

PRESS RELEASE

The Guggenheim Museum Bilbao announces an extraordinary event in October to celebrate its 20th Anniversary with the citizens

A spectacular public event has been announced by the Guggenheim Museum Bilbao to celebrate the 20th Anniversary of the opening of the museum. *Reflections* will be an open, free-admission event made possible thanks to the collaboration of the City of Bilbao, the Provincial Council of Biscay, and Ibedrola. Designed specifically for the occasion, *Reflections*—a large-scale projection mapping event—has been conceived as a unique, sensory experience for both locals and visitors alike as the final event of the celebration year, which is being marked by a special art program and numerous cultural activities.

From 11-14 October, Frank Gehry's iconic building will be turned into an impressive public artistic intervention by Tony Award-winning video artists, 59 Productions. The Museum will see its distinctive titanium curves and soaring glass atrium used as a vast canvas for a bespoke projection-mapping event for more than 200,000 spectators, free of charge across around 20 performances.

"The randomness of the curves are designed to catch the light", Frank Gehry on Guggenheim Museum Bilbao

Using cutting-edge technology, the 20-minute animated artwork set to an original score will trace two decades of history and creativity in Bilbao. Inspired by this rich history alongside Gehry's visionary design and lifelong preoccupation with light, texture and movement, the projections will transform his shimmering architectural masterwork and bring art to life in an unmissable iridescent celebration of the people and city of Bilbao.

Reflections is the latest work from the multi award-winners 59 Productions, the team behind the video design of the Opening Ceremony of the London 2012 Olympic Games. Building on a decade of experience making theatrical work for some of the world's greatest venues – including the National Theatre and the Royal Opera House in London, New York's Metropolitan Opera and the Salzburg Festival – the Company has more recently become renowned for creating spectacular public artworks, projection-mapping some of the world's most iconic buildings, including the Sydney Opera House, Edinburgh Castle, Hampton Court Palace and the United Nations Headquarters in New York.

Leo Warner, Director and founder of 59 Productions, said: "This extraordinary commission - to celebrate the building and the institution which played such a significant part in transforming the great city of Bilbao is without doubt one of our most exciting to date. Gehry's iconic building presents technical challenges and creative opportunities we've never faced before when creating a projected artwork. We will be using sound, music, light and projection to create a unique piece of theatre in which the building itself is the hero character".

Juan Ignacio Vidarte, Director General of the Guggenheim Museum Bilbao, said: “It was very important for us to conceive an exceptional event to celebrate the Anniversary and share it with the people that are closer to us: the citizens that we have so much to thank for. Working together, an extraordinary transformation has been possible in Bilbao conveying the world the message of how art changes everything. Although we cannot at this moment reveal more details about this event, *Reflections* will be a unique, once-in-a-lifetime show.”

Guggenheim Museum Bilbao 20th Anniversary Celebration: Project director: Leo Warner, producers: Ollie Hester & Rebecca Collis, video designer: Raphael Pimlott, lighting design: Ben Percy, composer: Nick Powell, animators: Aaron Brady, Jarek Radecki & Nicol Scott, assistant designers: Matthew Taylor, Jose Macena, architectural designer: Marzio Scottoni, production manager: James Roxburgh, technical associate: Maximilien Spielbichler, technical assistant: Iain Syme.

Notes to Editors’

Reflections. Guggenheim Museum Bilbao 20th Anniversary Celebration

Dates: 11, 12, 13, 14 October 2017

Times: 20:30 - 23:30 TBC

Duration TBC, approximately 20 mins.

Free admission

The Guggenheim Museum Bilbao

In October 2017, the Guggenheim Museum Bilbao celebrates its Anniversary, two decades after it first opened its doors to the public on October 19, 1997. This pioneering initiative was the result of an unprecedented partnership between the Basque Administrations and the Solomon R. Guggenheim Foundation. The result was a unique, exceptional project with a truly international ambition and a firm artistic commitment.

Twenty years after its inauguration, the Guggenheim Museum Bilbao’s ability to consistently attract year upon year a number of visitors equivalent to three times the population of Bilbao is the result of the ambition and dynamism of its arts program. Several times a year, the Museum transforms its spaces in order to offer visitors unique, memorable experiences through exhibitions and international artists, as part of a high quality program, free of geographical limitations, in search of a distinct identity in the presentation of artworks.

The Museum’s enterprising spirit is reflected in the 165 exhibitions it has offered between 1997 and today—95 temporary exhibitions and 70 presentations from the Permanent Collections—, which translates into a new exhibition approximately every six weeks. This has attracted almost 20 million visitors to Bilbao—a city without tourist tradition. Of these, two thirds came from abroad.

The contribution of the Guggenheim Museum Bilbao to the cultural development, but also to the urban regeneration, economic revitalization, and architectural renewal of the city, is a phenomenon internationally known as “the Bilbao effect.”

In the second half of 2017, visitors to the Museum will enjoy exhibitions such as *Bill Viola: A Retrospective*, *Georg Baselitz: The Heroes*, *Anni Albers: Touching Vision*, *David Hockney: 82 Portraits and 1 Still-life*, and *The Art and The Space*.

59 Productions

59 Productions is the multi award-winning company of artists behind the video design of the Opening Ceremony of the London 2012 Olympic Games, the globe-trotting smash hit, *War Horse*, the design and creative direction of the record-breaking *David Bowie is* exhibition, and video design of Christopher Wheeldon's celebrated stage adaptation of *An American in Paris*, for which they received a Tony Award in 2015.

Led by directors Leo Warner, Mark Grimmer, Lysander Ashton and Richard Slaney, 59 Productions are world-leading specialists in design for stage and live events. They are the go-to team for generating creative and technical ideas to realise ambitious artistic projects across a range of disciplines: from architectural projection mapping to exhibition design, VR experiences to events, theatrical design to technical consultancy. As of 2017, 59 Productions has also begun producing its own theatrical work, opening its first full scale production, Paul Auster's *City of Glass* described as a "must-see show" (*Daily Telegraph*) with "extraordinary video designs" (*The Independent*) at HOME, Manchester and the Lyric, Hammersmith.

As Associate Artists to the Edinburgh International Festival until 2018, 59 Productions return in summer 2017 with *Bloom*, a 70th anniversary celebration event, following on from the spectacular success of *The Harmonium Project* and *Standard Life Opening Event: Deep Time*. Current and upcoming projects also include: *Life of Galileo* (Young Vic), *Sukanya* (Royal Festival Hall), Oslo (Lincoln Center & National Theatre), *The (R)evolution of Steve Jobs* (Santa Fe Opera) and *Marnie* (The Metropolitan Opera & English National Opera).

Bilbao, June 23, 2017