

KUNST
HAU



ROTTERDAM

ANNUAL REPORT 2018

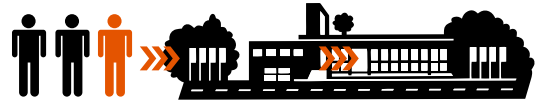


RECORD NUMBER OF VISITORS IN 2018

With 450,000 visitors, 2018 is a year the Kunsthall Rotterdam can look back on with great satisfaction. In this anniversary year, it attracted the highest number of visitors in its 25-year existence: 420,000 visitors to the Kunsthall and 30,000 people more to the Museumpark for free outdoor activities such as Kunsthall LIVE ON SUNDAY, All you can Art and the dream landscape Waterlicht by Daan Roosegaarde. Up to now, the Kunsthall record stood at 334,000 visitors in 1998.

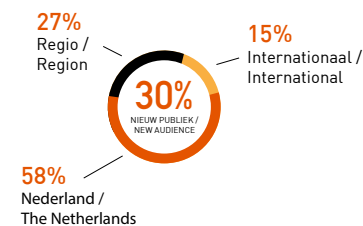


BEZOEKERSAANTALLEN / AMOUNT OF VISITORS



450.000 BEZOEKERS / VISITORS IN 2018

↳ 420.000 KUNSTHAL
↳ 30.000 MUSEUMPARK



This year, the Kunsthall was active in extending its reach beyond the walls to liven up the Museumpark and involve new audiences in its programme, for example in [All you can Art](#), a unique multi-annual project in collaboration with Instituto Buena Vista Curaçao. And also [Kunsthall LIVE](#), the special label under which all activities that are not directly related to the exhibitions are launched. The more than 25 different programme components, varying from Masterclasses and ThinkTanks to special weekends, like [HYPER Weekend](#) and [Kunsthallucinations](#), could count on an enormous amount of attention from the public. The Kunsthall is proud that this year's mission has led to such an amazing result. In recognition of our efforts and the ensuing successful results, the Kunsthall was awarded two prizes: the [&Award](#), a new award for special projects that connect culture, creativity and diversity, and the [Marketing Award Rotterdam 2018](#).

I would like to thank our [partners](#) for their trust in the Kunsthall that they continue to articulate time and again through their loyal support, and I'm equally grateful for our [collaborations](#) with artists, museums, partners, companies, sponsors, funds and supporters. Diversity and inclusivity were also high on the agenda this year, not only in our programming and choice of collaboration partners, for instance for All you can Art, but also in filling job vacancies.

This online annual report discusses the highlights of 2018 and elaborates on the organisation and management, the collaborations, our programme, talent development, educational goals and visitors – all substantiated by facts & figures. Also on behalf of the Kunsthall team, I hope you will enjoy reading this report and look forward to seeing you again often at the Kunsthall in the year to come.

Emily Ansenk, director

HIGHLIGHTS 2018

Since 2017, on a yearly basis three international main exhibitions have formed the backbone of our programme. Thanks to the support of the Droom & Daad Foundation, the Kunsthal is able to realise this strategy that secures a constant stream of visitors and contributes to the international profile of the Kunsthal. In 2018, the highlights were the three main exhibitions, Hyperrealism Sculpture, Viktor&Rolf: Fashion Artists 25 Years and Action<>Reaction, 100 Years of Kinetic Art. Two of these exhibitions were produced in collaboration with renowned international partners: Hyperrealism Sculpture with the Institut für Kulturaustausch in Tübingen and Action<>Reaction with the Grand Palais in Paris and the renowned French guest curator Serge Lemoine (former Président of Musée d'Orsay and Professor emeritus at Sorbonne University, Paris) and Marianne Le Pommeré (Historian of Art). Both these exhibitions, as well as the Viktor&Rolf exhibition, showed works from the collections of leading national and international museums and private collectors. These exhibitions also attracted a lot of foreign visitors and generated a lot of attention in the international media.

The first part of the year got off to an exciting start with many visitors coming to admire the lifelike human figures in [Hyperrealism Sculpture](#).



Also, the needs of fashion and design aficionados were catered to with an impressive retrospective of 25 years of the work of Viktor&Rolf in [Viktor&Rolf Fashion Artists 25 Years](#). The exhibition [Action<->Reaction. 100 Years of Kinetic Art](#), about light and movement in art, offered both young and old visitors an experience with art that appealed to the different senses. And the penetrating portraits in the exhibition [Surf Tribe](#) by Stephan Vanfleteren managed to mobilise many lovers of photography as well as surfing.



KUNSTHAL BEYOND ITS WALLS

The Kunsthall actively ventured beyond its walls in order to liven up the [Museumpark](#) and involve new audiences in its programme. For instance, in [All you can Art](#), a unique multi-annual project in collaboration with Instituto Buena Bista Curaçao. For six weeks, artists worked on involving various social groups in the process of making art. With a Summer School, open studios, ThinkTanks, an exhibition and a mobile studio in the shape of a former 'SRV' supermarket-van driving through the city, this project managed to realise many special meetings.

WINNING AWARDS: &AWARD AND MARKETING AWARD ROTTERDAM

During the 'Beeld&Storm' conference, the Kunsthall Rotterdam, together with Instituto Buena Bista (IBB) Curaçao, received the very first [&Award](#) for involving and connecting people through art in the project [All you can Art](#). This award, which included an amount of € 25,000, is an amazing boost for All you can Art 2019 for which the Kunsthall and IBB and all their partners will again be inspiring Rotterdam and the rest of the Netherlands through making art together on location and in the mobile studio. We are extremely pleased with this &Award and the recognition for All you can Art, a project that for three editions has been taking place both inside and outside the Kunsthall; as an exhibition, a Summer School and an open studio.



Receiving the [Marketing Award Rotterdam 2018](#), from the municipality of Rotterdam, was an amazing testament to our efforts this year. "Moreover, the Kunsthall manages to forge connections with major players on the world stage: Jean Paul Gaultier, Viktor&Rolf, Peter Lindbergh and Daan Roosegaarde. They are all fans of the Kunsthall, its team and its location. And as such they have become ambassadors of Rotterdam," the jury said. It also praised the Kunsthall for the fact that it continues to innovate and surprise and, in doing so, manages to keep attracting many, often new visitors to Rotterdam. According to the expert jury, through its extraordinary achievements, the Kunsthall succeeded in putting Rotterdam on the national and international map in the best way possible way in 2018.

KUNSTHAL AND MUSEUM PARK

The Kunsthall is organising an increasing number of programmes beyond its own walls. In the summer of 2018 [Kunsthall LIVE](#) was launched, a new label that unites activities that are not directly related to a certain exhibition. The content of this programme, consisting of more than 25 components, is inspired by the motivations of our visitors – such as learning, entertainment and spiritual enrichment – and abandons the classical target audience model. Kunsthall LIVE was very well attended and was supported by the VSB Fund. More about [Kunsthall LIVE](#)



KUNSTHAL LIVE ON SUNDAY

Kunsthall LIVE ON SUNDAY is part of Kunsthall LIVE. In 2018, the free outdoor [festival Kunsthall LIVE ON SUNDAY](#) was set up in a more ambitious way after two pilots in 2016 (Latin Life Sundays!) and 2017 (Let's go Sunday). Between 1 July and 5 August, Kunsthall LIVE ON SUNDAY offered six Sundays filled with live music, DJ's, food & drinks and a vibrant atmosphere at the Museumpark. The programme included high-profile artists such as Maite Hontelé, New Cool Collective, Kuenta I Tambu, hosts like Quintis Ristie, Derek Otte and Jörgen Raymann, and DJ's such as Git Hyper, Ari Deelder and Beau Zwart. This resulted in a mutually enhancing interaction between the exhibitions at the Kunsthall and the activities outside the Kunsthall. Every Sunday, the audience could go on Fashion Tours of the exhibition [Viktor&Rolf: Fashion Artists 25 Years](#) with experts from the fashion world, join an urban biologist to discover nature in the Museumpark, work together with the artists of All you can Art in the mobile studio, or participate in other activities. In the summer of 2018, this event could be launched with the help of the participants of the BankGiro Lottery thanks to whom we received a special project contribution for organising three editions of Kunsthall LIVE ON SUNDAY.



WATERLICHT

During the autumn school holiday, between 25 and 27 October, the artwork [WATERLICHT](#) by the internationally renowned Rotterdam artist Daan Roosegaarde was shown during three nights on the square in front and in the park behind the Kunsthall as part of the exhibition [Action<->Reaction](#). Simultaneously, the exhibition [Action<->Reaction](#) was open to the public; this combination was a resounding success. About 25,000 people found their way to the Museumpark and every night there was a long queue for visiting the exhibition. This project shows that activating the Museumpark, and therefore forging a connection between inside and outside, can be successful. The Kunsthall would like to invite the municipality of Rotterdam to further discuss plans for substantiating this kind of activation which is certainly necessary during the period that Museum Boijmans Van Beuningen is closed for renovations while the Depot is not yet open.



KUNSTHALLUCINATION

During the [Kunsthallucination weekend](#) on 17 and 18 November 2018, everything at the Kunsthall revolved around space, movement and light, with an in-depth programme on Saturday and a special focus on visitor participation, kids and family activities on Sunday. One of the events during the weekend was jointly creating a Super Mobile – resembling a work by the famous artist Alexander Calder – on the square in front of the Kunsthall. Many children and their parents enthusiastically helped construct this mobile and subsequently went to see the real artwork in the exhibition.



KUNSTHAL NIGHT LIGHT RUN

In order to also mobilise the people themselves, the Rotterdam Running Crew joined the Kunsthal in organising the special running experience [Kunsthal Night Light Run](#) on the evening of Wednesday 21 November. The run also included the joint creation of a living and moving 'kinetic artwork', tying in with the exhibition Action<->Reaction which focused on light and movement. After a warming up for 1,500 sport freaks, the 3-, 6- and 9-kilometre runs started at exactly 8 p.m. With an after-run beer at the Kunsthal Café it was a memorable event for both beginning and advanced runners.

EXPERIMENT

The Kunsthall is increasingly collaborating with young makers and artists, for instance for [All you can Art](#), Kunsthall Light and in the programming of [Kunsthall LIVE](#). We realise how difficult it must be for this group to find the 'main entrance' of the large institutions. In citywide discussions this subject, the gap between professional art education and presentation venues, keeps coming up. One of the results is the collaboration concerning a series of Masterclasses that the Kunsthall started a number of years ago.



ALL YOU CAN ART

This year, the Kunsthall Rotterdam presented the third edition of All you can Art (AYCA) in collaboration with Instituto Buena Bista (IBB). AYCA is a studio, exhibition and Summer School all rolled into one, where everyone – and we literally mean everyone – has an opportunity to create, learn and discover. The key figures of the project are IBB founding fathers and artists David Bade and Tirzo Martha who, together with social practice artists Liesbeth Labeur, Rieneke de Vries and IBB alumni Elvis Chen, Roxette Capriles and Johanna Franco Zapata, manned a studio at the Kunsthall. The unsuspecting Kunsthall visitors were actively invited to become involved in the creation of artworks together with the artists and Summer School students. Sitting at a central table – together or in turns –, visitors were unable to miss IBB staff members Omar Martha and Crystal Boomgaart.



AYCA was not confined to the Kunsthal building itself. With the help of an SRV supermarket van, ThinkTanks and various partners such as Stichting Laurens (geriatric care), Antes (homeless and addiction care) and the Zuiderpark College (VMBO school), AYCA sought connections with the residents of Rotterdam neighbourhoods who would not come into contact with each other, or with art and culture, under normal circumstances. For each of the three partners, the artists realised an additional studio where they could work with the residents, students or patients on a site-specific artwork. The Summer School students were also closely involved in this, gaining some experience of their own while working in a social context at the different locations. In turn, the participants of the various partners also came to the Kunsthal. Realising these connections between people by means of creativity and social commitment, had a huge impact on the participants. Inclusivity is the magic word at AYCA and throughout the project it is a clearly identifiable aspect.

All you can Art will continue in 2019! This project is now an indispensable part of the Rotterdam cultural landscape. In the summer of 2019, under the inspired leadership of the artists David Bade and Tirzo Martha, AYCA will come to the Kunsthal again and travel into the city more than ever, with two locations of its own in the South Rotterdam area: the Pumping Station and 272-274 Groene Hilledijk. See for more informatie kunsthal.nl/allyoucanart4

MANAGEMENT SWITCH

Against the backdrop of the gap between professional art education and presentation venues, the directors of the Kunsthal and the Willem de Kooning Academy came up with an idea to switch seats in order to approach this problem from the perspective of the other party. Another important goal was to further strengthen the long-standing relationship between the two institutions.



By personally experiencing how an art academy operates, and listening to the students' feedback with regard to this subject, the director of the Kunsthal came to a better understanding of the challenges faced by a professional art school. Vice-versa, the director of the Willem de Kooning Academy also gained a much better insight into how a large institution like the Kunsthal functions, how we arrive at our programming and how we compile our range of educational, 'life-long learning' programmes. The fact that this did not concern a short-term traineeship, but rather a longer period of time during which the two directors literally switched seats and took over all responsibilities from each other, was a deliberate choice. The mutual observations and experiences were publicly shared in Rotterdam and again with staff members from the Ministry of Education, Culture and Science.

ORGANISATION & STAFF

For many years, the Kunsthall's organisational structure only included a relatively small team. In order to make the organisation less vulnerable and increase its impact, we have been reinforcing our staff in a number of crucial departments over the past year.



For streamlining the many extra activities, such as Kunsthall LIVE, we hired a project assistant for Kunsthall LIVE at the beginning of 2018. She will continue her activities at the Kunsthall in 2019. At the end of 2018 we also hired a project assistant for Exhibitions who can connect curators, production and logistics. He is responsible for the overall planning, therefore enabling the other departments to focus more on their core tasks.

DIVERSITY AND INCLUSION

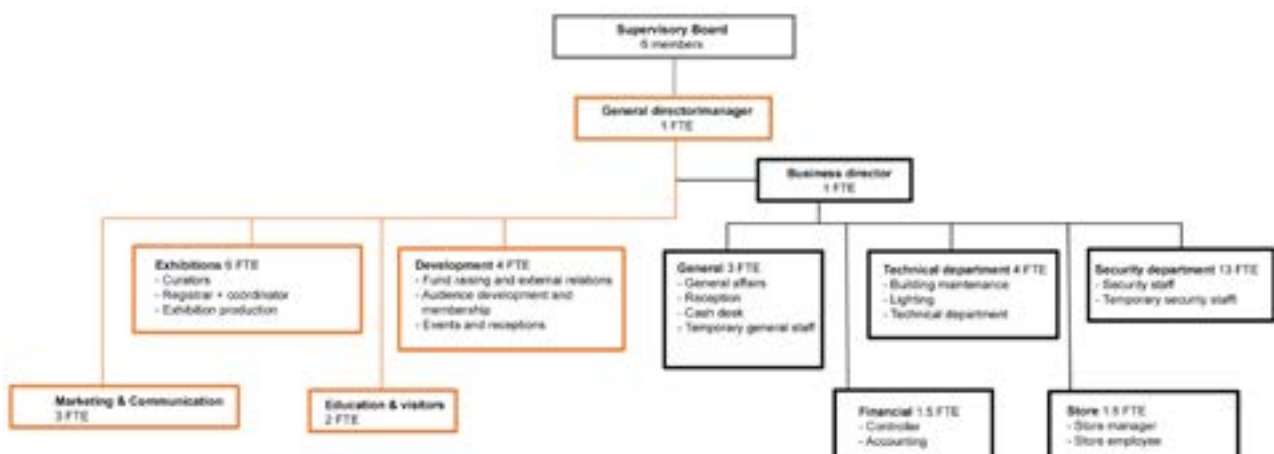
Diversity and inclusion were central themes this year, not only in the programming and choice of collaboration partners, but also in filling vacancies. After Peter Drion LL M, stepped back from the Supervisory Board because he had reached the end of his term in office, he was succeeded by Baharak Sabourian LL M. For other vacancies within the Kunsthall team, we also recruited with an eye on building diversity. On 3 December we hired a junior curator who is responsible for exhibitions and presentations with partners in the city and who will help shape our policy on diversity.

WORKS COUNCIL

In September 2018 we set up a works council. After their election, the employees who have been appointed to the works council participated in a training programme with an external expert. They have already had their first meetings, among themselves and with the director/manager.

KUNSTHAL AS A WORK EXPERIENCE PLACE FOR TRAINEES

The departments of security affairs, education and communication are all assisted by trainees from a variety of courses. We are working with, among others, the ROC Albeda College and the Willem de Kooning Academy.



THE BUILDING

The iconic building by Rem Koolhaas remains a magnet for tourists. In 2018, the Kunsthall organised a small exhibition to put the building in the spotlights. A concertina-fold booklet with fun facts about the history, architecture and artworks surrounding the building was also produced. For 2019 it is our continued ambition to exploit and promote the building in a more intensive way.



RENTAL

In 2018, third-party use of the Auditorium and the KunsthallLAB, as well as the ensuing revenues, again grew. In order to exploit these spaces even better – for our own programme as well as for third-party usage –, in 2018 the Kunsthall invested in structural modernisation, most notably of the audio-visual facilities.

CUSTOMER JOURNEY

The Kunsthall keeps investing in the physical and online customer journey. To improve the accessibility for people with disabilities we have been collaborating with the 'Vereniging van Gehandicaptenorganisaties Rotterdam', a pressure group for the disabled. In 2018, thanks to a contribution by the 'Stichting Bevordering voor de Volkskracht', this resulted in an audio induction loop for the deaf and hard of hearing in the Auditorium. In the wardrobe we have placed an extra handrail and a number of stairs have been clearly marked. Of course, well-functioning elevators and an accessible outdoor terrace are also of great importance to this group of people. The audio-visual infrastructure of the Auditorium has also been modernised thanks to the Job Dura Fund and a private donation. Online we have taken our first steps in the direction of enhancing our service for online visitors with special e-ticketing and improving the visibility of events on our website.

AMBITIONS 2019

For 2019 we are planning to restore the chairs in the Auditorium and take on the renovation of the entrance area (store and box office). We had intended to do this in 2018, but were unable to because of the high visitor numbers. The purpose is twofold: improving the customer journey by realising a smoother way of moving through the building for our visitors and increasing our revenues by expanding the retail area. In addition we are planning the renovation of the office to bring the working conditions (climate, air supply, light and wiring) up to speed with the current standards for a good working environment.

We will also invest in exhibition lighting. We need to bring the lighting up to date to meet the demands of our artistic partners. This will also lead to a substantial saving of energy.

IMPROVING ACCESSIBILITY

For a number of other matters relating to the building, the municipality now has to make its move. Among other things, these concern the improvement of the accessibility, lighting and signposting of the Museumpark and the Museumpark car park, as well as the renovation of the terrace/square between the Kunsthal and the Natural History Museum. As the tree roots continue to push their way up through the cobble stones, the square and the outdoor terrace of the Kunsthal Café in particular are difficult to access for people in wheelchairs or with mobility problems.

GUIDED TOURS

In 2018, 622 guided tours, concerning the exhibitions and the building, were booked; nearly twice as many as in 2017. The most-frequently booked guided tours accompanied the exhibitions Hyperrealism Sculpture, Viktor&Rolf and Action<>Reaction.

GOVERNANCE

The supervisory responsibilities of the Kunsthall are executed by a Supervisory Board. Management and supervision relate to each other in accordance with the Supervisory Board Model as described in the Dutch Code Cultural Governance (2016). The Supervisory Board is responsible for the Kunsthall's preservation and continuity and acts as the employer of the director/manager.

Within the framework of the yearly budget set by the Supervisory Board, the director is charged with the overall policy, strategy, programming, organisation of exhibitions, marketing and communication, education and fundraising/sponsoring. The business director is co-responsible for the overall policy and strategy and is also charged with governance and the general operational management (maintenance, security affairs, personnel, finances, catering and retail). In general, the Supervisory Board sees to it that the management and staff are able to adequately give shape to the Kunsthall's objectives, as periodically determined in close consultation between the Supervisory Board and the management. The Supervisory Board is responsible for approving the annual financial report.

The Supervisory Board met five times in 2018. The chairperson of the Supervisory Board and various supervisory board committees are regularly informed about the state of affairs by the management. The Supervisory Board discusses the plans developed by the organisation with respect to content and finances with the management. On a regular basis, the Kunsthall calls upon the expertise of individual board members.

The Kunsthall would like to thank Mazars accountancy for services rendered.

COMPOSITION OF THE SUPERVISORY BOARD IN 2018

In 2018, the Supervisory board consisted of six members, including the chairperson. As a guideline for recommending new members, the Supervisory Board uses a profile containing the required expertise, abilities and other qualifications.

- Mr A.J.M. Schakenbos (1957), chairman-manager Vestia
- Mr V.S. Mentzel (1945), former staff photographer at NRC Handelsblad
- Mr S.P. Lubbers (1967), director Hollandia Groep
- Mrs B.E.M. Tetteroo (1969), member of the Supervisory Board at Achmea
- Mr D.J.A. Dokman (1971), CCO CX Company
- Mr P.J.M. Drion (1947), partner at Van Traa Advocaten N.V. (until 11/31/2018)
- Mrs B. Sabourian (1976), general counsel Nedspice Group (from 12/01/2018)

As a whole, the Supervisory Board has general and more specific competencies at its disposal that are vital for a museum. Examples of this are knowledge of the cultural sector, financial expertise, commercial expertise, technical/ICT expertise, an affinity with Rotterdam, a broad network in the worlds of business and government and experience in governing and organising non-profit institutions. The Supervisory Board therefore aims for diversity in its composition with regard to background, age, gender and competencies. Diversity is a specific point of attention for filling new vacancies.

The Supervisory Board works with a schedule of resignation to facilitate the circulation of its members as well as guaranteeing the continuity of supervision. The members of the Supervisory Board are appointed for a period of four years with the possibility of reappointment for another four years. The members of the Supervisory Board are not paid for their services. In 2018 Mr Drion stepped down and Mrs Sabourian succeeded him. Just like Mr Drion, she has a legal profile. In 2019, the Supervisory Board expects to appoint a successor for Mr Mentzel.

CULTURAL GOVERNANCE

The Supervisory Board uses the Dutch Code Cultural Governance (2016) as a guideline for evaluating its activities and its collaboration with the director/manager. The principles and 'best practices' described in the code are applied. In September, prior to the board meeting, the external self-evaluation took place. It was conducted under the supervision of the Dutch National Register. Before the evaluation, members of the Supervisory Board and the director filled in a questionnaire that was meant to serve as input for the interview. A report highlighting some areas of improvement was made of the evaluation. It includes recommendations for recording the duties of the various commissions in charters/statutes, and making the board's approach to supervision and the governance code a regular point of discussion during the meetings.

MUST SEE IN 2019



For 2019, the Kunsthall has again put together a wonderful, high-contrast programme in collaboration with many partners from the Netherlands and abroad. Varying from contemporary art from the collection of Rattan Chadha in [Trouble in Paradise. Collection Rattan Chadha](#) to a voyage of discovery through different genres of science fiction in [Science Fiction: A Journey into the Unknown](#)



As part of Boijmans Next Door, a project organised because of the closure of Museum Boijmans Van Beuningen during its renovation, the Kunsthall will programme three exhibitions from the museum's collection. First [Picasso on Paper](#), subsequently the prints of Giovanni Battista Piranesi and finally landscape-themed paintings.



In collaboration with the Guggenheim Museum Bilbao, the Serralves Museum in Porto and the artist Joana Vasconcelos, we will present a major retrospective of Vasconcelos's work during the summer. Her international reputation is rising fast, and we are very pleased that we can produce the exhibition [I'm Your Mirror](#) with such extremely prestigious partners.



We are also enormously looking forward to the [HipHop](#) that we are putting together in collaboration with Rotterdam based the HipHopHuis, guest curator Lee Stuart and a large number of other people from the international scene.



[All you can Art](#) continues. A profound collaboration between the Kunsthall Rotterdam and Instituto Buena Vista (IBB) Curaçao has become a permanent part of the cultural landscape of Rotterdam, after three succesful editions. This summer, under the inspiring leadership of artists David Bade and Tirzo Martha, AYCA returns to the Kunsthall and extends its range with a site of its own in Rotterdam-Zuid.



The showstopper to end the year will be the first retrospective on French creator Thierry Mugler in the exhibition [Thierry Mugler: Couturissime](#), initiated, produced and circulated by the Montreal Museum of Fine Arts, in collaboration with the Clarins Group and the Maison Mugler. It promises to become spectacular!

PROGRAMME & AUDIENCE

For years now, the Kunsthall has been positioning itself as a visitor-friendly museum for all target groups: from fashionistas to art and music lovers, surfers to seniors, design freaks to families and numerous young people. In 2018, the exhibition programme, combined with numerous events and special activities, led to a record number of 420,000 visitors to the Kunsthall and 30,000 visitors to all outdoor events.



AUDIENCE REACTIONS TO THE 2018 EXHIBITIONS

Audience research shows that the Kunsthall scored an 8.2 out of 10 for its overall programme in 2018, with peaks of an 8.9 for [Hyperrealism Sculpture](#), another 8.9 for [Viktor&Rolf](#), and an 8.6 for [Action<->Reaction](#). Events such as [Kunsthallucinations](#) and [Kunsthall LIVE on Sunday](#) also scored above average, respectively 8.8 and 8.5.



During the final weeks of the Kunsthal's 25th anniversary exhibition [Paul Delvaux. Master of the Dream](#), the exhibition [Michael Kvium. Circus Europa](#) during Art Rotterdam 2018. Kvium focused on the situation in Europe, sketching the political stage and daily life as if it were a circus performance while posing uncomfortable questions with his art.



Together with the extremely successful exhibition [Hyperrealism Sculpture](#), covering fifty years of hyperrealist sculpture, to our great surprise our spring programme managed to mobilise over 250,000 visitors. An incredible number of visitors were fascinated by the near-lifelike sculptures.



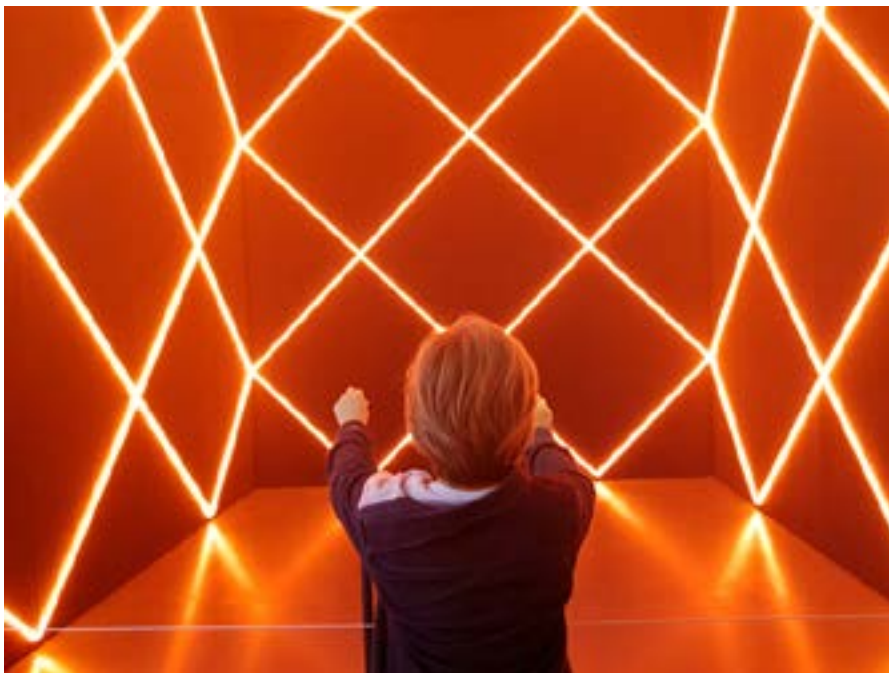
The spectacular opening of the exhibition [Viktor&Rolf Fashion Artists 25 Years](#) on 25 May – attended by Princess Mabel, Viktor&Rolf and many other high-profile guests – resulted in an incredible amount of (inter)national media attention and festive photographs of visitors on the catwalk.



The third summer edition of [All you can Art](#) resulted in an abundance of inspiration, creativity and special encounters. This year the Summer School was also open to older participants. A mixed group of motivated students between the ages of 18 and 50 worked for six weeks under the inspired guidance of David Bade, Tirzo Martha and artists-in-residence from the IBB. At the Kunsthall and on location they worked together with clients of the Stichting Laurens and Antes and with students of the Zuiderpark College.

Our visitors were sometimes astonished by this large studio in the gallery, and sometimes participated in an activity or entered into a conversation with an artist or student. It was also the time of year when many international tourists visited the Kunsthall.

All you can Art will continue in 2019! This project is now an indispensable part of the Rotterdam cultural landscape. In the summer of 2019, under the inspired leadership of the artists David Bade and Tirzo Martha, AYCA will come to the Kunsthall again and travel into the city more than ever, with two locations of its own in the South Rotterdam area: the Pumping Station and 272-274 Groene Hilledijk.



In the autumn, the high-quality art exhibition [Action<->Reaction. 100 Years of Kinetic Art](#), organised in collaboration with the Grand Palais and the renowned French guest curator Serge Lemoine (former Président of Musée d'Orsay and Professor emeritus at Sorbonne University, Paris) and Marianne Le Pommeré (Historian of Art), managed to mobilise a lot of art lovers. The flickering, moving and spinning artworks in the exhibition provoked a lot of reactions on social media.



The exhibitions [The Dark Side of Dick Bruna](#) and [Hugo Claus. Con Amore](#) provided context and more insight into the worlds of the illustrator Dick Bruna and the writer Hugo Claus. In the exhibition [Surf Tribe](#), Stephan Vanfleteren showed his great talent as a photographer in his portraits of surfing heroes from all over the world.



Together with Rotterdam partners like Groot Handelsgebouw, Poetry International, the City Archives and the CBK we collaborated on small exhibition gems like [I Belong Here. 65 Years of the Groot Handelsgebouw](#), [Maaskant Drawings](#), and [Poetry of a Nation/The Nation of Poetry](#) by KAMP HORST.



And in Kunsthal Light, the talented artists [Gijs van Lith](#), [Nazif Lopulissa](#), and [Willem Besselink](#) created extraordinary site-specific installations that were visible to everyone walking along the ramp, including accidental passers-by. The display window functioned as an invitation to, by all means, come in and have a look.

Please visit the [timeline](#) on our website for a complete overview of all 2018 exhibitions.

KUNSTHAL AUDIENCE

From fashionistas to surfers and from design freaks to lovers of literature – it seemed as if everyone came to the Kunsthall in 2018. In doing so, the public gave the Kunsthall the greatest 25th anniversary gift it could ever have hoped for: a new record. Twenty years ago, in 1998, the Kunsthall attracted 334,000 visitors and for a long time that would remain its busiest year. But this year, we attracted many more visitors. With 420,000 visitors this meant an average of around 1,200 visitors a day – or over 170 per hour if you do some further calculations. Incredible!



This many people not only meant a record for 2018, but also felt like one big party. A party that we celebrated with each other; during exhibitions such as Hyperrealism Sculpture, Viktor&Rolf and Action <-> Reaction, while dancing during Kunsthall LIVE, being amazed about the optical illusions during Kunsthallucinations, or breathlessly looking at Daan Roosegaarde's WATERLICHT in the Museumpark. In December, an exhibition entitled "Thank You, Dear Visitors" listed the past year's highlights of the Kunsthall in HALL 4. We hope your memories of 2018 are as amazing as ours.

KUNSTHAL AUDIENCE

In 2018 the Kunsthall welcomed 420,000 visitors, 30% of whom had never visited the Kunsthall before. WATERLICHT and other outdoor activities, such as Kunsthall LIVE ON SUNDAY, attracted about 30,000 additional visitors. On average 63% of our visitors are women and 37% are men. Around 15% of our visitors come from abroad, 17% from Rotterdam, 10% from the region and 58% from elsewhere in the Netherlands. The educational level of our visitors is high for 64%, intermediate for 31% and at a vocational level for 5%. The visitor characteristics vary with the programme and time of year. Many visitors indicate that they have specifically come to see the main exhibitions: Hyperrealism Sculpture (82%), Viktor&Rolf (67%), Action<->Reaction (72%), and Surf Tribe (57%). Around 40% also visit the café and the Kunsthall Store.

The Kunsthall devotes a lot of attention to attracting new audiences and keeping our regular visitors engaged. To this end, the Kunsthall is undertaking various actions, such as listening to its visitors and investing in the physical and online customer journey. More information on this subject can be found under Building

INNOVATIVE & MODERNISING

The Kunsthall is growing in its role as innovator. Innovative brainpower is implemented for finding new forms of funding, accommodating social engagement, reaching out to people who hardly ever come across art and culture, elaborating on new artistic concepts with the help of technological means, and developing high-profile marketing strategies.



KUNSTHAL LIVE

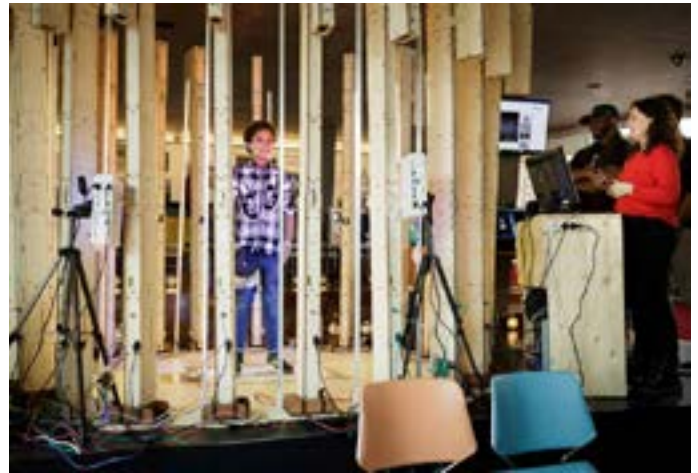
The introduction of [Kunsthall LIVE](#) is an innovation of our side-programming in the form of a series of events. It is in fact a strategy mainly aimed at addressing and engaging a wider and more diverse audience. In order to realise this, Kunsthall LIVE is programmed according to the motivation of our visitors and not so much aimed at specific target groups. These motivations are learning, entertaining and spiritual enrichment, themes that individually and combined are the guiding principles behind the activities. The programme is sometimes linked to the exhibition but sometimes also consists of isolated events. Kunsthall LIVE is realised through intensive collaborations with a variety of partners.

Kunsthall LIVE is positioned as an individual label under the umbrella of the Kunsthall brand. Three Kunsthall LIVE examples:



Accompanying the exhibition Hyperrealism Sculpture, [The Perfect Night](#) entailed a talk show in the gallery about the human body, the history of our physical integrity and the future image of mankind. It focused on the role and the position of the LGBTQ community, with spokesperson and queer activist Non La Decadence. The broadcast was made together with Operator, a Rotterdam radio station that streamed the entire evening's programme on its own website, Facebook and other social media as well as through the Kunsthall's channels. The evening later turned into an exclusive party.

During [Afrovibes Take Over](#), the Auditorium was entirely taken over by African and Dutch makers for a day of fashion, dance, music and film. An event that stimulated encounters and encouraged new audiences to discover the Kunsthall.



During six Sundays in July and August, the Kunsthall organised the free festival [Kunsthall LIVE ON SUNDAY](#) inside, but mainly outside the Kunsthall walls. A festival of music, a city safari through the Museumspark, a children's programme, musical performances, salsa, the All you can Art studio and guided tours of the Kunsthall. This festival is meant to forge connections between inside and outside. The outdoor programming attracts many, often new visitors who are seduced to also come inside, while the (regular) exhibition visitors are surprised by the outdoor programme.

As technology is developing at a rapid pace, the Kunsthall also continued its focus on the relationship between 'Art + Technology', both in its strategy and in its programming. In 2018, as part of 'Art+Technology', the Kunsthall organised the three-day event [POST HUMAN DAYS](#) during which we tried to catch a glimpse of the future of humanity together with our visitors. 'To what extent is technology able to stretch our image of humanity?' The workshops, lectures and presentations by, among others, the artist Floris Kaayk and Lucas Evers, head of WAAG Open Wetlab, were well-attended. This event was a successful sequel to the five [DIGITAL DAYS](#) in 2017 that focused on the relationship between human beings and technology as part of the Kunsthall exhibition [HUMAN / DIGITAL](#).

EVENTS AND ACTIVITIES

This year a lot of time and energy was invested in the new programme and in enhancing the appeal of the Museumpark. With the park acting as a podium and meeting place for visitors and cultural partners in the city, we were able to forge and strengthen our long-standing relationships with cultural partners, reach out to audiences and offer a multidisciplinary (side) programme that was just as versatile and high-contrast as the exhibition programme.



Again, the Kunsthall worked together with numerous substantive partners such as International Film Festival Rotterdam (IFFR), AfroVibes, Operator Radio, Willem de Kooning Academy, Het Doelen Ensemble and the Rotterdam Running Crew on exciting public event such as the Hyper Weekend, The Perfect Night, Naked Tour, MASH-UP!, Masterclasses, Artists Talks, the Kunstbuzz, the Kunsthall Night Light Run, the Kunsthallucinations Weekend and the newest activity See You Later, Illustrator!, where children can create comic strips together with a poet and an illustrator.



Furthermore, numerous events such as workshops, film screenings, breakfast concerts, family tours, lectures and ThinkTanks were organised.

NAKED TOUR

The Kunsthall has an exemplary role in developing special formats for finding new ways of experiencing art and culture and targeting specific, new audiences. Since 2017, the Kunsthall has been working together with the Naturisten Federatie Nederland (Dutch Naturist Federation) for organising 'Naked Tours' that are suitable for specific exhibitions. After a successful edition in 2017, during the [Robert Mapplethorpe](#) exhibition, we even had to organise two Naked Tours during [Hyperrealism Sculpture](#) to meet the high demand in 2018. This will become an annually recurring activity.



MASH-UP

For the fifth time in a row, Kunsthall Rotterdam and the International Film Festival Rotterdam joined forces for MASH-UP! This anniversary edition included a unique preview of the award-winning film *Girl* by the Flemish filmmaker Lukas Dhont, a visit to the exhibition *Action <-> Reaction. 100 Years of Kinetic Art*, and a party at the Kunsthall Café, celebrating the five-year collaboration between the IFFR and the Kunsthall, with DJ Git Hyper and a performance by Luka.



KUNSTHALLUCINATIONS

The [Kunsthallucination Weekend](#), on 17 and 18 November 2018, included a performance by the Doelen Ensemble of a work by the composer Györgi Ligeti related to an exhibited work of art by Heinz Mack, a screening of a documentary about Alexander Calder, guided tours of *Action<->Reaction*, and a lecture about kinetic art. On Sunday the magician Victor Mids of the popular tv-show *Mindf*ck* performed in front of a packed house, professor Tjeerd de Faber of the Rotterdam Eye Hospital gave a lecture about the functions of the eye in connection to the illusion of seeing or not seeing, and all day long people could participate in building a Super Mobile on the square in front of the Kunsthall.



SEE YOU LATER, ILLUSTRATOR!

See you later, Illustrator! is a new Kunsthal LIVE activity especially focused on children and young budding illustrators. An illustrator and a poet will work on a story with the children, between the ages of 6 and 12, and create a comic strip. See you later, Illustrator! was organised three times in 2018. It proved to be a successful, interactive event in the Auditorium, giving around 100 children and their parents for each edition an opportunity to let their imagination run wild. The children were given a special sketchbook as well as the final comic strip in the shape of a colouring picture to take home. In 2019 this activity will be continued.

These are only a few highlights. Please visit kunsthal.nl/activities for all our activities.

Tentoonstellingen en events Kunsthal Rotterdam 2018 (exclusief openingen, ontvangsten en vakantieactiviteiten)

2018	Architectuur, design en mode	Fotografie	Beeldende kunst	Talentontwikkeling	Diversen	Events/lezingen/tours o.a.:	**Kunsthal LIVE evenementen o.a.:
Rotterdam	Ik sta hier goed 65 jaar Groot Handelsgebouw Maaskant getekend	Eli Dijkers Chinese reis	Poetry of a Nation / the Nation of Poetry – KAMP HORST WATERLICHT Daan Roosegaarde (site specific werk in Museumpark)	Kunsthal Light #18 Nazif Lopulissa Playgrounds Kunsthal Light #19 Willem Besselink Dubbelganger		Ontbijtconcert & Tour Paul Delvaux 21 januari & 25 februari Kunsthal & Art Rotterdam: Michael Kvium 8 februari Workshop 'Aquarel' 21 februari A Night at the Circus (Museumnacht 010) 3 maart Workshop 'Realisme met acrylverf' 29 maart & 17 april Artist Tours 'Hyperrealisme Sculptuur' door John DeAndrea, Evan Penny en Zharko Bashkeski 11 maart Meimaand Bijmaand Artist Talk & Booksigning: Viktor & Rolf 26 mei ING Kunstbuzz 29 mei, 25 sept, 9 okt, 6 nov	Masterclass Melanie Bonajo 9 februari Art & Technology: Post Human Days 24 & 25 maart Hyper Weekend 14 & 15 april Masterclass Michael Kvium 26 april Kunsthal x Operator: The Perfect Night 11 mei All you can Art 3: DenkTank Kunstenaar is een beroep 28 juni Kunsthal LIVE OP ZONDAG: zondag 1 juli zondag 8 juli zondag 15 juli zondag 22 juli Zondag 29 juli Zondag 5 augustus All you can Art 3: DenkTank IMPACTMETING: WTF?!! 21 augustus Kunsthal x Operator: The Perfect Night 7 september Masterclass Viktor & Rolf 13 september Kunsthal x IFFR MASH-UP! 12 oktober Afrovibes Take Over 14 oktober Masterclass Daan Roosegaarde 24 oktober
Nationaal	De donkere kant van Dick Bruna Viktor & Rolf: Fashion Artists 25 Years	Jeroen Oerlemans	Prix de Rome Beeldende Kunst 2017 All you can Art 3 Atelier met IBB	Kunsthal Light #17 Gijs van Lith Thinner Spirits All you can Art Summerschool 2018	Hugo Claus, Con amore Kunsthal LIVE * Kunsthal LIVE OP ZONDAG*	Naked Tours Hyperrealisme Sculptuur 2 & 23 juni Rotterdamse Dakendagen 2 & 3 juni Artist Talk Nazif Lopulissa 14 juli Workshop Intuïtief fotograferen 1, 15, 19 juli Instaplots 'Dick Bruna' 18 & 19 augustus Museumpark Vriendendag 26 augustus All you can Art 3 - De Finissage 26 augustus	All you can Art 3: DenkTank IMPACTMETING: WTF?!! 21 augustus Kunsthal x Operator: The Perfect Night 7 september Masterclass Viktor & Rolf 13 september Kunsthal x IFFR MASH-UP! 12 oktober Afrovibes Take Over 14 oktober Masterclass Daan Roosegaarde 24 oktober
Internationaal	Objectivity The Art of Useful Things	Surf Tribe Stephan Vanfleteren T-shirt Truth	Michael Kvium Circus Europa Hyperrealisme Sculptuur Actie<->Reactie 100 jaar kinetische kunst		Bedankt, lief publiek	Special Tour & Booksigning Stephan Vanfleteren 21 oktober Workshops Objectivity 17 & 18 november Kunsthal Zakenkring i.sm. VNO & NCW 20 november Kunsthal Night Light Run 21 november Artist Talk Willem Besselink 15 december	See you later, Illustrator! 26 oktober KunsthallucinatieWeekend 17 & 18 november See you later, Illustrator! 30 november Masterclass Stephan Vanfleteren 13 december See you later, Illustrator! 28 december

INTERNATIONAL

In close consultation with the Droom & Daad Foundation, the Kunsthall has made the strategic choice to produce at least one main exhibition a year together with a renowned international partner. This choice was part of our general strategy to start programming three, instead of two, main exhibitions a year. These exhibitions form the backbone of our programme and provide a constant stream of visitors. Last year and this year this strategy proved to be successful and we were able to realise it partly thanks to the support of the Droom & Daad Foundation.

In 2018, the three main exhibitions – [Hyperrealism Sculpture](#), [Viktor&Rolf Fashion Artists 25 Years](#), and [Action <-> Reaction. 100 Years of Kinetic Art](#) – were particularly important in contributing to our international profile. Two of these exhibitions were produced in collaboration with renowned international partners: Hyperrealism Sculpture with the Institut für Kulturaustausch in Tübingen and Action<->Reaction with the Grand Palais in Paris.



Both these exhibitions, as well as the Viktor&Rolf exhibition, showed works from the collections of some leading national and international museums and private collectors (see also THE POWER OF COLLABORATION). The exhibitions also attracted a lot of foreign visitors and a lot of attention in the international media (see also FACT & FIGURES).

TOURISTS

An increasing number of international visitors come to the Kunsthall, with peaks in the summer months. Apart from the programme, the iconic building by Rem Koolhaas is also a major draw for tourists and foreign students. In 2018, we mainly welcomed people from Belgium, Germany, Japan, China and Korea, as well as foreign students from many other countries. Characteristically, the people in this target group are well-educated and significantly younger. More respondents indicate to have come specifically to see the building. A large number of our foreign visitors are extremely enthusiastic about the Kunsthall, giving it high scores for its inspirational programme. They would also highly recommend a visit to the Kunsthall to others.

PUBLICATIONS

In 2018, the Kunsthall published a variety of catalogues to accompany its exhibition programme. The catalogue 'Hyperrealism: Sculpture' was made in collaboration with Waanders & de Kunst Publishers. The anniversary publication in collaboration with nai010 publishers 'Viktor&Rolf: Fashion Artists 25 Years', compiled by guest curator Thierry-Maxime Lorient appeared on the occasion of the famous fashion duo's exhibition. There was also an edition with a C-print signed by Viktor&Rolf and a special children's book 'Viktor&Rolf Modekunstenars, een tekenboek voor kinderen'. In the autumn, the richly illustrated catalogue 'Actie<->Reactie. 100 jaar kinetische kunst' appeared. Made in collaboration with Lannoo publishers, it includes contributions by Serge Lemoine and Marianne Le Pommeré. We also created a concertina-fold booklet with some highlights of the Kunsthall building's architecture, an All you can Art brochure and some booklets capturing the process of the site-specific installations by the Kunsthall Light artists Gijs van Lith, Nazif Lopulissa and Willem Besselink.



KUNSTHAL AND ENTREPRENEURSHIP

A very big thank you! This year the Kunsthal was again generously supported by various local and national funds, companies and the city of Rotterdam. The number of private donations is steadily growing, as are sponsoring and fundraising revenues. Furthermore, the Kunsthal received various contributions that will continue for several years to come. Find out more about our partners under Kunsthal & Collaborations.



OWN REVENUES VS. SUBSIDIES

In 2018 the share of income raised by the Kunsthal itself was 67% of the total revenues relative to the subsidy of city of Rotterdam. This self-raised income comprises entrance fees, shop sales, catering turnover and gifts by sponsor, funds, lotteries and private donors.

In 2018 the Kunsthal changed its pricing structure. The regular price for adults was raised from €12 to €14 and the €2 children's fee was abandoned. Children up to the age of 18 can now enter for free, also when visiting with their schools. The administration costs for online tickets were also cut. With this new pricing structure, the prices of the Kunsthal are now in line with those of comparable museums in the city and beyond. The change in pricing has resulted in the intended positive effect on the development of our own revenues.

COMMERCIAL RENTALS

The use of the Auditorium and the KunsthallLAB by third parties, and the ensuing revenues again increased in 2018. The farewell receptions of Jan-Peter Balkende, as president of the International Advisory Board, and of Pex Langeberg, as alderman for Culture, were both held at the Kunsthal, for instance. VanTraa Lawyers, Stedin, ASIS Benelux, ING, HAL Investments, Achmea, ASN Bank, Hollandia Services, Erasmus MC, 010 Businesswomen and others held meetings at the Kunsthal, and the award ceremonies of the Job Dura Award and the Maaskant Prize also took place in the Auditorium. We are striving for connections with the city's corporate life, with qualitative and inspiring network meetings, and a continued growth in revenues. This growth is limited by our own use of the Auditorium for our substantive side programme.

CASHLESS

In view of sustainability and security, the Kunsthal Rotterdam switched to cashless methods of payment in April 2018. Payment is possible with debit card, MasterCard or Visa card. Cash payment is still accepted for a bite to eat or a drink at the Kunsthal Café. Shifting to cashless payments has led to higher efficiency and is experienced as positive by our visitors.



STORE

The Kunsthal Store also managed to achieve a better result than in 2017. Apart from the regular store, there were two Pop-up Stores – temporary stores for the duration of a certain exhibition – selling products connected to (the design of) the exhibition. In 2018, the Pop-up Stores were themed around Viktor&Rolf. The increase in retail turnover is the result of the higher visitor numbers and the sales of merchandise products that we developed ourselves. These have a higher margin than purchased products.





CATERING

Our catering outlet experienced a very good year because of the high visitor numbers. The permit for extending the outdoor terrace proved its worth during the beautiful summer.



ECONOMIC SPIN-OFF

The economic spin-off from cultural institutions like the Kunsthall that are a great asset to the city of Rotterdam, is of enormous value. Our own audience research shows that in 2018, 70% of the Kunsthall audience combined their visit with activities like shopping, eating and drinking, staying in a hotel and/ or visiting other attractions. In 2018, Kunsthall visitors gave the city of Rotterdam an economic injection worth over 15.5 million euros.

CREATING JOBS

The Kunsthall contributes to creating job opportunities for the city of Rotterdam, for example for dozens of Rotterdam-based freelancers, companies and retailers who help design and set up the exhibitions, organise and produce other events and marketing activities.

AUDIENCE RESEARCH

The Kunsthall is constantly working on broadening and expanding its audience. In order to accumulate data about the audience, the Kunsthall taps into various sources. In 2018, the Kunsthall again joined Hendrik Beerda's Continue Bezoekersonderzoek (continuous visitor research) for benchmarking purposes with regard to the other (art) museums participating in this survey.

Also, the anonymous data of the Rotterdampas and the Museumkaart were analysed, as well as the anonymous data from sold e-tickets that were part of the Rotterdam Festivals postcode survey. Through the Rotterdam Festivals dashboard, the Kunsthall is able to use the Mosaic model for gaining more insight into its target groups, identifying the correct communication channels for reaching these and initiating possible partnerships.



The Kunsthall also receives anonymous data from the photobooth. Combined with the other data these can provide an increasingly clearer picture of who the Kunsthall visitor is and help us in monitoring new audiences. On a yearly basis, 30% of the Kunsthall visitors are new audience members who are often attracted by specific exhibitions. With the term 'new audience' we are referring to people who have never visited the Kunsthall before.

KUNSTHAL AND PARTNERSHIPS

The Kunsthall has an important responsibility with regard to making extraordinary collections accessible to a wide audience. It often functions as a platform for various museums, artists, private collectors, foundations and social or cultural institutions. A good example of an exhibition featuring a private collection is [Objectivity. The Art of Useful Things](#), the result of the collecting mania of the British design teacher and architect David Usborne. Also noteworthy in this respect are the collaborations with the [Groot Handelsgebouw](#) surrounding the 65 anniversary celebration, the Maaskant Award and All you can Art.



MAIN SPONSOR ING

Since 2015, ING has been the Kunsthall's main sponsor. It is our joint mission to make art and culture accessible to a broad audience. Together we propagate our vision of "seeing more by learning how to look better", in a collaboration marked by a great diversity of activities. One of most important aspects of the ING's main sponsorship is enabling bus transportation for pupils from Rotterdam schools who would otherwise never be able to visit the Kunsthall. In 2018, five 'Kunstbuzzes' transported around 750 young people to the Kunsthall. There was also an intensive collaboration around the exhibition Viktor&Rolf, including an especially designed Viktor&Rolf ING debit card, Viktor&Rolf-ING bags turning the streets of Rotterdam red and also the ING Photobooth, which was a success with young as well as old people. The Kunsthall is extremely grateful to ING for its unrelenting support and our inspiring collaboration.



PATRONAGE – BANKGIRO LOTTERY

The Kunsthall's most important patron is the BankGiro Lottery. Apart from a yearly, fixed contribution, it is possible for visitors who warmly support the Kunsthall to take part in an 'earmarked' lottery, and buy their lottery tickets during their visit to the Kunsthall. Through this type of earmarked recruitment, this year we managed to bring in over € 240,000. BankGiro Lottery VIP-card holders have free access to the Kunsthall, and each year several events are organised for BankGiro Lottery participants. 2018 was the first year (of three) during which we were able to organise Kunsthall Live on Sunday with an additional project contribution of € 350,000. It was a great success, both for the Kunsthall and the Museumspark. In 2019 we will organise a second edition. The BankGiro Lottery also granted us an extra contribution for the exhibition Viktor&Rolf. The Kunsthall is extremely grateful to the BankGiro Lottery and all its participants and is looking forward to continuing our collaboration in 2019.

FUNDS AND SPONSORS

Every year the Kunsthall is supported by many funds. In 2018 the support we received from the Droom & Daad Foundation, for realising the international collaboration with the Grand Palais for Action<->Reaction, was of particular importance for further enhancing the international profile of the Kunsthall. The VSB Fund granted us a substantial contribution for the innovative programme Kunsthall LIVE. We are extremely grateful to the Droom & Daad Foundation and the VSB Fund for their vision and courage. For a detailed overview we would like to refer to our annual account. We are grateful to all funds who contributed to the Kunsthall in 2018. And of course we hope they will continue to give us their support in the future.



Coolblue was the main sponsor for Action<->Reaction. A better partner for an exhibition about light, movement and technique was hardly imaginable. The collaboration put a bit smile on our faces, for which we would like to thank Coolblue. Other partners the Kunsthall wishes to thank for their continuing trust and loyal support are: the municipality of Rotterdam, BankGiro Lottery Fund, Prins Bernhard Culture Fund and the Prins Bernhard Culture Fund Breeman Tallefonds, VandenEnde Foundation, Mondriaan Fund, Nationale-Nederlanden, Stichting Elise Mathilde Fund, Stichting Elise Mathilde Fund, Stichting Retourschip, Stichting Bevordering van Volkskracht, Fonds21, Stichting Zabawas, MediaCenter Rotterdam, Rotterdam Festivals, Rotterdam Partners, Hans Boodt Mannequins, Winsor&Newton, de Bijenkorf, Mainport Hotel, Vogue and of course the Friends of the Kunsthall.

Please visit [The Power of Collaboration](#) for a schematic overview.

THE POWER OF COLLABORATION

Mapping de Kunsthal 2018

Subsidiegever

- Gemeente Rotterdam

Hoofdsponsor

- ING

Consortium

- Roodenburg
Installatietechniek
- ENECO
- O.M.A.
- Dura Vermeer
- Gemeente Rotterdam

Kunsthal Cirkel en Vrienden

- Met dank aan alle Kunsthal Cirkelleden en Vrienden

Fondsen en bedrijven

- BankGiro Loterij Fonds
- Coolblue
- De Bijenkorf
- Fonds 21
- Hans Boodt Mannequins
- L'Oréal
- Mainport Hotel
- MediaCenter
- Mondriaan Fonds
- Prins Bernhard Cultuurfonds
- Rotterdam Festivals
- Stichting Droom en Daad
- Stichting Elise Mathilde Fonds
- Stichting Job Dura Fonds
- Stichting Retourschip
- Stichting ter bevordering van Volkskracht
- VandenEnde Foundation
- VSBfonds
- Stichting Zabawas

Speciale evenementen

- BankGiro Loterij Open Dagen
- Museumnacht010
- Denktanks All you can Art
- Art & Technology: Post Human Days
- Docentmiddagen
- ING Kunstbuzz
- Meimaand Bij-maand i.s.m. Odin
- Kunsthal x Operator: The Perfect Night
- Rotterdamse Dakendagen
- Kunsthal x IFFR: MASH-UP!
- Kunsthallucinatie Weekend
- AfroVibes Take Over
- Kunsthal Night Light Run
- See you later, Illustrator

Ontvangsten/verhuringen o.a.

- 010 Zakenvrouwen
- Achmea
- ASIS
- ASN Bank
- ASVZ
- Autoriteit Persoonsgegevens
- De Bijenkorf
- Boek&Meester
- CAOP
- Coolblue
- CX Company
- DVAN
- Erasmus MC
- HAL Investments
- HDI Global SE, the Netherlands
- Hogeschool Rotterdam
- Inst. Gezondheidszorg
- Hollandia Services
- ICOM Costume
- IMFUEL
- ING
- Jacobus Hoeve
- Jan Peter Balkenende
- Job Dura Fonds
- KLM
- KNB
- Knepelhout
- Laurens
- Movir / NN
- Muze
- Nationaal Register
- Nationale-Nederlanden
- Natuurhistorisch Museum
- Optie A / Garcia Jeans
- RET
- Rotary Kralingen
- Schouten Zekerheid
- Sociëteit E.M.M.
- Stedin
- Stichting Retourschip
- Stichting Rotterdam-Maaskant
- The Greenery
- Twigt
- Van Traa Advocaten
- Dura Vermeer veiling
- VNO-NCW
- Vrije Academie

Internationale partners o.a.

- Reggia di Venaria, Turijn
- Studio Peter Lindbergh
- Museum van Elsene, Brussel
- Fondation Paul Delvaux
- Instituto Buena Bista, Curaçao
- Kunsthal der Hypo-kulturstiftung München
- Institut für Kultur-austausch Tübingen (IKA)
- Guggenheim Museum Bilbao
- Serralves Museum of Contemporary Art, Porto
- Montreal Museum of Fine Arts
- Thalys

Gasten The Perfect Nights

DJ's/sprekers/hosts

- Joost van Bellen
- Yung Feurich & Mo Jakob
- Pohon
- Fader
- Charmaine van Leyden
- Jeff Solo
- Lotte Meret Effinger
- Non la Décadence
- Reconstruct
- Jeff Hoogendijk, Almost Not Done
- Janice Deul
- Samira Ben Messaoud
- Silent Disco

Kunsthal Zakenkring

- Anthony Veder
- Automatic Signal
- Canon Business Center Rotterdam
- CX Company
- DVAN Advocaten
- Equipe Zorgbedrijven
- Havenbedrijf Rotterdam
- Ploum
- PwC Rotterdam
- Rabobank Rotterdam
- Reset
- Riwal
- Steens & Partners
- SV Collection
- Twigt Grafimedia

Gastcuratoren

- Dr. Otto Letze (Hyper-realisme Schilderkunst)
- Thierry-Maxime Lioriot (Viktor & Rolf)
- Serge Lemoine (Actie <->Reactie. 100 jaar kinetische kunst)
- Marianne Le Pommeré (Actie <->Reactie. 100 jaar kinetische kunst)

Masterclasses

- Melanie Bonajo
- Michael Kvium
- Viktor & Rolf
- Daan Roosegaarde
- Stephan Vanfleteren

Artist Talks

- Gijs van Lith (Kunsthal Light #17)
- Nazif Lopulissa (Kunsthal Light #18)
- Willem Besselink (Kunsthal Light #19)
- Viktor&Rolf i.s.m. Thierry-Maxime Lioriot

Kunsthal LIVE OP ZONDAG

- Artiesten**
 - Marcando
 - Maite Hontelé
 - New Cool Collective
 - Zuco 103
 - Gallowstreet
 - Kuenta I Tambu
 - Michelle David & The Gospel Sessions
 - Convoi Exceptional
 - Maya Christina
 - MC JR & Th'Acquisition
 - Lady Shaynah
- DJ's**
 - Ari Deelder
 - Beau Zwart
 - Git Hyper
 - LOKA
 - Shug La Sheedah
- Hosts**
 - Derek Otte
 - Imanuelle Grives
 - Jörgen Raymann
 - Quintis Ristie
 - Winfried Baijens
 - YMP

Samenwerkingspartners landelijk

- Afro Vibes
- Artifex
- CJP
- Creative City Lab
- Jeroen Oerlemans Foundation
- MuseumTV
- Waag Technology & Society
- Nederlandse Museum-vereniging
- Prix de Rome
- Sacha Tanja Penning
- TU Delft
- VNO-NCW
- Vrije Academie

Lezingen / Tours

- Wegdroomconcert Classic Young Masters
- Artist Tours John DeAndrea, Evan Penny, Zharko Basheki
- Lucas Evers (hoofd Waag Open Wetlab) i.h.k.v. Post Human Days
- Spela Petric (kunstenaar) i.h.k.v. Post Human Days
- Familietours i.h.k.v. Hyper Weekend
- Theatertours Studio de Bakkerij
- Special Tour Xander Smith (plastische chirurg)
- Maartje Schermer (professor)
- Naked Tour Hyperrealisme
- Fashion Tours Viktor&Rolf
- Kids Theatertours
- Viktor&Rolf
- Museumpark Natuurtour Het Natuurhistorisch Museum
- Instaplours Dick Bruna
- Special Tour Stephan Vanfleteren
- Familietours Actie <-> Reactie
- Tjeerd de Faber (professor Oogziekenhuis Rotterdam)

Artiesten / creatieven/ musici

- Alida Dors (The Wave)
- Classic Young Masters
- Fader
- Lesiba Mabitsela Studio (Black Tie)
- Luka
- Mo Jakob
- Pohon
- Samira Ben Messaoud
- Tania Christina
- The Kiffness
- Yung Feurich
- Yvonne Beelen (Ytopia)

Kunstenaars All you can Art

- David Bade
- Tirzo Martha
- Liesbeth Labeur
- Rieneke de Vries
- Roxette Capriles
- Elke Uitenhuis
- Elvis Chen

Kunstenaars met solotentoonstelling

- Gijs van Lith (Kunsthal Light #17)
- Michael Kvium
- Eli Dijkers
- Viktor&Rolf
- Nazif Lopulissa (Kunsthal Light #18)
- Susan Barnett
- Stephan Vanfleteren
- Willem Besselink (Kunsthal Light #19)

Bruikleengevers o.a.

- ARKEN Museum of Modern Art
- De Bezige Bij
- Bibliothèque nationale de France
- British Council Collection
- Centraal Museum Utrecht
- Centre Pompidou
- Collectie Stadsarchief Rotterdam
- Collection Christian & Franziska Megert
- Collection Frac Grand Large – Hauts-de-France
- De heer Ronald A. Westerhuis Collectie
- De heer Tobias Schalken
- De Slechte Antiquariaat
- Defares Collection/IMC
- DEMIAN
- Dienst Archief - Stadhuis
- Dutch National Ballet
- Galerie Denise René, Paris
- Galerie Dépendance
- Groninger Museum
- Groot Handelsgebouw
- Management B.V.
- Han Nefkens Foundation
- Haus der Geschichte der Bundesrepublik Deutschland
- Henri Storck Fonds
- ING Collectie
- Internationaal Instituut voor Sociale Geschiedenis
- Koninklijke verzamelingen, Den Haag
- Kunstmuseen Krefeld
- Letterenhuis/Koning Boudewijntichting
- Literatuurmuseum NL
- Mabel of Orange-Nassau
- Musée d'art contemporain de Lyon
- Musée de Grenoble
- Museo de Arte Contemporáneo de Buenos Aires
- Fundación Adto Rubino
- Museum Boijmans Van Beuningen
- Museum MORE
- Museum Voorlinden
- National Galleries of Scotland
- Nederlands Fotomuseum
- Paleis voor Schone Kunsten, Brussel
- Phœbus Foundation
- Réunion des musées nationaux – Grand Palais, Paris
- Sam Dillema's Atelier
- SPRL Canterbury
- Stichting Kröller-Müller Museum
- Stichting Zuiderzee-museum
- The Centre national des arts plastiques, Paris
- The Civic
- The Cruz-Diez Art Foundation Collection
- Tom Gerits Galerie
- University of Arts London (UAL)
- Van Abbemuseum
- Viktor&Rolf B.V.
- VRT Archief
- Wilhelm-Hack Museum, Ludwigshafen
- Zero Foundation, Düsseldorf
- en alle bruikleengevers die anoniem wensen te blijven



Rotterdamse samenwerkingspartners

- Albada College Rotterdam
- Museum Boijmans Van Beuningen
- Music Matters
- NN DE Café
- NRC Café
- O.M.A.
- Operator
- Opperclaes
- Poetry International Rotterdam
- Productiehuis Flow
- RED bv
- RET
- Rotterdam Festivals
- Rotterdam Partners
- Salsability Club
- SKVR
- Stichting De Loodsen
- Stichting Laurens
- Studio de Bakkerij
- Studio Ytopia
- Superduo
- TENT
- Urban Guides
- Video Agency
- VET GROOT Mobile
- Willem de Kooning Academie
- Zuiderpark College

Mediapartners

- Vogue Nederland
- Karla Otto, Parijs
- De Bijenkorf
- Rotterdam Partners
- Mediacenter
- RTV Rijnmond
- OPEN Rotterdam

Openingsprekers

- John DeAndrea (kunstenaar)
- Evan Penny (kunstenaar)
- Max Kisman (grafisch ontwerper)
- Rianna Groen (galeriehouderster)
- Dolores Dorantes (festivaldirectie)
- Safiya Sinclair (festivaldirectie)
- Suzanne Wallinga (A Tale of a Tub)
- Yin Yin Wong (Publication Studio Rotterdam)
- Suzanne Holtzer (hoofdredacteur literatuur Bezige Bij)
- Paul Dujardin (kunsthistoricus/ directeur-generaal BOZAR Brussel)
- Serge Lemoine (voormalig president -directeur Musée d'Orsay/emeritus hoogleraar Sorbonne)
- Marianne Le Pommeré (kunsthistoricus)
- Birgitta Padberg (managing director Groot Handelsgebouw)

Educatie / Talentontwikkeling

- Codarts
- Digital Playground
- Hogeschool Rotterdam
- Kenniscentrum Cultuureducatie Rotterdam (KCR)
- Kunstpilot
- LMC Voortgezet
- Onderwijs Rotterdam
- ROC Albada College Rotterdam
- Stichting BOOR
- Stichting Kunstzinnige Vorming Rotterdam (SKVR)
- Theaterhavo/wvo
- Vereniging van Vrije Scholen
- Willem de Kooning Academie

Uitgevers

- Uitgeverij Waanders & de Kunst
- nai010 uitgevers
- Uitgeverij Hannibal
- Uitgeverij Lannoo

KUNSTHAL SUPPORTERS

The Kunsthall's programme for supporters consists of the Kunsthall Friends and the Kunsthall Circle (Major Donors) for involved individuals. Businesses who are committed to the arts and wish to be involved in the activities of the Kunsthall, can join the Kunsthall Business Circle or become Kunsthall Ambassadors.



FRIENDS AND MAJOR DONORS

In 2016, the Kunsthall launched a plan to increase the number of Friends and Major Donors as a source of income while simultaneously intensifying the level of (social) involvement with the Kunsthall. It is the Kunsthall's objective to find Friends and Major Donors who wish to commit themselves for longer periods of time. Apart from free entrance, the Friends programme consists of a variety of benefits, such as sneak previews, store discounts and access to the Masterclass series. A special programme was set up for Major Donors. This approach is proving successful. The income from Friends and Major Donors, who commit themselves to the Kunsthall for several years, steadily grew in 2018.

KUNSTHAL AMBASSADORS

Apart from main sponsor ING, the Kunsthall has an ambassadors' network of regular sponsors who can offer substantive and/or financial support. In 2018 this network consisted of ROC Albeda College, Kneppelhout & Korthals Lawyers, Colart (Winsor & Newton) and Nationale-Nederlanden. In 2018, Colart made a substantive as well as a financial commitment to All you can Art and Kunsthall Light, which resulted in a particular added value for both projects. Nationale-Nederlanden has been connected to the Kunsthall as an ambassador for over five years. The Kunsthall very much enjoys working with this loyal partner, both inside and outside the Kunsthall. For example, the exhibition Viktor&Rolf was put in the spotlights at the NN/DE Café, next to the Central Station, by means of large exhibition blocks, and Nationale-Nederlanden also organised two events at the Kunsthall. The Kunsthall is grateful to its ambassadors for their close and substantive involvement and is looking forward to new and exciting collaborative projects in 2019.



KUNSTHAL BUSINESS CIRCLE

The Business Circle is an accessible platform for entrepreneurs with the Kunsthall as its home base; The location to find inspiration and meet new people. People from all lines of business are welcome: from architects to orthodontists and from consultants to graphic designers. With their yearly support, Kunsthall Business Circle members contribute to the general funding of the exhibitions. In return they may use the Kunsthall as a platform for relationship marketing. In 2018, many Business Circle members, such as Twigt and the CX Company, held relationship events at the Kunsthall.

On 20 November the Kunsthall organised a successful event for the Kunsthall Business Circle and MKB Rotterdam, an association of small and medium-sized Rotterdam enterprises, with Paul Hofstra, the president of the Rotterdam Audit Office, as guest speaker. For more than ten years now, the Kunsthall has been organising a yearly programme in collaboration with VNO-NCW Rotterdam, consisting of a visit to the exhibition and a social gathering with drinks at the Kunsthall Café.

EDUCATION & TALENT DEVELOPMENT

Education was again a priority and was implemented through some splendid Viewer Guides, encounters, Masterclasses, equipped studios, the Kunstbuzz in collaboration with our main sponsor ING, and special guided tours, expert meetings, Think Tanks, and over 21,000 children visiting the Kunsthal with their schools.



MASTERCLASSES

Students in higher education could participate in yet another series of Masterclasses in collaboration with the Willem de Kooning Academy. Exclusively for the students and Kunsthal Friends, renowned makers explained their working methods and body of work and entered into a public discussion with the participants. After an extraordinary series in 2017, we again welcomed some extraordinary 'Masters' at the Kunsthal in 2018: artist Melanie Bonajo (nominated for the Prix de Rome Visual Arts), artist Michael Kvium, fashion duo Viktor&Rolf, photographer Stephan Vanfleteren and artist and innovator Daan Roosegaarde. Each year, the programme proves to be an enormous source of inspiration for the participants, giving them valuable insights. With over 300 sold tickets, a number of these masterclasses were even fully booked. Each of these masterclasses is filmed and can be watched through the Kunsthal's [YouTube channel](#).



ING KUNSTBUZZ

Four times a year, the ING Kunstbuzz, an initiative of the Kunsthall and ING, drives classes of schoolchildren for whom transportation is a problem to the Kunsthall. In this way, over 750 Rotterdam pupils are introduced to the arts on a yearly basis; children who would otherwise not have an opportunity to do so. This year the Kunstbuzz facilitated the first edition of 'Kijk ze Kijken', which won the Kunsthall the incentive award for Museum Education in 2017. Together with elderly people from a nearby senior citizens home, a group of special education pupils paid a visit to the Kunsthall. In this configuration, the participants were able to look differently and more intently at art.



SUMMER SCHOOL

During the summer of 2018, another edition of the All you can Art Summer School took place. With the Zuiderparkcollege as one of the regular partners, the artist David Bade worked on an artwork with several classes for a week. This 'open studio' took place in the assembly hall of the Zuiderparkcollege. Another Summer School was held at the Kunsthall, with over thirty motivated students participating. Together with five different artists involved in the project, they were able to develop their own work within the context of a master and apprentice relationship.

SPECIAL TOURS AND LECTURES

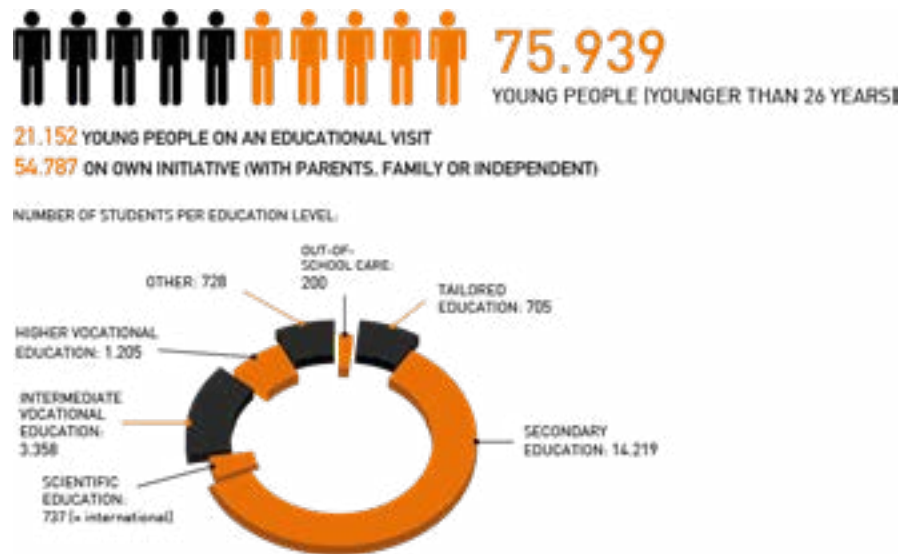
Special tours providing an added extra-curricular, educational layer to the exhibitions, have now become recurring educational events. A couple of times a year, the Kunsthall invites special guests to look at the exhibition from an entirely new perspective. In this context, visitors were, for instance, able to join plastic surgeon Xander Smit for a tour of the exhibition Hyperrealism Sculpture. Also, professor Tjeerd de Faber of the Rotterdam Eye Hospital educated visitors of the exhibition Action <-> Reaction about the ability of kinetic art to trick the eye. And during the Post Human Days, lectures were given by artists focusing on 'technology' and 'new humans'.

ART MEDIATION

During the run of the exhibition Hyperrealism Sculpture, guides for all age groups were available every weekend. Instead of giving guided tours, these guides entered into discussions with the visitors, in so-called art mediation. By means of the Visual Thinking Strategies method, the guides provided more information about the various sculptures and also further examined the experiences of the visitors while watching the lifelike sculptures.

EDUCATIE FOR SCHOOLS

With the intention of making the exhibition programme attractive for all ages, the Kunsthall continued to develop different education programmes. In 2018, we could offer education programmes to children of all school levels to accompany the exhibitions Hyperrealism Sculpture, Viktor&Rolf and Action<->Reaction. These programmes consisted of 'Look & Do' tours for primary schools and Viewer Guides for secondary schools. Also, the KunsthallLAB is especially equipped to acquaint students and regular visitors with the themes and techniques of the exhibitions. In collaboration with the SKVR there were guided tours of Action<->Reaction during which the students were shown the exhibition by art teachers and subsequently participated in intensive workshops.



KUNSTHALLAB

The KunsthallLAB is our permanent education space where children and adults can actively participate through a combination of learning, entertainment and social interaction. The KunsthallLAB is intensively used during Cultuurtraject (Cultural Route) workshops and during school holidays. On Sunday afternoons there are free workshops that are linked to the exhibitions.

TEACHER'S AFTERNOON

In order to inspire teachers and introduce them to the educational programmes, the Kunsthall organises two teacher's afternoons a year. In the spring, teachers were able to exchange knowledge with their colleagues, visit the new exhibitions and become inspired by all the different interpretations of art education in the various schools.

In the autumn, we organised a teacher's afternoon in collaboration with the Museum Boijmans Van Beuningen and Het Nieuwe Instituut. The programme was kicked-off with a presentation by philosopher, educational pedagogue and researcher Piet van der Ploeg.

KUNSTHAL LIGHT

Since 2011, 'Kunsthal Light #' has been the Kunsthal's talent development programme for young, fledgling artists. TheseSince 2011, 'Kunsthal Light #' has been our talent development programme for 'modern muralists', urban illustrators, cartoonists and conceptual artists who are given the opportunity to create a site-specific work for the Kunsthal. Regular components of the project are the processes of making and installing the work and engaging in conversation with the visitors. An Artist Talk with the artist is also part of the presentation. After a period of about ten weeks, the work is repainted or dismantled. All that remains is the experience and a personal publication. From our own experience we have learned that the programme can be a steppingstone to more recognition and success for many of the participating young artists, sometimes even internationally. In 2018 there were three editions of Kunsthal Light thanks to a special contribution by the Mondriaan Fund. For 2019, new editions of Kunsthal Light are on the programme.

KUNSTHAL LIGHT #19: DUBBELGANGER

Willem Besselink

10 December 2018 – 3 March 2019

Partners: Mondriaan Fonds



With the exhibition 'Doppelganger', the Kunsthal Rotterdam presented a site-specific installation by the Dutch artist Willem Besselink. The exhibition – part of the 'Kunsthal Light' programme – reflected the artist's thought process. For this installation Besselink drew his inspiration from the architecture of the Kunsthal, designed by Koolhaas, and from the building structures and materials of HAL 6 in particular. Some details of the building, such as the angle of inclination of the floor and the turned supports of the roof structure, formed the points of departure for this installation (1:1 scale) that radically transformed and emphasised the structure of the space. Visitors suddenly found themselves standing amongst some of the building's architectural structures that they would normally have passed without noticing.

KUNSTHAL LIGHT #18: PLAYGROUNDS

Nazif Lopulissa

14 July – 28 October 2018

Partners: Mondriaan Fonds



In his work, the Rotterdam artist – and winner of the Henri Winkelman Award 2018 – Nazif Lopulissa (1991) researches the visual language of objects, locations and situations from his everyday life. 'Playgrounds' is a personal exploration of an important phenomenon from his childhood. For Kunsthal Light #18 Lopulissa presented a series of works systematically researching playgrounds and translating the results to the canvas. To Lopulissa, playgrounds are spaces where elements such as form, appearance, function and use seem to be constantly contradicting each other. Lopulissa takes details from the playground and turns these into abstracted and unrecognizable patterns. He zooms in on railings, fencing, bars and rubber tiles and paints these on top of each other in abstract compositions.

KUNSTHAL LIGHT #17: THINNER SPIRITS

Gijs van Lith

27 January – 13 May 2018

Partners: Mondriaan Fonds



For his installation during Kunsthal Light #17, the Dutch artist Gijs Van Lith took the architecture of the Kunsthal's 'display window' as the point of departure. Large, loose canvasses were draped over the horizontal supports in the space. Van Lith playfully distorted our expectations and fundamental understanding of what a painting could and should be.

Although Gijs van Lith's (1984) main focus is on painting, his body of work also entails sculptures and installations. His work is all about the creation, materiality, and the actual act of painting. In his paintings he explores ideas about physicality, spatiality, status and colour.

KUNSTHAL LIGHT #16: NO PLACE LIKE HOME

Ari Bayuaji

18 March – 28 June 2017

Partners: Mondriaan Fonds



The Indonesian-born Ari Bayuaji (1975) lives in Canada and travels all over the world as an artist. While on the road he collects materials and draws inspiration for new work from cultural customs and practices. For Kunsthal Light #16 Bayuaji moved into Gallery 6 for two weeks, turning the long and narrow slope with display window function into a 'home' for himself, visitors and random passers-by during that period. With three-dimensional sculptures, paintings, drawings and photos he made an installation with many references to the different locations in the world he visited, employing materials that people would normally use for building their homes.

KUNSTHAL LIGHT #15: IN THE ABSENCE OF LIGHT

Pim Palsgraaf

21 september 2016 t/m 5 maart 2017



KUNSTHAL LIGHT #14: SIC SEMPER

Inge Aanstoot

30 april t/m 21 augustus 2016

Inge Aanstoot (1987) has made an impressive wall painting for Kunsthal Light #14, populated by human figures, self-portraits and a large variety of animals. It invites the viewer to discover the narrative that lies hidden between the brushstrokes. Inge Aanstoot is fascinated by the selective and subjective way in which people deal with information and interpret history to suit their purpose. In the Kunsthal she selects who and what appear in her 'historical' wall painting by association. Thus she writes history herself, paradoxically in the exactly the same way as history is always written. Aanstoot criticises the history textbooks by shifting the frame, but the frame still remains.



KUNSTHAL LIGHT #13: VREEMDE GEWOONTES

Susanna Inglada

15 januari t/m 10 april 2016

Partner: Mondriaan Fund

For Kunsthal Light #13, the museum's display window is taken over by theatrical, dark characters created by artist Susanna Inglada (Spain, 1983). She has drawn these figures in the space provided using charcoal and paint. Inglada likes to work without a fixed frame or canvas. This allows her the freedom to construct lively scenes, her creations serving as the players and props in a theatrical performance. Inspired by the culture and politics of her homeland Spain, Inglada creates her own world using symbols of violence and power, with the figures appearing to respond to each other.



KUNSTHAL LIGHT #12: ENCOUNTER – INSTALLATION 2015

Aura Rendón Benger

12 september 2015 t/m 13 januari 2016

Partners: 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.

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

Tim Hollander

7 juni t/m 30 augustus 2015

Partners: Mondriaan Fonds



For edition 11 of Kunsthal 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 Kunsthal, 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 Kunsthal does not have.

KUNSTHAL LIGHT #10: SHADOWS OF A DOWNFALL

Thera Clazing

7 maart t/m 24 mei 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 Kunsthal Light #10 showed an oppressive loneliness and made viewers feel what they could not see.

KUNSTHAL LIGHT #9: RAINDROP

Myungsu Seo

25 september t/m 8 februari 2015

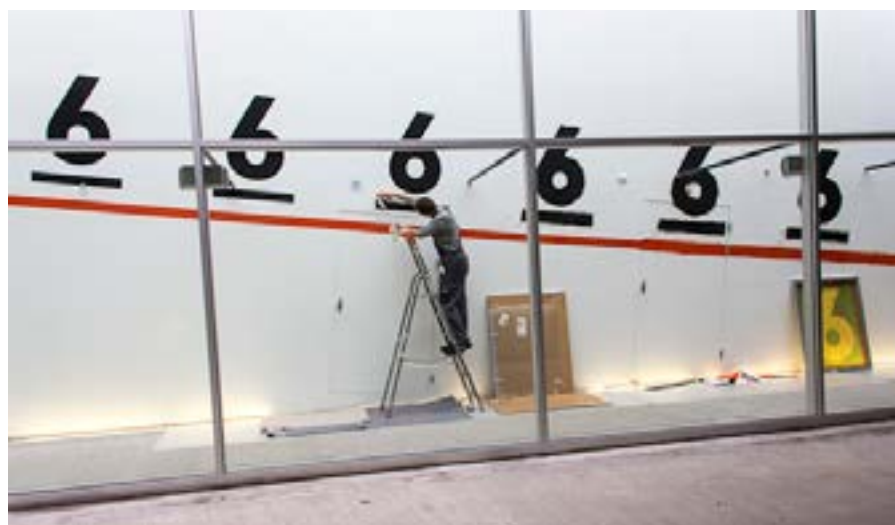
Partners: Nationale Nederlanden



KUNSTHAL LIGHT #8: PATIENCE

Stefan Hoffmann

1 februari t/m 11 mei 2014



FACT & FIGURES 2018

The key statistics below offer an insight into the most relevant figures. The Kunsthall receives a subsidy for less than half its activities and manages to double that amount independently.

Number of visitors to the Kunsthall: 420,000

Number of visitors to Kunsthall events in the Museumpark: 30,000

Number of exhibitions: 23

Number of events and activities: 45

Number of online visitors (kunsthall.nl): 534,624

Number of visited webpages: 2,736,858

Number of staff members: 45 (40.2 FTE)

Revenues from admission fees: € 3,237,399

Other revenues (store, contributions, other): € 2,480,083

Ratio between subsidies and own revenues: 33% – 67%

Exploitation subsidy: € 2,859,000



MEDIA

The Kunsthall loves the media and the media love the Kunsthall. Nationally and internationally. The Kunsthall generates a lot of free publicity and uses goal-oriented advertisements to reach specific target groups. Apart from appearing in numerous articles, the Kunsthall frequently made the national television in 2018: the national [NOS news](#) (twice), Nieuwsuur, RTL Boulevard, SBS Shownieuws, art programmes by the AVROTROS broadcasting corporation, Episode of [Stand van Nederland](#) | Vrouwen aan de top, even the Belgian VRT News – totalling a media value of about a million euros.



We also invested heavily in visitor activation with special, mediagenic activities that generated a lot of attention online and in the social media, such as Hyper Weekend during Hyperrealism Sculpture and Kunsthallucinations and Waterlicht during Action<->Reaction.

Internationally, numerous media outlets paid attention to the Kunsthall exhibitions. From La Republica to the Tagesspiegel and from Le Quotidien to Apollo Magazine. Not only in European countries like France, Belgium, Germany, Italy, Austria and Greece, but also in the USA, China, Japan and Korea. Especially Viktor&Rolf attracted a lot of attention from the domestic and foreign media, from CNN to Holland Herald and from Arab Vogue to Volkskrant Magazine. But All you can Art also managed to generate more media attention during its third edition.

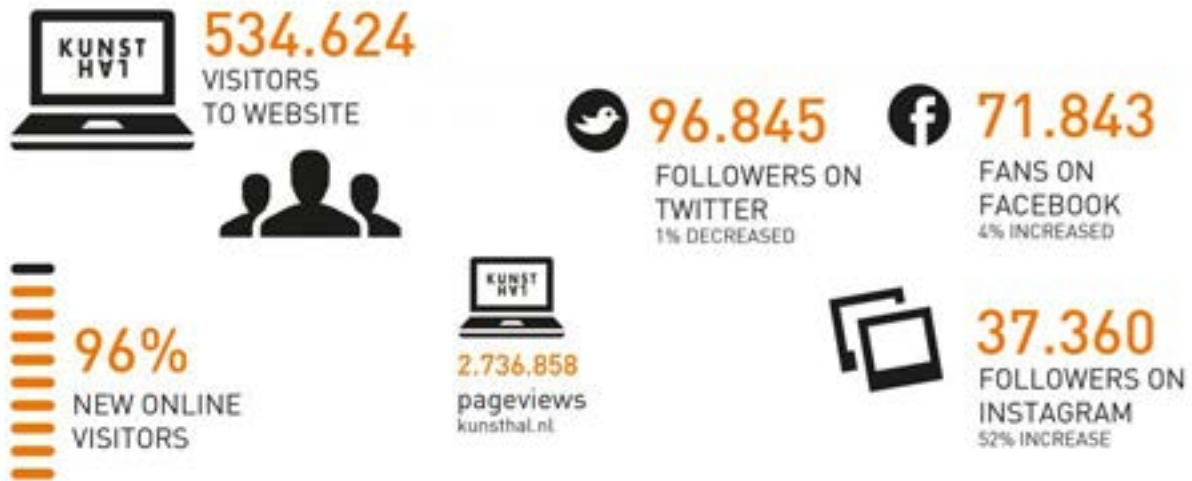


In 2018, the Kunsthall was visible in printed and online media for a total media value of more than 9 million euros, 5.6 million of which in the Dutch media, including radio and television. Furthermore, the Kunsthall managed to generate a media value of over 5 million euros in visibility through its social media channels.

KUNSTHAL ONLINE

The Kunsthall is increasingly active on social media, with the aim to reach new and younger audiences. In 2018 the Kunsthall website was visited by 534,624 people (similar to 2017) and 2,736,858 pageviews, an increase of 49%. Among other things, this increase was caused by the fact that people prolonged their stay on the Kunsthall website, for instance for buying tickets or watching videos. The Kunsthall LIVE programme is now also part of the website, improving the online visibility of the many events and activities.

KUNSTHAL ONLINE ON SOCIAL MEDIA DECEMBER 2018



POPULAR WITH FOLLOWERS



FACEBOOK POSTS WITH LARGEST OUTREACH IN 2018

Kunsthal Rotterdam
Geplaatst door Kunsthal Rotterdam 11 · 10 januari 2018 ·

Het wordt een mooie zomer!
Nieuwe modetentoonstelling vanaf 27 mei in de Kunsthal Rotterdam
Viktor&Rolf Fashion Artists 25 Years

Ten geleentheid van het vijftienvertigste jubileum van het Amsterdamse luxe- en modetentoonstellingshuis Viktor&Rolf organiseert de Kunsthal in samenwerking met de universiteit en de Canadese curator Thierry Maxime Lenoir een grote overzichtstentoonstelling. [STAY TUNED!](#) ... [Meer weergeven](#)



42.213
Deel ik met mijn vrienden

2.871
Deel ik met mijn vrienden

146
Reageren op bericht

112 opmerkingen · 10 keer gedeeld

Leuk · Opmerking plaatsen · Deelnemen · Meer

Prestaties van je bericht

42.213
Deel ik met mijn vrienden

1.483
Reageren op bericht

307 Leuk	772 Op bericht	525 Op berichten
107 Geweldig	96 Op bericht	11 Op berichten
3 Omgekeerd	2 Op bericht	1 Op berichten
282 Opmerkingen	342 Op bericht	80 Op gedeeld bericht
74 Gedeeld	68 Van bericht	8 Op gedeeld bericht

2.388
Reageren op berichten

221 Tussenpersonen	112 Alleen op bericht	2.854 Omgekeerd
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NEGATIVE FEEDBACK

18 Bericht uitbergen	10 Alles berichten weergeven
0 Reacties niet als spam	0 Pagina niet meer leuk vinden

De afgebeelde afbeeldingen kunnen afwijken op wat er in berichten wordt weergegeven.

Kunsthal Rotterdam
Geplaatst door Kunsthal Rotterdam 11 · 8 maart 2018 ·

IT'S A GIFFI! Vandaag, op internationale [Pruiswending](#), kwam deze vreemde baby aan bij de Kunsthal Rotterdam. Het installeren was een zware bevalling, maar vanaf zaterdag 10 maart kun je onze prachtige sculptuur 'A Giffi' van kunstenaar Ron Mueck zien in de tentoonstelling 'Hyperrealistische sculptuur' en yperreal



HYPERREALISTISCHE-SCULPTUREN IN ROTTERDAMSE KUNSTHAL

RUNWIND NL

'Hyperrealistische' reuzenbaby in de Kunsthal

De maker gebruikt van functionele en analytische cookies. De daarmee...

39.944
Deel ik met mijn vrienden

4.196
Deel ik met mijn vrienden

703
Reageren op bericht

166 opmerkingen · 21 keer gedeeld

Leuk · Opmerking plaatsen · Deelnemen · Meer

Prestaties van je bericht

39.944
Deel ik met mijn vrienden

1.357
Reageren op bericht

745 Leuk	815 Op bericht	104 Op berichten
82 Geweldig	78 Op bericht	16 Op berichten
6 Omgekeerd	5 Op bericht	1 Op berichten
80 Verkeerd	27 Op bericht	10 Op berichten
1 Verkeerd	0 Op bericht	1 Op berichten
268 Opmerkingen	268 Op bericht	102 Op gedeeld bericht
91 Gedeeld	81 Van bericht	10 Op gedeeld bericht

2.839
Reageren op berichten

0 Tussenpersonen	1.002 Alleen op bericht	1.837 Omgekeerd
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NEGATIVE FEEDBACK

0 Bericht uitbergen	0 Alles berichten weergeven
0 Reacties niet als spam	0 Pagina niet meer leuk vinden

De afgebeelde afbeeldingen kunnen afwijken op wat er in berichten wordt weergegeven.

Kunsthal Rotterdam heeft een bericht gedeeld
 Gepubliceerd door Kunsthal Rotterdam · 11 · 12 juni 2018 ·

Vandaag bezogde **Jochem Myjer** het Kunsthal publiek een andra hypomaleische ervaring! #foto #hypomaleische

Jochem Myjer
 12 juni 2018 ·
 [Pagina leuk vinden](#)

De Kunsthal Kunsthal Rotterdam heeft een prachtige tentoonstelling 'Hypomaleische' met levende sculpturen die niet van echt te onderscheiden zijn. Een van d...
[Meer weergeven](#)

3.365
Bereikte mensen

7.313
Betrokkenheidsacties

Promootuut voor bereikbaarheid

418

30 reacties · 10 keer gedeeld

Leuk

Opmerking plaatsen

Delen

Prestatie van je bericht

3.365
Bereikte personen

506
Reacties, opmerkingen en deelacties

336 Leuk	336 Op bericht	0 Op reacties
36 Opmerking	36 Op bericht	0 Op reacties
50 Deelactie	50 Op bericht	0 Op reacties
3 Verzorgd	1 Op bericht	0 Op reacties
64 Gedeeltes	62 Op bericht	2 Op gedeeld bericht
18 Onderwerp	18 Op bericht	0 Op gedeeld bericht

6.527
Klikken op berichten

2.449
Probleemgevoel

1
Klikken op de 18

4.080
Uitgevoerd mensen

NEGATIEVE FEEDBACK

12 Bericht verbergen

2 Alle berichten verbergen

0 Rapporteren als spam

0 Pagina met meer leuk vinden

Gerapporteerde berichten kunnen gehandhaafd op wat er is berichten wordt weergegeven.

TOP 9 INSTAGRAM POSTS IN 2018



MOST-VIEWED VIDEO OF 2018



COLOPHON

The annual report includes various photographs and videos. Thanks to Fred Ernst, Marco De Swart, Bas Czerwinski, Jan van Mechelen, Tomas Mutsaers, Team Peter Stigter, Polle Willemsen, Roy Beusker, Gaby Jongenelen, Marcel Kollen, Ossip van Duivenbode, Delfino Sisto Legnani & Marco Cappelletti, Job Janssen & Jan Adriaans, Pim Hendriksen, Sabine Gilhuijs, Baroeg Mulder, Video Agency and our visitors. The annual report was translated by Marie Louise Schoondergang.

