

ANNUAL REVIEW

2012

KRÖLLER-MÜLLER MUSEUM

This summarized annual report gives an impression of the year 2012, with the main highlights, facts and figures.

Enjoy!

Lisette Pelsers
Director



CONTENT

- 05 **Visitors**
- 06 **Exhibitions**
- 07 **Exhibitions outside the museum**
- 08 **Activities**
- 09 **Schools**
- 10 **Special moments**
- 11 **Collection**
- 12 **Sponsoring and funds**
- 13 **Visitor figures**



VISITORS

In 2012 the Kröller-Müller Museum receives 311,098 visitors, including 40,297 children and youth visiting in school groups. This continues the rising trend in numbers of visitors to the museum which started in 2008.

With three extramural presentations in Genoa, Maastricht and Paris, the museum reaches 617,000 visitors.

On 1 January the museum joins Museum Card for a trial period of two years. The museum sees the card as an important instrument to attract more Dutch visitors. The effect of the card will be evaluated in the course of 2013.



EXHIBITIONS

The exhibition programme in 2012 highlights Evert van Straaten's farewell year as director. The large-scale exhibition *Longing for perfection -21 years of collecting by the Kröller-Müller Museum* (1 April through 28 October) provides an overview of artworks that have been acquired during his directorship, together with top pieces from the museum collection.

On 24 November *Vincent is back* starts. In this exhibition, the museum focuses for the first time in many years on its wonderful Van Gogh collection. *Vincent is back* has two parts: the first part, *Native soil*, focussing on Van Gogh's early, Dutch period runs to 1 April 2013, and is followed on 7 April 2013 by *Land of light*, which shifts the emphasis to Van Gogh's French period.

Other presentations also focus on parts of the collection. From 27 May through 2 September, the museum puts on *William Degouve de Nuncques, painter of mystery*, a retrospective of the work of one of the favourite artists of Helene Kröller-

Müller. The exhibition is organized in collaboration with Musée Félicien Rops in Namen and the University of Brussels.

The collection of animal sculptures by Joseph Mendes da Costa, Lambertus Zijl, Johan Altorf and John Rådecker is highlighted in the exhibition, *Animals in Dutch sculptural art*, from 22 September 2012 through 3 March 2013. From 15 December 2012 through 7 April 2013, *The riches of Arte Povera. Italian avant-garde from the 1970s* exhibits a wealth of artworks by Giovanni Anselmo, Luciano Fabro, Jannis Kounellis, Mario Merz, Giulio Paolini, Giuseppe Penone, Michelangelo Pistoletto and Gilberto Zorio.

In collaboration with Alphabet auto-lease and the Renova Group, the museum presents *Art Cars at the Kröller-Müller Museum* from 13 through 28 October. In the museum and the sculpture garden, cars from the collection BMW Art Cars by Jeff Koons, Jenny Holzer, David Hockney and Roy Lichtenstein are on display. Cars by Dutch artists such as Joost



Conijn and Olaf Mooij, as well as the famed Four-wheeled Dents by Wim T. Schippers, are also on display for the public for the first time in many years.

EXHIBITIONS OUTSIDE THE MUSEUM

In 2012 there are three extramural presentations. The exhibition *Van Gogh e il viaggio di Gauguin* in the Palazzo Ducale in Genoa (12 November 2011 through 13 April 2012) attracts 346,000 visitors, including 271,000 attending in 2012, which makes it the most well-attended exhibition in Italy for the year. The Kröller-Müller Museum exhibits eighteen prominent works by Vincent van Gogh.

Martin Visser, collector, designer, free spirit is the Martin Visser exhibition at the Bonnefantenmuseum in Maastricht from 13 March through 9 September, showing more than one hundred works from the extensive Visser collection (400 works), which is housed in the Kröller-Müller Museum. The exhibition attracts 46,000 visitors.

From 3 October 2012 the *Pinacothèque de Paris* holds the exhibition *Van Gogh. Rêves de Japon*, with thirty works by Vincent van Gogh from the museum collection. The exhibition, which runs to 17 March 2013, attracts 300,000 visitors in 2012.

Van Aardappeleters tot Zonnebloem

VINCENT IS BACK

24 | 22
11 | 09
2012 | 2013

Ontdek de complete Van Gogh, natuurlijk in het Kröller Müller

ACTIVITIES

Together with the exhibition *Longing for perfection*, the third edition of the digital exhibition concept *Expose* starts. From 1 February to 1 March, 767 museum visitors choose their favourite Top 3 of small sculptures. The fifty works which receive the most votes are exhibited, with a selection from the personal stories and reactions of the public. The interactive Routemaker is expanded with fifteen new artworks and two new selected guided tours.

In collaboration with the museum, the audio tour by Nico Dijkshoorn is published by Uitgeverij Atlas Contact as a book: *Dijkshoorn kijkt kunst (Dijkshoorn looks at art)*. It receives huge coverage in the media, the publication is for weeks on the bestseller lists and the number of hired audio tours grows exponentially (up to 100 audio tours a day). Remarkable is also the fast growth in numbers of 'new' museum visitors, who are (especially) enthusiastic in their reporting on the social media.

The museum organises four large-scale activities for the general public and for families.

The Winter Games in February is a programme, which focuses on personal art experience and creativity, and which has been developed by fourth-year students at the ArtEZ Institute of the Arts.

During the Museum Weekend, a voyage of discovery is held for the eighth year running in the sculpture garden, in collaboration with teacher training institute, Pabo Arnhem / Nijmegen.

The Sweet Summer, which is now in its seventh edition, attracts 7,500 visitors, with two Sweet Summer Nights and a special Children's afternoon full of theatre, music, dance and performances, and a picnic on the sculpture lawns.

During the Gelderland Museum Day in October, a workshop is given by Theatre Group Pluim at the exhibition *Animals in Dutch sculptural art* and a painting workshop at *Art Cars*, where children paint a MINI.



SCHOOLS

Besides what is currently available at the exhibition *Longing for perfection*, a new edition of the successful *Filosoferen met de directeur* (*Philosophising with the director*) is developed. Also for the exhibition new digital lesson cards are developed, on two levels (VMBO – HAVO / VWO), which can be downloaded for free from the website.

The young children's pack *Zwaan zoekt een vriendje* (*Swan looks for a playmate*) is expanded with new lesson suggestions and a special materials case. The return of 'Swan' in the pond on 20 March is celebrated with a festive day for infants, in collaboration with the Municipality of Ede as part of the supportership by the Municipality.

The museum also provides again in the current year a range of workshops and lectures, about the current art education opportunities for teacher training institutes, teachers and ICCers.



SPECIAL MOMENTS

On 9 February Van Gogh Europe is established, an international collaboration of more than twenty organisations (museums, heritage sites, tourist organisations and organisation agencies for cultural capitals) from Europe, whose objective is to take care of the heritage of Vincent van Gogh. The Kröller-Müller Museum is one of the signatories, together with the Municipality of Ede, the Regional Bureau for Tourism Knooppunt Arnhem Nijmegen (RBT-KAN) and the Veluws Bureau for Tourism. Together with the Van Gogh Museum and Van Gogh Brabant, the Kröller-Müller Museum takes the initiative for a global approach towards tour operators and for the building of a Van Gogh Community, where fans of the artist can meet.

On 20 March the museum presents a 'new' Van Gogh: *Still life with meadow flowers and roses*. The painting is added in 1974 as a Van Gogh to the collection, but is then excluded in 2003. Nine years later a team of scientists from TU Delft, the University of Antwerp, Deutsches Elektronen-

Synchrotron (DESY) in Hamburg, the Van Gogh Museum and the Kröller-Müller Museum have succeeded in establishing the authenticity of the painting.

From 12 April the museum is one of the new collaborators in the global art project Google Art. Fifteen masterpieces from the collection can now be digitally viewed in detail.

On 5 November recording is done for the AVRO TV-programme Tussen Kunst & Kitsch.



Vincent van Gogh, *Still life with meadow flowers and roses*, 1886-1887

COLLECTION

Management, conservation, presentation and expansion of the collection are as planned and at the required level, and are in line with the Policy Plan 2008-2012. On 31 December 2012 the collection of the Kröller-Müller Museum has 21,160 objects, of which 1,276 are on long-term loan.

In addition to conservation work for the preservation, presentation or loan management of countless objects, in 2012 ten paintings are restored and twenty-nine sculptures are treated.

In 2012 the collection of the Kröller-Müller Museum is expanded with 42 acquisitions, 13 donations and 84 long-term loans.

The painting *Vincent* from 1915 by Vilmos Huszár is acquired with the support of the BankGiro Lottery. With the funds that the Mondriaan Fund provides to the museum, the monumental *eschenauer journal*, January-December 2002 by herman de vries is acquired.

The sculpture *1-2-3-4 Tower from the Corner*, 1992 by Sol LeWitt is acquired from the estate of Martin Visser, and

in memory of Martin Visser. This was made possible through dispensation by the State of the Netherlands from death-duties on the estate.

There is a very intensive exchange of artworks on loan: in 2012 the museum has outgoing loans on 341 works from its collection, and receives 161 artworks on loan. The above-mentioned exhibition about Martin Visser in the Bonnefantenmuseum in Maastricht is the largest outgoing loan operation in the history of the museum.



Conservation of Théo Van Rysselberghe, *Le 'Per-Kiridy' á marée haute*, 1889

SPONSORING AND FUNDS

The important and very successful relationship with the BankGiro Lottery is continued in 2012. The contributions of the BankGiro Lottery, intended for collection building, is managed by the Kröller-Müller Fund, which has as its key objective to provide material support to the Kröller-Müller Museum in areas which are not part of its regular exploitation. The Fund which was established in 2007 has had CBF-certification since 2009.

Lease company Alphabet contributes € 30,000 to *Art Cars at the Kröller-Müller Museum*. The Mondriaan Fund contributes € 90,000 for collection building. The funds of the Jeekel Foundation for 2012 are in total € 72,000. As part of the supportership of the Kröller-Müller Museum, the Municipality of Ede provides contributions in the form of location hire, purchase of entrance tickets and the development of educational projects. The City also contributes € 10.000 (including VAT) to the Sweet Summer Nights. The Gelderland Heritage Foundation contributes € 3,100 towards the costs of the Provincial Gelderland Museum Day in October.



Wim Pijbes (Rijksmuseum), Emile Gordenker (Mauritshuis), Sigrid van Aken, (BankGiro Loterij), Axel Rüger (Van Gogh Museum) and Evert van Straaten (Kröller-Müller Museum)

VISITOR FIGURES

2012

Total visits 311,097 of which:

- School visits 40,297
- Visits with Museumkaart 71,992
- Visits with ICOM / Vereniging Rembrandt card 1,595
- Non paying visits 36,669

Visitors to exhibitions in 2012 outside the Kröller-Müller Museum

- *Van Gogh e il viaggio di Gauguin*
Palazzo Ducale in Genua
12 November 2011 - 13 April 2012
346,000 including 271,000 in 2012
- *Martin Visser, collector, designer, free spirit*
Bonniefantemuseum in Maastricht
13 March - 9 September 2012
46,000
- *Van Gogh. Rêves de Japon*
Pinacothèque de Paris
3 October 2012 - 17 March 2013
300,000 in 2012

Visitors Kröller-Müller Museum



2008 252,261



2009 257,641



2010 280,716



2011 302,198



2012 311,097

Visitors www.kmm.nl/mobile

(from 2011)

2011 27,205 (21,689 unique)

2012 29,104 (23,104 unique)

Twitter followers (from 2011)

2011 650

2012 2000

Facebook fans (from 2011)

2011 1500

2012 4000

Visitors to the website www.kmm.nl



2008 251.814



2009 359.530



2010 406.386



2011 470.842



2012 491.026

**Kröller
Müller**

Kröller-Müller Museum
Houtkampweg 6
6731 AW Otterlo
The Netherlands

T: +31 (0)318 59 12 41
F: +31 (0)318 59 15 15
info@kmm.nl

kmm.nl
facebook.com/krollermuller
twitter.com/krollermuller

Photography: Roy Beusker, Walter Herfst,
Kröller-Müller Museum, Jannes Linders,
Baudewijn Neumann and Milan Vermeulen
Design: Studio Saiid & Smale

Partner of the Kröller-Müller Museum

BankGiroLoterij

