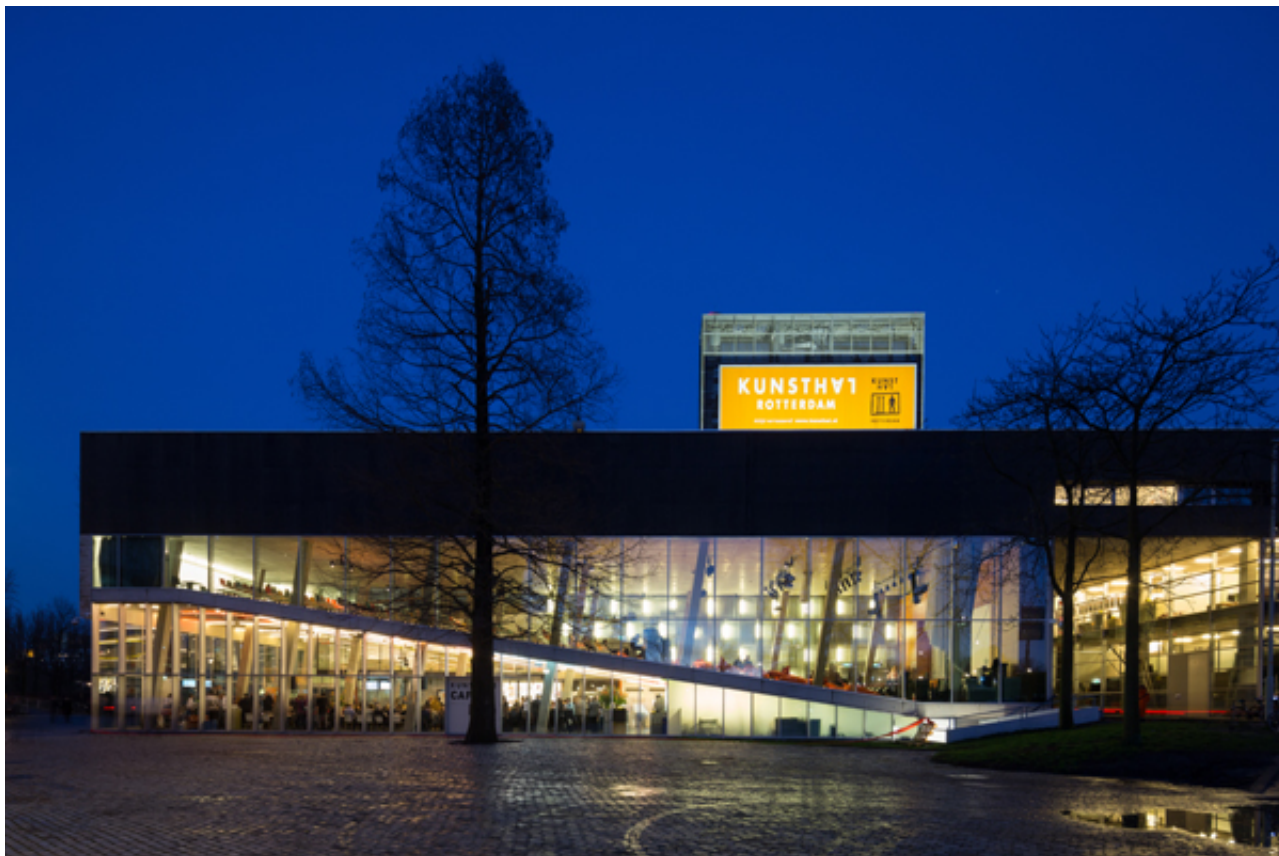


Marketing and media

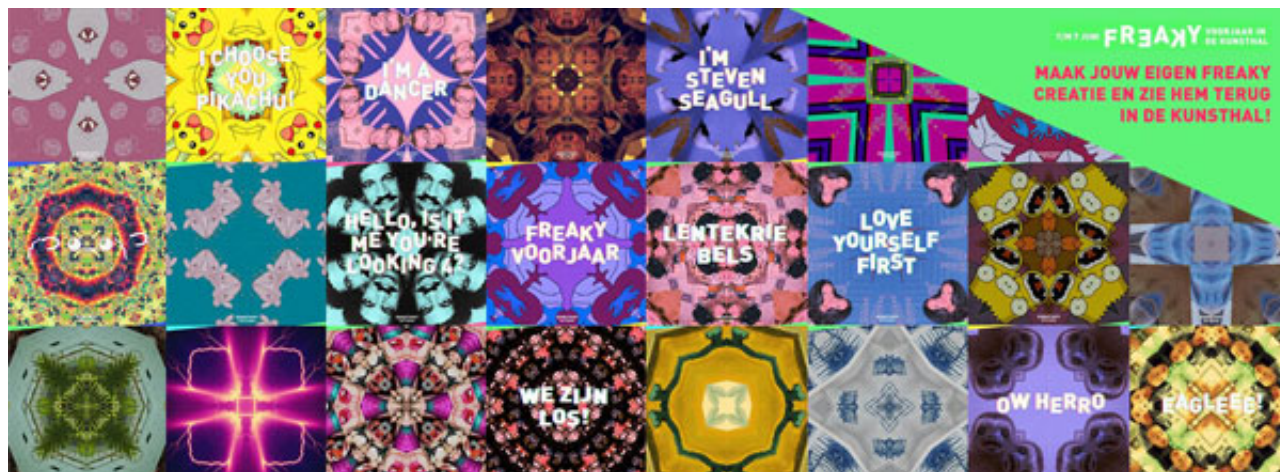
Kunsthal Rotterdam is a strong brand with international allure and is among the twenty strongest museum brands in the Netherlands. Through its broad programme and reputation, the Kunsthal contributes to a constant improvement in putting Rotterdam on the (international) map. The brand popularity that 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 Kunsthal 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.



The image is a screenshot of a website article. At the top, there is a navigation menu with the following items: HOME, GEMIST, COMING-UP, EXTRA, RUBRIEKEN, NIEUWS, MUZIEK, GASTEN, CONTACT. In the top left corner, there is a red circular logo with the text "DE WERELD DRAAIT DOOR". The main image shows a man with grey hair, wearing a blue jacket, sitting at a table in a cafe setting. He is surrounded by other people, some of whom are looking towards the camera. In the background, there is a large wall with three large, stylized figures in blue and red, which are characteristic of Keith Haring's art. The figures are standing on a red base and have their arms raised. Below the image, the title "Minuutje - Keith Haring" is displayed in a large, bold font. Underneath the title, the date "Woensdag 16 september 2015" is written. At the bottom of the article, there is a short paragraph of text: "Dit weekend opent in de Kunsthal in Rotterdam 'The Political Line', een grote expositie rondom de Amerikaanse kunstenaar Keith Haring. Honderdtwintig kunstwerken moeten een minder belichte kant van Haring laten zien. Hier vast wat voorpret."

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.

C2 Beeldende kunst



Entree Bianca Stigter

Geestige beeldende kunst is uiterst zeldzaam

Een geestige kunstenaar wordt maar zelden geboren... Bianca Stigter is de enige Nederlandse kunstenaar die in 2014 een prijs voor beeldende kunst won van de Stichting Kunstpraktijk...

Stigter is een van de weinige kunstenaars die haar werk maakt op papier... Ze werkt met een combinatie van tekenen en schrijven...

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Stigter is een van de weinige kunstenaars die haar werk maakt op papier... Ze werkt met een combinatie van tekenen en schrijven...

Bianca Stigter is een Nederlandse kunstenaar...

- Beeldende kunst
- [] beeldende kunst
- [] beeldende kunst
- [] beeldende kunst
- [] beeldende kunst
- [] beeldende kunst



Keith Haring, Reagan Ready to Kill, 1981. Aquarelle op papier, 20 x 27 cm. Collectie Kunsthal Rotterdam.

Tentoonstelling Keith Haring staat nu vooral bekend om zijn kunst op koffiemokken en koelkastmagneten. Maar hij was ook een actieve rebbel. Over die politieke kant gaat zijn tentoonstelling in de Kunsthal.

Straatkunst met een januskop

Vanaf de jaren tachtig begon in Rotterdam de straatkunst te ontstaan... Keith Haring was een van de meest bekende namen in deze beweging...

De Kunsthal heeft een belangrijke rol gespeeld in de ontwikkeling van de Nederlandse straatkunst... Het museum heeft verschillende tentoonstellingen georganiseerd...



Keith Haring, Ready to Kill, 1981. Aquarelle op papier, 20 x 27 cm. Collectie Kunsthal Rotterdam.

De Kunsthal heeft een belangrijke rol gespeeld in de ontwikkeling van de Nederlandse straatkunst... Het museum heeft verschillende tentoonstellingen georganiseerd...

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nrc art



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.

