



RESULTS 2003

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1. THE YEAR IN FIGURES

As the main results evaluation parameters show, 2003 was a good year overall and according to expectations for the Guggenheim Museum Bilbao. Visitor levels were up slightly on the previous year's figure, the Museum's educational offer reached more beneficiaries, the Museum Member and Corporate Member Programs were fully consolidated and the level of self-financing reached 70%.

- **Four new presentations of the Permanent Collection and four temporary exhibitions were inaugurated in 2003.**

In line with its commitment to offering a program combining presentations of the Permanent Collection and temporary exhibitions, in 2003 the Guggenheim Museum Bilbao inaugurated four new presentations of the Permanent Collection and four temporary exhibitions, all enhanced by the Museum's unique architectural setting. Besides presenting the latest acquisitions made by the Guggenheim Museum Bilbao for its Own Collection, the presentations of the Permanent Collection gave the public the chance to see the work of contemporary artists who channel their creativity through photography, film and video and whose work has been gradually acquired by the Guggenheim Collections. Temporary exhibitions in 2003 showed works by artists and from periods of extraordinary interest.

	From	To	No. visitors (to 31/12/03)
Permanent Collection			
<i>Transparencies</i>	4/3/2003	18/5/2003	139,633
<i>Important Sculptors of the Twentieth Century</i>	18/3/2003	11/1/2004	766,379
<i>Antonio Saura: Memory and Recollection</i>	22/7/2003	11/1/2004	470,941
<i>Moving Pictures</i>	8/10/2003	18/5/2004	199,797
Temporary exhibitions			
<i>Jasper Johns to Jeff Koons: Four Decades of Art from the Broad Collections</i>	15/2/2003	7/9/2003	556,166
<i>Calder. Gravity and Grace</i>	18/3/2003	12/10/2003	582,799
<i>Learning Through Art</i>	2/6/2003	6/7/2003	102,952
<i>Jean Dubuffet. Trace of an Adventure</i>	8/11/2003	18/4/2004	118,812

- **In 2003, 874,807 people visited the Museum altogether**

2003 saw an almost 3% increase in Museum visitor figures over the previous year. Some 90% of these visitors came from outside the Basque Autonomous Community, 59% being foreigners. Since the opening in October 1997, nearly 6,300,000 people have now visited the Guggenheim Museum Bilbao.

- **309,756 people benefited from the Guggenheim Museum Bilbao educational programs in 2003.**

In 2003 the number of educational programs offered by the Museum increased to the current figure of 49. The number of beneficiaries of these programs increased 33% over the previous year.

- **The Guggenheim Museum Bilbao Individual Members Program consolidates with over 14,000 Members.**

The Museum Members program continues providing major social backing for the institution and has now consolidated its position as one of the biggest groups of its kind in such programs run at Europe's major museums.

- **138 companies are now members of the Guggenheim Museum Bilbao Corporate Members Program.**

At year-end 2003, the **Corporate Members Program** had a roster of 138 businesses, representing further, highly significant business and institutional backing for Museum activities.

- **Self-financing in 2003 stood at 70%.**

In 2003 the Museum maintained a significant level of self-financing, generating 70% of the resources it needs to operate.

- **The economic impact of the activities of the Guggenheim Museum Bilbao on the Basque economy in 2003 amounted to over 173 million euros.**

Expenditure by visitors to the Guggenheim Museum Bilbao generated wealth of over 173 million euros of GDP, with additional income for the Basque treasury of nearly 28 million euros, helping to maintain 4,547 jobs during the year.

2. ART PROGRAM

In 2003, the Guggenheim Museum Bilbao inaugurated four presentations of the Permanent Collection and four temporary exhibitions, offering the general public a chance to become more familiar with new creative idioms like film, video and photography, to view works recently acquired for the Guggenheim Museum Bilbao Own Collection and explore in depth the careers of great artists who have now secured their places in the history of art.

The year began with the gradual change in the Museum's galleries as the Art Program for the first six months was introduced. *Jasper Johns to Jeff Koons: Four Decades of Art from the Broad Collections* was inaugurated on February 15. This, the first large-scale presentation of artwork from the collection built up by Californian philanthropists Eli and Edythe Broad, covered some of the most significant art movements of the second half of the 20th century.

One month later, on March 18, *Calder. Gravity and Grace* was inaugurated. This exhibition gave visitors a chance to see the work of one of the 20th century's most avant-garde artists in the extraordinary setting provided by the Museum building. Organized by the Guggenheim Museum Bilbao, the exhibition subsequently traveled to the Museo Nacional Centro de Arte Reina Sofía in Madrid.

Two new presentations of the Permanent Collection were also inaugurated in March. The first, entitled *Transparencies* opened on the 4th. *Transparencies* was a selection of works by four leading Basque and Spanish sculptors who made a name for themselves on the international art scene in the 1980s and 90s. Although very different in approach, the sculptures of Cristina Iglesias, Juan Luis Moraza, Javier Pérez and Susana Solano all explore light and transparency.

March 18 saw the opening of a presentation entitled *Important Sculptors of the Twentieth Century*. This was a selection of sculptures from the Permanent Collection that looked at how four major figures in the contemporary art world, Mario Merz (1925), Carl Andre (1935), Richard Serra (1939) and Richard Long (1945), use non-traditional materials to create large-scale sculptures. The exhibition also explored the way these works strike up a dialogue with their immediate environment.

The annual *Learning Through Art* exhibition, showing works executed by schoolchildren taking part in the program, was inaugurated on June 2.

A new Permanent Collection presentation entitled *Antonio Saura: Memory and Recollection* was inaugurated on July 22. The presentation signaled the premiere for several works by one of the

most significant of Spain's internationally-feted creative artists that were recently acquired for the Guggenheim Museum Bilbao's Own Collection.

The fourth presentation of the Permanent Collection in 2003 was inaugurated on October 8.

Moving Pictures: Contemporary Photography and Video from the Guggenheim Museum Collections analyzes the ubiquitous presence of these media in contemporary art and the range of approaches used by artists working in film, video and photography today.

Art Program for 2003 concluded on November 7 with the inauguration of the temporary exhibition *Jean Dubuffet. Trace of an Adventure*. Examining the extraordinary diversity of the artistic output of Jean Dubuffet (1901–1985), the exhibition highlights his incessant need to search and experiment in art that took him well beyond traditionally accepted cultural mechanisms.

3. VISITORS

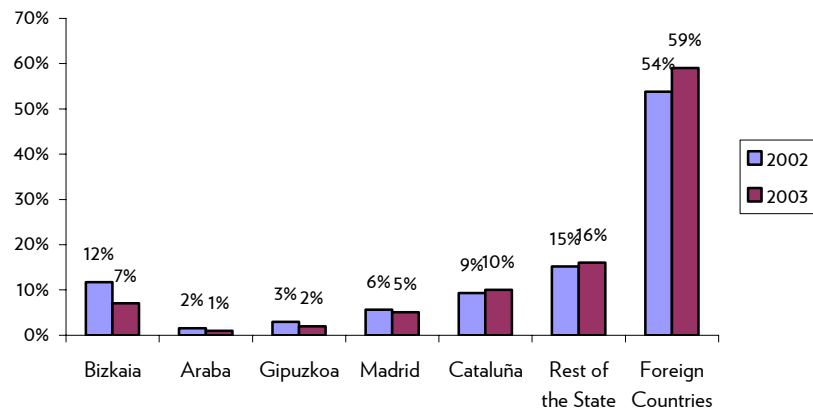
From January 1 through December 31 2003, **874,807 people visited** the Guggenheim Museum Bilbao. The figure marks the consolidation of the visitor levels registered at the Museum in the last three years. Holiday periods such as weekends, Easter Week and the summer continue, logically, to register peak Museum visitor levels.

Number of visitors per week from 1 January through 31 December



The level of foreign visitors increased five points over 2002, taking the total to 59% altogether. The Museum is clearly in compliance with its mission to be a cultural institution with genuine international outreach.

Percentage of visitors according to geographical origin 1 January through 31 December



4. EDUCATIONAL ACTIVITIES

- **309,756 people** took part this year in the **educational programs** run by the Guggenheim Museum Bilbao, most of which were once again sponsored by local savings bank Bilbao Bizkaia Kutxa. The figure marks an increase of 33% in the number of beneficiaries of the Museum's wide-ranging educational offer.
- The Museum continues to increase its educational offer, adding new activities in 2003, such as workshops and art-, music-, graphics-, and movement-related events for young people and adolescents.
- Particular attention was also paid this year to **new groups of underprivileged people**. Activities were designed for immigrants and people in drug rehabilitation processes in a bid to use art to strengthen their self-esteem, their integration in society and their personal education. The Museum's **volunteers**, which involve **55 people**, participated in coordinating these activities.
- **28,124 schoolchildren** took part in the educational programs expressly designed by the Museum for them. Once again, the opening in June of the *Learning Through Art* exhibition, which included works created by the 168 schoolchildren participating in the program during the 02–03 school year, was the landmark event in the Museum's educational programming.
- **More than 10,300 educators** participated in the six programs designed for teachers working in different levels of schooling.
- Nearly **34,000 people** took part in the Museum's **family-oriented educational programs**.
- **237.435 people** benefited from one or other of the **22 programs oriented towards the general public and the Museum Members group**, which means that around one third of our visitors enhanced their visits with the didactic support offered by the Museum's educational programs.
- Educational programs covered a wide range of activities, from art workshops and courses, film cycles and concerts to conferences and round tables. In line with the commitment—included in the Museum's mission statement—to improve the general public's understanding of modern and contemporary art and help people to become better acquainted with international culture, this year the Museum consolidated its *Didaktika* project, which offers visitors different spaces in the Museum where they will find some of the keys and tools they need to enhance their appreciation and understanding of the works on view.

- 73 students came to the Museum this year as part of in-house training programs. Altogether, since the Museum's inauguration 355 students have lived their first work experience at the Museum.

5. DEVELOPMENT

Individual Members

With over 14,000 members, the Guggenheim Museum Bilbao Individual Members Program maintains its position once again ahead of the competition from similar groups at leading European museums, thereby providing major social backing for the institution and its activities

Corporate Members

As of December 31 2003, the Corporate Member program had 138 member companies, a figure that underscores the Program's level of consolidation and the high level of involvement of participating businesses and institutions. In 2002 the Trustees renewed their cooperation agreements; in 2003 it was the turn of our Corporate and Media Benefactors and Associate Members to renew or ratify their agreements.

	Total Members
Strategic Trustees	3
Trustees	31
Corporate & Media Benefactors	30
Associate Members	74
TOTAL	138

6. EXTERNAL FOCUS

During the last year, the attention of the media was constantly focused on the Guggenheim Museum Bilbao. In the twelve-month period, more than 7,000 news items referring to the Museum and its activities were published, 4,100 of which were taken up in the international media.

Some 760 journalists, 130 of them foreigners, came to the Museum to provide news coverage of events there. Television also maintained its intense interest in the institution, with nearly 200 TV teams visiting the Museum in 2003.

Inaugurations of temporary exhibitions (*Jasper Johns to Jeff Koons: Four Decades of Art from the Broad Collections*, *Calder. Gravity and Grace* and *Jean Dubuffet. Trace of an Adventure*) and Permanent Collection presentations (*Important Sculptors of the Twentieth Century*, *Transparencies*, *Antonio Saura: Memory and Recollection* and *Moving Pictures*) provided the major media attractions at the Museum during the year.

On December 19 2003, Spanish standards certification bureau AENOR awarded the Guggenheim Museum Bilbao the UNE 170.001-2 certification acknowledging the successful introduction of a global accessibility management system, the Museum being the first organization in Spain to obtain this certification and the first European business to be in compliance with DALCO requirements. The global accessibility system at the Museum is totally in keeping with recent legislation, which broadens the concept of physical accessibility and encompasses equality of opportunity, non-discrimination, and global accessibility for the handicapped.

7. ECONOMIC IMPACT

As in previous years, the Guggenheim Museum Bilbao produced a report on the economic impact of its activities on the Basque regional economy. In light of the visitor expenditure profile, by place of origin, average expenditure in 2003 came to 175.75 euros per visitor, over seven euros above the outlay made in 2002.

The report's main conclusions for 2003 were:

- The activities of the Guggenheim Museum Bilbao in 2003 generated **more than 173 million euros of GDP**, direct, indirect and induced effects being taken into consideration.
- This economic activity contributed almost **28 million euros in additional revenues for the Basque public treasury** in Corporation Tax, VAT and personal income tax.
- The activity helped to maintain **4,547 jobs** in 2003.

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