

ANNUAL REVIEW

2013

KRÖLLER-MÜLLER MUSEUM

This summarized annual report gives an impression of the year 2013, with the main highlights, facts and figures.

Enjoy!

Lisette Pelsers
Director



CONTENT

- 05 **Visitors**
- 06 **Exhibitions**
- 07 **Exhibitions outside the museum**
- 08 **Public-oriented approach**
- 09 **Activities**
- 10 **Schools**
- 11 **Collection**
- 12 **Sponsoring and funds**
- 13 **Special moments**
- 15 **Visitor figures**
- 17 **Annual Accounts 2013**



Exhibition A One Day Walk

VISITORS

In 2013 the Kröller-Müller Museum received 332,707 visitors. Compared to 2012 which had 311,098 visitors, this means a rise of 6.75%. The annual number of visitors has been rising steadily since 2008 (number of visitors: 253,000). The museum visitors in 2013 included 4,363 children up to the age of twelve and 30,766 school children of twelve and above.

With two external presentations in Tokyo en Paris, the museum reached 280,000 visitors.

On 1 January 2012 the museum joined Museum Card for a trial period of two years. The museum sees the card as an important instrument to attract more Dutch visitors. In 2012 the museum received 71,992 visitors with a Museum Card, and in 2013 there were 83,596, which amounts to some 25% of the total number of visitors. The conclusion is that the past two years have already shown the added value of the Museum Card and that the collaboration will be continued.



Detective Game: Auguste Renoir, *Le clown musical*, 1868

EXHIBITIONS

Two exhibitions continued from 2012: *Vincent is back Part I: Native Soil* (24 November 2012 - 1 April 2013) and *The riches of Arte Povera. Italian Avant-garde of the 1970s* (15 December 2012 - 7 April 2013).

From 15 March through 22 September, in *10 Masterpieces 1001 stories*, the museum collaborated with children's book author Lydia Rood and literary children's magazine *BoekieBoekie*, collecting a vast amount of stories, poems and drawings of children to accompany ten famous artworks from the museum collection including Keith Haring, Bart van der Leek and Charley Toorop.

The exhibition *Ensemble* (20 April - 30 June 2013) collected works by six artists from the museum collection. Driven by the optimism of the 1960s these artists explored new avenues in art: Ad Dekkers, Gerhard von Graevenitz, Ellsworth Kelly, François Morellet, Jan Schoonhoven and Jésus Rafael Soto.

From 6 April through 6 October, the exhibition *Vincent is back Part II: Land of Light* was held. This presentation covered Van Gogh's works from his French period (1886-1890), when he achieved his full maturity as an artist.

On 13 July, the Kröller-Müller Museum celebrated its 75th anniversary as a public museum. On that day the Jubilee Year started with the exhibition *Top 75*, for which the museum selected seventy-five top works from its own collection. The museum also invited guests to select their own top works from the museum collection, which resulted in twenty-four special audio tours for the public. The exhibition ran until 17 November.

From 5 October through 9 March 2014, the museum presented *Carvings and bones* by Adam Colton.

From 7 December 2013 through 30 March 2014, the museum presented an exhibition entitled *A One Day Walk*, with some fifty works by Anthony Caro, Philip King, Richard Long, Hamish Fulton, Nicholas Pope, Barry Flanagan, Tony Cragg and Bill Woodrow. The exhibition



Start of the anniversary year and opening of the exhibition *Top 75*

was put together with works from Art & Project/Depot VBVR and the collection of the Kröller-Müller museum.

EXHIBITIONS OUTSIDE THE MUSEUM

In 2013 there were two presentations outside the Netherlands with work from the museum collection. An exhibition ran until 17 March at the Pinacothèque de Paris entitled *Van Gogh. Rêves de Japon* (Van Gogh. *Dreams of Japan*), with thirty works by Vincent van Gogh from the Kröller-Müller collection. Some 100,000 visitors attended the exhibition in 2013. On 3 October, the National Arts Centre in Tokyo, Japan started the exhibition *Divisionism. From Seurat to Van Gogh and Mondrian*. This exhibition mainly consisted of works from the collection of the Kröller-Müller Museum, with paintings (seventy-five) as well as works on paper (seventeen), augmented with several paintings from Japanese collections. The exhibition ran until 23 December and attracted 182,477 visitors. After Tokyo, the exhibition travelled to two other locations in Japan.



Exhibition *Divisionism. From Seurat to Van Gogh and Mondrian* in Japan

PUBLIC-ORIENTED APPROACH

In 2013 considerable attention was given to the public-oriented approach and customer-friendliness which the museum advocates and the projects that were initiated in 2012 were further developed. The new visual identity of the Kröller-Müller Museum, which since the summer of 2012 is being developed by the Edenspiekermann agency, was implemented, starting 13 July (Jubilee Day) in all media for the museum, except for the website.

The new route indication system in the museum, designed by the Mijksenaar agency, was ready on 13 July. The route indications outside the museum were completed at the end of the year. The system has been designed to match the new visual identity.

A new general folder and a welcome folder were made and the information about the collection was expanded to include a series of object and room texts. A new permanent section of the presentation is the Van Gogh Gallery, in which the Van Gogh collection of the museum, the second largest in the world, is exhibited. Life and work of

the artist and the realisation of the Van Gogh collection by Anton and Helene Kröller-Müller are illustrated in the presentation.



General folder, designed in the new visual identity

ACTIVITIES

In January the museum started the second edition of *The Winter Games*, a project in collaboration with the teacher-training programme of the ArtEZ Institute of the Arts. The theme of activity was 'Discover the treasures of the Winter Queen'. The project which had 500 children participating was a resounding success.

In April the museum took part in the national Museum Weekend and presented *1 Museum, 1001 Stories*, a creative voyage of discovery through the sculpture garden, organised by the teacher-training institute Pabo Arnhem/Nijmegen. The Museum weekend attracted 4,367 visitors, with 300 children participating in the journey.

On 13 and 27 July the museum organised two Sweet Summer Nights with a programme full of surprising theatre, music, dance, performances and a picnic on the sculpture lawns. The Nights attracted in total more than 8,000 visitors. On 10 August there was a Sweet Summer Children's Afternoon. The special children's edition of the

Sweet Summer Nights attracted this year 2,813 visitors to the sculpture garden.

The Gelderland Museum Day in October attracted 2,594 visitors, including 400 children, which made the Kröller-Müller the most visited museum during Gelderland Museum Day.



The Winter Games

SCHOOLS

New materials were developed for schools and the existing portfolio was expanded. Starting April, assignment cards (VMBO/HAVO/VWO) for the Self-Service Point are available for free on the website.

From November a new edition of the successful lesson kit *Philosophising with paintings* was made available and expanded with six new artworks from the museum collection and with a special role for the (new) director.

At the request of teachers, the project *10 Masterpieces 1001 Stories* (also see exhibitions) was continued online. The lesson kit that was developed for the project is freely available via the Self-Service Point.

This year the museum again provided different workshops and lectures on the current opportunities there are for art education, for the Pabo teacher-training institutes, teachers and ICCers.



Pupils at work in the exhibition *10 Masterpieces 1001 Stories*

COLLECTION

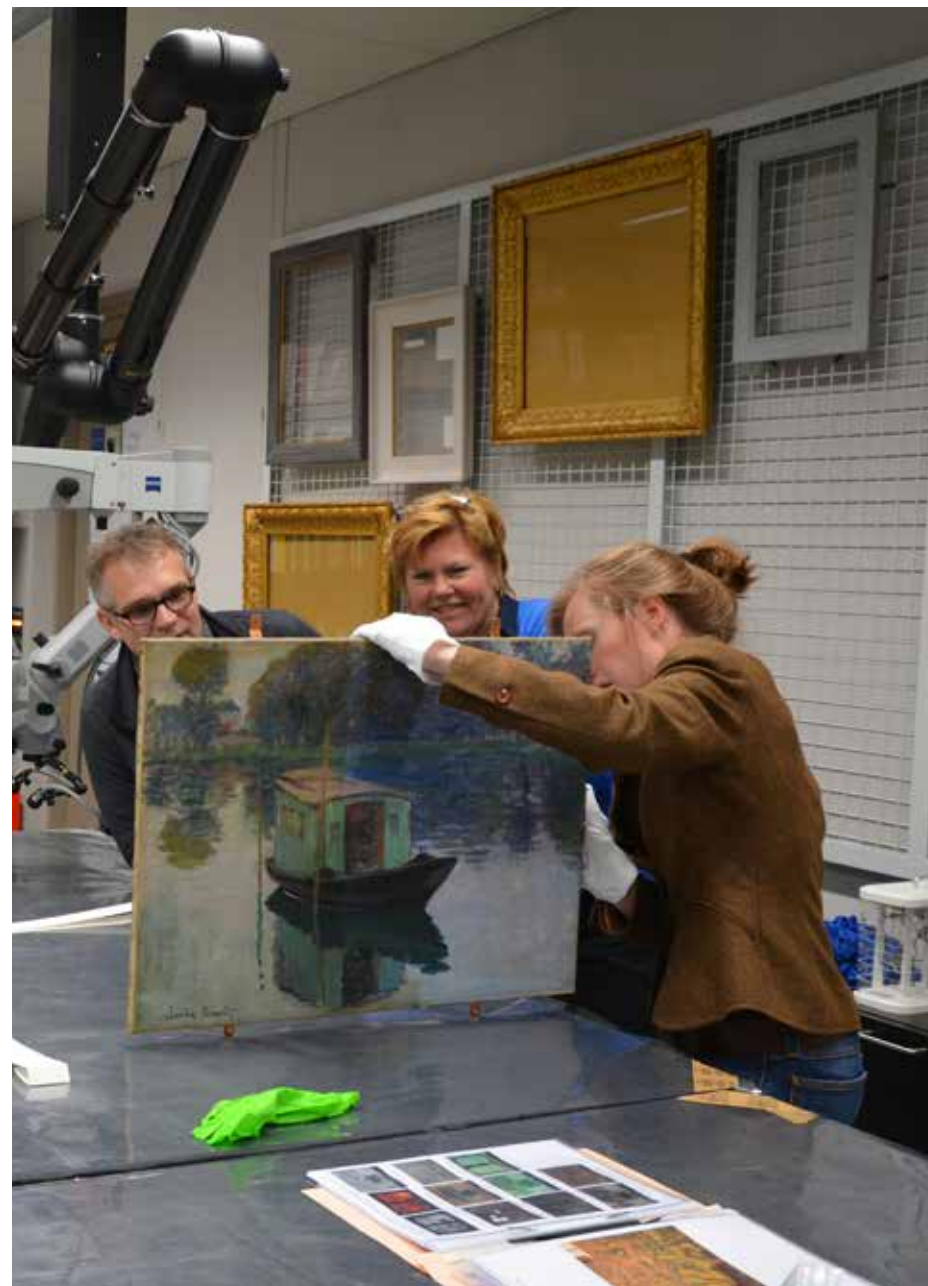
Management, conservation, presentation and expansion of the collection are as planned and at the required level. On 31 December 2013, the museum has 20,594 objects, of which 1,287 are on long-term loan. The exchange of artworks on loan has been very intensive: in 2013 the museum gave worldwide two hundred and fifty artworks on loan, comprising paintings, drawings and sculptures.

In addition to conservation work for preservation, presentation or loan management, a number of objects were restored in 2013, including eight works on paper, eleven paintings (two of which are from the Getty Conservation Partnership Program), and ten sculptures.

In 2013, the museum collection was expanded with six acquisitions, six hundred and twenty-four donations and fourteen artworks on long-term loan. Thanks to the support of the BankGiro Lottery, the Rembrandt Association, SNS REAAL Fund, VSB Foundation and the Mondriaan Foundation, the museum has been

able to acquire *Forme rumore di motocicletta* (1913-1914, oil and gouache on paper, 73 x 101 cm) by Giacomo Balla (1871-1957).

Further, four works by Dutch artists were acquired this year: Adam Colton, Pjotr Müller, Marien Schouten and Christiaan Bastiaans. Also, the gift from the Art & Project/Depot VBVR collection is of immense value for the museum (see page 14).



Winners of a contest on Facebook look behind the scenes of the restoration of *Le bateau-atelier* van Claude Monet

SPONSORING AND FUNDS

The important and successful relation with the BankGiro Lottery was continued in 2013. After a comprehensive evaluation, the museum was delighted to receive news that the collaboration has been extended for five years. The contributions of the BankGiro Lottery, which are intended for further building the collection, are managed by the Kröller-Müller Fund, which has as a primary objective the providing of material support to the Kröller-Müller Museum in areas that do not belong to the normal exploitation of the museum services. The Fund which was set up in 2007 has held the CBF-certification since 2009.

Thanks to the support of the BankGiro Lottery, the Rembrandt Association, SNS REAAL Fund, VSB Foundation and the Mondriaan Foundation, the museum has been able to acquire *Forme rumore di motocicletta* (1913-1914, oil and gouache on paper, 73 x 101 cm) by Giacomo Balla (1871-1957). The work was acquired for € 2,800,000, which makes it the most expensive acquisition in the history of the

museum. With the acquisition of *Forme rumore di motocicletta*, the Kröller-Müller Museum is the only museum in the Netherlands which is able to show Futurism as an integral part of art history in the permanent collection.

As part of the supportership of the Kröller-Müller Museum, the City of Ede provided contributions in the form of location hire, purchase of entrance tickets and the development of educational projects. The City also contributed € 10,000 (including VAT) to the Sweet Summer Nights.



Forme rumore di motocicletta by Giacomo Balla in the new Futurism presentation

SPECIAL MOMENTS

On 13 July, the Kröller-Müller Museum celebrated its 75th anniversary as a public museum. The Jubilee Year started with the exhibition *Top 75*, for which the museum selected seventy-five top works from its own collection. These include works by Carl Andre, Constantin Brancusi, Paul Cézanne, Gilbert & George, Vincent van Gogh, Donald Judd, Piet Mondrian, Bruce Nauman, Pablo Picasso and many others. With *Top 75* the museum not only wants to show and explain its own preferences or choices but also demonstrate to the public that you can view art in different ways and that everyone has their own top pieces. This is why the museum invited guests – artists, politicians, musicians, actors, writers and scientists – to select their own top pieces from the collection of the Kröller-Müller Museum, which resulted in twenty-four special audio tours for the public. In addition to these audio tours, a special Ede-tour was released on 13 July, with a top 10, selected by Ede citizens. The exhibition ran until 17 November. The Jubilee celebrations on 13 July ended with a Sweet Summer Night. There

was considerable interest in the media for the Jubilee.

On 12 July the Helene Kröller-Müller Fund was established, with as objective the providing of support in restorations, large exhibitions and educational projects of the Kröller-Müller Museum. The initiative to set up the Fund was taken by politician Alexander Pechtold and actress Johanna ter Steege. Just like the founders of the museum, Helene and Anton Kröller-Müller, this Fund calls on private individuals and companies to provide support for the museum. They can become a 'booker' or donor – Golden Booker, Silver Booker or Bronze Booker – by giving a one-time or (five-year) annual donation to the Helene Kröller-Müller Fund. ABN AMRO Bank is the founding partner together with Kröller-Müller Museum. Founding partners contributed to the start-up costs of the Fund. A 15-member Board of Recommendation actively assists in the acquisition of bookers. At the end of December 2013 eleven bookers were enrolled and six individual donors and companies had made a one-time donation.



Special jubilee annex in De Groene Amsterdammer

The Board of the Helene Kröller-Müller Fund has the following members: Ms. M.A. Goslings, senior chief Justice at the Amsterdam Higher Court, M.E. Noyons, director and owner of Production Value and Mr P. Mackay, Vorstandsmitglied am Goetheanum, Dornach, Switzerland. Mr Mackay is a great-grandson of Helene Kröller-Müller.

On 4 en 5 June the Kröller-Müller Museum organised in collaboration with the working group Modern Materials and Contemporary Art van ICOM CC (International Committee of Museums, Conservation Committee) the Painted Outdoor Sculpture meeting. Around a hundred experts (conservators, restorers as well as 'conservation scientists') convened for the meeting at Otterlo.

The gift from the Art & Project/Depot VBVR collection is vital to the museum. The donation consists of more than two hundred, mostly spatial works by artists which include Carl Andre, Adam Colton, Tony Cragg, Ger van Elk, Barry Flanagan, Hamish Fulton, Jos Kruit, Richard Long, Andrew Lord, Juan

Muñoz, Willy Ørskov, Nicholas Pope, Carel Visser and Leo Vroegindeweij. The Art & Project/Depot VBVR collection was built up by Geert van Beijeren (1933-2005) and Adriaan van Ravesteijn (1938), owners of the Art & Project gallery. The artists who are represented in the collection belong to the most prominent artists from the second half of the 20th century, both nationally and internationally. The donated works complement and strengthen the collection of the Kröller-Müller Museum, in which many Art & Project artists are represented. In the 1970s and 1980s the museum regularly acquired artworks from this gallery.



Nicholas Pope, *Mary's vont*, 1994, gift from Art & Project / Depot VBVR

VISITOR FIGURES

2013

Total visits 332.707 of which:

- School visits 35,129
- Visits with Museumkaart 83,596
- Visits with ICOM / Vereniging Rembrandt card 3,764
- Non paying visits 45,921

Visitors to exhibitions in 2013 outside the Kröller-Müller Museum

- *Van Gogh. Rêves de Japon*
Pinacothèque de Paris
3 October 2012 - 17 March 2013
300.000 in 2012
100.000 in 2013
- *Divisionism. From Seurat to Van Gogh and Mondrian*
National Arts Centre, Tokyo
3 October - 23 December 2013
182.477

Visitors Kröller-Müller Museum



2008 252.261



2009 257.641



2010 280.716



2011 302.198



2012 311.097



2013 332.707

Visitors www.kmm.nl/mobile

(from 2011)

2011 27.205 (21.689 unique)

2012 29.104 (23.104 unique)

2013 43.219 (35.204 unique)

Twitter followers (from 2011)

2011 650

2012 2000

2013 4351

Facebook fans (from 2011)

2011 1500

2012 4000

2013 7098

Pinterest

2013 99

Google Art

60.368 (57.045 unique)

Visitors to the website www.kmm.nl

2008 251.814



2009 359.530



2010 406.386



2011 470.842



2012 491.026



2013 505.945

BALANCE SHEET AS OF 31 DECEMBER 2013**Assets**
(euro)

31 December 2013

Fixed Assets

Tangible fixed assets

2,469,576

Current Assets

Stocks

603,752

Receivables

1,396,464

Liquid assets

5,950,322

Total Current Assets

7,950,538

10,420,114

Liabilities
(euro)

31 December 2013

Equity

General reserve

2,431,950

Appropriated reserves:

OCW* (operations)

1,286,652

OCW* (housing)

1,601,723

Security sculpture garden

424,485

Security museums

198,704

Equipment

710,938

4,222,502

Appropriated funds:

OCW* (operations)

11,523

OCW* (housing)

163,771

Security museums

199,024

374,318

Total Equity

7,028,770

Acquisitions Fund

301,991

Provisions

Pre-pension provision

11,501

Provision for jubilee payments

78,404

89,905

Long-Term Debts

Investment subsidies

1,556,740

Short-Term Debts

Creditors

508,463

Taxation and social security
contributions

160,372

Other debts

773,893

1,442,728

10,420,114

INCOME AND EXPENDITURE ACCOUNT 2013

(euro)

Income

Direct revenues	3,436,931
Indirect revenues	266,421
	<hr/>
	3,703,352

Grant in Aid OCW* CuNo

Lease section	3,570,228
Operations section	3,679,132
	<hr/>
	7,249,360

Other subsidies/contributions

2,770,126

Total Income

13,722,838

Expenditure

Wages and Salaries	3,981,441
Write-down	161,079
Rent	3,461,661
Purchases	2,973,271
Other expenses	3,143,063
	<hr/>

Total expenses

13,720,523

Balance from normal operations	2,315
Balance of interest income/expenses	70,500
Other income	-
Acquisition fund transaction	35,625
	<hr/>

Operation result

108,440

NOTES TO THE ANNUAL ACCOUNTS 2013

General

The Kröller-Müller Museum Foundation was established on 14 March 1928.

Accounting Principles

General Principles

The accounting principles are based on the historical cost or production cost.

Basis for valuation of assets and liabilities

Tangible fixed assets

The works of art and their reproduction rights are included at a provisional value. The works of art comprise those works that the Foundation obtained through the merger with the Kröller-Müller Foundation, works of art acquired after the privatisation on 1 July 1994 with the aid of contributions from third parties, excluding the contributions from OCW* (51% regulation).

The tangible fixed assets include all the fixed assets allocated to enable the foundation to conduct its operations in a sustainable manner.

These comprise:

- equipment including vehicles;
- other inventory and capital assets.

The valuation is based on historical cost modified by depreciation and any permanent write-down. The write-down occurs in equal annual periods. In the purchase year, the write-down is pro rata.

Stock

Stock is valued at cost price, minus a provision for unmarketability.

Receivables

The receivables are valued at nominal value, where necessary minus a provision for irrecoverable debt.

Equity

Composition and description of equity are in compliance with the 'Handboek Verantwoording Cultuursubsidies' (Handbook for Accounting Cultural Subsidies).

Other assets and liabilities

The remaining assets and liabilities are valued at the nominal value.

Basis for the determination of the results

The assets and liabilities are ascribed to the period to which they relate.

*Ministry of Education, Culture and Science

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@krollermuller.nl

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

Design: Saiid & Smale
Photography: Marco Derksen, Walter Herfst,
Marjon Gemmeke, The Tokyo Shimbun

Partner of the Kröller-Müller Museum

BankGiroLoterij

