

RESULTS **2008**

GuggenheimBILBAO

MORE THAN 950,000 PEOPLE VISITED THE GUGGENHEIM MUSEUM BILBAO IN 2008

Visitors from the Basque Autonomous Country increased 4% from the previous year

More than 950,000 visitors, 472,809 participants in educational activities; over 16,000 Museum Members, 146 corporations and institutions in the Corporate Members Program; 65% of its financing self-generated: such are the figures that consolidate the Guggenheim Museum Bilbao among the international museum community.

The Guggenheim Museum Bilbao ended 2008 with a positive balance, meeting the expectations set for the year in all areas of activity. **951,369** visitors came to the Museum in 2008, slightly below the figure for 2007, when Museum celebrated its Tenth Anniversary. In November the Museum received visitor number 11 million, and this way consolidated an average of a million visitors per year.

Last year, for the seventh consecutive year, the number of participants in the Museum educational programs increased, to a total of 472,809, up 4.19% from 2007. Particularly noticeable was the increase in the number of students who took part in the 2008 educational programs (13.83% up from the previous year); 47.3% of the students were from outside the Basque Autonomous Community (BAC), 20.14% of whom were French.

With 16,029, a number that has steadily increased since 1997, Individual Members of the Guggenheim Museum Bilbao remained the biggest group of its kind in Spain and one of the largest in Europe. Membership is especially loyal to the Museum, with membership renewal rates at 88.67%.

Eleven years after the Museum's inauguration, the Corporate Members Program now includes 146 business corporations, thus consolidating the institution's corporate support. Nine new corporations joined the Museum Corporate Members Program in 2008.

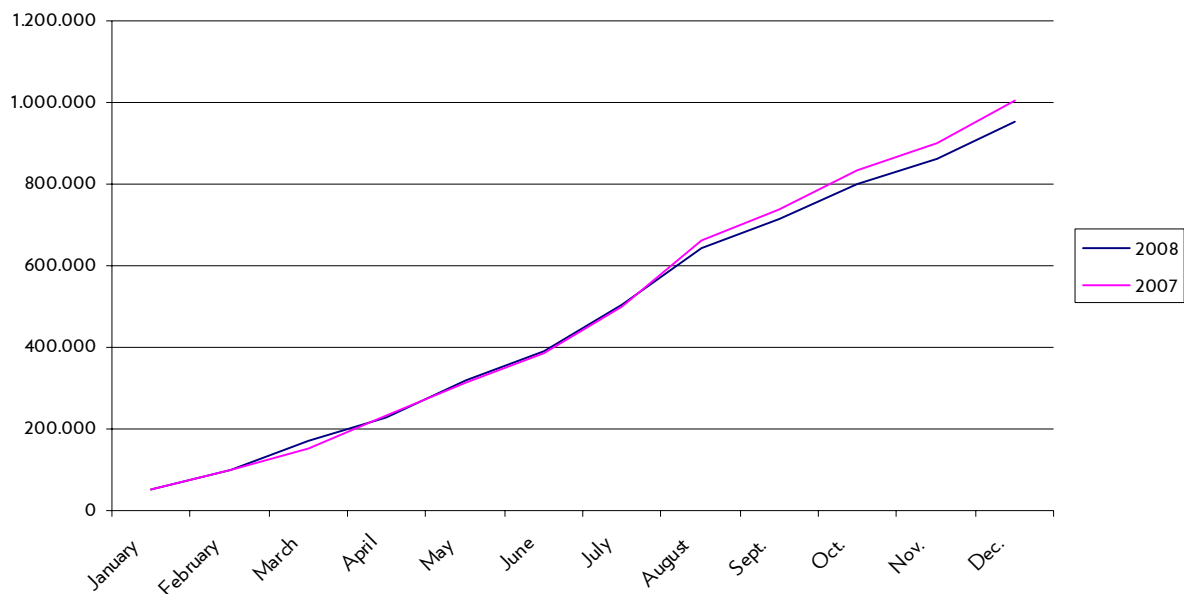
The Guggenheim Museum Bilbao is a leading European cultural institution in terms of self-financing. In 2008 the Museum achieved round 65% of its financing from its own resources.

The economic impact of the activities of the Guggenheim Museum Bilbao on the Basque regional economy in 2008 came to over 230 million euros. Expenditure by visitors to the Guggenheim Museum Bilbao in 2008 generated more than 210 million euros of GDP, brought in revenues of over 28 million euros to the Basque Treasuries, and contributed to maintaining 4,196 jobs.

VISITORS

In 2008, **951,369 people** visited the Museum, **5% fewer** than in 2007. Eleven million people have now visited the Museum since its inauguration in 1997, at an average of one million visitors per year.

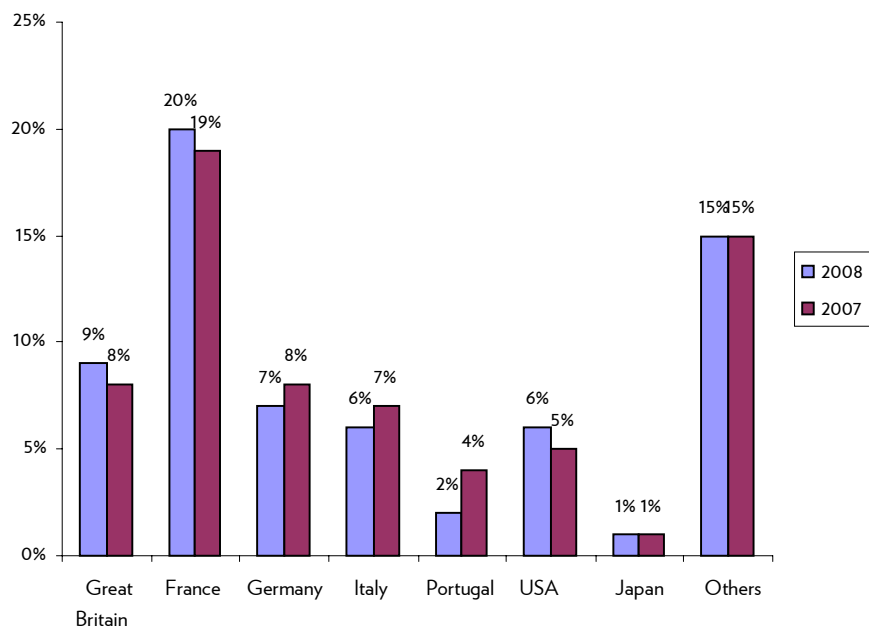
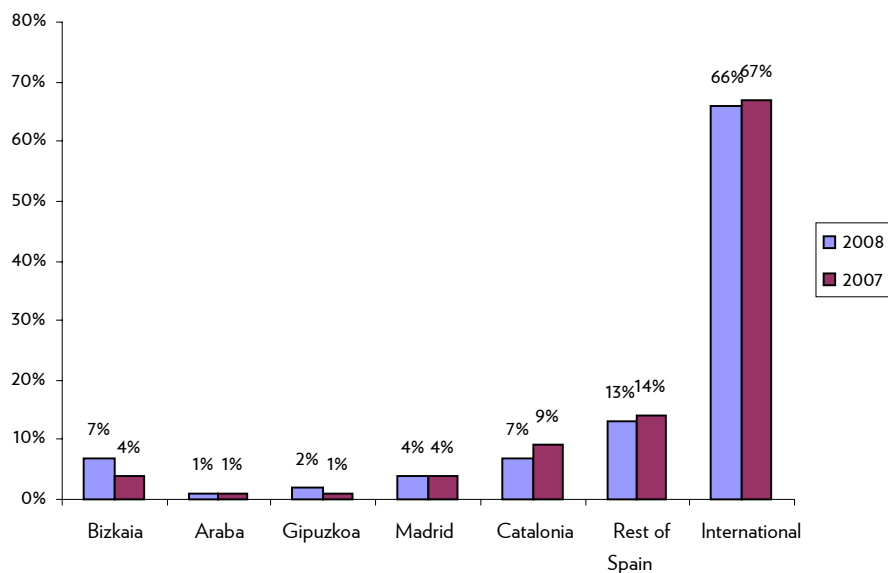
Number of visitors per month from 1 January to 31 December



With regard to the geographic origin of visitors, the most notable trend in 2008 was the significant increase in visitors from the Basque Autonomous Community — 10% as opposed to 6% in 2007 — 7% of whom were from Bizkaia.

This year there has been a slight decrease in the number of foreign visitors, from 67% in 2007 to 66% in 2008. The French continue to arrive in the largest numbers, accounting for 20% of foreign visitors, followed the UK (9%), Germany (7%), the United States (6%) and Italy (6%). The high number of foreign visitors in recent years reflects the Museum's contribution to the regeneration and economy of the Basque Autonomous Community

Geographic origin of visitors from 1 January to 31 December 2008



EDUCATIONAL ACTIVITIES

In 2008, a total of **472,809 people** took part in one of the nearly fifty educational programs organized by the Guggenheim Museum Bilbao for different age groups and interests: educators, children, families, young people, Members, socially disadvantaged groups, etc. The figure represents a **4,19%** increase over 2007 in the number of participants and illustrates the growing importance of the Guggenheim Museum Bilbao as a promoter of cultural activity in the BAC.

In 2008 35,327 students — 47.3% of them from outside the Basque Autonomous Community, 20.14% France — and 20,802 educators have benefited from the 20 educational programs sponsored by BBK organized for these target groups. In eleven years 297,049 schoolchildren and 30,994 educators have taken part in the programs.

This year the Guggenheim Museum Bilbao launched the Educators Wiki, an online art forum with international outreach which bolsters the Museum's commitment to educators. This project is a pioneer initiative in the area of museum education, created to promote participation and the exchange of information among the teaching community. In addition to the Educators Wiki, new sections aimed at families have been added to the website, most noteworthy of which are *Learning Through Art* and *The steel laboratory*, an interactive activity that helps children gain a better understanding of Richard Serra's *The Matter of Time*.

359,253 people took part in the 20 educational activities organized in 2008 for the general public and Museum Members, such as: *In Transit: 300 years of art in the USA*, a symposium on the role of the United States in the international art scene, with the participation of acclaimed guests including Susan Davidson, Sheldon Nodelman, Alexander Nemerov and David Lubin; creative process by the Cloud Gate Dance Theatre of Taiwan performed in May in the Museum Auditorium; the surrealist fashion show in June presented by multidisciplinary artist David Delfin, one of the best known fashion designers in Spain; the lectures given by Wilfried Seipel and Francisco Calvo Serraller in October in the Guggenheim Museum Bilbao Auditorium accompanying the exhibition *All the Histories of Art: Kunsthistorisches Museum Vienna*; and the children's music workshop given by violinist Ara Malikian on December 23, based on *Vivaldi's Four Seasons*. Lastly, we should mention the special evening program that began in October, *Art After Dark*, in which the most successful DJs from Spain and around the world host sessions one Friday every month in the Guggenheim Museum Bilbao Atrium.

The Museum is also committed to providing visitors with the best possible tools for interpreting and appreciating art through its educational spaces, audioguides and the *Guggenheim Bilbao* magazine. 269,316 people visited the four educational areas linked to the 2008 exhibitions and designed to provide insight into the Museum's Art Program.

Finally, since the alternating internship program was launched in 1997, 730 students have now had the chance to work in the different Museum departments as part of their first experience in the labor market.

DEVELOPMENT

Individual Members

As of December 31 2008, the Guggenheim Museum Bilbao had **16,029 Members**, making it the biggest group of its kind in Spain and one of the largest in Europe. Member support and loyalty is reflected in membership renewal rate of 88.67% and the high level of participation in educational activities organized by the Guggenheim Museum Bilbao, such as conferences, workshops, film series, excursions and cultural tours, among others.

Corporate Members

At year-end, the Corporate Members Program had 146 members in all. The process of renewing the Board of Trustees, the Museum's highest governing body, concluded successfully in 2008, thus securing major support from the business world.

In 2008 the following businesses joined the Museum's Corporate Members Program: SURNE, Construcciones Navales del Norte, Caja Navarra, Intel Corporation, Lomsa, Montegrappa Italia, Conecta, Aon and Best Western Hotel Conde Duque.

	Total Members
Strategic Trustees	4
Trustees	28
Corporate and Media Benefactors	30
Associate Members	84
TOTAL	146

ECONOMIC IMPACT

The main conclusions to be drawn from the latest report on the economic impact of the activities of the Guggenheim Museum Bilbao on the economy of the Basque Country in 2008 are:

- The total direct expenditure generated by the activities of the Museum in the Basque Country in 2008 amounted to 231,788,989 euros, which represents an average expenditure of 243.64 euros per visitor.
- The activity of the Guggenheim Museum Bilbao in 2008 generated 210,072,873 euros of GDP.
- This economic activity brought in revenues of close to 28,609,825 euros to the Basque Treasuries.
- This activity has contributed keeping 4,196 jobs.

ART PROGRAM

Two presentations of the Permanent Collection and six temporary exhibitions provided the backbone of the Museum art program in 2008.

Installations: Selections from the Guggenheim Museum Collections was the first presentation in 2008 of the Permanent Collection. Running from April to February 8th, the exhibit featured four international exponents of installation art: Rirkrit Tiravanija, Matthew Ritchie, Javier Pérez and David Altmejd. For over seven months, from May 7th to December 22nd, the work *Untitled 2002 (he promised)* by Rirkrit Tiravanija (1961) served as a platform for a wide range of activities, inviting Museum visitors to become an integral part of the work. Nearly 30 Basque associations, including women, immigrant and senior citizens, used the interior and the area around the installation to engage in lectures, talks, yoga classes, Tai Chi, belly dance, etc.

During these months, the Museum also invited visitors to record a "message to the world" from inside the work. More than 129 people from around the world left their testimony, which can be found on the Museum website. Lastly, five music groups offered live performances inside the installation, and in collaboration with Bilbao Arte, five emerging artists took part in *Open Studio*, devising different artistic activities around the work.

One month later the Museum presented *Borderline*, a selection of Minimalist and Post-Minimalist works from the Permanent Collection of the Guggenheim Museums. The exhibition, which featured eight paintings and a sculpture by American artists Carl André, Robert Mangold, Agnes Martin, Robert Ryman and Richard Serra, was visited by 445,638 people.

Finally, in September the Museum inaugurated the third in the *Laboratories: Insights into the Permanent Collection* series. This time the Laboratory was dedicated to Valencia-born artist Miquel Navarro (Mislata, 1945) and his educational display *Your world, your city, 2003*, which has been part of the Guggenheim Bilbao Collection since 2003.

In 2008 the Museum presented four temporary exhibitions which were very successful among critics and audiences alike. Organized by the Victoria and Albert Museum in partnership with the Guggenheim Museum Bilbao, *Surreal Things* opened in February. The exhibition explored the influence of Surrealism on the wider world of design through 231 works of art by the leading proponents of the movement: Salvador Dalí, Joan Miró, Giorgio de Chirico, Max Ernst, etc. Sponsored by BBK, the exhibition was visited by 575,503 people and earned the praise among critics.

"*The imagination of the Surrealist movement portrayed by objects and design in an exceptional exhibition*" (EPS); "*Never before has there been such a comprehensive display of the universe of surrealism*" (El Correo).

In May the most important retrospective ever presented in Spain of the works of Madrid-born *Juan Muñoz* was organized by the Tate Modern, London, in association with the Guggenheim Museum Bilbao. The exhibit featured the artist's most outstanding works, including sculptures, installations, drawings, radio plays, and writings, and was visited by 429,685 people.

All the histories of art: Kunsthistorisches Museum Vienna, the first, most complete and innovative exhibition on one of the world's most important collections of historical paintings was inaugurated in October 2008 and will run through January 18th 2009. The exhibition, sponsored by Iberdrola, features a selection of 197 works from ancient Egypt and classical antiquity to the 18th century, and has received enormous acclaim from both public (232,687 visitors as of 31 December) and critics.

"One of the most beautiful museums in Europe welcomes one of the most beautiful collections in the world" (Arts Magazine), *"Essential"* (ABCD); *"A magnificent exhibition"* (Lápiz).

At the same time, the Guggenheim Museum Bilbao inaugurated *Cy Twombly*, the important monographic exhibition in Spain dedicated to one of the most influential artists of the second half of the 20th and early 21st centuries, organized in collaboration with the London Tate Modern. A selection of 83 works, including paintings, sculptures and drawings, with special emphasis on the most important thematic series created by the artist during his lifetime. The exhibition, which runs through February 15, was visited by 165,882 people in 2008.

"A captivating exhibition" (Time), *"A journey that harmonizes Twombly's expressive poetics to perfection"* (El Correo); *"A superb exhibition which like few others, is proportionate to the spaces of the Guggenheim"* (ABCD).

	Inaugurated	To	Visitors (to 12/31/2008)
Permanent Collection			
<i>Installations: Selections from the Guggenheim Museum Collections</i>	04/29/08	02/08/09	726,659
<i>Borderline</i>	05/20/08	10/05/08	445,638
<i>Labs. Insights into the Permanent Collection: Miquel Navarro</i>	09/16/08	01/11/09	261,891
Temporary exhibitions	Inaugurated	To	Visitors (to 12/31/2007)
<i>Surreal Things</i>	02/29/08	09/07/08	575,503
<i>Juan Muñoz: a retrospective</i>	05/27/08	10/05/08	429,685
<i>All the histories of art: Kunsthistorisches Museum Vienna</i>	10/03/08	01/18/09	232,687
<i>Cy Twombly</i>	10/28/08	02/15/09	165,882

ACQUISITIONS 2008

In 2008 the Museum's holding company, *Sociedad Tenedora Museo de Arte Moderno y Contemporáneo de Bilbao*, acquired the works included in the 2007 exhibition *Chacun à son goût*. Twelve Basque artists, trained in the Basque Country, produced specific works which interacted with the spaces of the Museum, using contemporary media and vocabularies ranging from photographs and video to *performances* and installations. The works acquired pose meaningful reflections on cultural identity, sexual differences, the power of art and political violence.

The objective of these acquisitions was to enlarge the Guggenheim Bilbao Collection with significant works by artists with consolidated creative track records and prominent international outreach.

The works acquired include: *The Dance of the Flâneuses (La danse des flâneuses)*, 2007, by Elsie Ansareo; *Horizons (Horizontes)* (2001- 2007) by Ibon Aranberri; *Disarmingly Cute (Irresistiblement bonito)* (2007) by Manu Arregui; *Untitled, Madrid. Carabanchel Prison. Background for prison card identification photos (Sin título, Madrid. Cárcel de Carabanchel. Fondo para las fotografías de las fichas de ingreso)* (1998) by Clemente Bernad; *130,000 Years of Last Tendencies (130.000 años de últimas tendencias)* (2007) by Abigail Lazkoz; *AdosAdos* (2007) by Maider López; *Nom de guerre* (2007) by Asier Mendizábal; *Light Walls 011 (Muros de luz 011)* (2005) by Aitor Ortiz; *Irrintzi* (2007) by Itziar Okariz; *Project Turned into Installation (Proyecto convertido en instalación)* (2007) by Juan Pérez Agirregoikoa; *Sequence of Dihedrals (Secuencia de diedros)* (2007) by Sergio Prego; *Poetics of Disappearance (Poétique de la disparition)* (2006) by Ixone Sádaba.

In this way, the Guggenheim Bilbao Collection has been enriched with new media including photography and video, echoing the latest practices in documentary, conceptual and site-specific exploration. The total cost of the acquisitions amounted to 444,222.89 euros.

For more information:

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