Bilbao has seen a considerable increase in the percentage of visitors from abroad from 48 to 55%. Thus, the Museum has attained one of its major aims, namely to become a world-class museum institution.

The geographic origin of these visitors is shown in the following graphics:

Geographical origin of visitors



Geographical origin of foreign visitors



4. EDUCATIONAL ACTIVITIES

- 233,134 persons have benefited from the 47 educational programs offered by the Guggenheim Museum Bilbao over the year 2002, most of which have been sponsored by the Bilbao Bizkaia Kutxa.
- 29,649 school children have taken part in educational programs designed for them. Many of them have visited the Museum through a new program introduced during the last quarter of the year, which allows teachers to organize their own visit with the help of specially-created didactic material.

Since the Museum opened, 33.5% of schoolchildren in the Basque Autonomous Community have participated in any of the educational programs of the Museum.

- Almost 12,225 educators have benefited from the six programs aimed at teachers from different educational levels, doubling the number of beneficiaries in comparison with the previous accounting period.
- More than 41,763 persons have taken part in the educational programs designed for families.
- 149,497 persons have benefited from one of the 21 programs intended for the general public and the Individual Members of the Museum, which means that more than 25% of visitors have enhanced their visit with the didactic support offered by the educational programs of the Museum.
- The educational program has covered a wide range of activities from workshops and art courses, to film seasons and concerts, lectures and round tables, including the volunteers program in which 57 Individual Members are collaborating at this time.

5. DEVELOPMENT

Individual Members

As of December 31 2002, the Museum had 14,587 Individual Members, of which 2000 were new Members registered during this period. Moreover, the renewal rate has been in excess of 93% which highlights the enormous fidelity of this group and the stable links between the Museum and its social environment.

The Members of this group break down into the categories shown in the following chart:

Categories	Number
Student	1,741
Senior citizen	2,898
Individual	4,421
Family	5,408
International	98
Honor	21

Corporate Members

On December 31 2002, the Guggenheim Museum Bilbao had 139 Corporate Members, a figure which reflects the stable support the business community has afforded the Museum since its inauguration, especially if it is remembered that many companies were due to renew their membership during this period. This year, the Corporate Members Program has been restructured to include three new categories, namely, Strategic Trustees, Media Benefactors and Collaborating Establishments, with different contributions and with a new catalogue of benefits.

The distribution according to category is shown in the following chart:

Categories	Number
Strategic Trustees	3
Trustees	31
Corporate and Media Benefactors	29
Associate Members	76

The generous sponsorship that leading entities and corporation with deep roots in our society have been providing both for the educational programs of the Museum and its Permanent Collection, in the case of the BBK, and for the exhibitions that make up the artistic program in the case of BBVA and Iberdrola, who this year sponsored *Paris: Capital of the Arts, 1900-1968* and *Rubens and His Age. Treasures from the Hermitage Museum*, respectively, has also shown great stability.

6. EXTERNAL FOCUS

The repercussion in the media of activities developed by the Museum throughout 2002 has remained at the customary levels with regard to their impact both on national and international media. One of the major news events of this year was the Fifth Anniversary of the Museum and the series of events organized in order to celebrate this. During a period of seven months, there was a succession of activities based on different disciplines such as music, dance and films, in which more than 9000 persons have taken part.

During the year 2002, the Museum was awarded the following prizes:

- *Special Jury Prize*, awarded by the Spanish Federation of Conference Organizers - OPC España 2000.
- *Wonder of the Modern World Prize*, granted by the magazine *Traveller*, published by CondéNast.
- *Buber 2002 Prize* for the best Cultural Website in the Basque Country.

7. ECONOMIC IMPACT OF THE MUSEUM

As in previous years, the Guggenheim Museum Bilbao has analyzed the economic impact of its activities on the economy of the Basque Country. In view of the expenditure profile of visitors in accordance with their points of origin, the average expenditure for 2002 was 168.74 Euros per visitor, 8 Euros more than in 2001.

The main conclusions of this survey with regard to the 2002 accounting period are as follows:

- The activities of the Guggenheim Museum Bilbao in 2002 has generated more than 162 million Euros of GDP, taking into consideration direct, indirect and induced effects.
- This economic activity has generated 26 million Euros of additional revenue for the Basque Treasury Departments in the form of Company Tax, VAT and Income Tax.
- This activity contributed to maintaining 4,265 jobs in 2002.

For more information:

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