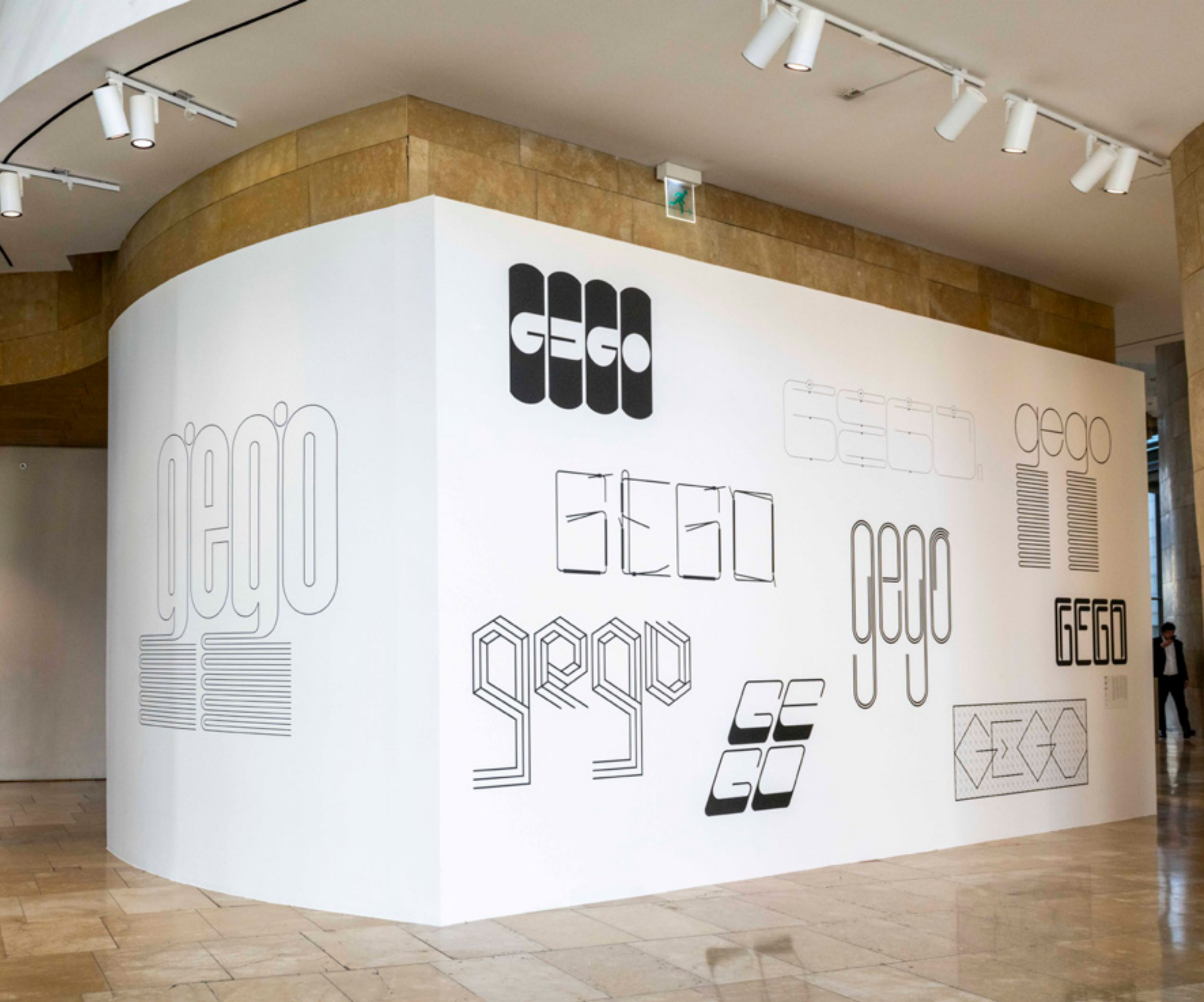


# GUGGENHEIM BILBAO



ACTIVITY REPORT 2023



# GUGGENHEIM BILBAO

## ACTIVITY REPORT 2023

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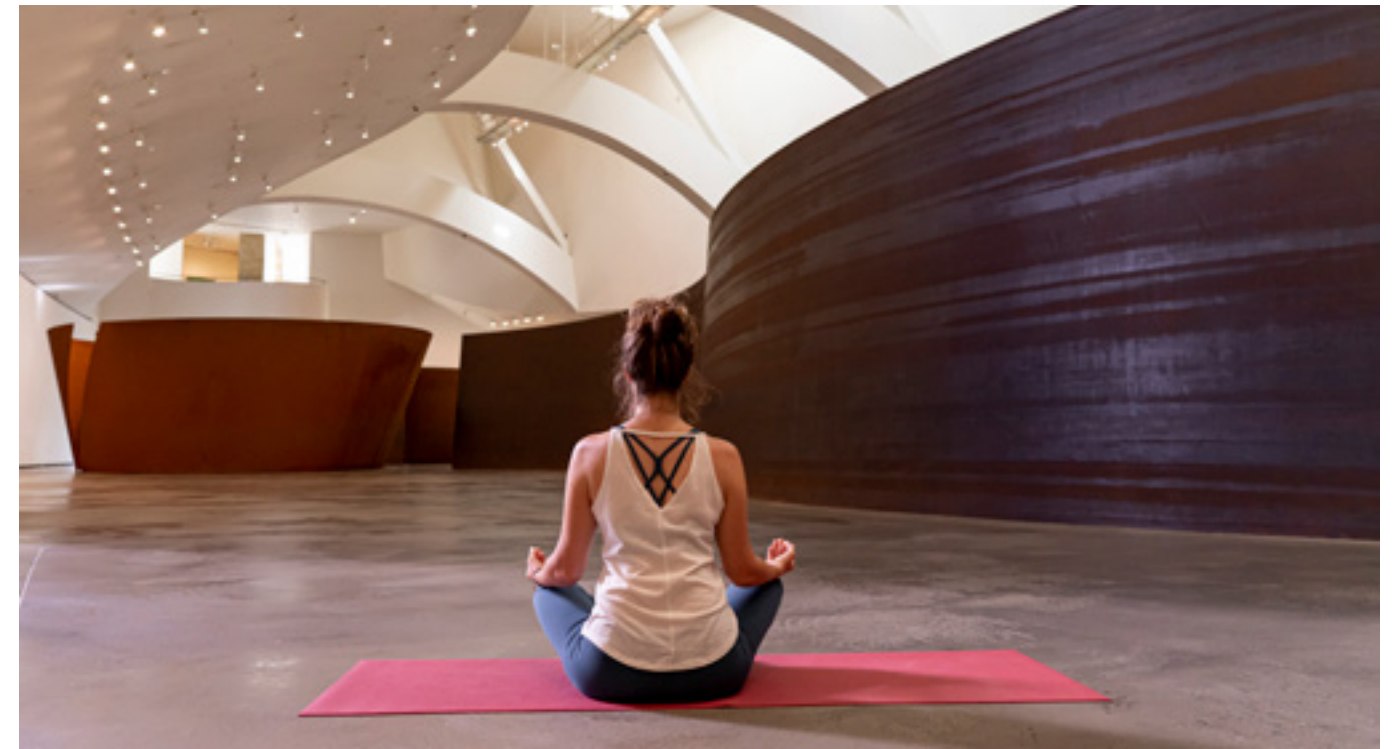
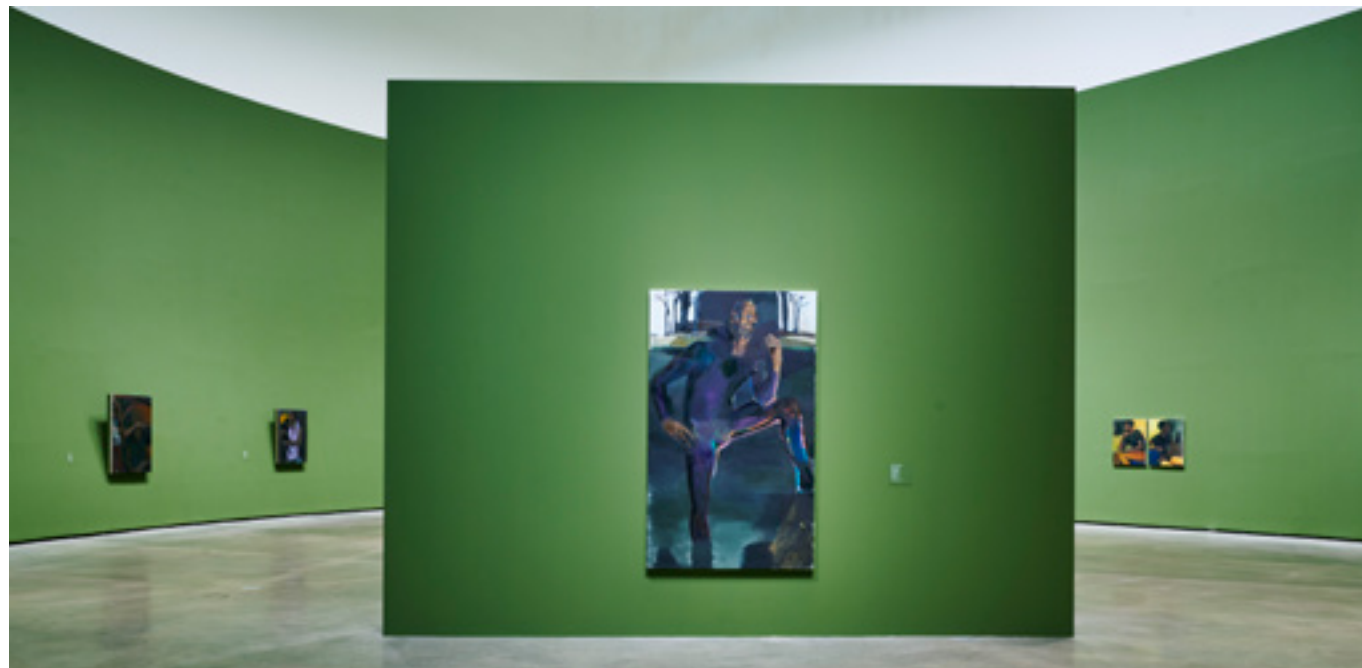
# PRESENTATION

## JUAN IGNACIO VIDARTE, DIRECTOR GENERAL

Our 2023 year came to a close on the best note, with remarkable achievements, such as a record-breaking number of visitors, which totaled 1,324,221, a figure aligned with the open spirit and universalism that have always been features of our institution, which is directed at all types of audiences. Moreover, this past year has seen the recovery of the percentage of Museum visitors from foreign countries, which had previously been affected by the consequences of the pandemic, and which now make up more than 60% of our total audience.

The appeal of our Art Program has once again acted as a magnet, drawing in numerous visitors to our exhibitions: leading 20th-century figures such as Pablo Picasso—during his lesser-known phase as a sculptor—, Joan Miró in his creative Parisian stage (1920–45), Austrian

painter Oskar Kokoschka, and German-born Venezuelan sculptor Gego were the stars of four of this past year's exhibitions, which also delved into contemporaneity through the renowned art of Yayoi Kusama, the younger Lynette Yiadom-Boakye, or Marine Hugonnier's film offering in the Film & Video gallery. Moreover, *Works from the Guggenheim Museum Bilbao Collection* put some of the most interesting works in the Museum Collection on display to the public. On the other hand, some of the remarkable data points that have defined this period include the growth of Community, the Museum's collective of people interested in art and culture. The success of this initiative is a good example of the growing importance of social support, which has been a defining feature of the institution since its founding, and which is now extending beyond the local context to encompass



the international sphere. This dynamic network, which was founded in 2017, had approximately 270,000 members at the end of 2023. Among these, Museum Members are growing and totaled almost 24,000 at the end of the year. Furthermore, the incredible turnover levels achieved by Store/Bookstore sales, the more than three million visits to our website, and the Museum's exceptional 2023 self-financing ratio (approximately 80%) constitute other noteworthy achievements to take into account when looking back over this past year. Lastly, in addition to these, we must not forget the distinctions, seals, and prizes received, such as the Webby People's Voice Award, given to the Museum's new website in the cultural institutions category.

One of the educational activities newly introduced during the 2023 year was the innovative Wellbeing program, which gives visitors the chance to take part in a series of initiatives designed to allow them to achieve greater individual wellbeing through art, based on the firm belief that art connects us to life's purpose, encourages a calm and connected state of mind, and is very enjoyable. Different activities have been offered to the public in this sense, including mindful visits, guided meditations,

and yoga sessions, which seek to enable a deepening of full attention, silent contemplation and the plethora of sensations and subtle nuances that works of art arouse in us. Last of all, in line with the urgent demands of today's society, I would like to take a look at sustainability, a sphere on which we have been placing increasing attention for a number of years now. In 2023, the Guggenheim Museum Bilbao became the first museum in Spain to become an Active Member of the Gallery Climate Coalition, an international community of artistic organizations working to reduce the environmental impact of the museum sector. In this sphere, the goals we have set for our institution include the ambitious target of achieving climate neutrality by 2030. As a part of this path forward, we have continued to bring new initiatives on board over the year and to investigate more sustainable ways of performing our activities.

It is with great satisfaction that we wave goodbye this record-setting 2023, when the Museum received the largest number of visitors to date, and a year in which we were even more firm in reiterating our commitment to art and society.

# ART PROGRAM



## BILBAO COLLECTION



**TITLE:** Works from the Guggenheim Museum Bilbao Collection

**DATES:** from January 24, 2023

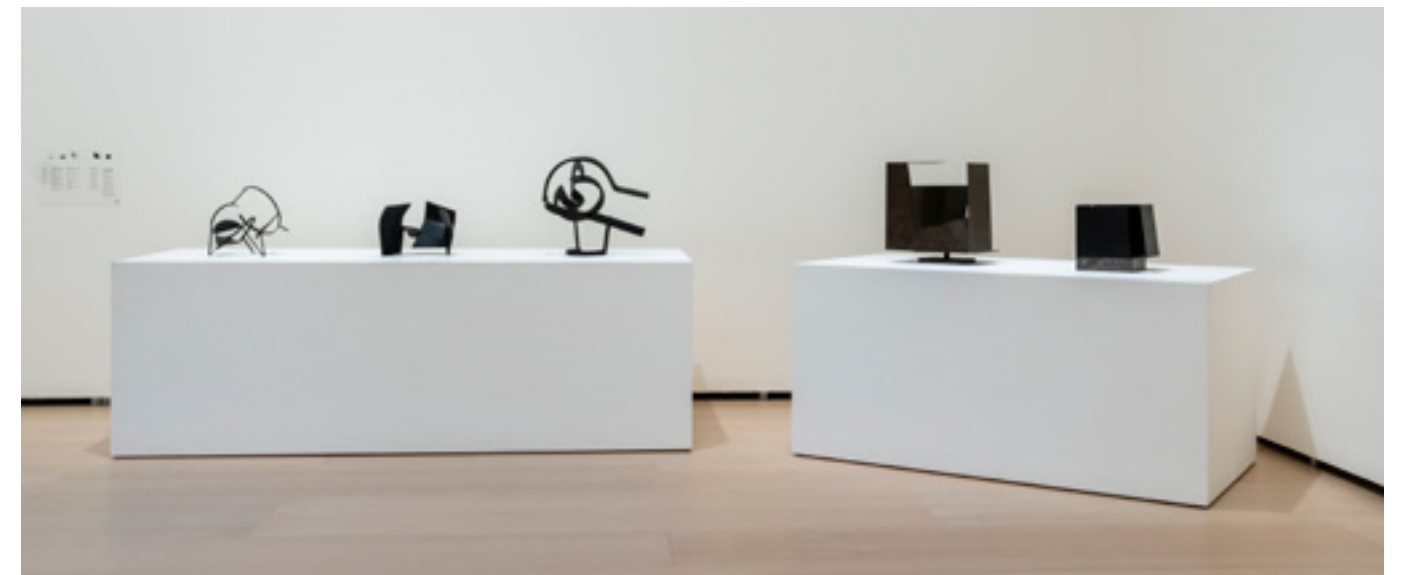
**GALLERIES:** Third floor

**CURATOR:** Lekha Hileman Waitoller

**NO. OF WORKS:** 63

**NO. OF VISITORS:** 1,291,125  
[as of December 31]

**bbk** 





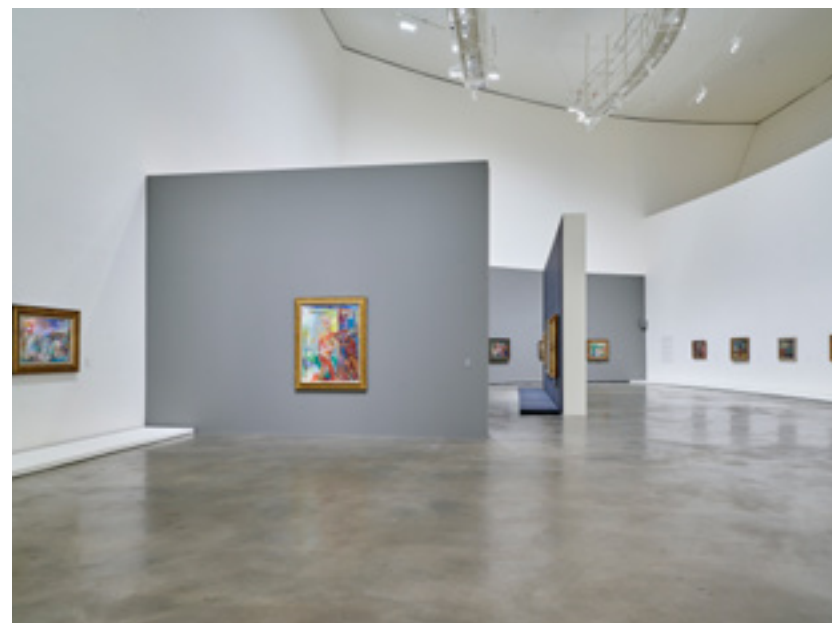
# THE FOUNDATIONS OF TODAY'S ART



**TITLE:** Joan Miró. *Absolute Reality. Paris, 1920–1945*  
**DATES:** February 10–May 28, 2023  
**GALLERIES:** 105  
**CURATOR:** Enrique Juncosa  
**NO. OF WORKS:** 82  
**NO. OF VISITORS:** 340,396



**TITLE:** Picasso Sculptor. *Matter and Body*  
**DATES:** September 29, 2023–January 14, 2024  
**GALLERIES:** Second floor  
**CURATORS:** Carmen Giménez with the collaboration of Lucía Agirre  
**VENUES:** Museo Picasso Málaga; Guggenheim Museum Bilbao  
**NO. OF WORKS:** 56  
**NO. OF VISITORS:** 296,898 [as of December 31]



**TITLE:** Oskar Kokoschka. *A Rebel from Vienna*  
**DATES:** March 17–September 3, 2023  
**GALLERIES:** 205, 206, 207, 209  
**CURATORS:** Dieter Buchhart and Anna Karina Hofbauer  
**VENUES:** Musée d'Art Moderne de Paris; Guggenheim Museum Bilbao  
**NO. OF WORKS:** 122  
**NO. OF VISITORS:** 782,333



EXHIBITION ORGANIZED BY THE GUGGENHEIM MUSEUM BILBAO IN COLLABORATION WITH THE MUSEO PICASSO MÁLAGA




WITH THE SUPPORT OF THE NATIONAL COMMISSION FOR THE COMMEMORATION OF THE 50TH ANNIVERSARY OF THE DEATH OF PABLO PICASSO WITH THE EXCEPTIONAL COLLABORATION OF MUSÉE NATIONAL PICASSO-PARIS

**Picasso**  
 Celebración — 1973.2023
 



COLLABORATING COMPANY IN SPAIN

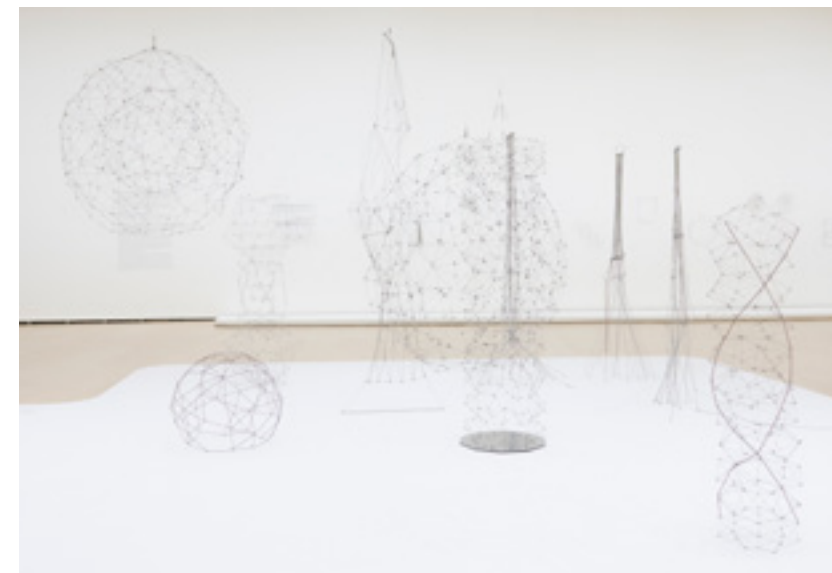


Fundación  
**BBVA**

## VIEWS OF CONTEMPORARY ART



**TITLE:** *Yayoi Kusama: 1945 To Now*  
**DATES:** June 27–October 8, 2024  
**GALLERIES:** 103, 105  
**CURATORS:** Doryun Chong,  
 Mika Yoshitake and Lucía Agirre  
**VENUES:** M+, Hong Kong;  
 Guggenheim Museum Bilbao; Museu  
 de Arte Contemporânea de Serralves  
**NO. OF WORKS:** 193  
**NO. OF VISITORS:** 586,110

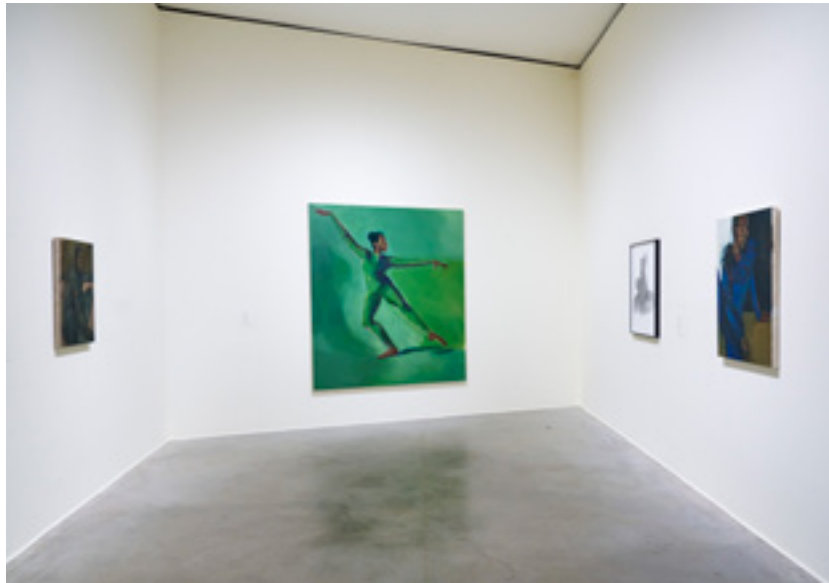


**TITLE:** *Gego. Measuring Infinity*  
**DATES:** November 7, 2023–February 4, 2024  
**GALLERY:** 105  
**CURATOR:** Geanine Gutierrez-Guimarães  
**VENUES:** Museu de Arte de São Paulo  
 Assis Chateaubriand–MASP; Museo  
 Jumex, Mexico City; Solomon R.  
 Guggenheim Museum, New York;  
 Guggenheim Museum Bilbao  
**NO. OF WORKS:** 148  
**NO. OF VISITORS:** 141,663  
 [as of December 31]





## VIEWS OF CONTEMPORARY ART



**TITLE:** Lynette Yiadom-Boakye.  
*No Twilight Too Mighty*  
**DATES:** March 31–September 10, 2023  
**GALLERIES:** 202, 203, 204, 208  
**CURATOR:** Lekha Hileman Waitoller  
**NO. OF WORKS:** 72  
**NO. OF VISITORS:** 778,820



## VIEWS OF CONTEMPORARY ART: FILM & VIDEO



**TITLE:** Marine Hugonnier: *Field Reports*  
**DATES:** October 27, 2023–January 21, 2024  
**GALLERY:** 103  
**CURATOR:** Manuel Cirauqui  
**NO. OF WORKS:** 5  
**NO. OF VISITORS:** 176,696  
[as of December 31]





# ACQUISITIONS



## Thomas Struth

*Audience 08, 01, 03, 06, Florence 2004*  
(*Audience, 08, 01, 03, 06, Florenz 2004*), 2004  
Chromogenic print, 178 x 286 cm, ed. 7/10;  
178 x 286.5 cm, ed. 7/10; 178 x 297 cm, ed. 7/10;  
178 x 283.8 cm, ed. 9/10  
Guggenheim Bilbao Museoa

Thomas Struth (b. 1954, Geldern, Germany) is one of the best-known figures of contemporary art and one of the most influential ones in post-war European photography. Instead of documenting a situation, Struth uses a paused observation that slows down time, capturing extraordinary nuances and visual details that only an attentive gaze is capable of unveiling.

Struth's artistic development was shaped by the different social contexts that have surrounded him. His first photographs, between 1973 and 1976 while still a student at the Düsseldorf Academy of Fine Arts, focused on the streets of the city. Since then, his different photographic series have shown how the artist can work in very different genres while nonetheless establishing unexpected connections between them—connections that only become visible when he reveals them. In the late 1980s, Struth traveled to Rome and Naples and for the first time approached painting through the lens of

photography, uniting the two disciplines and focusing on the way in which art restorers connect with their objects of study, as seen in *The Art Restorers, San Lorenzo Maggiore* (*Restauratoren in San Lorenzo Maggiore, Neapel*, 1988). In a certain way, this photograph marked the beginning of a need for the artist to capture the relationship between spectators and works of art in highly specific sites charged with meaning. In this same vein, Struth later started his well-known *Museum Photographs* series, in which an anonymous audience is captured from behind while gazing at famous pieces from the history of art.

Thereafter Struth broadened his perspective and redirected his lens at the faces of the spectators of these works. The four photographs acquired for the Guggenheim Museum Bilbao Collection are a part of the series entitled *Audience, Florence 2004*, and were created on the occasion of the 500th anniversary of Michelangelo's *David* (1501–04). For an entire week, Struth redirected his camera to capture the faces of the spectators of this masterpiece. For the first time, he used the artificial light of a flash and reduced his exposure time, thus focusing on the public and minimizing the surroundings to reveal the precise moment of the encounter. This would be the first of three series in which Struth's focus is placed on spectators.



## Yayoi Kusama

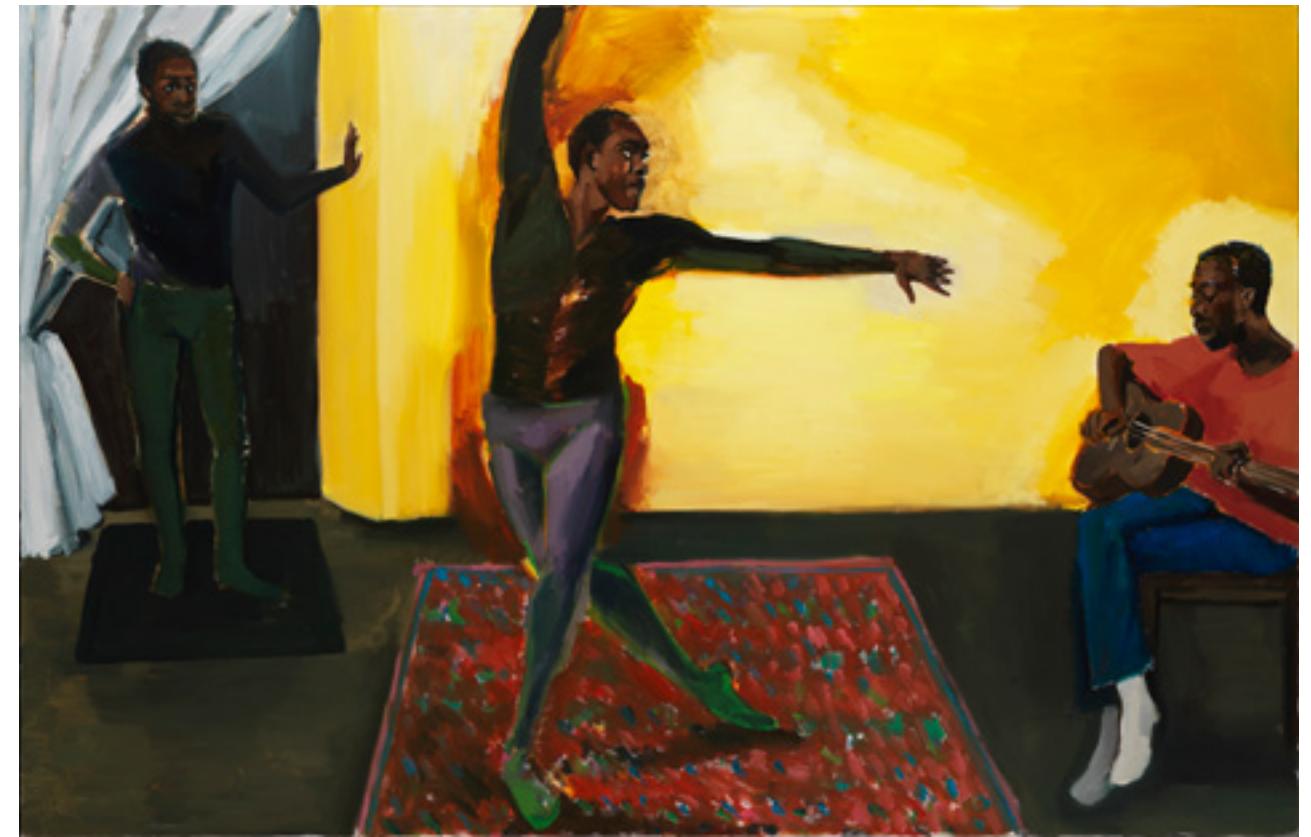
*Infinity Mirrored Room – A Wish for Human Happiness Calling from Beyond the Universe*, 2020  
Mirrors, wood, LED lighting system, metal, and acrylic panel, 293.7 × 417 × 417 cm, ed. 1/5 + A.P.  
Guggenheim Bilbao Museoa

Japanese artist and writer Yayoi Kusama (b. 1929, Matsumoto, Nagano) is a unique voice that art history has restored to her rightful place as a global cultural icon. Over the past seven decades, Kusama has firmly pursued her avant-garde vision and perfected her personal aesthetic, which reflects her philosophy of life. A pioneer and eminent figure in contemporary creation, she sees art as a vehicle for social change, using performance, painting, drawing, sculpture, literature, and her famous immersive installations, the *Infinity Mirrored Rooms*.

Kusama spent her childhood among vast fields of flowers, but it was the Pacific Ocean during her first flight to the US in the late 1950s that inspired her famous *Infinity Nets*. These paintings, in which small semi-circles painted in a single, deft movement obsessively cover the canvas, create an expressionist pattern of connected networks and dots. Following these paintings, Kusama employed the accumulation of reused materials in collages and soft sculptures of repetitive patterns. More than an obsessive-compulsive tendency or an innate desire for repetition, the notion of accumulating in Kusama's art can be understood as a yearning to expand her creative vision. In these works, an everyday element, such as a chair, is transformed by the proliferation of multiple protuberances of stuffed and sewn phallic forms that mask the object entirely, and also its function.

In 1963 Kusama presented a rowing boat buried under hundreds of protrusions at a famous exhibition in New York; in this installation, the walls and ceiling of the room were covered with black wallpaper where the image of the boat was repeated again and again in a white-like pattern. Two years later, Kusama created what would be the first of her *mirror rooms*, *Infinity Mirror Room – Phalli's Field* (1965). In this work, hundreds of soft protuberances, made from white fabric colonized by her distinctive red polka-dots of different sizes, occupied the entire floor of a small space multiplied by mirrors. Kusama went back to these mirror rooms in 1991, and has now created

approximately thirty of them as of yet; some of these are exhibited as single editions and others as multiple yet limited editions. The work acquired for the Guggenheim Museum Bilbao Collection, *Infinity Mirrored Room – A Wish for Human Happiness Calling from Beyond the Universe* (2020), is one of the most recent of these rooms created by the artist, who is currently in her ninth decade of life. In it, Yayoi Kusama brings us back into an immersive experience that makes us partakers of her obsessive universe and conveys to us the need for “self-obliteration,” inviting us to disappear into the vibrant play of colorful lights endlessly multiplied by the mirrored walls of this infinite room.



## Lynette Yiadom-Boakye

*An August Brightening*, 2022  
Oil on canvas, 130 × 200 cm  
Guggenheim Bilbao Museoa

Lynette Yiadom-Boakye, a British artist with Ghanaian roots, is celebrated for her poignant and evocative paintings of timeless subjects in everyday moments of joy, comradeship, and solitude. Born in London in 1977, her artistry extends to painting and writing, weaving fictional narratives that delve into human emotion, identity, and the nuances of figurative expression. Yiadom-Boakye paints from her imagination, eschewing live models, which allows her to blend reality with fiction and encourages viewers to engage with her work on a personal level. Her innovative approach challenges traditional portrait norms while exploring the political and poetic potentials of her medium.

Emblematic of her finest work, *An August Brightening* (2022) demonstrates Yiadom-Boakye's ability to

intertwine vivid imagery with complex emotional undercurrents. This painting features three men in an ambiguously intimate setting. The central figure dances with abandon, while another plays the guitar and the third observes quietly. Set against a golden yellow backdrop that captures the light and enhances movement, the painting's use of color focuses attention on the dynamic figures, and the interplay of shadows and highlights adds depth and vitality. The narrative's ambiguity invites viewers to contemplate the unfolding relationships, fostering a personal connection to the scene.

Yiadom-Boakye abstains from using specific contextual markers to anchor the figures in a particular time or place. Instead, she uses the emotive power of color and form to conjure moods that resonate profoundly with viewers. Her method, refined through years of studying life drawing and painting, captures more than mere likenesses, distilling the essence of human experience.



# EDUCATION AND PUBLIC PROGRAMS

## MEDIATION

In order to fulfil its mission of reaching a broad and diverse audience and contributing to the discovery and enjoyment of art and the values that it represents, the Museum's exhibitions include the project Didaktika. This initiative, which is unique among contemporary art museums, has been designed to maximize visitor preparation and experience of the shows, as well as to broaden and diversify perspectives and approaches related to the Art Program. Didactic spaces are located in areas complementary to exhibition galleries and on the Museum's website, and are sponsored by Fundación EDP.

With the objective of facilitating accessibility to all, guided tours of different durations are organized to elucidate the key elements of the architecture of the building, of the Bilbao Collection, and of the exhibitions through the explanation of selected content and the dialogue with professionals trained by the Museum. Guided Tours are sponsored by Petronor.



For visitors who want a more autonomous experience the Museum offers a number of tools, resources and materials allowing them to visit the Museum independently and offering them key information that enhances their understanding and enjoyment of the works on exhibition and the building's architecture. Furthermore, audio guides that can be downloaded onto mobile devices are also available for adults and families. The audio guide is sponsored by Euskaltel.

	Programs	Activities	Beneficiaries 1-1/12-31-2023
Educational spaces [DIDAKTIKA]	1	8	997,710
Guided tours	5	1,919	27,594
Express tours	1	58	427
Audio guides	1	13	155,059
<i>Learning Through Art</i> exhibition	1	1	62,226

## SCHOOLS

### Schoolchildren

The Museum works in close collaboration with teachers and schools and offers them forms of mediation, tools, and programs that respond to the needs of students. As part of its commitment to guaranteeing access to its content, especially by youths and kids, the Museum conceives students' visits as an opportunity not only for them to learn, but also to socialize and discover through creativity and the inspiration they can get from the Collection and the exhibitions.

For each temporary exhibition and presentation from the Collection, school visits and workshops are designed to fit the needs and ages of the different school levels. They are available in person through school field trips allowing students to discover the Museum, enjoy the experience of its exhibitions, and immerse themselves in the building's unique architecture; as well as through virtual tours especially tailored for Secondary and High School with contents adapted to their respective curriculums in order to bring exhibition subject matter to students without the need for them to leave the comfort of the classroom. Schools wishing to visit the Museum at their own pace designing their own itineraries may also do a self-managed tour.

In addition, the *Learning Through Art* program brings cross-curricular projects with a multidisciplinary approach to schools, contributing to learning different curriculum

subjects and using art as a tool for discovering and exploring reality hand-in-hand with local artists.

### Educators

Educators are a crucial part of the educational community and the Museum organizes programs especially designed for them, both to widen their knowledge about art and the exhibitions, which they can then use in the classroom as well as to offer them new materials and tools related to creativity as a transversal element of the school curriculum.

Orientation sessions and free access days give educators the chance to know the Museum exhibitions and the resources available to them so that they can prepare their visit with their class in advance with the help of Museum professionals. The online workshop-talks offer them new themes and ideas that connect art and creativity with numerous relevant current topics for the school community, and especially for the members of Community Educators, the specific teachers' collective with the Museum's Community. Community Educators was launched in 2021 with the objective of maintaining a closer, direct relationship to this special stakeholder group.

School and Teacher programs are sponsored by Occident.

	Programs	Activities	Beneficiaries 1-1/12-31-2023
Schoolchildren: in person	4	1,035	23,188
Schoolchildren: online	1	1	9
<i>Learning through Art</i>	1	121	141
Educators	3	25	790
Educators online	1	2	39
Community Educadores	1	1	3,437



## PUBLIC PROGRAMS

The Guggenheim Museum Bilbao’s purpose—“to inspire and open up new perspectives through art and its values”—is reflected in a broad variety of cross disciplinary and themed activities directed at all types of publics, families, and adults.

Among the themes included in the 2023 programs, the Museum highlighted the role of women artists, sustainability in its presence in art and daily life, and wellbeing; the latter through a new initiative launched this year, which seeks to the physical and emotional wellbeing of society and the Museum audiences in a focused way and in connection with art. Sponsored by TotalEnergies, the Wellbeing program—aligned with the Museum’s commitment toward the social value or art, education, and innovation—includes activities promoting calm, carried out at a slower pace, and aimed at personal growth and discovery.

### Families

The Museum offers activities and workshops allowing kids and their families to explore and discover art through creative experiences designed for different age groups. They incorporate a number of disciplines, such as drawing, architecture, visual arts, yoga, or storytelling with a view to offering a variety of sources for discovery and inspiration for the youngest ones. In addition to the weekend programs, such as Learn to Draw, Artistic Adventures, Books Alive! or Baby Art, other initiatives are organized in summertime and the holiday season that allow children and their families to explore creativity and discover new skills and resources in educational leisure experiences, which count on the collaboration of artists who lead them in such ways as to let participants interact directly and learn first-

hand with the local artistic community. Family programs are sponsored by ITP Aero.

### Adults

Presentations, talks, workshops, courses, and conferences related to the Museum’s temporary exhibitions and Permanent Collection, as well as other events connected with the performing and live arts in general, make up the abundant and diverse in-person offering of activities for adult audiences with varying profiles and interests. The TopARTE program complements the offering of public programs through collaboration with local cultural institutions, allowing them to present their activities at the Museum through this initiative.



## SOCIAL PROGRAMS

The purpose of the Guggenheim Museum Bilbao’s social programs, sponsored by BBK, is to bring art closer to all, without exclusion. These activities fulfill the institution’s objective of inspiring and opening up new perspectives through art and its values, and entice local social agents to include art and creativity as ways to promote wellbeing, develop skills and social connection. These, in turn, favors both beneficiaries of said initiatives and their families. Thus, the Museum collaborates regularly with local social and therapeutic entities in order to bring the benefits of art and its contribution to people’s well-being to vulnerable collectives, thus reinforcing their integration and resilience.

In this context, activities are organized, such as the *Heal & Create* initiative for hospitalized children in collaboration with Cruces and Basurto Hospitals, and those carried out in cooperation with institutions offering integral care to children, teenagers, and adults with mental illness. New formats were launched, such as the Workshop-tours focused on reinforcing the visit to the Museum with related activities adapted to the needs of participants. The guided tours for disabled and/or special-needs visitors and vulnerable groups continued to be offered.

	Programs	Activities	Participants 1-1/12-31-2023
Families	12	337	7,049
Museum Members and general public	7	90	5,397
TopARTE	1	34	7,210

	Programs	Activities	Participants 1-1/12-31-2023
Social programs	3	152	441
Accessibility guided tours	4	169	2,683



## TRAINING PROGRAMS

International training initiatives and activities include artist residencies and Basque student internship programs at the Solomon R. Guggenheim Museum in New York, as per the renewed Management Agreement.

	Beneficiaries 1-1/12-31-2023
Internships for Basque students	4
Artists in residence	3

## ONLINE RESOURCES

The Museum designs programs and online didactic materials for educators, families, and the general public with a view to making educational content, both on site and online accessible to all. These include specific teacher-oriented workshops, themed-routes for different age groups to discover the Museum from different perspectives, teachers' guides with the application Sway about the building, the Collection, and the temporary exhibitions, or the didactic section of the

website *Did You Know...?*. All facilitate access to learning and teaching processes connected to the Art Program in the classroom as well as at home, beyond the walls of the Museum. The Museum also consolidated its offer of online art courses in an "at your own pace" format for adults willing to learn more about art in a flexible, fun, rigorous manner.

	Programs	Activities	Users 1-1/12-31-2023
Learn online	1	60	12,348
Family plan-guide	1	1	2,078
Educational Guides	1	158	116,307
<i>Learning Through Art</i> search engine	1	1	14,529
<i>Didaktika Did You Know?</i>	1	9	22,523
Guggenheim Together	1	1	147
Routes	1	12	113,529





# HIGHLIGHTS

## January

- Concert Berlin Philharmonic conducted by Daniel Barenboim
- Creative Session [+18]: *New Biomaterials* (double session) on the occasion of *Sections/Intersections*
- Talk - Basque Culinary Center: *Gastronomy and Performing Arts* [TOPARTE]
- Opera Screening from Teatro Real: *Partenope*
- Let's Go to the Movies: *Camelot*

## February

- Opening Talk: *Joan Miró. Absolute Reality. Paris, 1920–1945* offered by Enrique Juncosa
- Concert Berlin Philharmonic conducted by Kirill Petrenko [TOPARTE]
- Course Approaching Art VI (sessions I, II, III)
- Curatorial Vision: *Joan Miró. Absolute Reality. Paris, 1920–1945*
- Online Art Course: *Structures of Contemporary Art*
- Silver Film Festival Screening (4 passes) [TOPARTE]
- Creative Session [+18]: Percussion workshop with David Moliner on the occasion of *Sections/Intersections*
- Percussion Recital David Moliner (2 passes)
- Let's Go to the Movies: *EVE*
- Opera Screening from Teatro Real: *Rusalka*
- Key Concepts: *Joan Miró. La realidad absoluta. París 1920–1945*

## March

- Concert Berlin Philharmonic conducted by Paavo Järvi [TOPARTE]
- Course Approaching Art VI (session IV)
- Piano recital *La rotonda* (International Women's Day)
- Opening Talk: Oskar Kokoschka, offered by Dieter Buchhart and Anna Karina Hofbauer
- Course Approaching Art VI. Module III



- BOS Creative Process: *Music/Theater Dialogues* [TOPARTE]
- Curatorial Vision: *Oskar Kokoschka. A Rebel from Vienna*
- Creative Session [+18]: *Biomimetic Walk and Talk* (+18) (International Tree/Forest Day)
- Loraldia Festival: POPPERRA, AFTERRA, UTOPIA [TOPARTE]
- Opening Talk: *Lynette Yiadom-Boakye. No Twilight Too Mighty* offered by Lekha Hileman Waitoller and Lynette Yiadom-Boakye
- Let's Go to the Movies: *The Palace*
- Key Concepts: *Oskar Kokoschka. A Rebel from Vienna*
- Opera Screening from Teatro Real: *Turandot*

## April

- Screening of the documentary *Trazos: Joan Miró*
- Online Course: *Body and Identity in Contemporary Art*
- Creative Session [+18]: *The Colors of Earth* (International Earth Day)
- Curatorial Vision: *Lynette Yiadom-Boakye. No Twilight Too Mighty*
- Creative Session [+18]: *Illustrating Short Stories* – Joan Miró
- Performative Tours: Inesa Markava – Joan Miró

- Concert Berlin Philharmonic conducted by Klaus Makela [TOPARTE]
- Key Concepts: *Lynette Yiadom-Boakye. No Twilight Too Mighty*
- Let's Go to the Movies: *Blackthorn*
- Online Workshop Talk: *Pedagogy, Art, Architecture*
- Thematic Tour: *The Vienna Circle and Music in Kokoschka's Time*
- Opera Screening from Teatro Real: *Dead Man Walking*

## May

- Berlin Philharmonic: Concert "Europa" conducted by Kirill Petrenko [TOPARTE]
- Thematic Tour: *The Vienna Circle and Music in Kokoschka's Time*
- Musical performance: *Resonant Sculpture Project* about the Collection
- Film Evenings at the Museum: Lynette Yiadom-Boakye
- Piano Recital: Koki Nakano
- Activation of Yoko Ono's *Wish Tree for Bilbao*, on International Museum Day
- Wellbeing: Integral Yoga [+18]
- Screening of *Kokoschka: Oeuvre vie*
- Let's Go to the Movies: *Samaritan*

## June

- Integral Yoga [+15]
- Thematic Tour: *The Vienna Circle and Music in Kokoschka's Time*
- Wellbeing Tour: *Slow Gazing* [+18]
- Key Concepts: *Learning Through Art*
- Opening Talk: *Yayoi Kusama*
- Zinegoak Festival 2023 [TOPARTE]



## July

- Wellbeing Talk: María Blasco, Centro Nacional de Investigaciones Oncológicas (CNIO)
- Curatorial Vision: *Yayoi Kusama*
- Live Opera from Teatro Real: *Turandot*
- Key Concepts: *Yayoi Kusama*
- *Danza en el camino* [TOPARTE]
- Concert Bilbao Blues Festival [TOPARTE]
- Pedagogic Concert Bilbao Blues Festival [TOPARTE]

## August

- Classical Concert York Bowen Festival [TOPARTE]
- Works & Process at the Guggenheim: Courtney “Balenciaga” Washington’s Masterz
- Activation of Yoko Ono’s *Wish Tree for Bilbao*, on the occasion of Bilbao’s Festival Week/Aste Nagusia

## September

- Bilbao Anime Festival [TOPARTE]
- Encounter and Performance: Lucinda Childs
- Concert of the Berlin Philharmonic, conducted by Herbert Blomstedt [TOPARTE]
- Fair Saturday: Bilbao Social Forum [TOPARTE]
- Opening Talk: *Picasso Sculptor. Matter and Body*

## October

- Integral Yoga [+15]
- Online Art Course: *Contemporary Sculpture*
- Screening: *Kusama Infinity*
- Wellbeing Tour: Slow Gazing [+18]
- Curatorial Vision: *Picasso Sculptor. Matter and Body*
- *Drawing the Guggenheim*
- Cine Invisible Film Sozialak Festival [TOPARTE]
- Course *Approaching Art VII*
- Opening Talk: *Marine Hugonnier*
- Key Concepts: *Picasso Sculptor. Matter and Body*
- Concert of the Berlin Philharmonic, conducted by Riccardo Minasi [TOPARTE]
- Talk *Ai Futaki: Coexisting with Seas and Oceans*



## November

- Opening Talk: *Gego. Measuring Infinity*
- Online Course: *What Materials Tell Us About Modern and Contemporary Art*
- Concert of the Berlin Philharmonic, conducted by Kirill Petrenko [TOPARTE]
- Z Fridays: Architecture Workshops for Youths/Gego
- Integral Yoga [+15]
- Curatorial Vision: *Gego. Measuring Infinity*
- Wellbeing Tour: Slow Gazing [+18]
- New Tours of the Exhibitions: *Picasso Sculptor. Matter and Body*
- Z Fridays: Architecture Workshops for Youths/Gego
- Dantzaldia Festival: *Tríptico #Estévez/Paños y Compañía* [TOPARTE]
- Zinebi65 Screenings: *Anselm Kiefer* [TOPARTE]



- Online Workshop/Talk: *Pedagogy, Art, Architecture*
- Key Concepts: *Gego. Measuring Infinity*
- Creative Session [+18]: *Picasso Writing Workshop*
- Zinebi65 Screenings: *Honorary Mikeldi Award 2023* [TOPARTE]
- 22nd MEM Festival [TOPARTE]
- Z Fridays: Architecture Workshops for Youths/Gego
- Creative Session [+18]: *Ceramic 3D Printing*
- Concert of the Bilbao Symphonic Accordion Orchestra [TOPARTE]
- Z Fridays: Musical Workshop and DJ Session
- Screening and Panel: Fair Saturday [TOPARTE]
- KURAIA Festival: *Gyorgy Ligeti* [TOPARTE]
- Online Workshop/Talk: *Creatividad, atención y amabilidad*
- Virtual Tour: *Women Create Too*

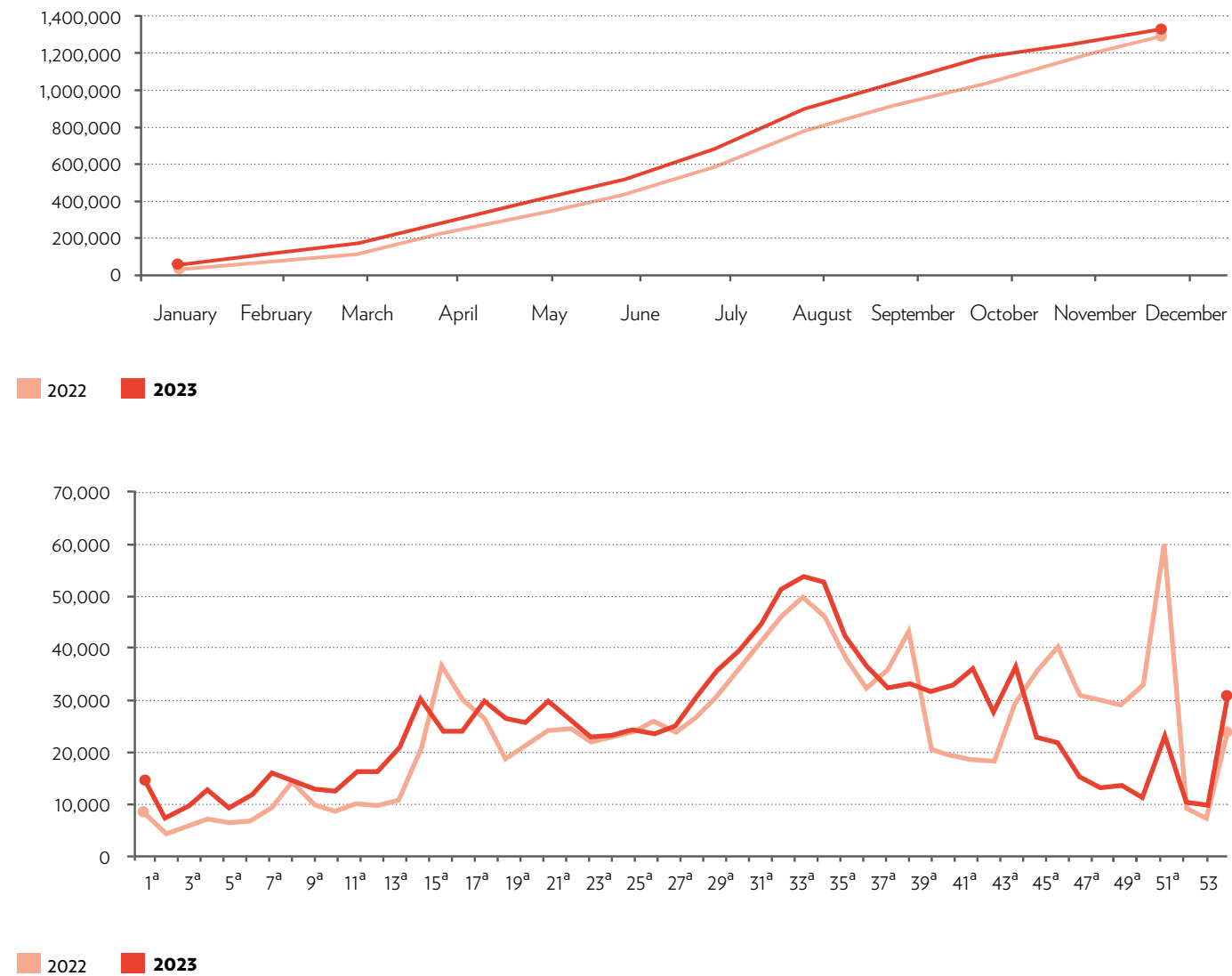
## December

- Zinetika Festival: Vera Mantero Performance [TOPARTE]
- Zinetika Festival: Videodance Screenings [TOPARTE]
- Picasso en danza
- Integral Yoga [+15]
- Talk: *Antoni Tàpies Through His Objects*
- New Tours of the Exhibitions: Gego
- Concert of the Berlin Philharmonic, conducted by Daniel Barenboim [TOPARTE]
- Zinetiki Zinemaldia [TOPARTE]
- Children’s Show: *The Painter of Silence*
- Z. Fridays Show and Musical Workshop/Northwest
- Activation of Yoko Ono’s *Wishtree for Bilbao Ono*



# AUDIENCE

## MONTHLY EVOLUTION AND WEEKLY EVOLUTION

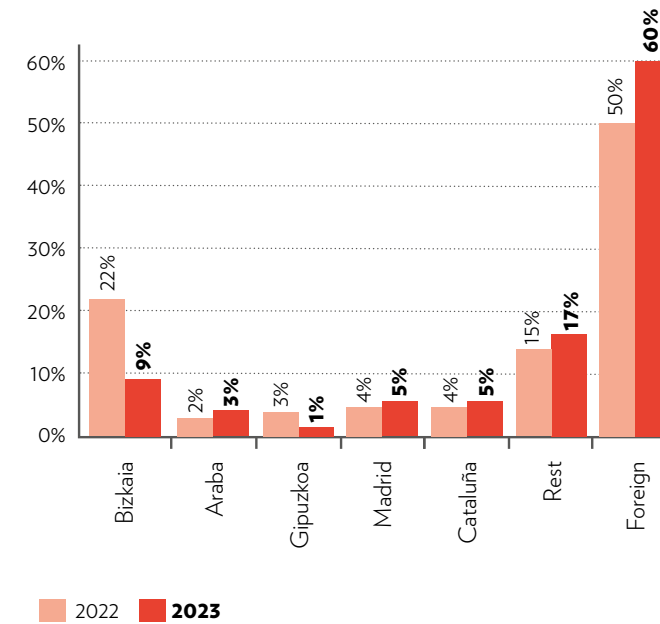


In 2023 the Museum received 1,324,221 visitors, 39.4% over those forecasted for this period and 6% more than in 2022, making it the best figure for total audience ever. The visitor curve for this year exceeds that of the previous year at all times; however, this trend is becoming less pronounced in November due to the campaign to attract Basque citizens, BBKArtea, organized in November 2022 to celebrate the Museum's 25th Anniversary.

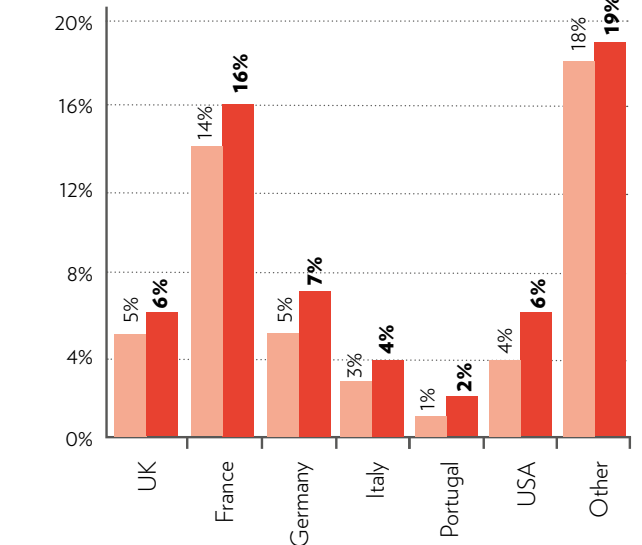
May, July, August, and September of 2023 were the best months in the Museum's history, with an average of 6,186 visitors per day in July and August.

## PLACE OF ORIGIN

VISITORS: PLACE OF ORIGIN



FOREIGN VISITORS: PLACE OF ORIGIN



The year 2023 has seen a recovery in the percentage of foreign visitors, the figures for which are ten points greater than the total numbers for 2022 due to the new travel and leisure trends observable globally.



# COMMUNITY

Community—the Museum’s community around art and culture bringing together Members, Followers, and beneficiaries of the Erdu Program, among others—continued to grow, with over 268,000 registered people. This figure represents an increase of over 75,500 with respect to 2022.

Categories	Members as of 12-31-2023
Student	3,256
Senior	7,151
Individual	5,506
Family	7,288
Colaborating Institution Member	162
International	140
Members of Honor	31
<b>TOTAL MEMBERS</b>	<b>23,534</b>
Erdu	548
Followers	244,015
<b>TOTAL COMMUNITY</b>	<b>268,097</b>



## COMMUNITY HIGHLIGHTS FOR MEMBERS



- Free visits to exhibitions: this year, more than 6,000 visits were offered in Basque and Spanish, in addition to the sustainability tours offered during the Exclusive Museum Members’ Day.
- Lagunartean: 200 spots for this activity organized for Members combining a guided tour to a temporary exhibition with a culinary offering at the Bar or Bistro Guggenheim Bilbao.
- *Matinées* and *Soirées*, pre-inauguration meetups with the curators of exhibitions, offered to International Members and Members of Honor on February 7 and 8; March 14, 15, 28, and 29; June 26; September 27; and November 3, with the participation of 400 people.
- Members of Honor Meetup in Madrid for the ARCO Fair on February 22, and in Bilbao for the Annual Dinner and inauguration of the exhibition *Gego. Measuring Infinity* on November 6.





- Trips and excursions: to Barcelona and its surrounding area from March 16 to 19, invited by Members of Honor Eusebio Díaz-Morera and Marta Ventós to visit the sites that inspired Joan Miró; to Amsterdam from May 12 to 16 for the important exhibition on Vermeer; to South Korea from September 1 to 9 for the Frieze x Kiaf SEOUL fair; and to Valladolid and Extremadura from November 16 to 19.
- The private area of the website has been enhanced with exclusive content for Members, such as an introduction and online visit for the Gego exhibition led by its curator; downloads, news, and promo codes for free access to the different IFEMA events with which the Museum has partnerships (ARCO, Antik Passion Antigüedades, Feriarte, etc.), as well as to share the results of draws for invitations to exhibition inauguration cocktail receptions.
- Collaboration with the ARCO, Antik Passion Antigüedades, Feriarte, and FIG Bilbao fairs, among others, which have provided Museum Members with direct and free access to these events, and discounts for the performances of the Bilbao Orkestra Sinfonikoa (BOS), Teatro Arriaga, and BBKLive.

## COMMUNITY HIGHLIGHTS FOR FOLLOWERS



- In 2023, the Museum gained 75,518 new Followers. The main channel of capture is online, through the activities sale platform (45%), the website or digital newsletters (3%), or the perk of unlimited Wi-Fi use (50%).
- 10.48% of new Members were previously Community Followers who have decided to become Members to strengthen their commitment to the Museum.
- Over these months, 4,060,051 online newsletters were sent out with information on activities, exhibitions, new projects, promotions or curatorial content, with an average opening rate of 45.2% and an average click rate of 4.8%. By the end of October, online newsletters generated 78,975 visits to the website, which is almost double that of the same period of the previous year, and which surpasses the number of visits from social media platforms. The behavior of these users was more active compared to 2022, with an average session duration of 4 min. 20 sec. and 4.87 pages viewed per session.
- A number of marketing campaigns were designed related to the Store/Bookstore, gifting Membership cards, or upgrading Followers; moreover, an announcement thanking Museum Members and Followers was also published.



## CORPORATE MEMBERS



by BBK; *Oskar Kokoschka. A Rebel from Vienna* was exclusively sponsored by Fundación BBVA, and *Yayoi Kusama: 1945 to Now* was sponsored by Iberdrola, whose support also made it possible to cover the Museum's ponds and the base of the Iberdrola Tower with more than 400 red dots celebrating the Japanese artist's work.

On the other hand, *Gego. Measuring Infinity* was sponsored by Occident, a Museum Trustee, whereas the exhibition on Picasso's sculpture—held as a part of the commemoration of the 50th anniversary of his death—also received significant institutional support.

In 2023, the *Learning Through Art* program reached its 25th anniversary. Thanks to the support of BBK, more than 3,700 schoolchildren were able to develop their skills in subjects on the school curriculum by exploring new paths and the creativity encouraged by art.

Lastly, in 2023 individual projects were assigned to different Trustees related to the initiatives included in the Strategic Plan directed at increasing the visibility of their participation in the Museum's everyday life, as shown in the following table.

In 2023, the Guggenheim Museum Bilbao received the support of 121 Corporate Members, a fundamental pillar of the institution's funding. These organizations' commitment to the Museum is demonstrative of stable and long-lasting relationships, and their financial contributions are an important component of the annual budget supporting the Museum's management model.

Even though the Museum's 25th Anniversary in 2022 was a unique opportunity for obtaining additional corporate sponsorship, in 2023 the Museum successfully maintained the number of Corporate Members thanks to thirteen new additions to the program.

Over the year, the three Strategic Trustees sponsored the Museum's Art Program. Specifically, *Works from the Guggenheim Museum Bilbao Collection* was sponsored



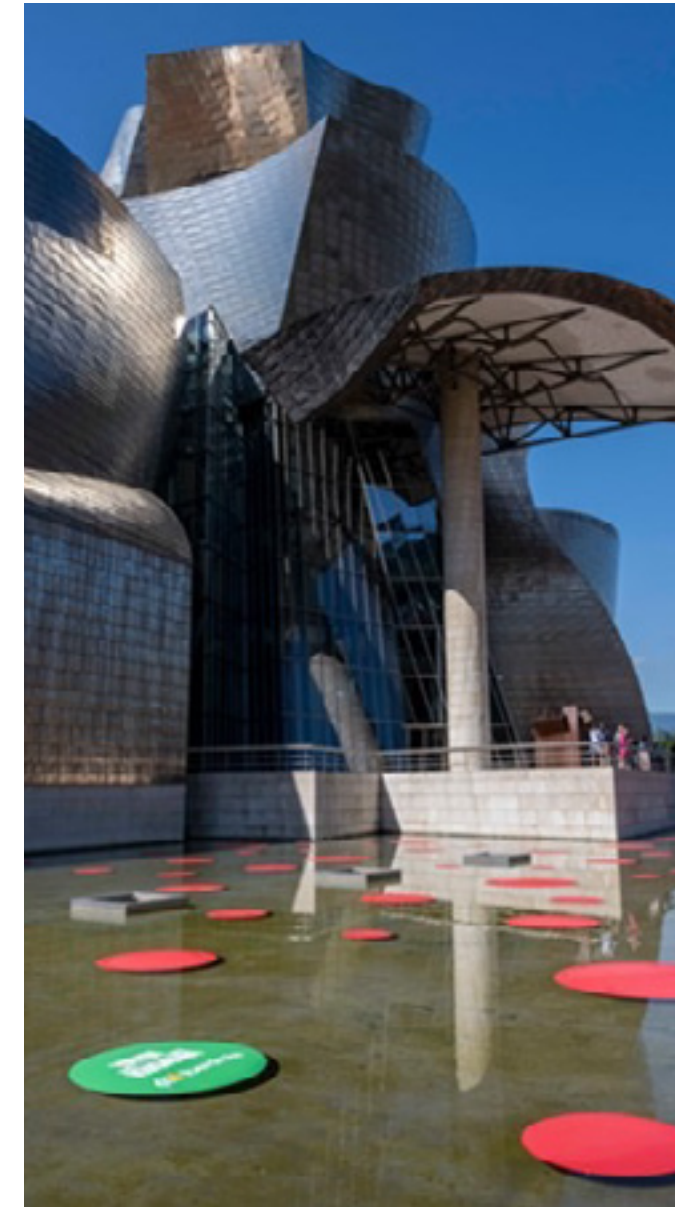


## SPONSORSHIP OF EXHIBITIONS AND ACTIVITIES

Exhibitions	Sponsors	Collaborators
<i>Works from the Guggenheim Museum Bilbao Collection</i>	BBK	
<i>Oskar Kokoschka. A Rebel from Vienna</i>	Fundación BBVA	
<i>Yayoi Kusama: 1945 to Now</i>	Iberdrola	
<i>Picasso Sculptor. Matter and Body</i>		AC/E and Telefónica
<i>Gego. Measuring Infinity</i>	Occident	
<i>Learning Through Art</i>	BBK	

Trustee Projects	Sponsors	Collaborators
<i>Shared Reflections Program</i>	Fundación Vizcaína Aguirre	
Visitor Services	Prosegur	
Audio guides	Euskaltel	
Didaktika	Fundación EDP	
School and Teacher Programs	Occident	
Family Programs	ITP Aero	
Guided Tours	Petronor	
Wellbeing	TotalEnergies	

Activities	Sponsors	Collaborators
Social Programs	BBK	
Educational and Public Programs <i>Picasso Sculptor. Matter and Body</i>		AC/E and Telefónica
Street marketing action: <i>Yayoi Kusama: 1945 to Now</i>	Iberdrola	
Annual Dinner	IXO grupo	Bodegas de los Herederos del Marqués de Riscal, Campillo, illycaffè
Cocktail reception <i>Joan Miró. Absolute Reality. Paris, 1920-1945</i>		El Águila
Cocktail reception: <i>Lynette Yiadom-Boakye. No Twilight Too Mighty</i>		Bodegas de los Herederos del Marqués de Riscal







## SPECIAL EVENTS

Throughout the year, special events continued along their positive trend, with a total of 127 corporate and institutional gatherings, a figure which exceeded that of 2022, which at the time was already double that of the year prior. The addition of a number of companies to the Corporate Members Program also resulted in events held by these companies, such as the dinner organized by ABB.

A number of Corporate Members continued to present their most important events at the Museum, as was the case of Surne y Cofares who hold their shareholders' meetings at the Museum each year; Fundación BBVA opens the doors of the Museum to the winners of its Frontiers of Knowledge Awards; ITP Aero organizes a STEM day each year for primary schoolchildren; Bilakatu arranges their WITH (Women in Tech) gala; and Caixabank, COPE, and Empresa XXI offer their awards ceremonies at the Museum; also Telva handed out its Awards to Entrepreneurs in the Basque Country at the Museum. Moreover, large-scale events backed by public institutions, such as Food 4 Future or the Congress

of the Fundación Internacional ORP (Occupational Risk Prevention) were celebrated at the Museum, with some of their ceremonies being held in the Atrium. Finally, the 2023 Tour de France kicked off in Bilbao as a part of which the Museum held a dinner offered by the Institutions hand-in-hand with the race's organizers.

Last of all, a number of public institutions and not-for-profit organizations chose to hold important events at the Museum, such as Anesvad or Fair Saturday, which organized their respective awards ceremonies here; the Colombian Consulate, which hosted the Colombian Independence Day at the Museum Auditorium; and Tourism Austria, which chose the Museum as the location for the presentation of Austria as a tour destination to local tour operators and agencies. Moreover, a number of important international institutions also chose the Museum to host their events, such as Canada's Pierre Elliott Trudeau Foundation, the Linux Foundation, Global Shapers, or the rotating presidency of the European Union.

## EVENTS

	Rentals	Museum Uses	Total Uses
Auditorium	40	76	116
Lobby	16	0	16
Atrium	38	13	51
Other	33	166	199
TOTAL	127	255	382





# MEDIA PRESENCE

In 2023, the Guggenheim Museum Bilbao was present in 23,311 news stories with a financial impact evaluated at 96,361,823 euros, 46.4% greater than the year prior. The news stories registered reached an audience of 10,048,094,053 people, 58% over 2022. This data and the breakdown included below are taken from the report compiled by KANTAR.

In terms of rankings of museum news published in the press, the Guggenheim Museum Bilbao was the Spanish museum that generated the most impacts in France and Germany, ahead of the Museo del Prado. With regards to the Spanish media, the Guggenheim Museum Bilbao ranked fourth, behind the Prado, Reina Sofía, and Thyssen-Bornemisza museums

In total, the Museum's Art Program was the subject of 4,267 news stories at the Spanish and international levels. The exhibition receiving the most coverage was *Picasso Sculptor. Matter and Body*, with 1,426 new stories with an estimated value of 6,678,085 euros. Also of note were the exhibitions *Yayoi Kusama: 1945 to Today*, with 824 new stories valued at 9,973,597 euros; *Oskar Kokoschka: A Rebel from Vienna*, with 409 impacts equivalent to

3,630,931 euros; *Gego. Measuring Infinity*, with 261 news stories valued at 2,770,024 euros; and *Lynette Yiadom-Boakye. No Twilight Too Mighty*, with 248 news stories valued at 2,068,855 euros.

Besides the enormous impact of the show celebrating the 50th anniversary of Pablo Picasso's death, it is worth mentioning the great coverage of the start of the Tour de France from Bilbao, which coincided with the ambient marketing action that filled the ponds of the Museum with polka-dots in homage to artist Yayoi Kusama, who was having an exhibition at the Museum at the time. Another topic that captured a high number of stories was the debate around the possibility of carrying out an expansion project of the Museum in the Urdaibai Biosphere Reserve.

The Museum website registered 3,218,545 visits, while the social media continued to grow their community and influence, with 841,767 followers on Instagram (6% over 2022), 385,313 Facebook fans, and 369,204 followers on X (both similar to the previous year).



# DIGITAL METRICS

## WEBSITE



	Users as of 12-31-2023
Visits	3,262,138
Visits: 68.32%	2,228,751
Visits: 30.12%	982,529
Tablet: 1.56%	50,818
Pages viewed	13,009,908
Pages viewed	04:00

## X (FORMERLY TWITTER)



	Users as of 12-31-2023
Followers	369,204
Favorites	35,603
Retweets	4,242
Potential impressions	1,910,274

## FACEBOOK



	Users as of 12-31-2023
Followers	385,313
Likes	180,253
Comments	6,765
Reach	10,710,257

## INSTAGRAM



	Users as of 12-31-2023
Followers	841,767
Likes	1,037,131
Comments	16,434
Reach	22,536,427

## STORE/BOOKSTORE



2023 was a record-breaking year for the Store/Bookstore, with exceptional profits recorded in line with the number of visitors received and the interesting Art Program organized. This allowed us to offer a range of exclusive articles based on temporary exhibitions, which customers found very appealing, in particular those related to *Works from the Guggenheim Museum Bilbao Collection*, *Yayoi Kusama: 1945 to Now*, and *Gego. Measuring Infinity*. Moreover, over this past year, significant efforts were invested in online sales, both through large-scale seasonal campaigns on the website as well as the creation of social media content, including weekly posts, thematic campaigns, and the raffling of Store/Bookstore articles as

a part of contests. For all of these reasons, both external sales volumes and the number of customers surpassed the established targets.

Lastly, in the context of the Museum's Environmental Sustainability Plan, in 2023 an inventory of the sustainable products for sale at the Store/Bookstore was made and a metric was created allowing to annually measure the growth in the proportion of these articles in the total catalog of Store items in order to bring it in line with the targets set by the Museum.

## PUBLICATIONS



In 2023 the Museum published some 1,500 pages of exhibition catalogues in Basque, Spanish, and English.

- Exhibition catalogue *Joan Miró. La realidad absoluta. París, 1920–1945*, original edition in Spanish and Basque, 180 pages.
- Exhibition catalogue *Oskar Kokoschka. Un rebelde de Viena*, edition in Spanish and Basque, 280 pages.
- Exhibition catalogue *Lynette Yiadom-Boakye. No Twilight Too Mighty*, original edition in Spanish, English, and Basque, 160 pages.
- Exhibition catalogue *Yayoi Kusama: desde 1945 hasta hoy*, edition in Spanish and Basque, 284 pages.

- Exhibition catalogue *Picasso Sculptor. Matter and Body*, original editions in Spanish and Basque, and in English, 312 pages altogether.
- Exhibition catalogue *Gego. Midiendo el infinito*, edition in Spanish and Basque, 232 pages.
- In addition, the Annual Report 2022 was published in Basque, Spanish, and English on the Museum's website.
- Finally, Artitz, the repository of documents on modern and contemporary art in Basque, was updated with new content. At the year end, Artitz included over 5,000 documents.



# SUSTAINABILITY

The Guggenheim Museum Bilbao is firmly committed to environmental conservation; for this reason, it operates following the principles of sustainable development. In this sense, the measures adopted by the Museum are focused on minimizing the environmental impact of its operations, thus promoting environmental conservation and activities oriented around environmental efficiency—in other words, making the most of resources while minimizing impact. In light of its commitment to achieve climate neutrality by 2030, the Museum is dedicating significant efforts to deploying technologies and methods inspired by the ecological transition, which are contributing to reducing consumption of energy and raw materials, as well as to developing circular economy projects and generating content and programs that contribute to raising the awareness of visitors and the community as a whole.

In this sense, the Environmental Sustainability Action Plan 2023 was organized around more than forty projects, including the commissioning of a solar panel installation in the Museum’s storage facilities, the consolidation of new climate control parameters in exhibition spaces resulting in a reduction of approximately 35% in gas consumption and 6% in total power consumption, and research into and testing of more environmentally friendly materials and processes applied to museography and temporary exhibition logistics. Lastly, it is worth noting that the Museum’s carbon footprint for 2023 was 2,561.84 tons, a 12% reduction compared to the average annual footprint over the 2019–22 period.



# MANAGEMENT MODEL

One of the features that makes the Guggenheim Museum Bilbao a leading institution is its unique operating model, which combines public and private participation. The sustainability of this operating scheme is guaranteed through the balance between its income sources and its high self-financing rate, which has been constantly maintained at approximately 70% over the Museum history.

The Museum’s income mainly comes from three sources that make up similar proportions: visitors (tickets, Store/Bookstore sales, restaurant, etc.); Individual and

Corporate Membership, and project sponsorship; and financing provided by public Institutions.

In 2023, public contributions to Museum operations totaled 7,289,500 euros from the Basque Government, the Provincial Council of Biscay, and the City of Bilbao. Moreover, an agreement was signed with the latter on February 1, 2023 governing the awarding of the aforementioned subsidy.



Institutions	2023
Bizkaiko Foru Aldundia / Provincial Council of Biscay	3,519,750
Eusko Jaurlaritza / Basque Government	3,519,750
Bilboko Udala / City of Bilbao	250,000

# STRATEGIC PLAN

In line with the strategic planning commitment that the Guggenheim Museum Bilbao has followed since its founding, work to formulate the upcoming Strategic Plan took place throughout 2023. Given that at this point in time there is still a great deal of uncertainty related to the speed of the changes and events taking place at the global level, the suggested duration of the upcoming plan is two years (2024–2025), allowing to complete the term of the Museum's regular strategic planning period of 4–5 years, which in 2020 was shortened due to pandemic-related instability.

In keeping with the methodology followed to date, the creation of the new Strategic Plan 2024–2025 included conversations with the management team; working sessions with the Museum's Board; an assessment of the context and trends that will shape the upcoming years, both with regard to museum sector-specific elements and issues related to global reality; and the identification of the challenges that the Museum must face over the medium term. This analysis was used to define the key pillars of formulating the Plan, and the Vision, Mission and Strategic Commitments were reviewed in order to confirm that they remain valid and relevant in the current context.

This reflection resulted in the establishment of twelve strategic objectives for the upcoming two years:

- The Museum Collection as the active core of the institution.
- An Art Program focused on excellence and quality, appealing to a broad and diverse audience.
- Community 2.0: segmentation and personalization.
- Strengthening the Individual Members Program and its local positioning.
- Generating relevant content with a technological focus and vocation.
- Ensuring that the Museum possesses the processes and tools it needs to openly and seamlessly share the information and resources available at the institution.
- A plan to appeal to young talent.
- Financial sustainability: maintaining the percentage of the Museum's own income.
- Developing networking projects to increase sponsorship.
- Environmental sustainability, with the goal of achieving climate neutrality by 2030.
- Social sustainability, promoting emotional well-being through art.
- DEAI – Diversity, Equity, Accessibility, Inclusion.

# AWARDS AND CERTIFICATIONS

The Guggenheim Museum Bilbao has been firmly committed to maintaining the strictest quality standards in its operations since its beginnings, and aspires to serve as a benchmark in its sector. As a part of its desire to continuously improve, it has also been a pioneer in applying systems and methods that guarantee management excellence, undergoing external audits that analyze the different components of the institution's operations. In this context, the Museum obtained or renewed the following certifications over the 2023 year, and also received the following recognitions:

- Client Service Charter certificate, as acknowledgment and evidence of compliance with the management system stipulated in standard UNE 93200:2008;
- Event sustainability management systems (ISO 20121:2013);
- Environmental management (ISO 14.001);
- Universal accessibility (UNE 170.001);
- Management system for Criminal Compliance (UNE 19.601:2017);
- EFR (Family-Responsible Company) certification (Certificate 1000-2);
- Más Talento Senior award in accordance with the MASTALENTOSENIOR management model, 1st edition (ES-11/2023);
- Certificate of compliance with the Healthy Organization management system (ES-2022/0001);
- Museums. Requirements for the visit service provision (UNE 302002:2018).

## Awards

Webby Award to the best cultural institution website, people's voice. These international awards, also known as the Internet Oscars, are granted each year by the International Academy of Digital Arts and Sciences to the best digital projects.

Twenty-Five Year Award issued by the American Institute of Architects (AIA) to "a building that has stood the test of time for 25–35 years and continues to set standards of excellence for its architectural design and significance."



## ECONOMIC IMPACT



The economic impact generated by Museum activities in the Basque Country in 2023 was greater than that of 2022, with the following figures:

- The total demand generated by the Museum's activities in the Basque Country amounted to 759.7 million euros.
- Through its activities, the Museum contributed to the generation of 657.1 million euros in GDP.

- This meant 103.1 million euros in additional income for Basque treasuries.
- This activity contributed to maintaining 13,903 annual jobs.

Once again, the Guggenheim Museum Bilbao's self-financing level continued to stay at the top of European cultural institutions: around 78.6% in 2023.





# VISITS



JAPAN AMBASSADOR



AI FUTAKI



JESSICA CHASTEIN



DANIEL LISMORE



CHILE AMBASSADOR



KATSUYUKI ICHIMI



GERMAN AMBASSADOR



PILAR LLOP



MIQUEL ICETA



HANS ZIMMER TEEN

Through its External Relations Department, the Guggenheim Museum Bilbao coordinates visits of relevant figures from diverse private and public spheres, such as art and culture, politics, business, or entertainment.

In 2023 the Museum received 135 such visits, a higher figure as compared to that of the previous year, reflecting the return to normality after the pandemic.

Among the most outstanding visits were representatives of politics and public institutions, such as the Spanish minister of Justice, Pilar Llop, and of Culture, Miquel Iceta; the President of the National Committee of Competence of Paraguay, Rolando Díez; or the minister of Mining and Energy of Colombia, Irene Vélez. Relevant representatives from the

economy and business sphere also came to the Museum, such as Juan Carlos Escotet, President of ABANCA; members of the Board of Directors of Bizkaia Energía; or the artistic advisor to Jean Paul Claverie, President of LVMH. With regard to cultural institutions, Dora Llamas, President of ICOM España; Henry Tang, President of the West Kowloon Cultural District; or Javier Ferrer, Managing Director of the Carmen Thyssen Museum in Málaga, among others, also visited the Museum in 2023. Finally, representatives from the fields of science, arts, letters, and filmmaking came to the Guggenheim Museum Bilbao last year, such as writer and Nobel Prize in Literature 2018 Olga Tokarczuk; scientist and immunologist Özlem Türeci; writer John Banville; actress Jessica Chastain; film director Michel Franco; and artists Miquel Barceló and Julian Schnabel.



# GUGGENHEIM MUSEUM BILBAO FOUNDATION

## FOUNDING TRUSTEES

Eusko Jauriaritza - Gobierno Vasco  
Bizkaiko Foru Aldundia -  
Diputación Foral de Bizkaia  
The Solomon R.  
Guggenheim Foundation

## STRATEGIC TRUSTEES

BBK  
Iberdrola  
Fundación BBVA

## TRUSTEES

Bilboko Udala -  
Ayuntamiento de Bilbao  
Fundación Vizcaína Aguirre  
El Correo  
ITP Aero  
Euskaltel  
Petronor  
Deia - Grupo Noticias  
Occident  
Bolsa de Bilbao (BME)  
Fundación "la Caixa"  
EITB  
Fundación EDP  
Metro Bilbao  
Serveo  
Prosegur  
TotalEnergies

## CORPORATE BENEFACTORS

SPRI-Agencia Vasca de  
Desarrollo Empresarial  
IDOM  
illycaffè  
Bahía de Bizkaia Gas  
Bahía de Bizkaia Electricidad  
Castleton  
Aceros Inoxidables Olarra  
SURNE, Seguros & Pensiones  
Christie's  
Telefónica  
Iberia  
Sotheby's  
RKL Integral  
Allianz

## MEDIA COLLABORATORS

Deia  
El Correo  
Diario ABC  
Diario Vasco  
Diario Montañés  
Diario La Rioja  
Norte de Castilla  
Expansión  
El Mundo  
Cadena Ser  
masdearte.com  
Gara  
Ronda Iberia  
Estrategia Empresarial  
La Ría del Ocio  
Empresa XXI  
COPE  
El País  
SPEND IN Magazine  
Sundance TV  
Odisea  
berria  
Revista Interiores  
Radio Popular de Bilbao Herri Irratia  
RTVE  
Kiss FM  
Clear Channel

## ASSOCIATE MEMBERS

Kereon Partners  
Viviendas de Vizcaya  
Productos de Fundación, S.A.  
Cámara Comercio Bilbao -  
Bilboko Merkataritza Ganbera  
Cuatrecasas  
Giroa - Veolia  
Autoridad Portuaria de Bilbao  
Velatia  
Barceló Bilbao Nervión  
IXO grupo  
Bodegas de los Herederos del  
Marqués de Riscal  
Hotel Abando  
Hotel Carlton  
Mercure Bilbao Jardines de Albia  
Hotel Miró  
Consorcio de Transportes de Bizkaia  
Accenture  
Gran Hotel Domine  
Randstad España  
Grupo Erhardt  
López de Heredia Viña Tondonia  
Universidad de Deusto  
PQC  
Hotel Conde Duque Bilbao  
Smurfit Kappa Nervión  
Heineken España  
Fundación Tubacex  
Fundación Banco Sabadell  
DOMINION  
IMQ  
LIN3S  
Formica  
Deloitte

Estudios Durero  
Corporación Mondragon  
Uría Menéndez  
PKF Attest  
Grupo Cofares  
Bodegas Campillo  
Kurago  
AIC - Automotive Intelligence  
Center  
Radisson Collection Bilbao  
Tecnalia  
IMAP Albia Capital  
Architecture MasterPrize  
IE Foundation  
Grupo ULMA  
ABB  
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Caser Grupo Helvetia  
Pablo Melendo Fine Art Consulting  
Howden  
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Aurèlia Carulla Font  
Fernando García Macua  
Carlos Alzola Oriol  
Tatiana Salomon Abedrop

DECEMBER 31, 2023

GUGGENHEIM BILBAO