

ANNUAL REVIEW

2015

KRÖLLER-MÜLLER MUSEUM

This summarized annual report gives an impression of the year 2015, with the main highlights, facts and figures.

Enjoy!

Lisette Pelsers
Director



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Conservation work on *K-piece*, 1972, Mark Di Suvero

VISITORS

The Kröller-Müller Museum received 378,731 visitors in 2015. In 2014 there were 391,209 visitors thanks to the blockbuster *Seurat. Master of pointillism*. Despite the slight drop in the past year, the steady upward trend of recent years is continuing (there were 302,198 visits in 2011).

107,130 visitors had a Museum Card—28.3% of all visits. The museum welcomed 5,730 primary-school children and 28,962 secondary-school children. 153 primary schools made use of the *School Card*. The museum reached about 670,000 visitors with its exhibitions in other countries.



EXHIBITIONS

Three exhibitions continued from 2014.

Mix Match Museum

10 October 2014 until 30 August 2015

Mix Match Museum was based on the successful *Expose* exhibitions. It offered visitors the opportunity to put together an exhibition online using the collections of six museums: the Groninger Museum, Museum Boerhaave, TwentseWelle, Amsterdam Museum, Van Abbe Museum and Kröller-Müller Museum.

Sufficient Force

Minimal art, conceptual art and land art. The adventurous spirit of the American avant-garde art of the nineteen sixties.

11 October 2014 until 22 March 2015
In *Sufficient Force*, the museum showed works in its collection by internationally renowned American artists. Visitors could view artworks by Ad Reinhardt, Tony Smith, Donald Judd, Carl Andre, Robert Morris, Dan Flavin, John McCracken, Sol LeWitt, Eva Hesse, Richard Serra, Robert Smithson and Bruce Nauman.

Armando: a collection

15 November 2014 until 22 March 2015

The painter, sculptor, draughtsman, writer and poet Armando is one of the most versatile artists in the post-war Netherlands. This exhibition featured a selection from the collection put together by Armando's former wife Tony de Meijere and which she has loaned to the Kröller-Müller.

Van Gogh & Co. Criss-crossing the collection

25 April until 27 September 2015

The Kröller-Müller Museum presented the exhibition *Van Gogh & Co.*

Criss-crossing the Collection as part of the international Van Gogh Year 2015 with its theme of '125 years of inspiration'. More than fifty drawings and paintings by Van Gogh were on show along with an equal number of works by other artists such as François Bonvin, Jan Toorop, Henri Fantin-Latour, Jean-Baptiste-Camille Corot, Paul Cézanne, Adolphe Monticelli and Bart van der Leek.



Installation view of exhibition: *Mix Match Museum*

Summer Presentation

25 April until 27 September 2015

The *Summer Presentation* of works from the museum's own collection focused on cubism, futurism, De Stijl and constructivism. The museum's collection was supplemented with a number of works on loan from the Triton Collection Foundation by artists such as Alexander Archipenko, Giacomo Balla, El Lissitzky, Alexandra Exter, Julio Gonzalez and Lyubov Popova. Several works by Georges Vantongerloo were on display, from a private collection.

herman de vries

random drawings 1970-1975

6 June until 15 November 2015

In parallel with the presentation of herman de vries in the Dutch pavilion at the Venice Biennale, the museum put on an exhibition of what are known as his 'random drawings' from the period 1970-1975. These drawings resulted from the organising principles of random chance and probability that are such a characteristic feature de vries and his art.

Longing for Happier Times.

Media art from the Kröller-Müller Museum's collection

19 September 2015 until 3 January 2016

Longing for Happier Times showed audio-visual installations by Willie Doherty, Mario García Torres, Jan Fabre, Cai Guo-Qiang, Matt Mullican, Hetty Huisman and herman de vries. Many of the works in *Longing for happier times* (a quote from the installation by Mario García Torres, spoken over the remains of a lost artwork) reflect on decay and destruction and show a yearning for better times.

Barbara Hepworth: Sculpture for a Modern World

26 November 2015 until 17 April 2016

The most important exhibition of the year was devoted to Barbara Hepworth (1903-1975), one of the most successful sculptors of the twentieth century. The exhibition gave an overview of her entire oeuvre, from the modest sculptures in stone and wood from her early years to the ambitious bronze works from the fifties and sixties. Organised in collaboration with Tate Britain in London and Arp Museum Bahnhof Rolandseck in Remagen.



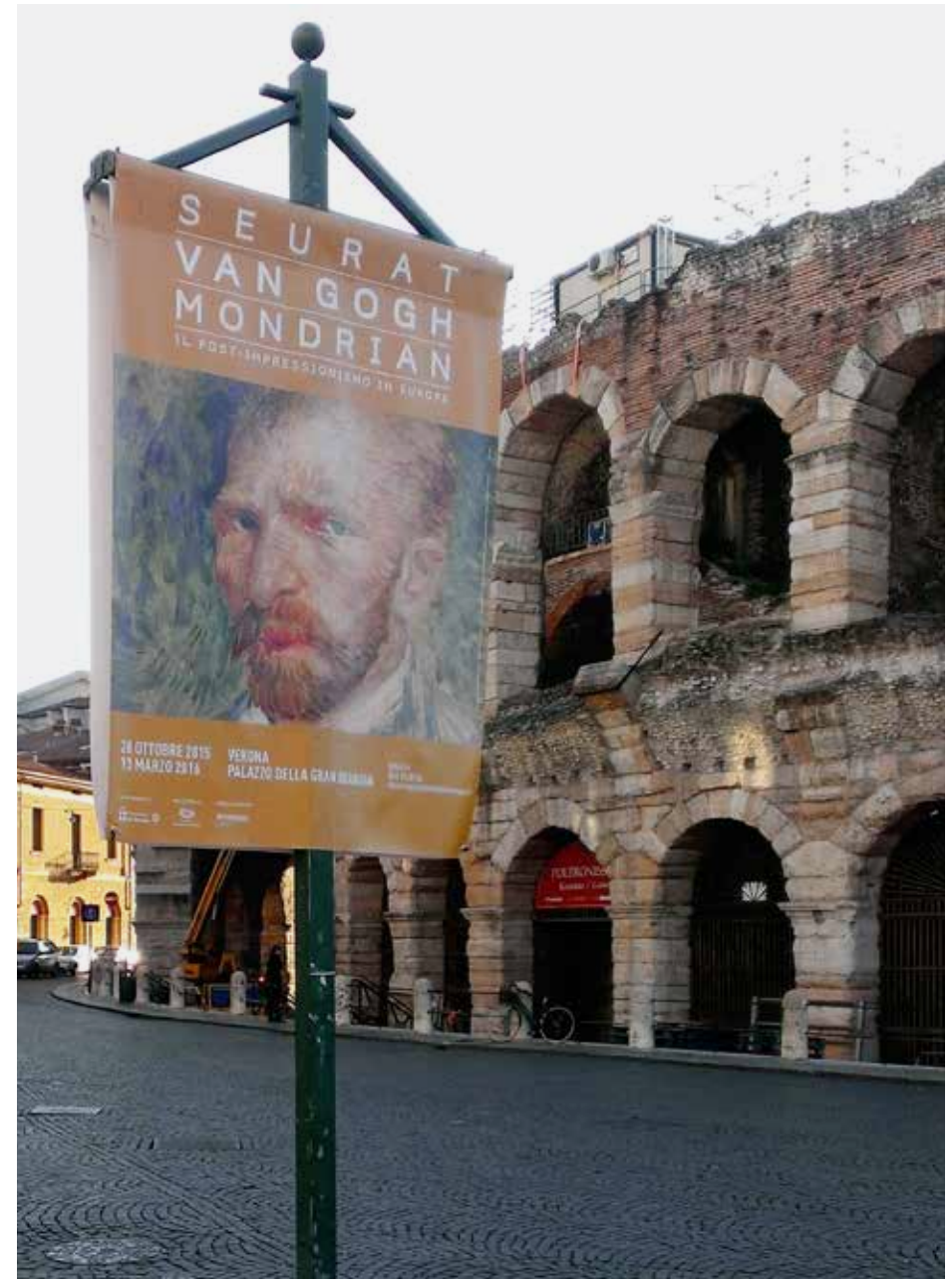
Installation view of exhibition: *Barbara Hepworth: Sculpture for a Modern World*

INTERNATIONAL EXHIBITIONS

In 2015 the Kröller-Müller Museum once again organised productions abroad in partnership with local organisations. *Van Gogh, L'uomo e la terra* opened in Palazzo Reale in Milan on 17 October 2014 and continued until 8 March 2015. The exhibition, with thirty-nine paintings and drawings from the Kröller-Müller collection, drew around 175,000 visitors in 2015. The museum supplied twenty-one works for *Les dessins de Van Gogh: influence et innovations* in the Fondation Vincent van Gogh in Arles. The exhibition was on view from 9 June to 20 September and attracted 45,000 visitors.

Seurat, Van Gogh, Mondrian. Il Post-Impressionismo in Europa in the Palazzo della Gran Guardia in Verona consisted of seventy-one works from the museum's collection. This exhibition had previously been on view in three locations in Japan in the winter of 2013 to 2014. In Verona, the exhibition opened on 28 October. There were 50,000 visitors in 2015. The museum provided smaller groups of paintings for *Van Gogh au Borinage* in the Musée des Beaux Arts in Mons,

Van Gogh and Nature in The Clark in Willamstown and *Max Liebermann und Vincent van Gogh* in the Liebermann-villa on Lake Wannsee in Berlin. These exhibitions attracted around 400,000 visitors in total in 2015.



Exhibition announcement: *Seurat, Van Gogh, Mondrian. Il Post-Impressionismo in Europa*, Verona

ACTIVITIES

The Winter Games

In January the museum organised the fourth edition of *The Winter Games*, a joint project with the teacher training programme of ArtEZ. The museum was 'made available' to fourth-year students for an entire weekend, during which they organised a family activity. The theme this year was *A journey through time*. About five hundred children took part with their parents and grandparents.

My House, the Rest of the World (and Beyond)

The museum hosted a special theatrical installation to mark the Van Gogh Year. *My house, the Rest of the World (and Beyond)* by the artist Judith Nab linked Van Gogh artworks to such topics as philosophising, free thinking and scientific questions. About three thousand people in total saw the production; this included around five hundred children on school trips.

Museum Week

In April the museum participated in the national *Museum Week* with the *Mix Match family day*, a special



The Winter Games

activity for families as part of the *Mix Match Museum* exhibition, organised in collaboration with Pabo Arnhem/ Nijmegen. Thirty families took part in the *Mix Match family day*. The museum welcomed a total of 10,545 visitors during the *Museum Week*.

Van Gogh 3D: who will help with the building?

In the summer, the museum organised four workshops for families with children in collaboration with the 'philosophy team'. The team developed a creative workshop in which participants 'build' a huge Van Gogh landscape. Three hundred and fifty children took part in the workshop.

Van Gogh on the move and photo workshop

In collaboration with the museum, photographer Niek Michel developed an animation workshop for secondary schools that tied in with *Van Gogh & Co. Criss-crossing the Collection*. The workshop was also organised twice for families. The photographer ran forty-eight workshops for a total of 1,224 schoolchildren.

Gelderland Museum Day

In October the museum took part once again in the annual *Gelderland Museum Day*, with a creative workshop by Marja Meijer (*Make your own Van Gogh*) plus the new *Museum Dice Game* for families. The day drew 2,438 visitors, including around one hundred and fifty children.



Result of workshop at the Gelderse Museumdag

SCHOOLS

Production: The taste of a genuine Van Gogh

Theater Pluim worked with the museum to create a new interactive production about Vincent van Gogh. The production was performed nine times for a total of two hundred and twenty children and teachers.

Barbara Hepworth

For the exhibition *Barbara Hepworth: Sculpture for a Modern World*, new teaching cards were added to the materials available for schools. For primary schools, the teaching card *Nothing is what it seems* from *Philosophising with sculptures* was extended with questions and assignments about the works by Barbara Hepworth in the Rietveld Pavilion. For secondary schools, the museum developed a special teaching card on Barbara Hepworth.

Museum Dice Game

The Museum Dice Game was developed for small school groups and families with young children. Families use dice and seventy-five surprising questions to explore the museum in a

playful manner. The game was handed out about seven hundred and fifty times after its launch in October.

Museum Education Award

On 14 October, the museum received the new Museum Education Award for *Elke dag kunst* (Every day art): a 'digital block calendar'. The calendar was developed in the context of the supportership of the city of Ede, in collaboration with local primary schools. Simple visual assignments, philosophical questions, interactive games and creative processing assignments are used to link artworks in the museum's collection to events in local history. The award was established by Jet Bussemaker, the minister for Education, for the best collaborative project involving primary schools and museums. The €50,000 prize will enable the museum to develop the successful concept further in the years to come and roll it out nationally.

'Philosophy team'

The big increase in requests from schools has led to three new members



Presentation of Museum Education Award by Director-General of Culture and Media, Marjan Hammersma, on October 2015

being added to the 'philosophy team'. In 2015 the team guided fifteen schools during their visit to the museum. The team also put on five workshops for schools, two study days for teachers, four informational meetings and the workshop *Kunst Maakt de Mens* (Art makes you) for senior citizens (70+), in collaboration with the Van Gogh Museum.



Workshop: *Art makes the (wo)man*

COLLECTION

As at 31 December 2015, the museum had 21,858 objects, of which 421 were on long-term loan. The collection can be broken down as follows: 1,193 paintings, 2,009 sculptures, 92 media art objects, 12,566 works on paper, 165 photographs, 2,209 architectural objects (WOP/models), 1,456 craft objects, 999 items of documentary material and 1,169 objects in Helene Kröller-Müller's library.

All the works in the collection have been recorded and photographed and entered in the TMS database (The Museum System).

Approximately 4.7% van the collection is on display: about 38% of the paintings, about 16% of the sculptures, about 2% of the works on paper and about 1% of the media art.

The number of objects that can be viewed on the new website, launched in 2015, is currently 130; in 2016 this will be extended to the original number of about 3,500. In 2015, the museum had 262 artworks on loan around the world.

Donations

Some donations came from artists with work in the museum collection,

such as *Untitled (Cathedral)* (1987) and *Bambusa carbonica* (1990) by Sjoerd Buisman. Andrew Lord donated *Two Vases / In Angled Light / Grey / Incised* (1985) and *Small Angled Vase* (1985). Armando donated more than seven hundred drawings.

Legacies

The museum received the following works from the Art & Project/ Depot VBVR collection via Adriaan van Ravesteijn: *Octagram* (1983) by Carl Andre, *Solvenze and/or Sulla continuità della memoria biologica* (1971) by Francesco Clemente, *Chariot (white drawing)* (1983) and *The complete omnivore* (1990) by Tony Cragg, *Pulling babies* (1980), *Honda Gothic* (1986) and *Pressure portrait (Self painted sandwich)* (1992) by Ger van Elk, *Untitled (3) '73* (1973) by Barry Flanagan, *Plant, white, black, lights* (1987) by William Leavitt and *Wood line* (1979) by Richard Long.

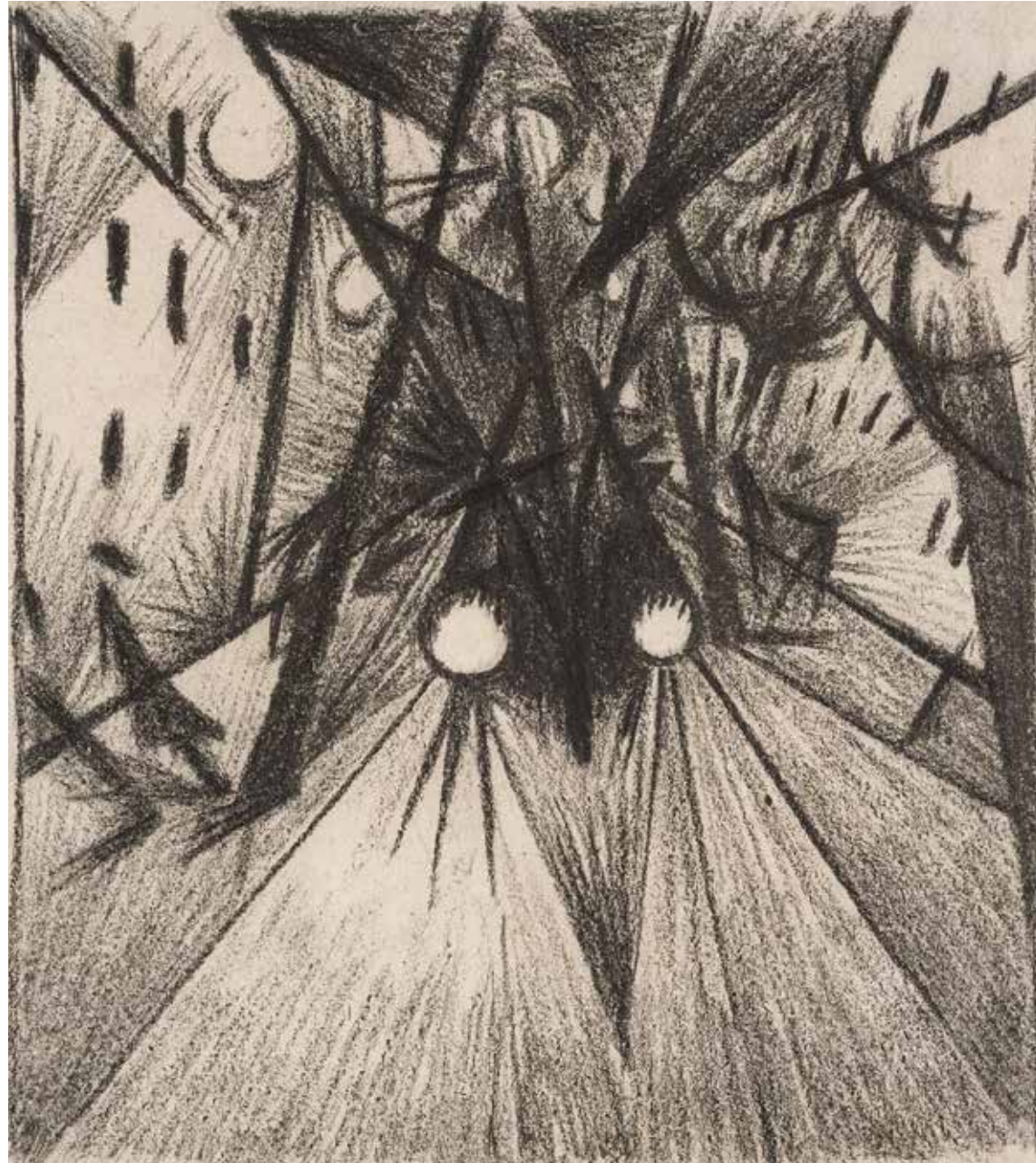
Acquisitions

The most important acquisition in 2015 was *Paravento con linea di velocità* (1916-1917) by the Italian futurist



Paravento con linea di velocità (front), 1916-1917, Giacomo Balla

Giacomo Balla. Two paintings by Balla were already permanently on display. Another addition to the group of futurist works in the collection consisted of four drawings by the Ukrainian Alexander Bogomazov: *Tramway, Lvovskaya Street, Kiev* (1914), *Kreshchatik (main street in Kiev)* (1914) *Forest, Boyarka* (1915) and *Locomotive* (1915). The museum also purchased *Or 8* (2015) by Roni Horn, *Autobandenwand* (1962), *5 Rode en 5 zwarte vaten* (1964) and *Zwart water* (1964) by Armando, *Pisproject* (1969), *God Bless You* (1971-2013), *Untitled* (1979) and *Della Scultura & La Luce* (1985) by Marinus Boezem and *Untitled* (1992) by Leo Vroegindeweij.



Alexander Bogomazov, *Locomotive*, 1915

CULTURAL FUNDS AND OTHER SPONSORSHIP

Fundraising for the exhibition *Barbara Hepworth: Sculpture for a Modern World* started in the first quarter of 2015. The museum was able to realise its plan for covering the costs thanks to generous contributions from the Turing Foundation, the The Prins Bernhard Cultuurfonds and the VSB Fund totalling €130,000. In 2015 KLM Royal Dutch Airlines was once again the museum's official airline and promoting partner. KLM promotes the Kröller-Müller through its communication channels and the museum is able to spend up to €25,000 on plane tickets.

BankGiro Lottery

The BankGiro Lottery has been the museum's main donor since 1999. In 2015, the museum experimented with what is known as 'earmarked fundraising'. Readers of the glossy magazine *Vincent*, published to celebrate the Van Gogh Year, could take part in the museum scratchcard game and were guaranteed a prize as long as they opted to join the BankGiro Lottery and allocate half of

their stake to a museum—in this case, the Van Gogh Museum, the Noord-Brabants Museum or the Kröller-Müller Museum. This resulted in €23,859 for the museum.

Supportership by the city of Ede

The aim of the Supportership by the city of Ede is to get local residents, businesses and visitors involved in the Kröller-Müller Museum. The focus is on education and city marketing. The projects and the museum's involvement contribute to the quality and economic activity in the region, as well as increasing the visibility of the Kröller-Müller and the Van Gogh collection.

Municipality of Apeldoorn and Lions Appelthorn

The museum is collaborating with the Lions Appelthorn and the municipality of Apeldoorn to develop an *Elke dag kunst* (Every day art) 'digital block calendar' for primary schools in Apeldoorn. The municipality of Apeldoorn and members of Lions Appelthorn are funding part of the



Digital block calendar in the classroom

development and implementation costs and are arranging the transportation of the schoolchildren. The project starts in 2016.

Helene Kröller-Müller Fund

In summer 2015, the Helene Kröller-Müller Fund Foundation and the older Kröller-Müller Fund Foundation were merged to form a single supporting foundation with the name Helene Kröller-Müller Fund Foundation. After more than two years of active fundraising, the number of donors (private individuals, companies and funds) and project partners has risen to a total of eighty-one. At year-end 2015, the Helene Kröller-Müller Fund had €678,000 available for its three objectives: exhibitions, education and restoration. The commitments through to 2020 in the form of regular donations amount to more than one million euros.



Meeting Helene Kröller-Müller Fund in former studio of George Breitner in Amsterdam

SPECIAL EVENTS

National Van Gogh Year

In the context of the international Van Gogh Year 2015 with its theme of '125 years of inspiration', the museum worked intensively with other partners: the Van Gogh Museum, the heritage sites in Brabant, the Noord-Brabants Museum and the Musée des Beaux-Arts Mons (Belgium). The Kröller-Müller itself presented the exhibition *Van Gogh & Co. Criss-crossing the Collection*. In addition, various activities were organised under the heading *A Summer with Van Gogh*. They included Van Gogh concerts in cooperation with the Dutch National Youth Orchestra and the Ede Concert Hall, a concert with images given by Lavinia Meijer, talks about Vincent van Gogh and Helene Kröller-Müller by Eva Rovers, drawing and animation workshops, and a culinary programme in cooperation with *The Taste of Van Gogh*. Outside the museum, there was a Van Gogh film programme in cooperation with Focus Arnhem and Cinemec Ede. The Van Gogh Year generated considerable publicity, both nationally and internationally.

Balla acquisition

The most expensive and significant acquisition in 2015 was *Paravento con linea di velocità* (1916-1917) by the Italian futurist Giacomo Balla.

Paravento—a room screen painted on both sides—is a good example of his application of futurist principles to design in everyday life. A central concept in futurist art is 'dynamic sensation'. Futurist artists sought to express the dynamic pace of modern life and the sensation of speed and continual change. In Balla's screen, movement and speed are depicted using an abstract, dynamic arabesque—the 'linea di velocità'.



Visual concert by Lavinia Meijer

VISITOR FIGURES

2015

Total visits 391,209 of which:

- School visits 34.692
- Visits with Museumkaart 107.130
- Visits with ICOM / Vereniging Rembrandt card 2.757
- Non paying visits 68.129

Visitors to exhibitions in 2015 outside the Kröller-Müller Museum

- *Van Gogh, L'uomo e la terra*
Palazzo Reale, Milan
17 October 2014 t/m 8 March 2015
175.000 in 2015
- *Les dessins de Van Gogh: influence et innovations*
Fondation Vincent van Gogh, Arles
9 June t/m 20 September 2015
45.000
- *Seurat, Van Gogh, Mondriaan. Il Post-Impressionismo in Europa*
Palazzo della Gran Guardia, Verona
28 October 2015 t/m 13 March 2016
50.000 in 2015

Visitors Kröller-Müller Museum



2010 280.716



2011 302.198



2012 311.097



2013 332.707



2014 391.209



2015 378.731

Visitors www.krollermuller.nl/ mobile

(from 2011)

2011 [27.205](#)

2012 [29.104](#)

2013 [43.219](#)

2014 [64.453](#)

Since 2015 the website has been responsive, and a separate mobile version is no longer needed.

Twitter followers

2011 [650](#)

2012 [2.000](#)

2013 [4.351](#)

2014 [9.211](#)

2015 [17.000](#)

Facebook fans

2011 [1.500](#)

2012 [4.000](#)

2013 [7.098](#)

2014 [11.670](#)

2015 [15.000](#)

Google Art

2013 [60.368](#)

2014 [84.484](#)

2015 [85.000](#)

Visitors website www.krollermuller.nl



2010 [406.386](#)



2011 [470.842](#)



2012 [491.026](#)



2013 [505.945](#)



2014 [545.079](#)



2015 [665.000](#)

BALANCE SHEET AS OF 31 DECEMBER 2015

Assets (euro)		31 december 2015	Liabilities (euro)		31 december 2015
<u>Fixed Assets</u>			<u>Equity</u>		
Tangible fixed assets		2.911.127	General reserve		2.665.353
			Appropriated reserves:		
			OCW* (operations)	1.179.240	
			OCW* (housing)	2.098.620	
			Equipment	710.938	
					3.983.798
<u>Current Assets</u>			Appropriated funds:		
Stocks	646.394		OCW* (operations)	253.386	
Receivables	1.465.815		OCW* (housing)	1.795.899	
Liquid assets	7.873.923				
Total Current Assets		9.986.132			2.049.285
		12.897.259	Total Equity		8.698.436
			<u>Acquisitions Fund</u>		156.911
			<u>Provisions</u>		
			Provision for jubilee payments		78.995
			<u>Long-Term Debts</u>		
			Investment subsidies		1.816.336
			<u>Short-Term Debts</u>		
			Creditors	754.991	
			Taxation and social security		
			insurance	168.334	
			Advance subsidy	393.462	
			Other debts	829.794	
					2.146.581
					12.897.259

INCOME AND EXPENDITURE ACCOUNT 2015

(euro)

Income

Direct revenues	3.680.598
Indirect revenues	410.655
	<hr/>
	4.091.253

Grant in Aid OCW* CuNo

Lease section	3.640.475
Operations section	3.696.984
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	7.337.459

Other subsidies/contributions

	1.844.470
	<hr/>

Total Income

	13.273.182
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Expenditure

Wages and Salaries	4.520.185
Write-down	201.452
Rent	2.306.739
Purchases	2.048.208
Other expenses	3.569.182
	<hr/>

Total expenses

	12.645.766
	<hr/>

Balance from normal operations	627.416
Balance of interest income/expenses	18.945
Other income	-
Acquisition fund transaction	409.258
	<hr/>

Operation result

	1.055.619
	<hr/>

NOTES TO THE ANNUAL ACCOUNTS 2015

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

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Photography: Marjon Gemmeke, Walter Herfst
and Kröller-Müller Museum

Main benefactors:



BankGiroLoterij
WIN MEER, BELEEF MEER



Autumn in the sculpture garden with *Faggio di Otterlo*, 1987-1988, by Giuseppe Penone