



15 GUGGENHEIM
BILBAO 1997-2012

The Guggenheim Museum Bilbao celebrates its Fifteenth Anniversary in 2012 with a wide-ranging activities program for all audiences

Fifteen years after it opened its doors to the public on October 19, 1997, the Guggenheim Museum Bilbao will be celebrating its Fifteenth Anniversary in 2012 with a varied activities program that will last throughout the year. The Museum wishes to share these fifteen years with residents and visitors alike, and thank them for their contributions to the Museum's consolidation as a cultural landmark in the Basque Country.

Art, music, dance, fashion, cuisine, architecture, and the performing arts are some of the disciplines this calendar of events will be offering throughout 2012 as a complement to the Museum's Art Program, which will feature some of the most important figures on the current art scene, including David Hockney, Claes Oldenburg, Egon Schiele, and Cristina García Rodero.

15 Years

In its nearly fifteen years of operation, the Museum has presented more than one hundred exhibitions that have drawn from both from the Guggenheim Collections, as well as from the top-quality temporary exhibitions that have been visited by fourteen million people from all over the world. During these years, the Guggenheim Museum Bilbao Collection has been incorporating significant names and key pieces of art from our time; the Collection is now comprised of 124 works by 70 artists that span a variety of techniques, mediums, and forms of expression, and illustrate the most important moments in contemporary art. Furthermore, the extraordinary social and corporate support the Museum has received, above all from the Corporate and Individual Members Programs, as well as entities that have joined in the different forms of collaboration and sponsorship, have made it possible to launch projects and initiatives that have notably complemented the Museum's Art Program.

FIFTEENTH ANNIVERSARY ACTIVITIES PROGRAM

CELEBRATION

15TH-YEAR LOGO

To mark this occasion, the Museum has designed a special logo to accompany all institutional activities during 2012.

CARNIVAL PARTY

February 17

To kick off this commemorative year, the Museum is organizing a lively Carnival Party that will feature the 1970s and 1980s as its theme and will include a live musical performance by the band The Groovies.

HAPPY 15TH BIRTHDAY TO THE MUSEUM!

March–April and June 12–August 26

As part of the *Learning through Art* program, March and April, six participating schools will take part in a joint creative activity entitled *Happy Birthday to the Museum!* which will be based on the question: How should we celebrate the Museum's Fifteenth Anniversary? The project's educational objectives are to teach students about the Museum and its history and spur them to reflect on the concepts of celebration and symbolism. The work that results from this reflective and creative process will be displayed during the program's annual exhibition in the summertime.

BILBAO SHOPS JOIN IN THE ANNIVERSARY

March–May

In order to share the Guggenheim Museum's Fifteenth Anniversary with residents and visitors to Bilbao, the Museum will be launching a number of different activities together with the BilbaoCentro and Casco Viejo shopkeepers associations, which will link the Museum with these stores and help spread the events and all the activities that are being planned around the anniversary.

VIP TOUR: “IT IS NOT WHAT YOU SEE, IT IS WHAT YOU FEEL”

April to December

A unique, exclusive VIP tour for visitors who are already familiar with the Guggenheim Museum Bilbao and for those who plan to visit for the first time. This fun, entertaining tour allows participants to enter areas previously inaccessible to visitors, get to know the Museum’s professional activity in depth, and visit the building’s most unusual spots. A collaborative effort with BASQUETOIR through the experiential Euskadi program (TOP Experiences), as part of the Basque Department of Trade and Tourism’s 2010–2013 Marketing Plan.

PUPPYDEBUTS A COSTUME

May

Once again, *Puppy*’s creator, Jeff Koons, will be joining in the Museum’s most important celebrations by creating a special “floral costume” for his monumental sculpture, which will thus display its most festive side during spring and summer.

ART

GUGGENHEIM BILBAO WALL

March–December

In order to involve young artists in the celebrations, the Museum will be launching the “Guggenheim Bilbao Wall” competition for artists up to 30 years old who work and live in the Basque Country and wish to mould their artistic vision in one of the Museum spaces. A jury made up of Josu Rekalde, Dean of the Faculty of Fine Arts, UPV/EHU; Juan Zapatar, director of BilbaoArte; Alicia Fernández, director of Sala Rekalde; and representatives of the Guggenheim Museum Bilbao will select the best projects, which will be displayed to the public in Gallery 103B. Competition rules will be available shortly on the Museum’s website.

FASHION

GUGGENHEIM T-SHIRT

April

Five top designers from Biscay—Ailanto, Ion Fiz, JOTA + GE, Mercedes de Miguel, and Miriam Ocariz—will design a unique t-shirt collection especially for the commemoration of the Museum’s Fifteenth Anniversary, which will be sold exclusively in the Museum’s Store/Bookstore as of spring.

DANCE

DANTZALDIA: *ROSES & BEANS*

March 21 and 22

As part of the 13th Dantzaldia Festival, organized by La Fundición Aretoa, the Guggenheim Museum Bilbao will be presenting the performance *Roses & Beans* by the Swedish company Tove Sahlin, Dag Andersson, Bastardproduktion, an experimental piece in a private space in which human relationships evolve around a cup of coffee and slice of cake.

WORKS & PROCESS AT THE GUGGENHEIM: NEW YORK CITY BALLET

July

For yet another year, the performing arts program *Works & Process at the Guggenheim* will return to Bilbao to present its fifth show featuring the stars from the New York City Ballet performing classical choreographies and new pieces.

PHOTOGRAPHY

***PUPPY* ALSO TURNS FIFTEEN**

March–May

A photo contest around *Puppy*, Jeff Koons's twelve-meter sculpture that greets visitors in the plaza and, without a doubt, one of the city's most photographed icons. During March–April, the Museum will encourage everyone to send their most endearing photos of a special moment with *Puppy* over the past fifteen years. Participants may see their best images displayed in May in one of the Museum's spaces.

GASTRONOMY

Activities related to cuisine, contemporary art, and creativity, with the participation of chefs Ferran Adrià and Josean Alija and his team from Restaurante Nerua, and Slow Food Bilbao-Bizkaia.

Flowers to eat

May 19, 20, 26, and 27

On the occasion of changing *Puppy's* flowers, these special workshops for Museum Members' children (ages 3 to 12) will combine aspects of arts education and nutrition education, and address topics such as seasonal cuisine, unusual materials in art, and the use of edible flowers in our diet. With the collaboration of Slow Food Bilbao-Bizkaia and Josean Alija.

Educational tours to the Restaurant Nerua

June 9 and 16

In order to bring cutting-edge cuisine closer to people not familiar with it, the Museum will be organizing tours in which Josean Alija and his team will explain the rationale and work at the Restaurant Nerua, as well as the processes of creation, R & D, and plating.

Josean Alija: evolution and dissemination of knowledge

October

Josean Alija, chef at Nerua, who has recently been awarded a Michelin star, will be heading a conference on the evolution of his cuisine in the flow of Museum life. He will also talk about his creative process in the same way as in professional gastronomic events.

Ferrán Adrià: cooking as a language

November

A conference led by Ferran Adrià, long considered the world's finest chef and only chef guest artist at the twelfth edition of documenta, one of the most prestigious contemporary art events in the international scene. Today and as part of the process to turn elBulli Restaurant into an ecological foundation dedicated to cuisine, Adrià is exploring new ways to work synergistically with other disciplines such as design, art, and creative communication, with cuisine as the recurrent language. His lecture will be complemented with the screening of the documentary *Documenting Documenta. elBulli in Kassel*.

ARCHITECTURE

ARCHITECTURE SYMPOSIUM: PROCESSING ENVIRONMENTS

June 19

The Guggenheim Museum Bilbao will be hosting one of the sessions of The Architecture Symposium *Processing Environments*, held under the auspices of the AA Architectural Association School of Architecture in London. It will debate work by international artists and architects, address new and alternative methods of commitment to the environment from diverse perspectives, such as society and ecology, or from the point of view of materials.

Participants include Alejandro Zaera-Polo; Juan Herreros; Eva Castro & Alfredo Ramírez; Efrén García Grinda and Cristina Díaz Moreno; Philippe Rahm; Toni Kotnik; and Gramazio & Kohler, among others. Session organized by the AA Architectural Association School of Architecture in London, through the Bilbao-San Sebastian Visiting School program led by Maider Llaguno and Clara Olóriz.

MUSIC

STRAUSS IN THE VOICE OF AINHOA ARTETA

June 7 and 8, Palacio Euskalduna

Closing concert of the Bilbao Orkestra Sinfonikoa season, with the splendid voice of soprano Ainhoa Arteta singing Richard Strauss' most beautiful pieces. This activity is part of the collaborative effort between the BOS and the Guggenheim Museum Bilbao especially aimed at the Museum Members.

ART AFTER DARK FESTIVAL

September 21

As part of the celebration of the Anniversary, the *Art After Dark* program will complement the regular DJ programming in the Atrium, which is held one Friday a month, with a festival that will feature the program inside the Museum and the performance of three internationally renowned bands, who will play live on an outdoor stage.

“Arnold Schoenberg” CONFERENCE-CONCERT

November 10

On the occasion of the exhibition the Museum will be dedicating to artist Egon Schiele in fall, the Kuraia Ensemble will perform the *Chamber Symphony No. 1* (1906) by Arnold Schönberg, founder of Viennese musical expressionism and a leading figure in twelve-tone and atonal music. The concert will be complemented by a lecture by José Luis García del Busto, a scholar and highly prestigious music critic.

PERFORMING ARTS

MUSICAL THEATER: DIE ORDNUNG DER DINGE

September 27 – Premiere in Spain

As part of the nineteenth Contemporary Music Encounters, Kuraia will be presenting a musical theater performance at the Museum by the Die Ordnung der Dinge group from Berlin. With a high interdisciplinary profile, this production intermingles music, performance, theater, and video art to generate a unique and amazing event.

AUDIOVISUAL ACTIVITIES

CYCLE “ART HAS NO AGE”

April 24–26

In this activity, to be held within the framework of the second Art Pedagogies Series, several researchers from the fields of art, medicine, and teaching will discuss how art is experienced by people of all ages. Their interventions, which will be supported on audiovisual material, will focus on key issues such as integrative learning functions, the artistic experience at any age, and the intergenerational experience that allows people from different generations to learn together and share their points of views.

NEW TECHNOLOGIES

COURSE: INTRODUCTION TO iPad

May 22 – June 12

Coinciding with the exhibition *David Hockney: A Bigger Picture*, which will evidence the artist’s interest in new technologies, the Museum will organize a four-session introduction to the use of iPad as a tool for graphic entertainment and creation, directed by Oscar López Martín.

SOCIAL MEDIA

FACEBOOK COMPETITION: "15 YEARS OF THE GUGGENHEIM BILBAO"

February–October

The Museum will test the knowledge of its Facebook fans with a quiz on questions of interest about the 15 years of the Museum's life in which exciting prizes will be offered.

SHARE

February-December

Throughout 2012, personalities from the worlds of the arts, culture, and entertainment who visit the Museum will be recorded while expressing what the works on display inspire them. Their experiences will be shared with users of the Museum's website and social media.

PHOTO CONTEST "CREATE YOUR OWN COLLAGE"

August

Participants will be able to create their own collages with photos of Frank Gehry's building using applications for iPad and iPhone, and send them to the Museum. The most creative entries will receive exciting prizes and be on display inside the Museum.

TWEET UP YOUR FIFTEENTH GUGGENHEIM BILBAO ANNIVERSARY

October

A selection of the most active members and bloggers on the Museum's Twitter channel will enjoy a privileged VIP tour of the Museum during which they will report their feelings and experiences live through new technologies.

All information and details on these activities can be found at www.guggenheim-bilbao.es

For further information:

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