

## THE KUNSTHAL IN 2015

The year 2015 was characterised by contemporary art and public participation. Relatively unknown artists like Piet Parra were given a big platform. Joining in was the keynote of the 'Kunsthalcooks & cultivates festival', 'Tomato Factory' and 'do it (Kunsthal Rotterdam)', while the international top exhibition on Keith Haring followed a trail through Rotterdam under the motto Art is for Everybody.



The Kunsthal is in full operation as an open house, meeting place and platform for third parties. With its exhibitions full of contrasts, numerous events, receptions and other activities, the Kunsthal managed to attract a 35% new public this year.

With more than 200,000 visitors, the Kunsthal can look back on a year with many new collaborations in Rotterdam and further afield, a greater involvement of visitors, and an outreach to a younger and more international public. Once again the Kunsthal has managed to achieve a maximal stir. The many collaborations have led to a dynamic year, with the Kunsthal as an exciting Palais des Festivals. Go to The Strength of collaboration for a full survey of our partners. Personally and on behalf of the Kunsthal team, I would like to warmly thank you and all the institutions, companies, artists, creative minds and guest curators for your collaboration.

We hope you enjoy reading this annual report and look forward to seeing you again in the Kunsthal.

Yours sincerely,

Emily Ansenk, director

## THE KUNSTHAL IN 2015: FROM FREAKY AND DO IT YOURSELF TO ART IS FOR EVERYONE

The programming of the year 2015 was almost completely characterised by (contemporary and experimental) art and public participation and involvement. Relatively unknown artists like Krištof Kintera and Piet Parra were given a big platform and attracted a young, predominantly new public. 'Kunsthalcooks & cultivates festival', 'Tomato Factory' and 'do it (Kunsthal Rotterdam)' are projects in which many of the people of Rotterdam were involved, while Keith Haring was the main attraction with visibility in the whole city (and further afield).



The highly diverse programme of exhibitions and events is described under Flexibel en Contrastrijk en Tentoonstellingen 2015. The many collaborations with numerous parties in Rotterdam and elsewhere have led to an exciting and dynamic year, for which I would like to warmly thank all the institutions, companies, artists, creative minds and guest curators.

The small-scale organisation of the Kunsthal has seen a few changes in important posts. This has led to an increased pressure of work and extra expense to fill the gaps in time. The relatively small organisation and limited resources make the Kunsthal model vulnerable. This is a worrying aspect and will be treated as a point requiring urgent attention in the forthcoming Culture Plan. I compliment the Kunsthal team, the temps and our public officers who managed to make 2015 a successful year. You can read about their achievements in this annual report.



Partly thanks to the support of many partners, firms, funds, donors, (cultural) cooperation in the city, the local authority, the consortium and all the visitors, we can look back on a good year for the Kunsthal. 'Mapping the Kunsthal' illustrates the many partners with which the Kunsthal collaborated in 2015. With more than 200,000 visitors, the Kunsthal can look back on a year with many new collaborations in Rotterdam and much further afield, a greater involvement of visitors, and outreach to a younger and more international public.





## A HIGHLY ORIGINAL INSTITUTE IN THE NETHERLANDS

The Kunsthal Rotterdam is an unusual cultural institution, housed in an iconic building with a surprising range of exhibitions and events for a broad public. It is unusual because it does not have a collection of its own and is thus, strictly speaking, not a museum, but it does produce and organise exhibitions as museums do. It takes advantage of its freedom to put a good deal of creativity into creating a broad and exciting programme in a contemporary way aimed at a broad public – like a conjuring box.



### FROM HIGH ART TO POPULAR THEMES

The iconic building was designed in 1992 by the most famous architect in the Netherlands, Rem Koolhaas, as a Palais des Festivals [\[link\]](#), a meeting place for art and culture. The range offered is surprising, there is always something different to see and to do. The approx. 23 exhibitions a year represent many disciplines at the same time: art, contemporary art and design, photography, lifestyle, fashion, architecture and cultural history. The proven low threshold of the Kunsthal, combined with the great diversity of topics, from high art to popular themes, underscores its social relevance.

## THE STRENGTH OF COLLABORATION

Every year prestigious exhibitions, undiscovered oeuvres, intimate presentations and unexpected thematic exhibitions are presented in the Kunsthall thanks to collaboration with a broad range of (cultural) institutions, museums, artists and companies. Big names feature beside remarkable discoveries, all of high quality and with room for a contemporary note and a personal story. In this way the Kunsthall offers a platform and shines the spotlights on its partners. A new feature is the planning of a continuous programming for the Kunsthall as a Palais des Festivals. We stake on long-term collaboration with our regular cultural partners with substantive activities that yield more spin-off, while we respond to the present moment and to experiment with incidental partners.



## PUBLIC-ORIENTATED CULTURAL TRENDSETTER

The Kunsthal reaches a broad (and often new) public through the diverse and rich supply of exhibitions, simultaneously or in rapid succession, organised by a small and efficient team. It is a programme that caters for specific target groups, with supplementary programming around the main attraction, special events, strong marketing and branding.

The mission of the Kunsthal can be described as a public-orientated cultural trendsetter with international allure that takes advantage of its complete freedom to programme in order to introduce a broad and often new public to art, culture and society.



## THE KUNSTHAL IS DIFFERENT

The Kunsthal is different from other institutions for various reasons. For instance, nowhere else in the Netherlands are distinctive exhibitions programmed continuously on a floor space of 3,400 m<sup>2</sup>, and nowhere else is the simultaneous range of highly diverse exhibitions, each appealing to a different target group, so large. Nowhere else in the Netherlands will you find an institution that caters for fashionistas, those interested in history and design lovers all at the same time and that enables them to meet one another. The Kunsthal is also different in its media. A recent example is the new Kunsthal website that is different from regular museum websites and also meets the requirements of online experience. The surprising design by Fabrique won the IF Design Award.



## STRATEGY

In order to remain a relevant institute that offers added value to the city, in the region and much further afield, the Kunsthal stakes on spearheads such as its premises as an architectural icon with a function as a cultural Palais des Festivals. In addition, the Kunsthal stakes on its role as a developer, producer, innovator and cultural entrepreneur. The Kunsthal will use the coming period to invest in the fund-raising and relations department; to develop new forms of funding; to make a strategic choice in relation to new target groups and markets; to develop its own productions, first for the Kunsthal and afterwards to travel, and to develop a merchandise label of its own. These are important additions to the already existing cultural entrepreneurship of the Kunsthal.



## THE BRAND KUNSTHAL

The time is ripe to spread the brand Kunsthall, which is among the top twenty museum brands in the Netherlands, all over the world. After all, the Kunsthall has the right contacts, original ideas and the right nose for business to be able to put a good product on the market. The Kunsthall has already worked on its big exhibitions in close collaboration with prestigious international institutions, such as with the fashion designer Jean Paul Gaultier and the Musée des Beaux Arts in Montreal in 2013, with the Vitra Design Museum in Weil am Rhein and the Barbican Centre London in 2014, and with the Keith Haring Foundation in New York and the Kunsthalle der Hypo-Kulturstiftung in Munich in 2015.

## THE KUNSTHAL AS PRODUCER

As a popular and strong international brand, the Kunsthall will profile itself as a producer of (international) travelling top exhibitions. It is a challenge as it has no collection of its own to draw on. But by intensifying the international contacts and staking on special collections and artists, the Kunsthall tries to collaborate with collectors and guest curators to take this step. These productions will be launched in 2016 with the exhibition of the famous (fashion) photographer Peter Lindbergh, which will go on a world tour, from Europe to Asia and America, after it has been seen in the Kunsthall.

## THE BUILDING

The Kunsthal Rotterdam is one of the recognised icons of modern architecture. The building was designed in 1992 by the most famous architect in the Netherlands, Rem Koolhaas, as a Palais des Festivals, a meeting place for art and culture. The design launched his international career and is visited every year by many architecture lovers from all over the world. Together with landscape architect Yves Brunier, OMA is also responsible for the redesign of the Museum-umpark.



## ARCHITECTURAL ICON

Work has gone on with various parties in Rotterdam and elsewhere such as OMA/Rem Koolhaas and Urban Guides to enable the Kunsthal to play a full role as an architectural icon beside new icons such as the Market Hall, the Central Station and multifunctional De Rotterdam building. The architectural guided tours of the building and the adjacent Museum-umpark by Urban Guides, as well as the Listen Route with Mike Boddé that was launched in 2015, enable the public to find out more about the design of this remarkable park and the architecture of the Kunsthal. In the years ahead the Kunsthal will also organise multilingual publications, lectures and screenings to confirm the building as an architectural icon.



## PALAIS DES FESTIVALS

MIn 2015 the use of the building as a platform and meeting point once again enabled the Kunsthal to strengthen long-term relations with cultural partners, to reach a new public, and to develop a multidisciplinary programme that is just as multi-faceted and diverse as the exhibition programme. As a network location for businesses, associations and educational institutions, the Kunsthal also proved to be a wonderful source of inspiration for the exchange of information, for presentations and for informal meetings with one another.





## MORE RECEPTIONS AND EVENTS

The result of the renovation supervised by OMA is a sustainable building with improved access and ease of running. The splendid Auditorium with a capacity of more than 300 is used by the Kunsthal to programme activities, but is also frequently hired separately as an event location. The number of receptions and events rose in 2015. Parties such as Rotterdam Topsport, Rotterdam Partners and VNO-NCW have become regular guests by now, and well-known firms including various multinationals keep on finding their way to the Kunsthal. There were thirty business receptions during the Keith Haring exhibition alone. The Auditorium, in combination with the café and terrace, the shop and the reception area, is a well-tried concept and will continue to find favour in the years ahead.



## A LIVELY MUSEUMPARK

Many events constantly give the Kunsthal extra élan and contribute to livening up the Museumpark, such as the presentation of the VSB Poetry Award and the presentation of the architecture periodical OASE in the presence of Rem Koolhaas in a packed Auditorium. Temporary works of art such as the 'Public Jukebox' and 'Bad News' in a bunker opened to the public near the Kunsthal, both by Krištof Kintera and the billboard with a tropical sunset by Mathias Kessler add vibrancy to the surroundings of the building. Activities like the openings of exhibitions, family days and the Keith Haring Community Art Project also increase the influx of visitors to the park. In 2015 the Kunsthal worked together with the International Film Festival Rotterdam and Museum Boijmans Van Beuningen on the multidisciplinary event 'Rotterdam Xpanded' which



will be held in and around the Museumpark in the summer of 2016.

## THE MUSEUMPARK TICKET: EXTENDED BECAUSE OF SUCCESS

The Museumpark ticket, which was introduced as a pilot in 2012, has been such a success that it will be extended. There is regular contact with the marketing colleagues of the Museumpark institutions and, on the initiative of the Kunsthal, a Museumpark trailer has been jointly produced with Open Rotterdam. The Museumpark ticket is particularly popular with Dutch and foreign tourists who want to briefly enjoy the broad cultural range offered in the Museumpark. The Museumpark institutions have increased the print run of the ticket booklet and the number of sales locations in response to the increased interest in the city of Rotterdam from the Netherlands and abroad.

## THE PARK LINK

Work is also going ahead on linking the Museumpark with Het Park (the Park Link) to connect the green spaces in the city with one another and to make it easier for pedestrians and cyclists to cross from one to the other. Instead of a steep staircase from the zebra crossing on the Westzeedijk, a gently sloping path has been introduced that is suitable for wheelchair users. The staircase next to the Kunsthal is less steep and the embankment and the square have been made greener. Work on the Westzeedijk master plan began in 2010, which is now being carried out in stages thanks to a European subsidy. The completion of stage 1 of the Park Link was celebrated on 19 May 2016. The completion of the Park Link will be a perfect moment for the Kunsthal to improve the appearance of its terrace.

## ALTERATIONS TO THE BUILDING

The renewed approach to place the management and maintenance of the Kunsthal with a Rotterdam consortium was described in detail in the 2014 annual report. A number of important alterations to the building have also taken place in 2015. Inside the Kunsthal, work has begun on improving the offices on the ground floor and the first floor, while outside a cycle facility for staff and visitors is being created.

## COLLECTION BUILDING

On 5 November 2015 the Rotterdam city council agreed to the construction of the Collection Building of Museum Boijmans Van Beuningen in the Museumpark. After this decision in favour of the Collection building by the city council, a route map has been drawn up to jointly find forms of more intensive cooperation in the Museumpark and various consultations have been held. In the past the Kunsthall has expressed its concern and raised questions regarding the arrival of the Collection building. With the arrival of the Collection building, the Kunsthall anticipates the real risk of displacement effects and a certain risk of a deterioration in physical accessibility. The Kunsthall will continue to keep a close eye on the plans for the Collection building next year.

## FACTS & FIGURES 2015



- Number of visitors: 200,353
  - Number of exhibitions: 23
  - Number of visitors online (Kunsthal.nl): 545,809
  - Number of web pages visited: 2,103,758
  - Number of press cuttings: 1,100\*
  - Number of members of staff: 37
  - Revenue from ticket sales: € 1,115,350
  - Other revenue (shop, contributions, other): € 1,280,503
  - Subsidy for running expenses: € 2,661,614
- \* excluding agenda and online registration and foreign media

### SUBSIDY VS. OWN REVENUE

The Kunsthal receives a subsidy for running expenses from the Rotterdam local authority and is not a part of the national basic infrastructure. The Kunsthal is able to generate revenue to cover half of its activities. In 2015 the proportion of the subsidy to revenue and ticket sales was 1:0.9. The subsidy accounted for 52% of the total budget.

The annual accounts of the Kunsthal are available on request from [communicatie@kunsthal.nl](mailto:communicatie@kunsthal.nl)

## ORGANISATION

The reorganisation of the organisatiestructuur van de Kunsthal in 2014, attuned to the renewed business model, has worked well and this structure has remained unchanged. In 2015 the organisation was faced with three changes of key positions due to the attainment of retirement age, the natural cycle, and pregnancy leave. This has led to an even higher pressure of work on the relatively small Kunsthal team. Fortunately all these posts had been filled by 1 March 2016.



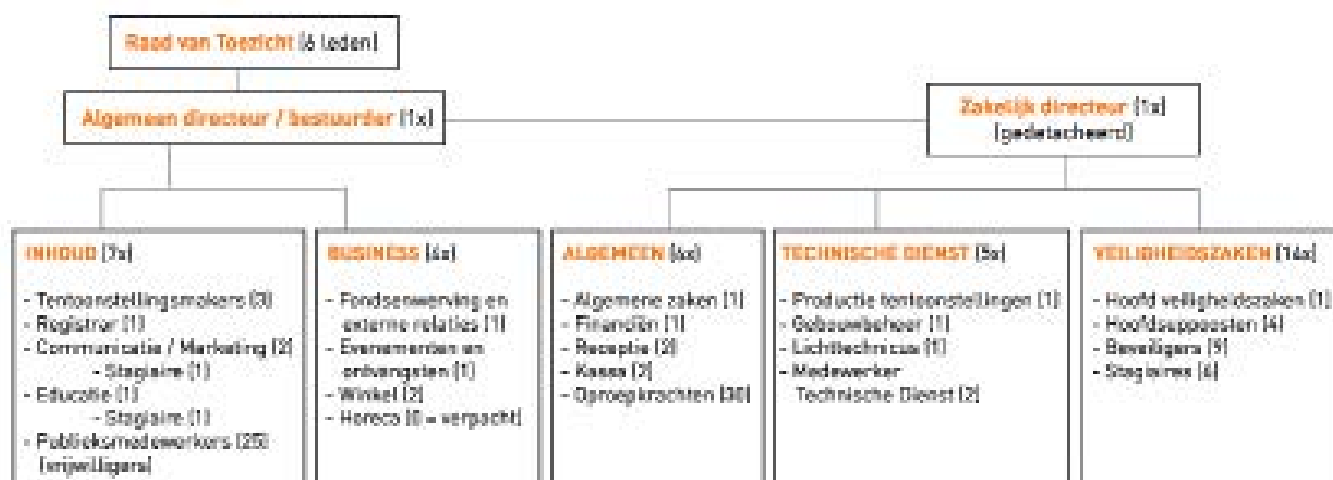
A new head of exhibition production began on 1 January 2015: Waldemar Galama. He was able to work for three months together with Jan Moerer who, as a member of the Kunsthal staff from the first, after an enormous span of 22 years in service, had reached retirement age. After four years, education officer Marieke van Oudheusden has welcomed a new challenge with the Lansingerland local authority, so that Johan Gielen with deep roots in education was able to take over her post in September as the new Education and Public Service officer. After nine years, exhibition curator Jannet de Goede has taken a step further as conservator in the Kröller Müller Museum. The procedure for a new exhibition curator began in the autumn and has continued for a long time, so that Hester Schölvink was taken on as freelance curator to prepare the exhibitions for the spring of 2016. After the summer, the Marketing and Communication department received part-time extra support from project officer Natalya Boender, whose activities included collaborating on the implementation of the new website and covering the pregnancy leave of one of the curators.





As the members of the supervisory board sit for a limited period, in 2015 we took our leave of three highly appreciated members: Ms Nebahat Albayrak, Mr Ben Vree, and Mr Richard Zijderveld. We are very grateful to them for their enormous dedication over the years; it is partly thanks to them that the Kunsthal Rotterdam is what it is: a very dynamic, always surprising, cultural icon of our city. In 2015 candidates for two of the three supervisory positions were proposed to the city council: Ms Bianca Tetteroo (member of the board of management of Achmea) and Mr Steven Lubbers (CEO Hollandia). They were both made members in 2015 and we are delighted with their arrival. At the beginning of 2016 a decision will be taken by the supervisory board on whether and when the third vacancy will be filled. The other members of the board are: Mr Arjen Schakenbos (chair), Mr Peter Drion, and Mr Vincent Mentzel. They perform their task without payment.

## ORGANOGRAM STICHTING KUNSTHAL ROTTERDAM



Aantal medewerkers = 37  
Aantal FTE = 37,8 (1 flk = 40 uur)

## PUBLIC OFFICERS

The Kunsthal is supported by a team of volunteers led by a coordinator. These volunteers are not used to replace paid staff, but to provide an extra service to visitors to the Kunsthal. The public officers offer a warm welcome, inform the public about the exhibitions and activities, answer all queries and assist visitors with special needs. They also distribute educational material to families and receive school classes. Would you also like to work for the Kunsthal as a volunteer? Go to: <http://www.kunsthal.nl/nl/over-de-kunsthal/organisatie/werken-bij-de-kunsthal/publieksmedewerkers/> and contact us



## AUXILIARY STAFF

At the end of 2015 it was decided to transform the contracts with the security team on 1 February 2016 into contracts for an unlimited period. This makes these employees, who were recruited by the Kunsthall in 2013 with the support of the local authority and the UWV employers' institute, permanent members of staff. We have broadened the permanent training and other courses for this group to include our neighbours, the colleagues from Het Natuurhistorisch and the staff of the Kunsthall café. This means that we jointly have at our disposal a large team of qualified first aid and security officers who can be deployed if necessary on a variety of locations.

## KUNSTHAL AS A PLACE FOR HANDS-ON TRAINEES TO GAIN EXPERIENCE

The fund-raising, education and communication departments receive assistance from trainees from various (university) training courses. In 2015 the following trainees enthusiastically gave of their best for the Kunsthall: Stevie Nolten (Art Policy and Management, University of Utrecht), Amal El Ouagmiri (International Business and Management Studies, Hogeschool Rotterdam), Merith Smals (Theatre Tutor course, Artez Arnhem), Esmee Visser (Associate Degree Business Economics, InHolland), Luca Gutlich (Cultural and Social Education, Haagse Hogeschool), Sharinda Wolffers (Art Tutor course), Larissa Wezenberg (Cultural History, Erasmus University), Savitri Kleer (Leisure Management, Hogeschool Rotterdam) and Caroline Labee (Liberal

Arts and Sciences, University of Tilburg). The security department also cooperated with the ROC Albeda College: thirteen students did their hands-on training for Security Officer 2 at the Kunsthal.



## SUBSIDIARY STAFF ACTIVITIES

Besides the regular contributions to exhibition catalogues, guided tours and receptions directly related to the exhibitions, a number of members of staff of the Kunsthal have also engaged in different subsidiary activities. The director/manager Emily Ansenk is active in various commissions and boards, including the acquisition advisory committee of the Stedelijk Museum Schiedam; the jury of the Sacha Tanja Medal; the Economic Council Rotterdam; the Rotterdam Art Advisory Council; the RTV Rijnmond Programme Council; Stichting Museumpark Rotterdam; Rotterdam Directors Consultation; Hoboken Managerial Board; consultant to the Erasmus MC Art Committee; Board Job Dura Fund; and jury chair of the Henri Winkelman Award, a prize for enterprising artists and designers from Rotterdam. Other of her subsidiary activities in 2015 included her membership of Club Rotterdam, the Rotary Club Rotterdam, Art Table, and the Cultural Patron Network Steering Committee.





She is active as guest presenter of the art feature Opium TV and in writing articles for exhibition catalogues, giving many presentations, and attending various (international) meetings such as the Round Table Dinner, the debate 'The Netherlands in Europe' of the European Cultural Foundation, the Ministry of Education, Culture and Science Leadership Conference, and the Diner Corps Diplomatique in the presence of His Majesty the King and Her Majesty Queen Maxima. She also received several delegations in 2015, including the Royal Academy of Arts London, and made several trips for exhibitions to Tokyo, Cologne, Munich, Paris and elsewhere.

Senior curator Charlotte van Lingen is expert 'Photo Folio Reviews' in the photography festival Les Rencontres de la Photographie in Arles. She is a member of Muscon (an exchange platform for design and architecture in Basel), was guest curator of the exhibition 'The Court of the Netherlands' in the Dordrechts Museum, and guest tutor in the Koninklijke Academie van Beeldende Kunsten in The Hague. Registrar Klaas Witsen-Elias is a member of the board of the Netherlands Registrar Group (part of the Museum Association) and security consultant on air freight for the Kunsthal. In 2015 he organised various study days for the branch. Head of communication Mariëtte Maaskant is a member of the Rotterdam Festivals Advisory Board and a board member of 24 uur cultuur. Receptions officer Eveline Bos is a member of the PML (Platform Museum Locations).

## DIRECTIE



**Emily Ansenk**  
algemeen directeur



**Bas den Hollander**  
zakelijk directeur

## TENTOONSTELLINGSMANAGEMENT



**Jannet de Goede**  
curator  
tot november 2015



**Charlotte van Lingen**  
senior curator



**Eva van Diggelen**  
curator



**Hester Schölvink**  
freelance curator  
november 2015 t/m maart  
2016



**Annemarie Nycolaas**  
curator  
vanaf maart 2016



**Klaas Witsen Elias**  
tentoonstellingscoördinator  
registrar

## EDUCATIE EN PUBLIEKSBEGELEIDING



**Marieke van Oudheusden**  
hoofd educatie en  
publieksbegeleiding  
tot 1 mei 2015



**Erik van Broekhuizen**  
tijdelijk medewerker  
educatie  
1 mei t/m 31 augustus  
2015



**Johan Gielen**  
hoofd educatie en  
publieksbegeleiding  
vanaf september 2015



**Yvonne Kennis**  
coördinator vrijwilligers

## PRODUCTIE EN TECHNISCHE DIENST



**Jan Moerer**  
hoofd productie  
tot 3 maart 2015



**Waldemar Galama**  
hoofd productie  
vanaf januari 2015



**Jan van Vliet**  
technicus

## PRODUCTIE EN TECHNISCHE DIENST



**Theo Barneveld**  
technicus



**Ron Barneveld**  
technicus

## FONDSENWERVING EN EXTERNE RELATIES



**Sarah Slootweg**



**Noortje Vrind**  
Major donors  
vanaf april 2016

## MARKETING EN COMMUNICATIE



**Mariëtte Maaskant**  
hoofd marketing en  
communicatie



**Sabine Parmentier**  
senior marketing en  
communicatie



**Natalya Boender**  
projectondersteuning  
vanaf augustus 2015



## ALGEMENE ZAKEN



**Annemarie Nigten**  
hoofd algemene zaken



**Eveline Bos**  
evenementen en  
ontvangsten



**Loes Buitendijk**  
telefoniste/receptioniste



**Leonie Urff**  
telefoniste/receptioniste



**Hatice Özdemir**  
kassamedewerker



**Jiska van der Stoep**  
kassamedewerker



**Megan Hoogenboom**  
medewerker winkel

## FINANCIËN



Ralph Theijs

## HOOFD VEILIGHEIDSZAKEN



Martijn Sonderwal

## GEBOUWBEHEER



Gert-Jan Knoll

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Infolijn: 010-4400301

## E-MAIL

[communication@kunsthall.nl](mailto:communication@kunsthall.nl)

## FOR MORE INFORMATION

[www.kunsthall.nl](http://www.kunsthall.nl)

Like us on Facebook or follow us on Twitter and Instagram

## FLEXIBLE AND FULL OF CONTRASTS

The Kunsthal is a conjuring box with flexible programming. This enables it to show connections between art, culture, design and lifestyle and to respond to contemporary events. Numerous target groups met one another last year in the Kunsthal: from hipsters, artists, young people, design fans and school students to clubs of friends, art lovers, academics, circles of entrepreneurs and foodies. It is a treat to see how the Kunsthal functions once again as intended: as a Palais des Festivals and meeting place where there is always something to discover.



The mixture of big international exhibitions coupled with national and regional projects and the cross-fertilisation between light-hearted themes and depth provide the dynamism that is so unique to the Kunsthal. While the spring of 2015 showed transversal links of imagination, the autumn was more filled with contrast: the activist art of the famous US artist Keith Haring (1958-1990) in the 1980s in New York, and the fascinating survey of the history of Soviet design during the Iron Curtain.

Visitors who came for Keith Haring were pleasantly surprised by the Russian-made retro design. At the same time, design lovers were enormously impressed by the committed work that Keith Haring produced during his short life. It was a surprise for many who had previously only known Haring's work from the T-shirts and other merchandising. Go to exhibitions 2015 and events and new public for the full programme and activities in 2015.





## FREAKY SPRING FULL OF TRANSVERSAL LINKS

Four new exhibitions opened under the title Freaky Spring during the Museum Night on Saturday 9 March. The ironic installations of the Czech artist Křištof Kintera in the exhibition 'Your Light is My Life' made the public smile in astonishment. The hybrid, surrealist figures of the Dutch artist Piet Parra attracted (new) urban target groups, and the portraits of people who assume a different identity ('furries') by the Belgian photographer Charlotte Lybeer were intriguing.



Het duister geschilderde interieur van Thera Clazing staat haaks op de strakke architectuur van Rem Koolhaas en creëert bevreemding voor passanten. De Luisterroute, een innovatieve audiotour met Mike Boddé waarin bezoekers een non-stop geluidswandeling maken door de Kunsthal, wordt in zijn aanwezigheid gelanceerd.



There were performances by Parra's band Le Le (with well-known singer Pepijn Lanen alias Faberyayo) and the Czech band The Tchendos. The Kunsthal was a bustling hive of activities!

A week later the hands-on family exhibition 'Wonder World' with more than five hundred picture postcards, film and photographic moments from the early twentieth century opened the doors of the empire of the imagination. There was plenty for children to discover in this exhibition, while adults could look back on the 1970s with the postcards from all 863 municipalities of the Netherlands in the exhibition 'Greetings from...' by the Rotterdam artist Wim Gijzen.



## THE KUNSTHAL AS PUBLIC LAB

The summer was given over to public participation with the exhibition 'Tomato Factory', in which young and old were invited to take a light-hearted plunge into everything connected with tomatoes. It was an exhibition produced by the Kunsthal itself that brought many children with a school holiday pass or from an after-school facility to the Kunsthal. The opening of 'Tomato Factory' coincided with that of the fifth edition of 'Kunsthalcooks & cultivates' and was programmed to expand this three-day festival of good taste.





At the same time, many beautiful local collaborations took place in the project 'do it (Kunsthal Rotterdam)', after a concept by curator Hans Ulrich Obrist in collaboration with guest curator Jeroen Everaert of Mothership and OPPERCLAES. The carrying out of artists' instructions by (Rotterdam) artists and the active role of visitors in their activities brought a different public to the Kunsthal. In the autumn the Keith Haring Community Art Project was a good example of public participation in the spirit of Keith Haring. Read more about the Kunsthal and public participation.



## THE KUNSTHAL AS PLATFORM

Thanks to its years of expertise in making and presenting high-quality exhibitions, the Kunsthal has an important function in making special (inter)national collections accessible to a broad public. It often functions as a platform for various museums, artists, private collectors, foundations and (social or cultural) institutions. It has continued to perform this task successfully in 2015.

In the third week of June the Kunsthal offered a platform to numerous producers in the field of healthy and sustainable food in the jubilee edition of Kunsthalcooks & cultivates, the festival for real flavour. This festival began in 2004 as the mother of all genuine food festivals in the Netherlands. In collaboration with guest curator Ellen Scholtens, this festival transformed the Kunsthal for three days into a real food palace. Cooking went on all the time in the Cooking Theatre



with presentations in the Auditorium, and the public could sample the best products of impassioned stall holders who make absolutely no concession on real flavour.



From October, an unusual collection of design products from the Moscow Design Museum could be seen for the first time in Europe in the Kunsthal. From Mischka – the famous bear that was the mascot for the Olympic Summer Games in 1980 – to the government telephone of the Kremlin, the exhibition 'Red Wealth. Soviet Design 1950-1980' offered a fascinating glimpse behind the scenes of the former Iron Curtain. More than 360 objects showed the best examples of Soviet design, from charming retro products and graphic designs to prototypes that stand for a systematic, functional and social approach to design.



In collaboration with Fondation Custodia in Paris, the Kunsthal provided a platform for the multi-faceted oeuvre of the artist Arie Schippers. The exhibition 'Paint becomes bird' included many loans from private collections. Partly thanks to the (press) attention that his work received, in January 2016 Schippers was awarded the Sacha Tanja Medal from the hands of Wim Pijbes as a tribute to 'an artist, person or instance that has performed a great service in the field of figurative art in the Netherlands'.

The Austrian artist Matthias Kessler, whose work explores the (historical) relation between people and nature, was also given a platform for his first solo exhibition in the Netherlands. The Kunsthal presented several important installations from his oeuvre. Using innovative techniques, they expose important themes such as economic interests and the way we deal with natural resources. His prominent 'Sunset in Simulacrum' on the outside of the Kunsthal could also be seen by passers-by in the Museumpark.



## RESPONDING TO THE PRESENT MOMENT

The Kunsthal also makes space to be able to respond to the present moment, for example by preparing a presentation in the Amsterdam Kunsthal Citroën with little time for preparation, keying in with the Children's Book Week with the presentation 'I'm going to write a children's book when I grow up', and reacting to the successful Ro Theater production 'Van Waveren. The decline of a Dutch family' with the photo exhibition 'Van Waveren. An overwhelming family history'.

Projects with an attractive content regularly crop up at short notice that fit in well with the Kunsthal. An example is 'Dutch Gentlemen', a series of eighteen painted portraits of men by Milou Hermus. Her subjects include the former Kunsthal directors Wim Pijbes and Wim van Krimpen, who opened the exhibition, and could now be seen in the Kunsthal again, though as portrait paintings.



The exhibition of scale models ‘150 scale models by students TU Delft’ was presented in the Auditorium in collaboration with the Architecture Faculty of the Delft University of Technology. This was the result of an intensive scale model workshop. The sketch models of the Kunsthall – made in just one day – showed 150 different interpretations of Rem Koolhaas’ iconic building from 1992.

## DEPTH AND ENGAGEMENT

The Kunsthall also plays a role in the presentation of international contemporary ‘difficult’ art. The Kunsthall collaborated with West Den Haag on an exhibition of the leading international Norwegian/German artist Bjørn Melhus. In this way the Kunsthall responded to the International Film Festival Rotterdam (IFFR) and Art Rotterdam, where parallel presentations of Melhus could be seen. With this exhibition and the debate ‘Me against Us’, organised by West Den Haag, the Kunsthall offered a further dimension to its own public as well as to that of the IFFR and Art Rotterdam.





The Kunsthal can look back with pride on the extremely successful exhibition 'Keith Haring. The Political Line', an international, large-format art exhibition that attracted more than 123,000 visitors. Twenty-five years after the death of the artist, the Kunsthal showed that his work has lost none of its capacity to speak to us. With 140 works of art from international collections, the exhibition went into the social and political aspects of the life's work of this world-famous artist in detail.

Many well-known and less well-known Rotterdam figures worked on the exhibition trailer, including Ivo Opstelten, Aruna Vermeulen (director HipHopHuis) and Chris Versteeg (artist). As in the case of the Gaultier exhibition in 2013 and the Bond exhibition in 2014, once again the Kunsthal managed to engage in metropolitan forms of cooperation and to achieve visibility in the city. The public was inspired by Haring's oeuvre and commitment, as can be seen from the great interest in the audio tour, the many requests for guided tours, and the amount of activity and involvement in the social media.



## EXHIBITIONS 2015

### BJØRN MELHUS

The Theory of Freedom

24 January – 1 March 2015

Partners: West Den Haag



For the first edition of 'One Project', the Kunsthal Rotterdam and gallery West Den Haag brought the leading international German-Norwegian video artist Bjørn Melhus (1966-) to the Netherlands. His remarkable short films and video installations play with concepts like identity, media, globalisation and mass culture. He addresses social themes at their very core in a stimulating, sometimes absurd tone and with eccentric design. The multi-channel installation 'The Theory of Freedom' focuses on the definition of freedom. Parallel presentations of Melhus could be seen in West Den Haag, Art Rotterdam and the IFFR. The first debate 'Me against Us' was held during Art Rotterdam in connection with the social critique of Bjørn Melhus' work.

## KRIŠTOF KINTERA

Your Light is My Life

28 February – 7 June 2015

Partners: J.E. Jurriaanse Stichting, Indofin Group, Technisch Centrum Ceske Centrum, Stichting Ammodo



The Kunsthall Rotterdam introduced a large-scale solo exhibition to the Netherlands by the Czech artist Krištof Kintera. Full of irony, with almost slapstick-like, sometimes dark humour, Kintera's installations appeal to the imagination while addressing politically charged themes. His work is overwhelmingly full of fantasy and powerful and subtly provides food for thought. The sculptures and installations of Kintera's 'life' can move, communicate, dysfunction and are sometimes completely absurd. Visitors to the exhibition were sucked into Kintera's world: a special experience and a must.



## THE FURRY ADVENTURES OF THE CABBIT AND THE FOLF

Charlotte Lybeer

28 February – 7 June 2015



An important role is played in the work of the Belgian photographer Charlotte Lybeer (1981-) by the interaction between the virtual and the real world. Inspired by films and games, the people she portrays seem to travel to an in-between world in which they assume a different identity and temporarily escape from everyday reality. The exhibition 'The furry adventures of the Cabbit and the Folf' in the Kunsthal Rotterdam presented more than thirty works by Lybeer in which she followed people – 'furry fans' and 'zental members' – who meet by arrangement and conceal themselves inside another 'skin'. There were also several furries present at the opening, which was held during the Freaky Spring in the Kunsthal.

## PARRA

7 March – 7 June 2015

Partners: BankGiro Loterij



Work by the Dutch artist Parra (Pieter Janssen) could be seen in the Kunsthal Rotterdam from 7 March. His style is recognisable, absurd, playful and ironical. Parra's work is characterised by modern 'post-pop' drawings with bright colours and an idiosyncratic typography. His world consists of hybrid, bizarre and surrealist figures – men with bird heads and voluptuous women with sensual bodies – combined with texts that range from sarcastic and introvert to ironical and meaningless. Parra has developed to become a recognised and creative maker of images who designs special editions for established brands and exhibits his free work all over the world. Specially for the exhibition Parra made a mural approx. 25 x 6 m in Gallery 3. The opening of the exhibition was accompanied by a performance by Parra's own band Le Le. It marked the start of the Freaky Spring, along with Museum Night 010.

## **THERA CLAZING SHADOWS OF A DOWNFALL**

Kunsthal Light #10

7 March – 24 May 2015

Partners: BankGiro Loterij, Mondriaan Fonds



Thera Clazing graduated in 2014 from the Fine Art department of the Utrecht School of the Arts. Using latex and charcoal, she draws and paints on walls endless, desolate landscapes with skeletal structures of animals. The viewer is left to guess at what has taken place. The painted objects present a possible story full of suspense, anticipating a lugubrious twist. You suspect the existence of characters without anyone being present. Clazing's work for Kunsthal Light #10 showed an oppressive loneliness and made viewers feel what they could not see. An Artist Talk was held on Saturday 18 April. Willem Jardin, tutor in the Fine Art department of the Utrecht School of the Arts, interviewed Thera Clazing about her work. This was followed by the composer and musician Roel Hazendonk with his *Beyond Doubt*, specially written for the work.

[View the video](#)

## DUTCH GENTLEMEN

A Portrait Gallery by Milou Hermus

7 March – 31 May 2015



Artist Milou Hermus painted portraits of eighteen men in the previous three years. She chose men who fascinated her, from designers and writers to museum directors; men whom she had admired for years from a distance for their voice, texts or work. It was a bold venture to try to get these Dutch gentlemen into her studio and then to let them pose in a white vest. In a white space without any points of reference, they had only their identity to fall back on: a glance, a puckering of the lips, their posture, their stance, the language of their hands. This bare, direct style has characterised Dutch portrait art down to the present. The subject is the subject: no more and no less.



## WONDER WORLD

Remarkable early twentieth century picture postcards

14 March – 7 June 2015

Partners: Harri Kalha, The Finnisch Museum of Photography



With more than five hundred absurd picture postcards, 'Wonder World' opened the doors to the empire of the imagination and ushered visitors into a fantasy world full of mysterious dreams in which theatre play and irony held sway. This family exhibition in the Kunsthal threw light on a forgotten part of the history of the picture postcard, which developed to become a new popular art form at the end of the nineteenth century. Between 1900 and 1914 – at a time when modern photography was still in its infancy and Surrealism had not yet been invented, yet alone the computer and Photoshop – the 'real photo' picture postcard became a genuine rage.

## WIM GIJZEN

Greetings from...

14 March – 7 June 2015

Partners: Verbeke Foundation



The Rotterdam artist Wim Gijzen (1941-) travelled all over the country in 1972 and photographed himself with a panorama camera on a tripod as he stood beside the signs of all 863 Dutch counties that the country boasted at the time. He also bought two picture postcards in each town or village, sent one to the Rotterdam Art Foundation and kept the other himself. With the same precision he photographed the shop where he bought the postcards and the post box where he put them in the post. The 35,000 kilometres that he travelled resulted in one panorama photograph and two picture postcards for each county – one with the picture and one with the address side and postage stamp – together with a photograph of the shop and the post box. The exhibition 'Greetings from...' in the Kunsthal was a documentation of the conceptual art project 'A visit to all 863 counties of the Netherlands'. In 2015 it presented a surprising picture of life in the Netherlands from the 1970s.

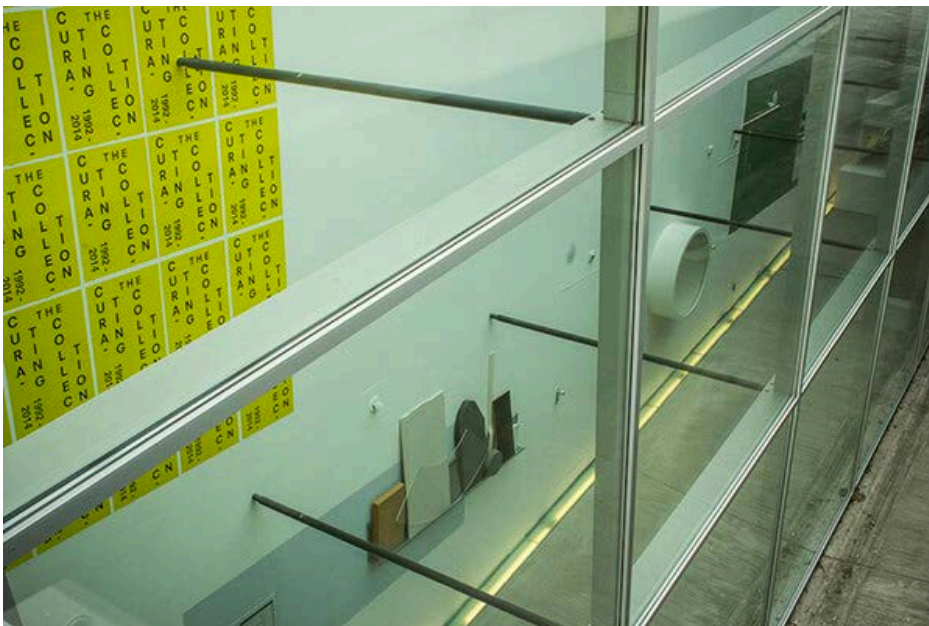
## TIM HOLLANDER

Curating the collection (1992 – 2014)

Kunsthal Light #11

7 June – 30 August 2015

Partners: BankGiro Loterij, Mondriaan Fonds



For edition 11 of Kunsthal Light, Tim Hollander, who graduated in 2014 from the Utrecht School of the Arts, assumed the fictive role of a guest curator. Wandering and poking around in the depot and archives, he excavated ‘hidden treasures’ of the Kunsthal. The Kunsthal does not have an art collection of its own, but it does have an enormous variety of objects and materials that are used to design the many exhibitions. Using plexiglass covers, socles, sketches, ground plans and lists of materials, Tim Hollander exposed the infrastructure within an exhibition – using the sloping ramp of the Kunsthal as a showcase.

## KUNSTHALCOOKS & CULTIVATES

Festival of Real Flavour

19 – 21 June 2015

Partners: Rotterdam Festivals, BankGiro Loterij, VSB Fonds, stichting Doen, de Rabobank, Unilever, Verstegen, Rijk Zwaan, Wageningen UR, Van Leeuwen van Lignac Stichting, Harvest House, Uit Je Eigen Stad, Looije Tomaten, Batist Westland, Albert Heijn, Magis 010, Zegro en Duni.



In this jubilee edition of the Festival of Real Flavour, the Kunsthal presented a fresh generation of producers who are bursting with idealism when it comes to good and healthy food. There was no end of cooking and the public could sample the best products from impassioned stall holders who make absolutely no concession on Real Flavour. More than ninety entrepreneurs offered their wares in the Market Hall – from bread that has been given time to rise and fruit that has been allowed to ripen to vegetables that come directly from the land. In the Cooking Theatre you could spend three days learning from film screenings, demonstrations and lectures by chefs, cultivators, barmen, vegetable improvers and seaweed cutters. Visitors were introduced to other food festivals in Rotterdam and... this year there was cultivation as well!



## TOMATO FACTORY

19 June – 11 September 2015

Partners: Rijk Zwaan, Wageningen UR, Van Leeuwen van Lignac Stichting, Harvest House, Uit Je Eigen Stad, Looije Tomaten, Batist Westland, Albert Heijn en Magis 010



In the family exhibition 'Tomato Factory', every visitor, whether young or old, was challenged to find out how tomatoes grow and what you can do with this fruit (or is it a vegetable?). Visitors were cheerfully bombarded by everything connected with the tomato. Even those who were not yet contaminated by the 'vegetable garden virus' were challenged to discover for themselves how tomatoes grow and what you can make with them. If you went along an interactive route, you followed the entire process of cultivation from seed to plant and became a tomato expert. On the way you chose your own tomato, decorated your tomatoes, and were allowed to take your own tomato home, including a packaging that you had designed yourself. At the end the taste of the connoisseur was tested by blind sampling of the most diverse kinds of tomato. Who would not want to be a farmer, chef and director of the 'Tomato Factory' for a day?

## DO IT (KUNSTHAL ROTTERDAM)

4 July – 30 August 2015

Partners: ICI, Opperclaes, Mothership, Jamin, Boomerang, Van Beek Art Supplies, Frans Moret, Vermaar, Sapph, Print & Stitch, Gemeente Rotterdam



This summer young and old were able to join in and contribute to the exhibition 'do it (Kunsthal Rotterdam)'. The word says it: Do It Yourself. This was public participation of the most essential kind because an active role of the visitors was of great importance for the creation of some of the many works of art. The Kunsthal invited everyone to 'do it (Kunsthal Rotterdam)' wholeheartedly. In collaboration with guest curator Jeroen Everaert, director of Mothership, more than fifty do it instructions were selected that were carried out in the Kunsthal. Well-known Rotterdam artists including Chris Versteeg, Arno Coenen&Iris Roskam&Abner Preis and Luuk Bode were invited to implement the do it instructions of Trisha Donnelly, Jay Chung and Sol LeWitt respectively. Cultural initiatives such as Wake up in It, Baschz Leeft & Janjoost Juliens, creative individuals like Natasa Heydra, and entrepreneurs were also invited to join in do it. Opperclaes – a platform for young contemporary art – selected contemporary calligraphers and muralists – including Guido de Boer, Thomas Trum & Koen Taselaar, ATTAK, The Phoney Club, Bijdevleet and Joseph Hughes – to visualise do it instructions by Stephen Kaltenbach, Marjetica Potrč and Louise Bourgeois in the exhibition.

## KUNSTHALLEN IN DE KUNSTHAL

150 scale models by students TU Delft

4 July – 30 August 2015

Partners: TU Delft



The exhibition '150 scale models by students TU Delft' presented the results of an intensive scale model workshop that formed part of the assignment to design a new and improved Kunsthal in nine weeks. Students from the Faculty of Architecture at the Delft University of Technology concluded their Bachelor of Science with this graduation assignment. The workshop was preceded by thorough documentation, lectures and an excursion to the Kunsthal. The students determined their position with the scale models and chose the centre of gravity of their definitive design. The sketch models of the Kunsthal – made in a single day – show 150 different interpretations of the iconic building that Rem Koolhaas designed in 1992.

## MATHIAS KESSLER

Here and Now!

Partners: Oostenrijkse ambassade Den Haag, Heineken



The Kunsthal Rotterdam organised the first solo exhibition in the Netherlands of the Austrian artist Mathias Kessler (1968). Kessler's work is an inquiry into the (historical) relation between people and nature. He grew up in the Austrian Alps and sees a conflict between reality and fantasy in the experience of nature. During his childhood he felt as though he 'grew up in some one's holiday'. Kessler is fascinated by the human interpretations of nature and its aesthetic representations. The focal point of the exhibition was the installation *Nowhere to be Found*, an installation with a human skull in an aquarium surrounded by living corals. Salt water and UV light simulated a tropical environment and thereby created an artificial setting in which the corals derived the greater part of their energy from the skull. His prominent work 'Sunset in Simulacrum' on the outside of the Kunsthal could be seen by passers-by in the Museumpark.



## PAINT BECOMES BIRD

Arie Schippers

12 September – 29 November 2015

Partners: BankGiro Loterij, Fondation Custodia



In the autumn the Kunsthal presented drawings, paintings and sculptures by Arie Schippers (1952-), one of the most multi-faceted Dutch artists of the last few decades. Schippers' oeuvre is rich in themes, makes use of a variety of materials, and is authentic in its brushstroke and execution. His motifs and themes are found everywhere: outdoors, indoors, while travelling, around the corner... He draws people, animals and landscapes in all kinds of circumstances, either from his own observations or from his imagination. The exhibition 'Paint becomes bird' was an ode to the fantasy with which Arie Schippers creates grandiose and intimate works with just pencil and paper, paint strokes or clay – from imaginary clay portraits to painted figures, from contemporary landscapes in pencil to poetic animal fables in watercolour. In 1997 the Kunsthal already exhibited the series 'Nocturnes', paintings of the modern city by night, by Arie Schippers.

## THE UNGUARDED MOMENT

Titus Simoens

12 September – 6 December 2015



The Belgian photographer Titus Simoens (1985-) has been working since 2011 on a series about boys who spend their schooldays under a strict regime. He takes the viewer to the IBIS school of navigation in Ostend, a Chinese Kung Fu school, and a boxing school in Cuba. The boys lead a school life that is strictly disciplined. Years are spent on creating prospects for the future of which only a few will reap the benefit. Simoens presented photographs that showed the brief moments of doubt, camaraderie, loneliness and enjoyment in which these pupils, who share the same life and destiny, escape from the yoke of obedience for a moment. Besides Simoens' photographs, many shots were shown made by the boys themselves with disposable cameras made available to them by the photographer.

## ENCOUNTER – INSTALLATION 2015

Aura Rendón Benger

Kunsthal Light #12

12 September 2015 – 3 January 2016

Partners: BankGiro Loterij, Mondriaan Fonds



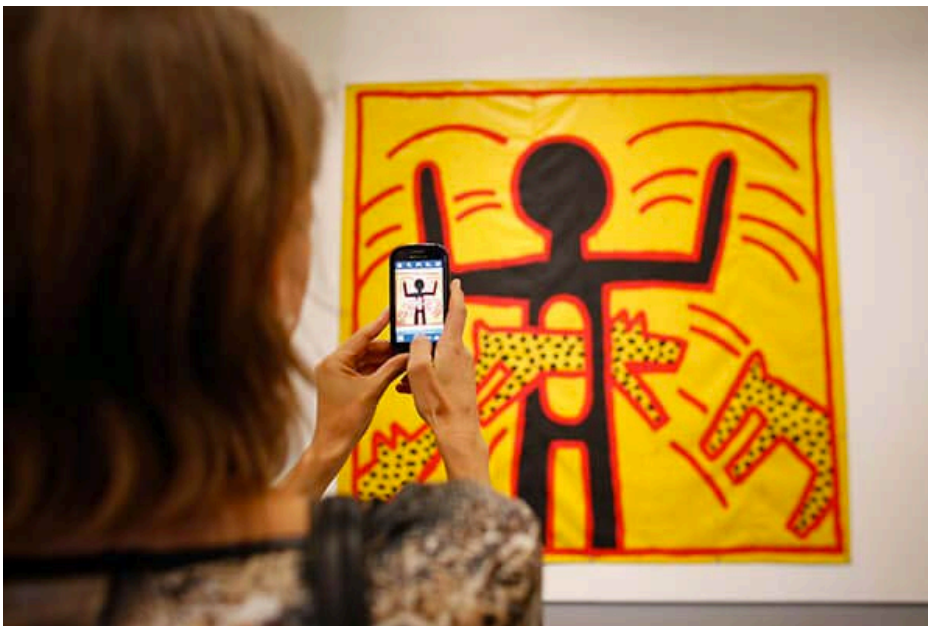
Aura Rendón Benger (1989-) graduated from the Koninklijke Academie voor Beeldende Kunst in The Hague in 2014 with large objects of kite material filled with air. When they are positioned, filled and suspended, these ponderous and at the same time light 'beings' occupy the space. The long narrow space of the Kunsthal showcase was the ideal location for the recurrent themes in Rendón Benger's work such as distance, proximity, intimacy and the role of the public. Rendón Benger played in her interactive installation with childlike joy and sensual experiences of visitors who clashed with the objects as they made their way through the space. The interaction with the architecture of the Kunsthal added an extra dimension for the public, who could watch the performance executed by the visitors from the outside.

## KEITH HARING

The Political Line

20 september 2015 t/m 7 februari 2016

Partners: ING, Ahrend, Schoonenberg, BankGiro Loterij, VSB Fonds, Rotterdam Festivals, Nationale Nederlanden, Mediacenter, Erasmus Stichting, Embassy of the United States.



In the autumn the Kunsthal presented a large-scale exhibition on the life and work of the influential US artist and activist Keith Haring (1958-1990). 'Keith Haring. The Political Line' was the first exhibition in the Netherlands to go into the social and political aspects of his life's work in detail. Haring's impressive works criticised the excesses of capitalism and campaigned for nuclear disarmament, environmental protection, the struggle against AIDS, and equal rights for all. One hundred and forty works of art showed a less well-known side of the world-famous artist. To personally experience the impressive works of art is a visual spectacle. Twenty-five years after Haring's death, his art still has as much to tell us as ever. With his daring, unmistakable personal style, Keith Haring, who was a protégé of Andy Warhol, unleashed a revolution in the art of the 1980s. The thematic arrangement of the works of art in 'The Political Line', combined with diary fragments and other archival material, showed how committed Haring was to the social and political issues of his day. Besides the exhibition there was the Keith Haring Weekend with among its activities the Keith Haring Community Art Project in which the public joined in to make a large-scale work of art.



## RED WEALTH

Sovjet Design 1950 – 1980

26 September 2015 – 14 February 2016

Partners: WE Jansenfonds, Moscow Design Museum



The exhibition 'Red Wealth. Soviet Design 1950 – 1980' presented a fascinating survey of the history of Soviet design. Communism and consumer culture did not go together until the 1950s, but this changed in 1959 with the presentation of 'the American way of life' in an exhibition in Moscow. The memorable debate between party leader Khrushchev and President Nixon took place among the abundance of commodities, and the arms race was extended on the spot to include the competition for prosperity. More than 360 objects show the best examples of Soviet design, from charming retro products and graphic designs to prototypes that stand for a systematic, functional and social approach to design. During Art Rotterdam Week 2016 a debate was organised in the Kunsthal with speakers from the Moscow Design Museum and other experts.

## I'M GOING TO WRITE A CHILDREN'S BOOK WHEN I GROW UP

A project by Lila Shu and Johan Kramer

7 October – 17 January 2016

Partners: Halal



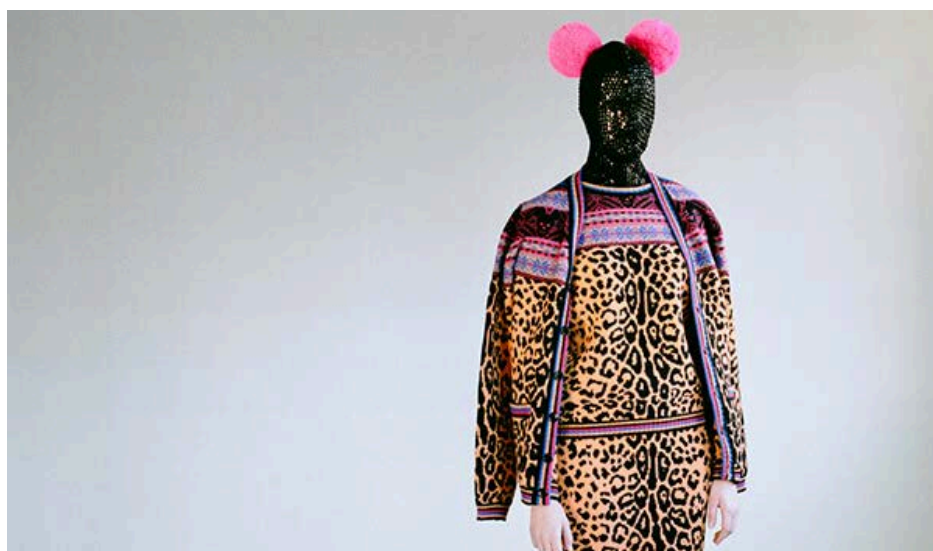
In the exhibition 'I'm going to write a children's book when I grow up', the photographer and film director Johan Kramer and his daughter Lila Shu investigated how to become a children's book author. Together they visited well-known Dutch writers of children's books such as Yvonne Jagtenberg, Tosca Menten and Annet Huizing on their favourite writing location, Lila armed with pen and paper and Johan with his camera. On the occasion of the Children's Book Week 2015, the Kunsthal showed the results of their field research: inspiring and motivating stories of authors accompanied by photography. The exhibition encouraged children to use their imagination and to get down to writing themselves.

## KNITWEAR

Knitwear from Chanel to Westwood

12 December 2015 – 6 March 2016

Partners: Fashion and Textile Museum London



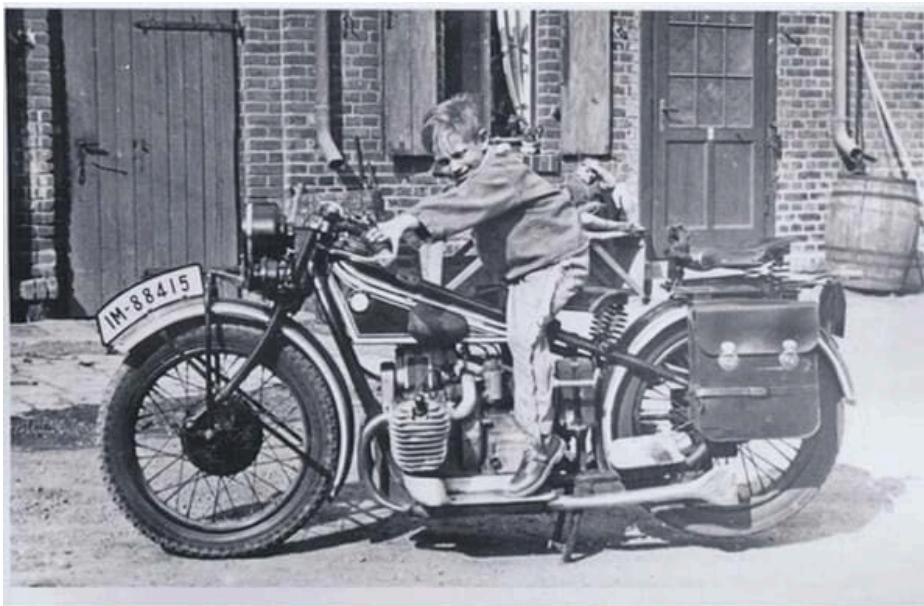
The exhibition 'Knitwear. From Chanel to Westwood' in the Kunsthal Rotterdam offered an inspiring survey of fashion knitwear from the 20th and 21st centuries. More than 150 works came from the famous English collection of Mark and Cleo Butterfield, covering more than a hundred years of knitwear history, including rare designs shown here for the first time, from nostalgic and romantic to rebellious and over the top. The material and technique of knitting is a constant source of inspiration for designers. Highlights included rare Chanel cardigan suits, 1930s woollen swimwear and vibrant Missoni patterns from several decades. There were Edwardian petticoats in red and black chevron stripes, knitted evening dresses from the 1930s by 'Coco' Chanel, and conceptual designs by Comme des Garçons and Julien MacDonald. Plus Bill Gibb designs from the 1970s and later, innovative designs by Vivienne Westwood and Sibling, who gave classic knitwear styles a new twist with their cashmere panther print twin-sets and other playful creations. The exhibition also explored technological innovations in hand, machine and industrial knitting and the current renewed interest in handicrafts. During the Art Rotterdam Week a special Museumpark Fashion Tour was organised in collaboration with Urban Guides that took in Het Nieuwe Instituut, Museum Boijmans van Beuningen and the Kunsthal.

## VAN WAVEREN

An overwhelming family history

12 December 2015 – 13 March 2016

Partners: Wim van der Aar



In collaboration with the film and documentary producer Wim van der Aar, the Kunsthall Rotterdam presented an exhibition on the rise and fall of the eccentric Dutch Van Waveren family. When in 1996 Van der Aar found a box of audiotapes on the Waterlooplein flea market containing sixty hours of the most bizarre telephone conversations, he set out to discover where they had come from. His trail led him to Guido van Waveren, a member of a famous family of bulb growers from Heemstede. This marked the start of a large-scale investigation of a family with a story. Wim van der Aar built up a sizeable archive and was invited to make a documentary 'The Van Waveren tapes' by the VPRO in 2012, followed by the stage production 'Van Waveren. The demise of a Dutch family' in the RO theatre in 2015. The Kunsthall presented the third part of his investigation. The photo exhibition with more than 60 original and enlarged family snapshots focused on Ben van Waveren (1928), a cousin of Guido and son of the rather controversial Frank van Waveren. The Kunsthall finally gave visitors the opportunity to see the real Van Waveren family.



## EVENTS AND NEW PUBLIC

The attractive parts of the programme that are organised in connection with exhibitions contribute to reaching a broad (and often new) public. The diverse and rich range of events offered is orientated towards specific target groups and the many activities ensure more public participation. The generation of extra publicity and content through the social media channels also plays an important role. In the field of developing and deepening talent, special activities are organised such as the Artist Talks, family programmes and guided tours. Read more about these activities in *Educatie & Talentontwikkeling*.



## PRESENTATION OF VSB POETRY PRIZE

28 January 2015

The jury of the 21st edition of the VSB Poetry Prize 2015 assessed 107 collections of poems that had all appeared between 1 September 2013 and 31 August 2014. The nominees were Piet Gerbrandy, Sasja Janssen, Hester Knibbe, Alfred Schaffer and Peter Verhelst. The Rotterdam poetess Hester Knibbe received the prize of € 25,000 and a glass work of art by Maria Roosen from the hands of the chair of the jury, Peter Vendermeersch, editor-in-chief of NRC Handelsblad. She was also given a special role during the Poetry International Festival Rotterdam in June 2015.



## DEBATE 'ME AGAINST US'

6 February 2015

On 6 February West Den Haag organised the debate (in English) 'Me against Us' in the Auditorium of the Kunsthall. The debate was chaired by Lokaal director Liesbeth Levy in connection with the social criticism in the work of the video artist Bjørn Melhus. The participants in the debate were media expert Stefan Heidenreich, Manifesta director Hedwig Fijen, sociologist Pascal Gielen, philosopher Joost de Bloois, and artist Bjørn Melhus. The debate and the multi-channel installation 'Me against Us', organised by West Den Haag, added a further dimension to the Kunsthall's own public and to that of Art Rotterdam and the International Film Festival Rotterdam.



## MUSEUM NIGHT 010

7 March 2015

During Museum Night 010 2015 the Kunsthall was entirely given over to the opening of its Freaky Spring programme, from the absurd, moving installations of the Czech artist Krištof Kintera in the exhibition 'Your Light is My Life' to the intriguing 'Furry' series of portraits by the Belgian photographer Charlotte Lybeer in the exhibition 'The furry adventures of the Cabbit and the Folf'. Also on show were the ironic and playful designs by the Dutch artist Piet Parra in the exhibition PARRA and the mural 'Shadows of a downfall' by Thera Clazing in the context of Kunsthall Light #10. The opening of the exhibition was followed by two live concerts in the Auditorium of the Kunsthall by Piet Parra's band Le Le with Pepijn Lanen, and by the Czech band The Tchendos. The gigs alternated with a film on the work of Krištof Kintera in the Auditorium.



## **FREAKY WEEKEND WITH FAMILY DAY**

17 – 19 April 2015

The Kunsthal keyed into National Museum Week with a special weekend with performances, music and workshops for young and old. The activities organised during the Freaky Weekend included free mini-tours of the exhibitions, performances by Codarts circus students, a lecture by Charlotte Lybeer, and an Artist Talk with Kunsthal Light artist Thera Clazing. It was also possible to take part in a SKVR writing workshop inspired by the work of Krištof Kintera, to print a T-shirt à la Parra, and to juggle with guidance from Circus Rotjeknor. There was music by the instant composing duo Stephanie Francke and Friso van Wijk and the young singer/songwriter Tim Verhaal. The public could also enjoy Freaky Drinks and Freaky Food in the Kunsthal café.

On Family Day during the Freaky Weekend, on Sunday 19 April, families were introduced to the remarkably accessible installations of Krištof Kintera. There were dance workshops for toddlers and infants, illustrator Marieke van Ditshuizen read from her book 'My bath is flying', and everyone could take part in theatre workshops or make his or her own colourful work of art à la Krištof Kintera with recycled material.





## CJP SERVES @ KUNSTHAL

7 May 2015

Under the title 'CJP Serves', the CJP organises special events to make the current range of films and exhibitions accessible to young people. CJP Serves was held in the Kunsthal Rotterdam for the first time on 7 May. The evening centred on the large solo exhibition 'Your Light is My Life' by the Czech artist Krištof Kintera. Full of irony, with almost slapstick-like, sometimes dark humour, Kintera's imaginative installations tackle politically charged themes. Participants in CJP Serves were plunged into Kintera's world during a guided tour of these weird, moving works of art. Afterwards Melle and Jochem van den Berg (not a relative), founders of the satirical online news magazine De Speld, talked about their vision of society. Like Krištof Kintera, they play with the current situation to get people thinking.

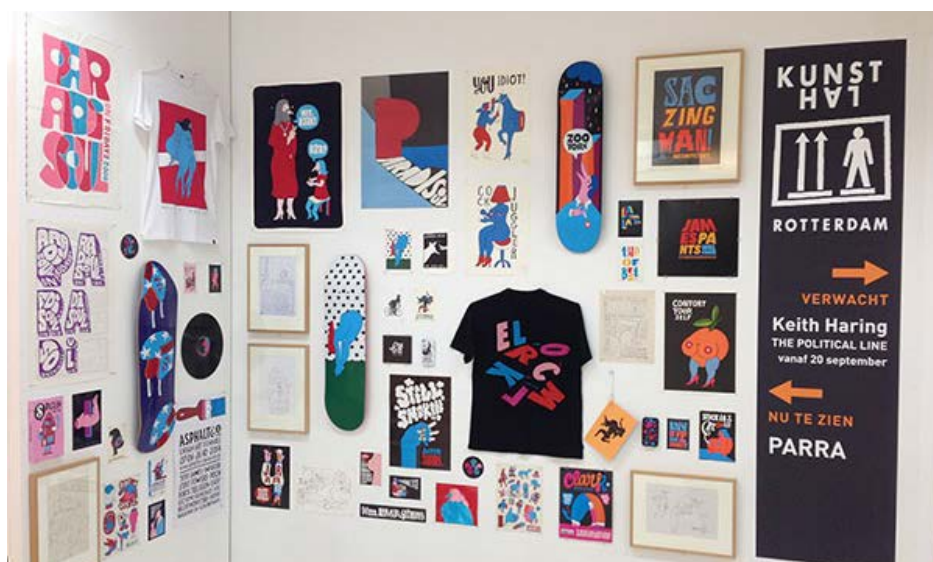


## AMSTERDAM ART FAIR

KUNSTHAL CITROËN

27 – 31 May 2015

The Kunsthuis Rotterdam presented itself to the many visitors to the Amsterdam Art Fair – in the Kunsthuis Citroën of former Kunsthuis director Wim van Krimpen – with work by Parra. There was also a preview of the large-scale autumn exhibition 'Keith Haring. The Political Line'.



## LANGUAGE & ART GALLERY TOUR

POETRY INTERNATIONAL

7 – 13 June 2015

The 46th Poetry International Festival presented the Language & ART Gallery Tour from 7 to 13 June in collaboration with seventeen Rotterdam galleries and art institutions. Galleries scattered all over the city showed work by artists for whom language, the word or poetry is an important source of inspiration or forms part of their work. Zigzagging through Rotterdam, there were language installations, paintings, illustrations, artists' books and language experiments by both famous artists and up-and-coming talent. During the Language & ART Tour the Kunsthal Rotterdam presented a retrospective of works by artists who were exhibited in the galleries.



## DO IT (KUNSTHAL ROTTERDAM) OPENING EVENT

4 July 2015

do it (Kunsthal Rotterdam) opened on Saturday 4 July 2015 with a special event. do it instructions from Amalia Pica's Organise a party (2012) with 200 kg of confetti, Douglas Gordon's Three steps heavenwards (1996) with tequila and champagne, and Cedric Price's The gilded lily part II (2005) with peaches flambés were performed live in the presence of invited guests. The artists collective A World of BLISS did a performance based on Louise Bourgeois' do it.



OPEN Rotterdam recorded the performances, which were shown afterwards in the exhibition as video works.



## KEITH HARING COMMUNITY ART PROJECT

The Keith Haring Art Challenge was organised as a run-up to the exhibition. The competition challenged artists, graffiti and street artists, designers and cartoonists to make a design to serve as the starting point for a community art project, inspired by the artist Keith Haring and by the title of the exhibition. The winning works by Deimion van der Sloot, Arjan van Wijngaarden and Mark Dolk were completed during Lowlands (21, 22 and 23 August), 24 uur cultuur at Rotterdam Central Station (13 September) and the Keith Haring Weekend in the Kunsthal (10 and 11 October) in the form of a large-scale collaborative work of art.





## ARCHITECTURE PERIODICAL OASE AND 10 YEARS OMA

LIVE INTERVIEW WITH REM KOOLHAAS

3 September 2015

The architecture periodical OASE presented the latest issue on the first ten years of OMA (1978-1989) on 3 September. Christophe van Gerrewey and Job Floris interviewed Rem Koolhaas in the Kunsthall in an Auditorium that was packed to full capacity.



## KEITH HARING WEEKEND WITH FAMILY DAY

10 and 11 October 2015

In connection with the exhibition 'Keith Haring. The Political Line', the Kunsthall organised a lively weekend entirely devoted to a revival of the Eighties. It offered a complementary programme with special guided tours, lectures, workshops, music, street art, film, dance and Eighties fun. On Family Day 11 October, families took part in special family guided tours in which young people talked about their fascination with Keith Haring. Young breakdancers from the Hiphophuis gave workshops and demonstrations, there were art battles by the street artists Rewriters010, there was a Vogue demonstration by dancers from House of Vineyards, and DJ Git Hyper from DemonFuzz-Records provided the real Eighties sound.

Children could make their own protest poster with artists from OPPERCLAES. There were continuous activities in the KunsthallLAB, from drawing, doing puzzles, cutting out dogs on a

string or making flip books to Keith Haring-style metro drawings. You could learn all the tricks of the Rubik's Cube from speed cuber Ron van Bruchem. A popular activity for young and old was to make badges at the Superduo badge bar, a symbol of Haring's Eighties mixed with the contemporary visual culture. More than 1,000 visitors left the Kunsthal wearing the badge they had made themselves. Last but not least, the Kinki Kappers pop-up barbershop gave Eighties haircuts a contemporary look for anyone bold enough to take a seat. The Keith Haring Weekend attracted more than 5,000 visitors. See also: <http://www.kunsthal.nl/nl/plan-je-bezoek/activiteiten/keith-haring-weekend/>

In consultation with the BankGiro Loterij, the BankGiro Loterij Open Days South Holland were held during the Keith Haring Weekend. Special workshops and tours were organised for participants in the BankGiro Loterij. At the same time participants could take part during this weekend in activities in Het Nieuwe Instituut, Museum Boijmans Van Beuningen and the Netherlands Photo Museum.



## MASH-UP WITH IFFR AND NORTH SEA JAZZ FESTIVAL

30 October 2015

For the second time the Kunsthal Rotterdam joined the International Film Festival Rotterdam for one of the loudest combinations of the year: MASH-UP! On Friday 30 October, after a passionate talk on the importance of film by IFFR director Bero Beyer, a preview of Joachim Trier's film 'Louder than Bombs' was screened. The North Sea Jazz Festival provided the music this year: the public could visit the Keith Haring exhibition until midnight with music by the Dominic J Marshall Trio between the works of art. DJs Phil Peoples and Thelonius brought the evening to a close during the party in the Kunsthal café.



## WORLD AIDS DAY

1 December 2015

In connection with the exhibition 'Keith Haring. The Political Line', the Kunsthal invited its public and special guests to come to Rotterdam on World AIDS Day to be photographed in front of Haring's work 'Silence – Death'. Keith Haring died at the age of 31 from AIDS-related complications. During the last years of his life he used his fame to attract attention for the campaign against AIDS and openly talked about his HIV infection to help to reduce the stigma that sur-

rounded this disease. The Keith Haring Foundation still supports organisations devoted to AIDS and HIV infection education, prevention and care. See the photos on Facebook



## DEBATE NIGHT

12 December 2015

During the Debate Night 2015 in Arminius, the Kunsthal and OPPERCLAES organised street art battles in the spirit of Keith Haring. In pairs, six young artists competed with one another in 5-minute battles, reacting to themes inspired by the life and work of Keith Haring. Spoken word artist Gino van Weenen wrote a text on the images on the spot, accompanied by DJ Git Hyper.





## PUBLIC PARTICIPATION

By now the Kunsthall has acquired years of experience in actively involving the public in its exhibition programme. Various forms of public participation were organised in 2015 too without being afraid to experiment.

In the summer exhibition 'Tomato Factory (part of the KunsthallCooks & cultivates Festival)', people of all ages could discover for themselves how tomatoes grow, what you can do with them, and what goes on before a tomato arrives on the supermarket shelf. Visitors followed the whole cultivation process from seed to plant by following an interactive route. They could cultivate tomatoes themselves and make their own tomato soup or sugar-free ketchup from the harvest, including a label for the packaging. At the end the taste of the connoisseur was tested blindfold on the most diverse kinds of tomato in collaboration with Rijk Zwaan from Wageningen University.



## DO IT WITH THE KUNSTHAL

The visitors were the protagonists in the exhibition do it (Kunsthall Rotterdam). The name says it: Do It Yourself— genuine public participation because an active role of the visitors was essential for the creation of several of the many works of art. The Kunsthall invited everyone to put all

their energy into do it (Kunsthal Rotterdam).

During the special opening event on Saturday 4 July, the guests took part in the do it instruction of Amalia Pica's 'Organise a party', in which 200 kg of confetti were launched into the air at the same moment. Various do it instructions invited the visitors to take part actively, such as 'When you are walking, stop and smile at a stranger' by Louise Bourgeois (2002), 'WISH PEACE' by Yoko Ono (1996), 'Instruction' by Joan Jonas (2012) and 'A Black but not Straight Line' by Sol Lewitt (2001).



## PUBLIC PARTICIPATION IN COMMUNITY ART PROJECT

The Keith Haring Community Art Project 'Art is for Everyone' is a good example of public participation in the spirit of Keith Haring. He regarded art as a public right and public property. That is why Haring often worked in the public space and organised various community art projects to involve a large public in his art. Prior to the opening of the exhibition 'Keith Haring. The Political Line', the Kunsthal invited graphic designers, artists, muralists, illustrators, street artists, designers and cartoonists to draw inspiration from the artist Keith Haring and from the title of the exhibition 'The Political Line'.

More than 55 submissions were assessed by the jury: Julia Gruen, director of the Keith Har-

ing Foundation in New York, artists Jan Rothuizen and Piet Parra, and Kunsthal director Emily Ansenk. The designs of the three prize-winning artists and illustrators were implemented. Their creations were painted by passers-by and visitors on a canvas several metres long during Lowlands in August, 24 uur cultuur in the Rotterdam Central Station in September, and during the Keith Haring Weekend in the Museumpark Rotterdam in October.





## KUNSTHAL VISITORS

The Kunsthall targets a broad public without making any concessions with regard to quality. Every year the Kunsthall manages to generate more than 30% new public that has not visited the Kunsthall before. In 2015 the Kunsthall received more than 200,000 visitors, 35% of them new public who had never visited the Kunsthall before. On average the public can be broken down into: 60% female, 40% male, with an educational level of 29% university education, 38% higher professional education, 12% intermediate professional education and 21% secondary education and other.



## OUTREACH TO A YOUNGER AND MORE INTERNATIONAL PUBLIC

The Kunsthall's own research on the public indicates that the characteristics of visitors vary depending on the exhibition programme. The Freaky Spring, for example, showed a peak of visitors who had been born elsewhere, with almost 50% of them below the age of 40. The spring was also characterised by a higher number of those with a higher level of education, 40% of whom indicated that they liked to be surprised, while other visitors indicated that they had come specially for the exhibition of Kintera or PARRA. In the autumn many visitors indicated that they had come specially for the Haring exhibition, while a smaller percentage of the visitors came to be surprised.



In 2015 the Kunsthal also started questionnaires in English because we receive more tourists and non-Dutch speakers. A few significant statistics on this target group: a high percentage of new public (79%), a high level of education (79% university education), and young (60% between 26 and 40 years old). About 37% of the visitors in 2015 came from the Rotterdam region.

## BEZOEKERSAANTALLEN



**200.353** BEZOEKERS IN 2015



## MUSEUM CARD AND ROTTERDAM PASS

The introduction of the Museum Card on 1 February 2014, and the regional Rotterdam Pass that has granted free admission since 2012, have lowered the threshold of a visit to the Kunsthal even more. Of the total 200,353 visitors in 2015, 38% were in possession of the Museum Card and almost 7% had the Rotterdam Pass. The Kunsthal received more than 13,000 holders of the Rotterdam Pass and more than 1,300 children (excluding accompanying adults) in the summer with a Youth Holiday Pass. The average admission price this year was lower than in 2014 and previous years because of the use of the Museum Card and Rotterdam Pass. This means that for 2016 we are also aiming at a target number of visitors above 200,000.

## COMING SOON

### **BOTERO: CELEBRATE LIFE!**

2 July – 11 September 2016



The Kunsthal will be full of Latin American life this summer. 'Botero: Celebrate Life!' will exhibit almost a hundred paintings, sketches and pastels by the world-famous Colombian artist Fernando Botero (1932), as well as a few sculptures, including the striking 'Caballo', Botero's monumental sculpture of a horse. The exhibition provides a panorama of the artist's personal favourites from his considerable oeuvre. Botero's work reaches a broad group of art lovers worldwide and has rarely been seen in the Netherlands. Discover the impressive and colourful work of this exceptional master!

### **PETER LINDBERGH A DIFFERENT VISION ON FASHION PHOTOGRAPHY**

10 September 2016 – 12 February 2017



From September 2016 the Kunsthall Rotterdam will proudly present 'A Different Vision on Fashion Photography', the first big retrospective devoted to the legendary German photographer Peter Lindbergh. This world première in Rotterdam will be followed by an international tour starting in 2017. 'A Different Vision on Fashion Photography' presents 250 photos and a number of iconic haute-couture creations by various fashion designers. It will include previously unexhibited material such as polaroids, storyboards, sets and film fragments behind the scenes with such muses as Kate Moss and Mariacarla Boscono and video interviews with Nicole Kidman, Cindy Crawford, the Dutch model Lara Stone, Mika and others.

The exhibition has been organised by the Kunsthall Rotterdam in collaboration with guest curator Thierry-Maxime Lorient and Peter Lindbergh.

## MAKING AFRICA CONTINENT OF CONTEMPORARY DESIGN

1 October 2016 – 15 January 2017



Africa has joined the digital world with access to internet and more than 650 million mobile phones – more than in Europe or the United States. The exhibition 'Making Africa' will present the work of more than 120 artists and designers to show how design reacts to the economic and political changes in the continent.

African designers and artists from different disciplines break with the conventional definitions of design, art, photography, architecture and film, such as the sculptural eyewear of Kenyan artist Cyrus Kabiru, the furniture designs of Cheick Diallo from Mali, or the photography of Mozambiquan Mario Macliau and Nigerian J.D. Okhai Ojeikere. By combining historical and contemporary work, Making Africa will show that today's young generation is full of energy and is creating space for new élan.

For the latest information on the exhibition programme go to: [www.kunsthall.nl](http://www.kunsthall.nl)



## CULTURAL ENTREPRENEURSHIP

Since its establishment, the Kunsthall has played a vanguard role in cultural entrepreneurship and has seized opportunities where others have failed to see them (yet). As a cultural institution without a collection of its own, the Kunsthall is good at collaborating and in developing unusual cross-overs. The same is true in the field of sponsoring and fund-raising. Less than half of the total budget for 2015 was covered by the subsidy from the Rotterdam local authority. The other half was generated by the Kunsthall itself thanks to a broad range of funds, sponsors, members of the Kunsthall Business Circle, Kunsthall Ambassadors and private donors. This means that in 2015 too the Kunsthall managed to double every euro of subsidy, an exceptionally good achievement in the light of the present economic situation.



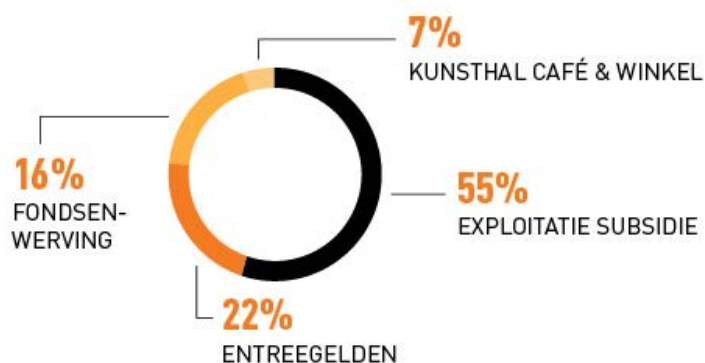
Even though the year 2015 concluded 'in the red', the Kunsthall managed to withstand the economic malaise. In fact this was better than expected, because all of the threats have come true: rising expenses, the slow emergence of a culture of giving in the Netherlands, the accumulation of smaller contributions from funds, and an overfished pool of sponsors. Nevertheless, the constant concern about the sufficiency of the funding system and the lack of extra resources to enable further growth is permanently with us. On the one hand, the small organisation is effective and able to catch the Zeitgeist just that little bit before the others do. On the other hand, in the years ahead the limited capacity could lead to a downward spiral.



## BACKGROUND BUSINESS MODEL KUNSTHAL ROTTERDAM

In 2015 the Kunsthal generated almost half of its revenue by itself. Almost one quarter of the budget came from ticket sales, and the other came from external sponsoring and fund-raising. The alert entrepreneurship of the Kunsthal has ensured that savings were made in the running expenses and that the revenue from room hire, catering and the Kunsthal shop increased. Fund-raising is difficult at the present time because the Kunsthal is not the only one to fish in the same pool.

### KUNSTHAL ROTTERDAM



In 2015 the Kunsthall managed to convert a long-term relationship into a main sponsorship by ING, which committed itself for a period of three years (2015-2017). Now that the Kunsthall shop is run by the Kunsthall itself since the renovation, it has become more lucrative. The pop-up store in the well-attended autumn exhibition of Keith Haring contributed to this increase in revenue. The new contract with the management of the Kunsthall café has also led to a higher revenue than before the renovation. The formula of the hire of the Auditorium and Kunsthall café including a visit to the exhibition, whether on a guided tour or not, was used numerous times for business events in 2015. There were thirty business receptions during the Haring exhibition alone.



Besides the subsidies and sponsoring that were often provided for specific exhibitions, the Kunsthall has a programme to associate private individuals and businesses more closely with it: Kunsthall Business Circle, Friends of the Kunsthall and the Kunsthall Circle, which pay a fixed amount every year for membership or donate a fixed amount each year. See Kunsthall Membership.





## ECONOMIC SPIN-OFF

The economic spin-off for the city of Rotterdam from dynamic cultural institutions like the Kunsthal is of great importance. Our own questionnaires held among the public indicate that 63% of the visitors to the Kunsthal in 2015 combined their visit with shopping and refreshments in Rotterdam. Taking the full exhibition programme into account, the impulse to spend in the city could rise to more than € 7 million on an annual basis. In short, in the slipstream of the popular Kunsthal, catering establishments, hotels and shops benefit from the success of the exhibition programme.

Moreover, the Kunsthal provides work for dozens of Rotterdam self-employed persons and companies for the exhibition programme, the design and construction of the exhibitions, and in the field of marketing and communication. Mutual reinforcement between wholesale retail and the Kunsthal takes place on a regular basis, such as the collaboration in connection with the exhibitions 'do it (Kunsthal Rotterdam)', 'Tomato Factory' and 'Keith Haring. The Political Line'.





## KUNSTHAL MEMBERSHIP

The Kunsthall is always actively on the lookout for engaged funds, enthusiastic private individuals and active businesses whose donations make it possible to bring what seem to be unattainable exhibitions and top artists to Rotterdam. Many donors, funds and sponsors generously supported the various projects of the Kunsthall in 2015 as well. We are very grateful to them for their financial support, which has enabled the Kunsthall to present its ambitious programme. For a survey please go to The strength of collaboration, where all of our 2015 partners are listed.



The supporters programme of the Kunsthall consists of the Friends of the Kunsthall and the Kunsthall Circle for engaged private individuals. For engaged businesses who would like to be involved with the Kunsthall there are the Kunsthall Business Circle and the Kunsthall Ambassadorship.

## COLLABORATION WITH SPONSORS

The Kunsthall regards itself as a cultural entrepreneur. Businesses from Rotterdam and the rest of the Netherlands like to associate with the Kunsthall. In 2015 too, many funds and sponsors generously supported the various projects of the Kunsthall. Besides the Kunsthall Business Circle, small and medium-sized entrepreneurs who take art to heart, there are namely the Kunsthall Ambassadors who make a real difference. This is not only because of the higher contribu-

tion for a number of years, but also because there are more often points of contact or shared ambitions. A good example is Nationale-Nederlanden, with whom the Kunsthal has shown talented artists in the past two years in the Kunsthal Light programme. In 2015 the Kunsthal and Nationale-Nederlanden jointly gave JINC job application training to pupils in Rotterdam intermediate professional education. This was the first introduction to the work of Keith Haring for those taking part.

Thanks to the close collaboration with sponsors, an extra impulse has been given to the visibility of the Kunsthal. A fine example of this is the collaboration with Schmidt Zeevis, which not only provided fresh herring for the opening of the Keith Haring exhibition and during the Keith Haring Weekend, but also put advertising for the Kunsthal on 54 transport vehicles.



The loyal ambassadorship of Nationale-Nederlanden has led to the decoration of the interior of the busy NN DE Café next to Rotterdam Central Station once a year in close collaboration between the Art & Design department of Nationale-Nederlanden and the Kunsthal. For the full duration of the Keith Haring exhibition, the NN DE Café showed a tribute to Keith Haring by the artist Johan Moorman under the title 'Nothing is important, so everything is important'.



RET made the Beurs metro station available free of charge for a striking City Dressing Campaign for the Keith Haring exhibition – supported by Rotterdam Festivals and a collaboration with Bijenkorf Rotterdam and dozens of entrepreneurs in the Nieuwe Binnenweg. Ambassador MediaCenter Rotterdam provided the splendid printed matter and the big prints in the same exhibition.





The Kunsthal and ING organised the first Kunstbuzz for more than 300 school pupils from the Rotterdam region in 2015. Every year the Kunsthal and ING will organise the Kunstbuzz to transport more than 1,000 school pupils. Pupils from schools in the Rotterdam region are picked up from school in the bus and are taken with accompanying adults to visit exhibitions in the Kunsthal. The first ING Kunstbuzz took them to see the exhibition 'Keith Haring. The Political Line'.

## STRUCTURAL SPONSORING

### Main sponsor ING

ING has committed itself to the Kunsthal as main sponsor for three years, with culture as the cohesive element in the collaboration. Kunsthal Rotterdam and ING want to make art and culture accessible to a broad public. The Kunstbuzz is part of the new main sponsorship. Tjitske Benedictus, manager Sponsoring & Events ING: 'The collaboration with the Kunsthal is a valuable addition to our cultural sponsoring portfolio. ING endeavours to make art and culture accessible to a broad public. Besides the Kunsthal, ING also sponsors such other icons in the Netherlands as the Rijksmuseum, the Koninklijk Concertgebouworkest, Koninklijk Theater Carré and the Drents Museum. ING prefers to enter into longer-term partnerships. With this support, ING contributes to the preservation and development of these important icons.'

### Sponsor BankGiro Loterij

The major supporter of the Kunsthal is the BankGiro Loterij, the number one culture lottery in the Netherlands. In 2015 the Kunsthal received the annual contribution of € 200,000 from the BankGiro Loterij. In 2011 the BankGiro Loterij stated its intention to extend the annual contribution for five years. In addition, the BankGiro Loterij made a substantial contribution in the form of purchasing tickets for the Keith Haring exhibition and a special VIP reception for participants was organised. In collaboration with the BankGiro Loterij, in 2013 the Kunsthal was launched as a pilot to recruit 'earmarked lottery tickets'. Visitors could take part in the lottery specially 'for the Kunsthal'. In 2015 their lottery tickets supported the Kunsthal with a total of € 108,256. The Kunsthal holds fifteenth place in the country for the sale of earmarked lottery tickets, preceded by such institutions as the Rijksmuseum and the Netherlands Open Air Museum.



## KUNSTHAL BUSINESS CIRCLE

Members of the Kunsthal Business Circle contribute each year to the (advance) funding of major exhibitions, or contribute in kind or as barter. In return they are allowed to use the Kunsthal as a network location and for their loyalty programme (membership is the current year in euros: € 2015). Many a Business Circle member organised an event in the Kunsthal in 2015. At the request of our members, the Kunsthal organised special guided tours and presentations, network breakfasts, swinging receptions and chic dinners for their employees and business relations. Attractive arrangements were put together, goodie bags were handed out, and special offers were made.

On 15 April the Kunsthal organised for the sixth year in collaboration with VNO-NCW Rotterdam a meeting for the Kunsthal Business circle with small and medium-sized enterprises, 'The art of simply doing', with guest speaker Pieter Zwart, director and founder of Coolblue.



## KUNSTHAL CONSULS AND AMBASSADORS

The Kunsthal set up the Kunsthal Consuls, an advisory group of people from the Rotterdam business world with an extensive network. They include Ellen Meijer (Rabobank) and Melany van Twuijver (EDBR). Their main task is to enlarge the basis of support for the Kunsthal and to introduce the directors to possible partners in the business world. In addition, the Kunsthal is working on the Ambassadors Network of regular sponsors, who can help the Kunsthal as very

valuable substantive and financial collaboration partners. In 2015 they were the ROC Albeda College, Nationale-Nederlanden, Sundio Group, MediaCenter Rotterdam, solicitors' practice Kneppelhout & Korthals and Delta Lloyd.



## BECOME A PARTNER!

Since the opening in 1992, the Kunsthal Rotterdam has become a permanent landmark in the cultural landscape of the Netherlands. With more than twenty exhibitions a year and an extensive programme of activities, every year the Kunsthal manages to inspire many visitors. The Kunsthal and its exhibition programme stand for a highly individual and low-threshold approach to art for a broad public without making any concessions regarding quality. If you would like to support the Kunsthal, there are various possibilities.



## BECOME A FRIEND OF THE KUNSTHAL!

As a Friend of the Kunsthal you are a member of a special group of committed individuals who have the Kunsthal at heart. The Friends Card is the very best way to show this commitment. Together with other Friends of the Kunsthal, you form the foundation of the Kunsthal and make it possible for us to organise large-scale and unusual exhibitions. For € 35 a year you may claim the title of Friend of the Kunsthal and enjoy unlimited access to all the exhibitions. In addition you enjoy various other benefits and can take part in the special activities for Friends of the Kunsthal.

Contact Noortje Vrind via [steun@kunsthall.nl](mailto:steun@kunsthall.nl)

## **BECOME KUNSTHAL CIRCLE MEMBER!**

The Kunsthal Rotterdam was set up in 1992 by a consortium of companies and private individuals. Now, twenty-three years later, the Kunsthal is once again looking for culture-loving friends who are both willing and able to mean more and who believe in the Kunsthal as an essential Rotterdam institute. The Kunsthal Circle was developed specially for this group of supporters. As a member of the Kunsthal Circle you make a larger annual contribution to the Kunsthal and its future. The Kunsthal offers a variety of possibilities: Bronze Circle for € 250 a year, Silver Circle for € 500 a year, or Gold Circle for € 1,000 a year, as well as customised options. Contact Noortje Vrind via [steun@kunsthal.nl](mailto:steun@kunsthal.nl)

## **BECOME A MEMBER OF THE KUNSTHAL BUSINESS CIRCLE!**

The Business Circle is a low-threshold platform for entrepreneurs based in the Kunsthal: the prime location for picking up new ideas and meeting new people. Every branch is welcome, from architect to orthodontist, from consultant to graphic designer. Each meeting is enlivened by an interesting speaker, of course in combination with a visit to the exhibitions. As a member of the Business Circle, you invest in the implementation of unique exhibitions in the Kunsthal and in its future. The fee for annual membership is € 2,016 in 2016 and € 2,017 in 2017. Would you like to be involved with the Kunsthal?

Go ahead and contact Sarah Slootweg via [steun@kunsthal.nl](mailto:steun@kunsthal.nl)



## RECEPTIONS IN THE KUNSTHAL

After the renovation, the Kunsthal has been able to strengthen its function as a location for events with its building, programme, Auditorium and Kunsthal café. In 2015 the number of receptions and events grew, with increasingly prominent businesses including various multinationals as clients. There were thirty business receptions during the Haring exhibition alone, with hire of the Auditorium and Kunsthal café including a visit to the exhibition, whether with a guided tour or not.



Various businesses, among them HAL Investments, Mediacenter and ING, organised a lecture, breakfast meeting, network event, symposium or congress for their colleagues in the Kunsthal. Parties such as Rotterdam Topsport, Rotterdam Partners and VNO-NCW have in the meantime become regular guests at the Kunsthal location.



Every year the Kunsthal Business Circle and VNO-NCW organise a meeting in the Kunsthal with an inspiring speaker from the business world. In 2015 this was Pieter Swart, director and founder of Coolblue. The speakers from previous years have included Anniek Mauser, director sustainability Benelux with Unilever, and Ivo Opstelten, who was outgoing cabinet minister at the time. After five years the Kunsthal Business Circle meeting has grown to become a successful network evening attended by 300 entrepreneurs and directors from the commercial services sector, construction, production, health care, wholesale, industry and transport. Together the members represent a large percentage of the employment in Rotterdam.



Special receptions were also held in the Kunsthal, such as the presentation of the VSB Poetry Prize to the poetess Hester Knibbe; the presentation of the architecture periodical OASE on the first ten years of OMA in the presence of Rem Koolhaas; and a wedding with the ceremony in the Auditorium and a visit to the Haring exhibition.



JINC and Nationale-Nederlanden collaborated with the Kunsthal to give 75 Rotterdam school pupils a job application training in the Kunsthal. Part of the Kunsthal team acted as the committee to consider applications by the pupils. Working together on talent development. [Click here](#) for the reactions of the school pupils:

In addition, the VIP receptions to accompany blockbusters and exhibition openings about eight times a year on Saturday evenings brought a lively influx of some 500 members of the public to the Museumpark, who afterwards flowed into the inner city.

The Auditorium was also put to functional use in 2015 as an extension of the museum space. For the well-attended Keith Haring exhibition, the Auditorium was used as an integral part of the exhibition (as a film venue). The screening of a documentary ensured a better distribution of visitors at peak visiting times.

## SHOP

The functional improvements of the Kunsthal building, with the Kunsthal shop in the entrance area, have proven their worth in practice since the reopening in February 2014. The revenue from the Kunsthal shop, a museum shop, concept store and souvenir shop, which has been run by the Stichting Kunsthal itself since 2014, rose in 2015. The range of innovative, sustainable and quality articles has demonstrably made it worthwhile to jump on the bike and visit the shop for an original gift.



The shop regularly refreshes the assortment with new products that accompany the various exhibitions in the Kunsthal, such as exhibition catalogues, posters, books and exclusive artists' editions. The regular collection includes products and gift ideas in which art, architecture and design feature prominently, with special attention for Rotterdam producers and special Kunsthal branded articles





## POP-UP STORE IN LARGE-SCALE EXHIBITIONS

When a large-scale exhibition is held in the Kunsthal, a Pop-Up Store is placed with a wide range of exclusive articles for young and old near the exhibition space. The successful Keith Haring Pop Shop in Gallery 2 contributed significantly to the increase in turnover. This shop designed completely in style at the end of the exhibition sold Keith Haring catalogues and related products. Besides Keith Haring T-shirts, bags, mugs, children's clothes, toys and interior decoration items, of course the typical Eighties badges were on sale as well.



Naturally there is always something left to be desired. Plans were made in 2015 to organise the entrance area in an even more efficient manner by linking the entrance and shop desks. We intend to carry this out in 2016.

## KUNSTHALCAFÉ

The Kunsthal café – which with its spacious terrace affords an oasis of quiet in the Museum-ark – has become an integral part of the entrance area since the renovation. Besides its highly appreciated menu for visitors, the Kunsthal café also functions independently for parties, receptions and other events, making use of the Kunsthal cloakroom and toilet facilities.



In 2015 the Kunsthal café – including hire of the Auditorium and visit of the exhibition – was frequently used for business events.



The Kunsthal café also adapts its interior and catering to a particular Kunsthal event. During the Freaky Spring, freaky creations were constantly shown on a screen in the café and visitors could upload and manipulate the images themselves. During the Freaky Weekend the public could sample Freaky Food there.



A new contract was concluded in 2015 with the management of the café. The new contract with the Vermaat Group has led to an increase in revenue compared with before the renovation. In close consultation with the lessee, the Kunsthal sees extra possibilities to strengthen the catering function further. The mobile bar from the café will be used in the Auditorium, the new roof terrace offers potential, and there are also plans under way to enhance the terrace further now that the local authority has concluded the link between the Museumpark en and Het Park.



## KUNSTHAL AND THE CITY

The Kunsthal does not have a collection of its own. It owes its existence to collaborations: internationally, nationally, regionally and locally with a variety of institutions, museums, artists, specialists, foundations and businesses. In addition, the Kunsthal places even more emphasis on an annually recurring collaboration connected with a large-scale exhibition whose theme addresses a broad (and new) public, is ideally suited for optimal visibility, and offers points of contact with the city.



## COLLABORATION WITH PARTIES IN THE CITY AND FURTHER AFIELD

To reach more and new target groups, the Kunsthal organises extra activities in the Auditorium, ranging from weekends linked to exhibitions to concerts and film screenings. This programming is done with parties in the city and elsewhere, with young talent and established names, and includes cross-overs between different disciplines.





The Kunsthall Freaky Spring was launched during Rotterdam Museum Night. The lively programme, including the absurd moving installations of the Czech artist Krištof Kintera and the ironical and playful designs of the Dutch artist Piet Parra, brought more than 4,000 visitors to the Kunsthall and the Museumpark on the first evening. During the Freaky Weekend on 18 and 19 April, at the start of the National Museum Week, there were free mini-tours of the exhibitions, performances by Codarts circus students, a lecture by Charlotte Lybeer, and an Artist Talk with Kunsthall Light artist Thera Clazing. It was also possible to take part in an SKVR writing workshop inspired by the work of Krištof Kintera, to print a T-shirt à la Parra, and to juggle with guidance from Circus Rotjeknor. There was music by the instant composing duo Stephanie Francke and Friso van Wijk and the young singer/songwriter Tim Verhaal. The public could also sample Freaky Food at all hours in the Kunsthall café.



In June the Kunsthal joined in the first edition of the Rotterdam Roof Days, the first opportunity for the public to take to the roof of the Kunsthal, to discover the swarms of bees, and to enjoy the view.

The festival KunsthalCooks & cultivates, coinciding with the Parade, also meant collaborating with a large number of parties in the city of Rotterdam and a bustle of activity in the Museum-ark during the summer. More than ninety entrepreneurs offered their wares in the 'Market Hall', including Rotterdam coffee, Rotterdam beer and Rotterdam mint, the Wijkkeuken, Uit Je Eigen Stad and many more. Visitors were introduced to other food festivals from the city, such as Dje-maa and fna, and many Rotterdam chefs gave workshops and demonstrations in the Kooktheater. Lectures were given by gardeners, writers and seaweed cutters, while plenty of cooking and sampling was done on the terrace.



During the summer exhibition 'Do it (Kunsthal Rotterdam)', a lot of beautiful local collaborations took place with artists and collectives and the public could make their hands-on contribution to the works of art in the exhibition throughout the summer.

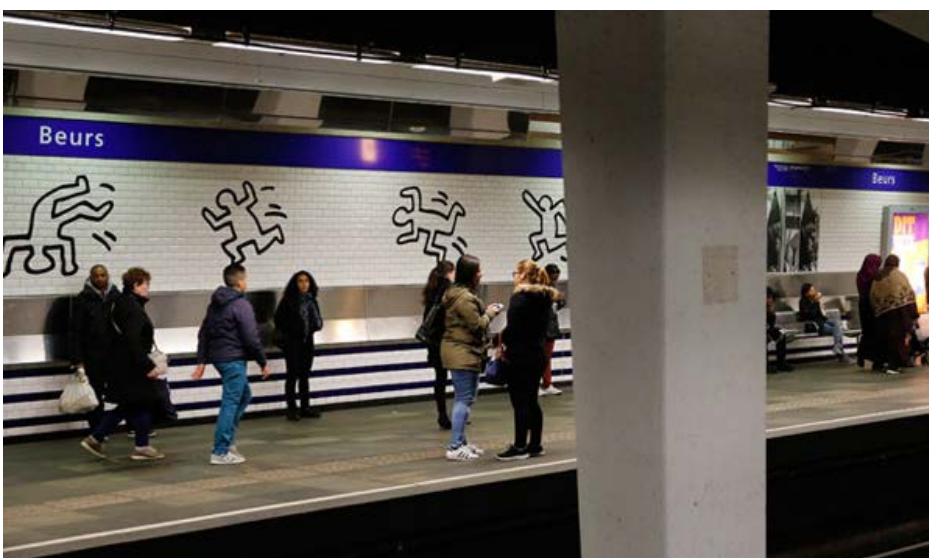
During the Keith Haring Weekend, the link was made between the Eighties and the present, taking the themes from the life and work of Keith Haring as the starting point. Lectures from different angles were given on the Zeitgeist of the Eighties. The Doelen Ensemble performed minimal music from the Eighties and there was Vogue dancing by House of Vineyard. There were also free guided tours by Urban Guides, drawing battles and workshops with street artists Vinze and LuckDubz, a sneak preview by Rewriters 010 and the screening of Christina Clausen's 'The Universe of Keith Haring'. Children could make their own protest poster with artists from OPPERCLAES. Young breakdancers from the Hiphophuis gave workshops and demonstrations and DJ Git Hyper from DemonFuzz-Records provided the authentic Eighties sound, while visitors and passers-by worked on the completion of the Community Art Project for the Kunsthal in the Museumspark.





## ENLIVENING THE INNER CITY: KEITH HARING CITYDRESSING

The exhibition 'Keith Haring. The Political Line' addressed a broad public of all ages and all walks of life. The recognisable, iconic language of symbols and the clear line in the work of Keith Haring could be seen in many of the streets of Rotterdam during the exhibition period. Thanks to the collaboration with RET, the centre of gravity of this Citydressing was on the biggest metro station in Rotterdam – Beurs – and for a good reason: between 1980 and 1985 Keith Haring made thousands of subway drawings, the chalk drawings on black paper on the publicity wall frames of the New York subway that have become world-famous by now.





The tumbling, running figures and barking dogs also left a trail through the rest of the city. In collaboration with partners such as Inntel Hotel, the entrepreneurs' association Nieuwe Binnenweg and the Central Station Rotterdam, numerous locations in the city were tagged with the figures of Keith Haring. These images were regularly shared and clicked on the social media.

During the opening weekend the Bijenkorf Rotterdam dedicated a wonderful window display to Keith Haring as an eye-catcher for the shoppers. Schmidt Zeevis served herring during the events and decorated all its vehicles in Haring style.

The Community Art Project also contributed to enlivening the city: the winning creations of the Keith Haring Art Challenge were painted by an enthusiastic public on a canvas several metres long during 24 uur cultuur in front of the Central Station and during the Keith Haring Weekend in the Museumpark Rotterdam.



The success of 'Keith Haring. The Political Line' was partly due to the many initiatives and forms of collaboration connected with the exhibition. During a MASH-UP! with IFFR and the North Sea Jazz Festival, the followers of three strong cultural brands met one another in the Kunsthal. The Kunsthal and Rotterdam (street) artists took part in the Rotterdam Debate Night and there was a collaboration with the Aids Fund on World Aids Day. Thanks to Kunsthal ambassador Nationale-Nederlanden, a tribute to Keith Haring by the artist Johan Moorman was exhibited in the busy NN DE Café at Rotterdam Central Station for the entire duration of the

Keith Haring exhibition.



Various hotels, including Hotel New York, ran special arrangements and many well-known Rotterdam figures, from ex-mayor Opstelten to artists, joined in working on the special Bilder exhibition trailer. See too Events en Nieuw Publiek. These and other events, such as the presentation of the VSB Poetry Prize, the presentation of the architecture periodical OASE in the presence of Rem Koolhaas in an Auditorium packed to full capacity, as well as the HAL Investments dinner and a wedding in the Auditorium, constantly gave the Kunsthal that extra pulling power. These are only a few examples of how the Kunsthal contributes to enlivening the city and the Museumpark.





## THE STRENGTH OF COLLABORATION

The Kunsthal Rotterdam exists by virtue of local, national and international collaboration. This mindmap visualises the businesses, sponsors, museums, relations, donors, lenders, artists and many others with whom the Kunsthal collaborated in 2015. The Kunsthal thanks all of the partners involved!

### Mapping de Kunsthal 2015

#### Major fund

- Gemeente Rotterdam

#### Major sponsor

- ING

#### Sponsors/funds

- VSB Fonds
- Mondriaan Fonds
- AMMODO
- Erasmus Stichting
- Wilhelmina E. Jansen Fonds
- St. bevordering van Volkskracht
- / Van Leeuwen Van Ligna Stichting
- St. Retourschap
- J.E. Juniaanse Stichting
- Stichting Verzameling van Wijngaarden-Boet
- St. Dura Charly Foundation
- American Embassy The Hague
- Oostenrijkse Ambassade
- Tsjechische Centrum
- HAL Investments
- Indofo Group

#### Sponsor

- BankGiro Loterij

- Galerie Ron Mandos
- Heineken
- Schmidt Zeevis
- Jamin
- Print & Sticht
- Van Beek Art Supplies
- Louters
- Frans Mori
- Gemeente R'dam stadsdienstbeheer
- Vernieuwingsgroep
- Boomerang
- Rijk Zwaan
- Harvest Houtje
- Kleinscheepfabriek
- Kookpunt
- Tomato World
- Looje Tomaten
- Uit Je Eigen Stad
- Batist Westland
- AH Westzeedijk

#### Kunsthal Business Circle

- ABN AMRO Bank N.V.
- Anthony Veder Group N.V.
- Automatic Signal
- Brackmann
- aanbestedingspecialist
- Buro voor de Boeg
- Delta Lloyd
- Elburg Consultancy
- Fabrique
- Havenbedrijf Rotterdam
- Hoboken Advocaten
- IVA Groep
- La Red
- Laurent Groep B.V.
- Manoor bewegwijzering
- Ondernemersvereniging Nieuwe Binnenweg
- PwC Rotterdam
- Reputatiegroep
- Robeco Groep N.V.
- Steens en Partners
- Strategy on Demand
- SV Collection B.V.
- Tel'design B.V.
- Value positioning

#### Lenders and others

- Stedelijk Museum Amsterdam
- Verbeke Foundation
- Victor & Rolf
- Ludwig Forum für Internationale Kunst
- Dvorak Sec Contemporary, Prague
- Fondation Custodia, Paris
- Her Highness Sheikh Salama bint Hamdan Al Nahyan
- Ludwig Museum – Kortárs Művészeti Múzeum Budapest
- Glenstone Foundation
- Staatliche Museen zu Berlin Neue Nationalgalerie
- Sammlung Marx
- Glenstone Foundation
- En alle bruikbegevers die anoniem wensen te blijven

#### Kunsthal Ambassadors

- ROC Albeda College
- Nationale-Nederlanden
- Sundio Group
- Delta Lloyd
- MediaCenter Rotterdam
- Kneppelhout en Korthals Advocaten

#### International partners

- Moscow Design Museum
- Keith Haring Foundation, New York
- Kunsthalle der Hypo-Kulturstiftung, München
- Design Museum Helsinki
- Vitra Design Museum, Weil am Rhein
- Fashion and Textile Museum, London
- Studio Peter Lindbergh, Paris
- Instituto Buena Vista, Curaçao
- Antenna International
- Verbeke Foundation, België
- Independent Curators International (ICI) New York

#### Kunsthal Consults

- Ellen Meijer (Rabobank)
- Melany van Twijver

#### Artists 'do it'

- ATTAK
- Basch Leff
- Jarngot Julians
- Luuk Bode
- Bijdevest
- Guido de Boer
- Vincent de Boer
- Arno Coenen & Iris Roskam & Abner Preis
- André Smits
- van der Baar
- Haas&Hahn
- Natasha Heydra
- Gino Houtje
- Daan den Houter
- Joseph Hughes
- Koniet & Kram
- Felix Kops
- Nicole Martens
- Johan Moorman

#### Kunsthal Circle and Friends

Met dank aan alle Kunsthal Circleleden en Vrienden

#### Presentations Auditorium KunsthalKOOK&Kweekt

- Ria Schipper en Ton van der Kolk, Kookpunt
- Presentatie Jules Destrooper
- Marlijn Koning, chef Zino Urban Bistro
- Dimitri Roels, Vlaamsch Broodhuys
- Lenard ter Hall, Invokier Slow Escapades
- Remco van de Lagemaat, chef van Bistrot du Bac
- Daan van der Have, Villa Augustus
- Wim de Jong, journalist
- Sanne van de Velden, huisvrouw Uit Je Eigen Stad
- Evert van Dille, chef d'Ouvre Smissie
- André Smitia en Dave Zwaartman, chefs Aan Zee
- Jan Knijpe, zeevissers
- Niels van den Berg, SVH Meesterkok, Rungis
- Ger Platenburg, vinoloog Wijnkoperij Platenburg
- Jan Dirk en Irene van de Voort, boer en boerin
- Presentatie Stadstuinwiel Sleek
- Pepijn Schmeink, chef Dertien
- Maarten van der Jagt, koffiemerck Giraffe
- Jolanda van Kralingen, groenteveredelaar
- Rijk Zwaan
- Abdelkader Benali, schrijver, en zijn vrouw Salda

#### Guest curators

- Johan Kramer, filmmaker
- Jeroen Everaert, directeur Mothership
- Thierry-Maxime Loriot
- James Brett / The Museum of Everything
- Jaap Versteegh, kunsthistoricus
- Dr. dr. Dieter Buchhart
- Ellen Scholten (culinaire journalist)

#### Partners in Rotterdam

- Rotterdam Festival
- Rotterdam Partners
- 24 uur cultuur
- Ondernemersvereniging
- Nieuwe Binnenweg
- Hotel New York
- Bilderberg Parkhotel
- Intell Hotels
- Green Delight
- Art Rotterdam
- Atlas Van Stolk
- Green Delight
- Kink Kappers
- Ja, Wol
- Doelen Ensemble
- Codarts
- De Doelen
- Mothership
- OPPERCLUES
- 100% Halal
- RET
- Superdoo
- NN De Café
- Das Boij
- Museum Boijmans
- Van Beuningen
- Rotterdamse
- Oudendagen
- Het Nieuwe Instituut
- Het Natuurhistorisch
- Chabot Museum
- International Film Festival Rotterdam
- NRC Café
- Lantaren-Venster
- Rotterdam
- Urban Guides
- Bijenkorf Rotterdam
- RED by
- Studio Bilder
- Amninus
- Hiphop in Je Smoel
- Hiphophus
- House of Vineyard
- Circus Roelkenor

#### Artists

- Bjorn Melhus
- Aura Rendón Bengier
- Kristof Kintera
- Tim Hollander
- Thera Clazing
- Wim Gijzen

- Charlotte Lybeer
- Piet Parra
- Milou Nieme
- Mathias Kessler
- Arie Schippers

#### Consortium

- ENECO
- Dura Vermeer
- Roodenburg Installatietechniek
- ONIA
- Gemeente Rotterdam

#### Artists / creatives

- Justen Beer (danser)
- Tim Verbaal (singer/songwriter)
- Stephanie Francke en Friso van Vijk (muzikanten)
- Marieke van Dilthuizen (illustrator)
- Jannetke Schotveld (kinderboekenschrijfster)
- Manon Sikke (kinderboekenschrijfster)
- Willelm Jardin (schrijver)

- Ron van Bruchem (professioneel rubrics-cuber)
- Merith Smals (theatermaker)
- Gino van Weeren (spoken word)
- Gilt Hyper (DJ)
- Slang
- Vinze & LuckyDubz (straatkunstenaars)
- Art Butchers

#### Special events

- Designing 007 Cocktail Evening
- Museumnacht10
- Freaky Friday Drinks
- Freaky Weekend
- Kunsthal Zakenkring
- Kunsthal Vrienden
- CJP Serviert @Kunsthal
- Kunsthal tijdens Amsterdam Art Fair in Kunsthal Citroen
- Opening 'do it' (Kunsthal Rotterdam)
- Keith Haring Weekend
- MASHUP! i.s.m. International Film Festival Rotterdam and North Sea Jazz Festival
- Artist Talks
- Keith Haring Community Art Project
- Poetry International
- Docentendagen
- Kunsthal FAMILIEdagen

#### Opening and guest speakers

- Bas Kwakman (directeur Poetry International)
- Margriet Schavemaker (hoofd collecties en wetenschappelijk onderzoek Stedelijk Museum Amsterdam)
- Hani Kalha (adjunct professor Kunstgeschiedenis, Universiteit van Helsinki)
- Willelm de Ridder (verhalenverteller en Fluxus-kunstenaar)
- Wim Pipes
- Wim van Krimpen
- Ger Luyten (directeur Fondation Custodia, Parijs)
- Enrol van de Wendi (directeur Textielmuseum, Tilburg)
- Celia Jacey (hoofd Fashion and Textile Museum, London)
- Jula Gruen (directeur Keith Haring Foundation, New York)
- Jan Roelzen (kunstenaar)
- Liesbeth Levy (auteur)
- Wim van der Aar (filmmaker)
- Gis van Oenen (hoofd docent Wijsbegeerte Erasmus Universiteit)
- Sandra Smeets (kunsthistoricus)
- Bero Beyer (directeur IFFR)



#### Media partners

- RTV Rijnmond
- OPEN Rotterdam
- Boomerang

#### Receptions

- Robeco Relatiedag
- VIP ontbijt Nationale Nederlanden
- Uitwerking VSB Poëzieprijs
- Debat Bjorn Melhus i.s.m. k.c. Art Rotterdam
- Stichting Cardiogelclub Rijnmond
- Ontbijt MediaCenter in Rotterdam Topsport
- Bezoek Ministerie van OC en V
- Kunsthal Zakenkring i.s.m. VNO NCW
- Secretarisse Netwerk Bienenkomst Hogeschool Rotterdam
- Rotary Nieuwkerk aan de IJssel
- INO Kwartalbijeenkomst
- Congres Manuel Toledo
- Johan de Willefing
- Presentatie OASE en interview Rem Koolhaas
- Ontvangst HAL Investments
- Lancering Strach Horloge
- Hoboken Lecture
- Heidag Erasmus MC
- Kennissuivingsdag Royal Academy, London
- Sollicitatietraining i.s.m. JINCINN
- Nieuwe Binnenweg ondernemers
- L'Oréal productlancering
- Afslachseminar Van Traa
- Klantenbijeenkomst Deloitte en Rabobank
- Brulofen in Auditorium
- Teambijeenkomst gemeente R'dam
- Heidag Openbaar Ministerie
- Afslachseminar Natuurhistorisch Museum Rotterdam
- Kantoorfeest Kneppelhout en Korthals

#### National partners

- VNO-NCW
- West Den Haag
- VNO-NCW
- Vereniging Hendrick de Keyser
- Nederlands Museumvereniging
- Galerie Ron Mandos
- Vrije Academie
- Aids Fonds/ STOP AIDS NOW
- Lowlands
- CJP
- JCI
- Wageningen UR
- AXM Workshops
- De Speld
- Uitgeverij De Vier Windstreken
- Optim TV
- TU Delft

#### Education & Talent Development

- Kenniscentrum Cultureducatie Rotterdam (KCR)
- Scholing Kunstzinnige Vorming Rotterdam (SKVR)
- Digital Playground
- Vereniging van Vrije Scholen
- Stichting BOOR
- Codarts
- ROC Albeda College Rotterdam
- Hogeschool Rotterdam
- Willelm de Kooning Academie
- Grafisch Lyceum Rotterdam
- Theaterhavonvoo Rotterdam
- LMC Voortgezet Ondwv Rotterdam
- Rudolf Steiner College
- Scholing Pirohoff

## EDUCATION AND TALENT DEVELOPMENT

In order to reach and involve a new public and specific target groups, and to keep the threshold of the exhibition programme low for a broad public, the Kunsthal regularly organises extra activities in the exhibition spaces, the Auditorium and the KunsthalLAB as well as outside the Kunsthal. This programming is done in collaboration with parties in the city and elsewhere, with young talent and established names, and contains cross-overs between different disciplines. Among the special activities organised in the field of talent development and added depth in 2015 were the Artist Talks, family programmes and guided tours. The Kunsthal building functioned as a cultural and social meeting place and platform for third parties, with the emphasis on participation.



On Friday 6 February West Den Haag organised the debate 'Me against Us' in the Auditorium of the Kunsthal. The debate was chaired by Lokaal director Liesbeth Levy in connection with the social criticism in the work of the video artist Bjørn Melhus. The debate was organised during Art Rotterdam in connection with 'The Theory of Freedom' in the Kunsthal, the International Film Festival Rotterdam and West Den Haag.

'CJP Serves' was hosted in the Kunsthal on 7 May. The large solo exhibition 'Your Light is My



Life' by the Czech artist Krištof Kintera was the focal point of the evening. Participants in CJP Serves were plunged into Kintera's world during a guided tour of these weird, moving works of art. Afterwards the founders of the satirical online news magazine De Speld talked about their vision of society.



## FREAKY SPRING THEME WEEKEND

The exhibitions in the Freaky Spring brought a new and also younger public to the Kunsthal. During the Freaky Weekend on 18 and 19 April, at the start of the National Museum Week, there were free mini-tours of the exhibitions, performances by Codarts circus students, a lecture by Charlotte Lybeer, and an Artist Talk with Kunsthal Light artist Thera Clazing. It was also possible to take part in an SKVR workshop and a theatre workshop inspired by the work of Krištof Kintera, to print a T-shirt à la Parra, and to juggle with guidance from Circus Rotjeknor. There was music by the instant composing duo Stephanie Francke and Friso van Wijk and the young singer/songwriter Tim Verhaal. The public could also sample Freaky Food at all hours in the Kunsthal café.



## ARCHITECTURE

In June the Kunsthall joined in the first edition of the Rotterdam Roof Days, the first opportunity for the public to take to the roof of the Kunsthall, to discover the swarms of bees, and to enjoy the view and the unusual architecture. The exhibition of scale models '150 scale models by students TU Delft' presented the result of an intensive scale model workshop in the Auditorium in collaboration with the Architecture Faculty of the Delft University of Technology. The sketch models of the Kunsthall – made in just one day – showed 150 different interpretations of Rem Koolhaas' iconic building from 1992. The workshop was preceded by thorough documentation, lectures and an excursion to the Kunsthall. The public could admire the result in the Kunsthall throughout the summer.

On 3 September the architect Rem Koolhaas was present in person in the Kunsthall for an interview in an Auditorium packed to full capacity in connection with the first ten years of OMA.



## FAMILY PROGRAMME

The extensive Kunsthal family programme is centred on active participation. To make this programme a success, the Kunsthal cooperates with various partners such as Codarts, ROC Albeda College, the Rotterdam foundation Proefhof, SKVR, and partners for specific exhibitions. The open platform function of the Kunsthal offers students from various disciplines the opportunity to gain experience with the public. On the Kunsthal Family Day on Sunday 19 April, families were introduced to the highly accessible installations of Krištof Kintera during the Freaky Weekend. There were dance workshops for toddlers and infants, illustrator Marieke van Ditshuizen read from her book 'My bath is flying', and everyone could take part in theatre workshops or make his or her own colourful work of art à la Krištof Kintera with recycled material.



On Family Day 11 October, during the Keith Haring Weekend, families took part in special family guided tours in which young people talked about their fascination with Keith Haring. Young breakdancers from the Hiphophuis gave workshops and demonstrations and DJ Git Hyper from DemonFuzz-Records provided the authentic Eighties sound. Children could make their own protest poster with artists from OPPERCLAES. There were continuous activities in the KunsthalLAB, from drawing, doing puzzles, cutting out dogs on a string or making flip books to Keith Haring-style metro drawings. You could learn all the tricks of the Rubik's Cube from speed cuber Ron van Bruchem. A popular activity for young and old was to make badges at the Superduo badge bar, a symbol of the Eighties mixed with the contemporary visual culture. More than



1,000 visitors left the Kunsthall that day wearing the badge they had made themselves. Last but not least, the Kinki Kappers Pop Up Barbershop gave Eighties haircuts a contemporary look for anyone bold enough to take a seat.

The Keith Haring Weekend attracted more than 5,000 visitors.



During weekends and school holidays the focus was on extra activities for families, such as special family guided tours, workshops and music and theatre performances. Children started to make their own children's book or a Russian Roly Poly doll in the KunsthallLAB, and families could visit the exhibitions with one of the Look & Do tours for different age groups.





## TALENT DEVELOPMENT

The KunsthallLAB is the permanent educational space where children from the age of 4 years and adults can actively participate in a combination of learning, entertainment and social interaction. An estimated 40,000 visitors came to the KunsthallLAB in 2015 and more than 1,200 school pupils followed workshops on school outings. This all makes the KunsthallLAB the ideal basis for school groups, children and adults to be able to take part in activities every day. During the Krištof Kintera exhibition, children could dress up and make a freaky creation that could then be seen on the screen in the Kunsthall café. During the Keith Haring exhibition the KunsthallLAB was transformed into Times Square subway station in the atmosphere of Haring's subway drawings. The KunsthallLAB was intensively used during Cultural Trajectory workshops and during the school holidays.



## ART CHALLENGE

Prior to the exhibition 'Keith Haring. The Political Line', the Kunsthal invited graphic designers, artists, muralists, illustrators, street artists, designers and cartoonists to draw inspiration from the artist Keith Haring and from the title of the exhibition 'The Political Line'. More than 55 submissions were assessed by the jury: Julia Gruen, director of the Keith Haring Foundation in New York, artists Jan Rothuizen and Piet Parra, and Kunsthal director Emily Ansenk. The designs of the three prize-winning artists and illustrators were implemented. Their creations were painted by passers-by and visitors on a canvas several metres long during Lowlands in August, 24 uur cultuur in the Rotterdam Central Station in September, and during the Keith Haring Weekend in the Museumpark Rotterdam in October.

## Illustrator bekent kleur

**Nieuwkoper Mark Dolk wint Keith Haring Challenge**

**NIEUWKOPER** | Illustrator Mark Dolk heeft de Keith Haring Challenge van de Rotterdamse Kunsthal gewonnen. Zijn kunstwerk meet 5 bij 25 meter en het publiek mag het komen inkleuren.

LENY VAN DEN BELT

Mark Dolk (48) laat vijf figuren die allemaal een belangrijke rol spelen op het wereldtoneel, balanceren op een circuskoord. Ervoorheen staan voor hen klemmende zaken.

„Op 20 september begint er een overzichtstentoonstelling van werk van Keith Haring,” zegt Dolk. Hij voegt eraan toe dat Haring (1958-1990) veel politiek, geëngageerd werk heeft gemaakt en dat hij dit vaak door het publiek liet inkleuren. „De Kunsthal heeft een wedstrijd uitgeschreven, waarin kunstenaars werden uitgedaagd om een politiek kunstwerk te maken. Maar het mocht geen kopie van Haring zijn.”

Dolk, die dankzij grappige verjaardagskaarten voor zijn facebook-vrienden en dankzij zijn website [www.verjaardagskaarten.nl](http://www.verjaardagskaarten.nl), steeds meer bekendheid geniet, paste deze stijl ook toe voor de Challenge. „Ik heb gekozen voor Obama, Angela Merkel, Putin, de koning van Saoedi-Arabië en de paus.”



▲ Mark Dolk toont enkele tekening die hij verwerkte in zijn inzending. FOTO FRANK DE ROO

Het werden kritische tekeningen, maar met een vleugje humor. Obama dans op het koord, onder meer tussen drones, afsluiterpetrijken en gevangenen die zijn afgebeeld als Guantanamo Bay-dan- cers. Merkel houdt stevig stand tussen een Griekse larin en de Deutsche Bank, terwijl Putin over het koord fietst tussen de meisjes van Pussy

Riot en de BUK raketten. De koning van Saoedi-Arabië moet het ontgelden, omdat hij blogger Raif Badawi gevangen houdt.

### Stokslagen

„Hij is veroordeeld tot duizend stokslagen. Ik heb contact met zijn vrouw in Canada. Ik stuur haar altijd tekeningen waarmee ik protes-

teer tegen zijn gevangenschap. Die zetten anderen weer op internet. Misschien helpt het,” zegt Dolk.

Als laatste heeft hij de paus afgebeeld. „Daar had ik wat meer moeite mee,” bekent hij. Ik ben trots dat mijn werk in de Kunsthal komt te hangen. Daar is op 10 en 11 oktober het Keith Haring-weekend en dan kan het publiek komen inkleuren.”

## LIFE LONG LEARNING FOR ADULTS

The Kunsthal continually stakes on life long learning and supports this with additional activities for adults. The Urban Guides team, with which the Kunsthal has been cooperating since 2014 to offer guided tours, showed 7,040 visitors round the various exhibitions last year. An extra dimension is added to the exhibitions for adults by lectures, audio tours, a weekly film programme in the Auditorium and Artist Talks. One of the many examples was the double interview with Julia Gruen, director of the Keith Haring Foundation New York, and Dr Dieter Buchhart, guest curator of ‘Keith Haring. The Political Line’, during the opening weekend of the exhibition.



## ARTIST TALKS

The Kunsthal organises Artist Talks in which artists comment on their work for the public. Three Artist Talks were organised in 2015. Thera Clazing gave an Artist Talk on her mural 'Shadows of a downfall' on Saturday 18 April during the Freaky Weekend. Tim Hollander commented on his work 'Curating the collection' on 7 June during the opening of the Language & Art Gallery Tour 2015. Aura Rendón Bengier presented her work 'Encounter – Installation 2015' on Saturday 12 September. See also Kunsthal Light





## EDUCATION FOR SCHOOLS

The Kunsthal takes a broad view of education in planning its main exhibitions and actively approaches the various educational establishments (in Rotterdam) in this connection. Thanks to various covenants and forms of collaboration, the Kunsthal manages to put on a relevant and inspiring programme for schools with each major exhibition. Feedback from the active teachers' panel ensures that the educational programme seamlessly matches the core objectives of the curricula so that a visit to the Kunsthal will have an added value for school pupils and students. The Kunsthal has had a covenant with ROC Albeda College since 2011. It also works closely with Stichting BOOR, De Theaterhavo/vwo, Stichting Kunstzinnige Vorming Rotterdam (SKVR), Kenniscentrum Cultuureducatie Rotterdam and Digital Playground.



## AFTERNOONS FOR TEACHERS

During these afternoons, teachers can see how a visit to the Kunsthal is perfectly in sync with the curriculum. Twice a year the Kunsthal organises a Wednesday afternoon with an introduction, an explanation of the educational programme, and a visit to the exhibitions. To liven the afternoon up even more, the Kunsthal often invites guest speakers. In 2015 well-attended afternoons specially for teachers were organised on Wednesday 18 March and 7 October. The guest speakers included Emiel Heijnen, member of the CKV innovation committee, and film

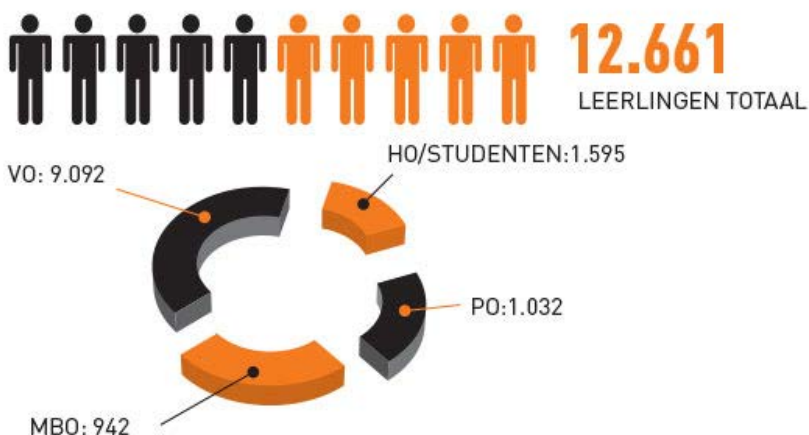
director Johan Kramer.

## TALENT DEVELOPMENT: EDUCATION

For primary education a teaching package could be downloaded free of charge for the main exhibitions 'Krištof Kintera. Your Light is My Life' and 'Keith Haring. The Political Line'. It contained a preparatory lesson for the digital blackboard, a full-colour printed viewer's guide and a lesson to work through the material. Groups 6,7 and 8 could follow a Look & Do tour. In the context of the Rotterdam Cultural Trajectory – in collaboration with Kenniscentrum Cultuureducatie Rotterdam (KC-R) – pupils from groups 7 and 8 and pupils from the second year of secondary education were introduced to 'Out of the box / in the box'. The exhibition of Kintera was visited accompanied by two art teachers and the pupils developed these themes in a Surrealist work of art of their own.

Educational packages were developed for secondary education to accompany the major exhibitions, which were both visited by very large numbers of secondary school pupils. The Keith Haring exhibition also matched one of the subjects of the final secondary education examinations. A special workshop for the Haring exhibition was developed in collaboration with Digital Playground, the centre for media education, for pupils from secondary and intermediate professional education. A special educational package was put together in collaboration with the ROC Albeda Rotterdam for all intermediate professional education levels and courses.

AANTAL LEERLINGEN DIE DE KUNSTHAL IN SCHOOLVERBAND BEZOCHTEN



## CJP CULTURAL CARD

Around 40% of independent school visits took advantage of the CJP Cultural Card. More than 5,000 pupils visited the Kunsthal with the Cultural Card, which is used exclusively by secondary schools. The breakdown for the different types of school is: pre-university education 39%, higher general secondary education 30%, and intermediate professional education 30%. This breakdown of visitors via the CJP Cultural Card corresponds to the types of secondary school that visit the Kunsthal. The statistics show that the Kunsthal threshold is low for all types of secondary education and that the educational programmes developed provide sufficient scope for differentiation.

## KUNSTHAL LIGHT

To develop talent, the Kunsthal Rotterdam has been organising presentations under the title Kunsthal Light since 2011. This exhibition programme offers opportunities for talented artists from the Netherlands and abroad. Kunsthal Light turns the spotlight on modern muralists, street artists and cartoonists, Conceptual art and installations. For this purpose the Kunsthal makes Gallery 6 (the showcase beside the ramp) available to an artist who is given a free hand to make a site-specific work. The artists often make their work on the spot, so that the development of the work can be seen from outside by the public and interaction results. Part of the presentation is an Artist Talk with the artist.

### KUNSTHAL LIGHT #12: ENCOUNTER – INSTALLATION 2015

Aura Rendón Bengier

12 September 2015 – 3 January 2016

Partners: Mondriaan Fonds



Aura Rendón Bengier (1989-) graduated from the Koninklijke Academie voor Beeldende Kunst in The Hague in 2014 with large objects of kite material filled with air. When they are positioned, filled and suspended, these ponderous and at the same time light 'beings' occupy the



space. The long narrow space of the Kunsthall showcase was the ideal location for the recurrent themes in Rendón Benger's work such as distance, proximity, intimacy and the role of the public. Rendón Benger played in her interactive installation with childlike joy and sensual experiences of visitors who clashed with the objects as they made their way through the space.

## KUNSTHAL LIGHT #11: CURATING THE COLLECTION (1992 – 2014)

Tim Hollander

7 June – 30 August 2015

Partners: Mondriaan Fonds



For edition 11 of Kunsthall Light, Tim Hollander scrutinised the components with which an exhibition is presented to the public, acting in the role of both artist and curator of the exhibition. Digging around in the depot and archives of the Kunsthall, he brought to light 'hidden treasures'. With collages of ground plans, sketches and routing designs and using plexiglass covers, socles and paint colours, Hollander made a presentation of the 'collection' that the collectionless Kunsthall does not have.

## KUNSTHAL LIGHT #10: SHADOWS OF A DOWNFALL

Thera Clazing

7 March – 24 May 2015

Partners: Mondriaan Fonds



Thera Clazing graduated in 2014 from the Fine Art department of the Utrecht School of the Arts. Using latex and charcoal, she draws and paints on walls endless, desolate landscapes with skeletal structures of animals. The viewer is left to guess at what has taken place. The painted objects present a possible story full of suspense, anticipating a lugubrious twist. You suspect the existence of characters without anyone being present. Clazing's work for Kunsthall Light #10 showed an oppressive loneliness and made viewers feel what they could not see.

## MARKETING AND MEDIA

Due to the great diversity of exhibitions in the past twenty-three years, the Kunsthall has built up considerable expertise in communicating its programme to a broad public. The Kunsthall has an extensive network of press contacts and public groups. The quality of the content of an exhibition directs the marketing strategy. Unique collections, top items on loan and special travelling exhibitions are of great importance to attract a broad public. Forms of collaboration with diverse partners to position an exhibition more strongly and to take advantage of new possibilities also play an important role in the marketing of a major exhibition.



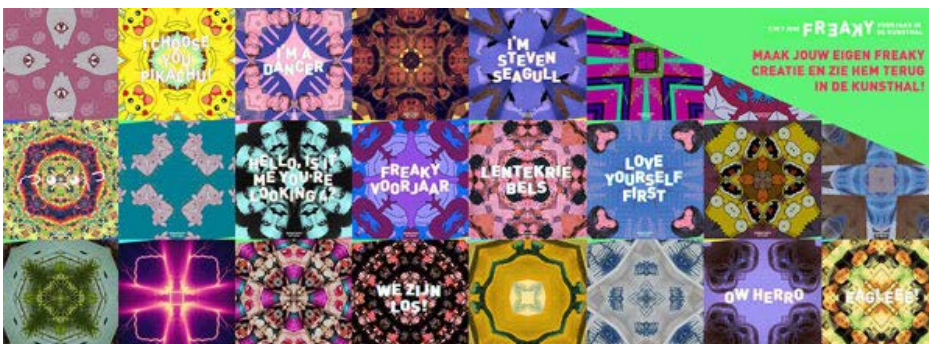
Kunsthall Rotterdam is a strong brand with international allure and is among the twenty strongest museum brands in the Netherlands. Through its broad programme and reputation, the Kunsthall contributes to a constant improvement in putting Rotterdam on the (international) map. The brand popularity that has been achieved is actively deployed in the marketing communication strategy and supports the attractive marketing of the programme to the right target groups. The strong visual branding that was given form in the routing and programme signs inside the Kunsthall in 2014 was also taken as the starting point for the design of the new website.





## MEDIA OUTREACH AND FREE PUBLICITY

The Kunsthal featured regularly in a variety of regional, national and international media in 2015. Media partners such as OPEN Rotterdam and Boomerang helped to make the exhibition 'do it (Kunsthal Rotterdam)' visible, and the Kunsthal worked with AD on a readers action in connection with the KunsthalCooks & cultivates festival. After the cooperation on the James Bond exhibition, the Kunsthal started a campaign again with media partner GANDA during the Freaky Spring. Visitors could 'freak out' one of their own photos by using an online tool and share this picture with their friends, after which they received reduced admission to the Freaky Spring exhibitions.





The media attention for the spring exhibitions lagged somewhat behind the media hype in the spring of 2014, but picked up again with the Keith Haring exhibition. AvroTros Kunstuur and the French Telematin each devoted a programme to this exhibition, and DWDD made a special animation about the artist. Kunsthal curator Jannet de Goede was interviewed by various radio programmes. The reports in the print media were endless and just as varied as the public that came to the exhibition, from NRC, Tableau Fine Arts, Nouveau and Gay Magazine to Metro, Story and many blogs.



Koffietijd and RTV Rijnmond paid several visits in 2015 for reports on KunsthalCooks & cultivates, Keith Haring and 'Knitwear. From Chanel to Westwood'. The smaller exhibitions, including Wim Gijzen's 'Greetings from...' and 'PARRA', also drew considerable attention from the press. Kunsthal director Emily Ansenk was regularly in the media, for instance as Opium TV presenter and with interviews in Elsevier, AD Rotterdams Dagblad, the VNO NCW magazine West, Viva and EXPO newsletter in connection with Rotterdam 2025. In total, the Kunsthal was present with free publicity in the (print) media in 2015 with a media value of more than € 5 million.



## PUBLIC ACTIONS

Besides the flood of free publicity that the Kunsthal managed to generate with visibility in the city and in other ways, various regional and national special offers and arrangements were developed with a variety of partners. More than 2,000 visitors came to the Kunsthal via special offers in Rotterdam with Diergaarde Blijdorp, Euromast, Bijenkorf, Nationale-Nederlanden, Museumpark Ticket, Rotterdam Welcome Card and others. National actions with the BankGiro Loterij, SPOOR Magazine, Holland Pass, Etos, Avro, Robeco and others accounted for more than 6,000 visitors. These statistics are comparable with the special offers that were organised with these partners in 2014, so there is good reason to continue the collaboration in order to reach their followers. A new feature this year were the discounts that the Kunsthal introduced on its social media channels and which have received an enormous response.



## KUNSTHAL ONLINE

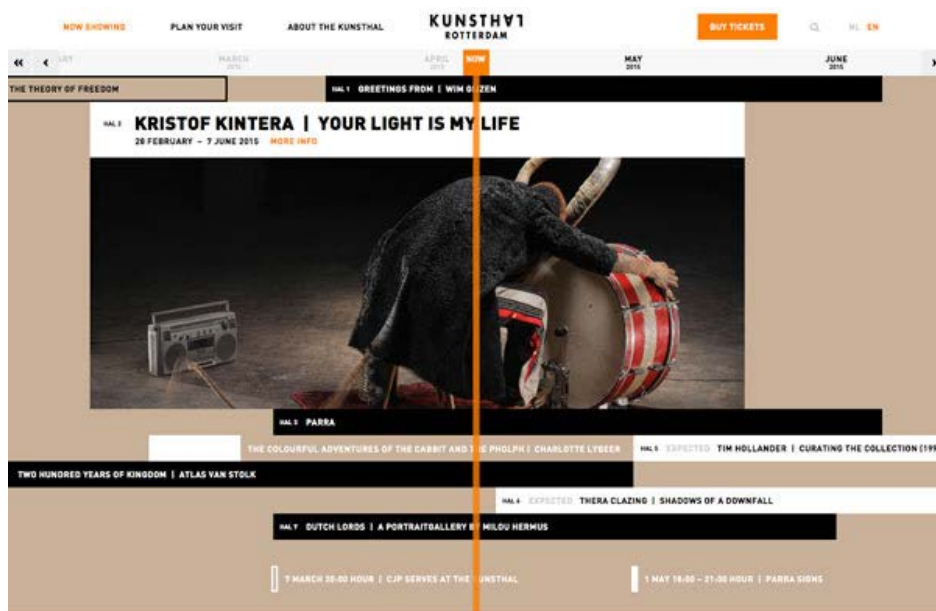
The Kunsthal worked hard in close collaboration with Fabrique Rotterdam in 2015 to develop an innovative new website that underlines the dynamic character of the Kunsthal. The result is a colourful website that is different from regular museum websites and also meets all the requirements of online experience. The website was launched in October 2015 and has by now won the IF Design Award and a bronze European Design Award.



The Fabrique design studio developed a rich and surprising website that reflects the highly diverse programme of the Kunsthal. The striping in the design matches the routing and signs in the Kunsthal building that had been developed previously by Teldesign. The timeline on the homepage shows what there is to see and do in the Kunsthal now and what is coming. At the same time it presents a chronological and colourful survey of the Kunsthal's 24-year history. The website invites you to wander through exhibitions and make discoveries as you swipe and scroll, from modern masters and contemporary art to forgotten cultures, photography, fashion and design. The many activities also return on the home page and on a survey page and emphasise the Palais des Festivals feeling: there is always something to do in the Kunsthal.

Linking various data that arrive through the website forms part of a new approach to the CRM system. An internal working group is occupied with this, which will complete its work in 2016.





## ONLINE GROWTH

In the statistics of museums and their followers on the social media, the Kunsth1 is proud to top the list of Rotterdam museums for outreach and activity on the social media channels. One of the marketing targets, namely to increase our online position, has been attained with a substantial growth of followers on all the social media channels.

### KUNSTHAL ONLINE EN OP SOCIAL MEDIA DECEMBER 2015



Numerous photos and snapshots that visitors took of the photogenic exhibitions went online all over the world. The enthusiasm of the public led to many recommendations by word of mouth, and notices by friends, fans and followers worked online like an oil slick.



## ONLINE TICKET SALES

Online ticket sales have been actively promoted for the major exhibitions in the Kunsthall since 2012. A growing number of visitors appreciate this extra service because with an e-ticket you do not have to queue and can go directly to the fast lane. The growing number of e-tickets by comparison with regular ones sold at the cash desk is an interesting trend. It was therefore decided in 2015 to offer e-ticketing as a regular facility instead of as a temporary option for blockbuster exhibitions.

Communication about e-ticketing is mainly done via the main exhibitions (Krištof Kintera and Keith Haring) with the message 'Buy your ticket now' on trailers, banners, adverts and the social media. Various actions have also been organised to stimulate e-ticketing such as a discount on an e-ticket in combination with an audio tour for the Keith Haring exhibition, or an e-ticket in combination with Freaky Drinks. A total of 5,934 e-tickets were sold in 2015. This is less than in 2014, when 11,000 e-tickets were sold during the Bond exhibition. This is because the Bond target group was more used to buying (film) tickets online than the public for an art exhibition (in Rotterdam). All the same, with these statistics the Kunsthall is still ahead of the other Rotterdam museums. Even better results can be expected from the joint e-ticket platform for Rotterdam museums that will be launched in 2016.

## COLOFON

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