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Dr. Brigitte Franzen

skulptur projekte münster 07

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in Kooperation mit
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skulptur projekte münster 07
17 June–30 September 2007

Press release, 27 September 2007

Looking back as *skulptur projekte münster 07* draws to a close

107 days of *skulptur projekte münster 07* will soon have passed – days that have changed the city of Münster and all those who have visited the exhibition. During this time, a total of 34 projects by 36 artists from 14 different countries have been showcased in public space, inspiring and challenging visitors and residents alike – and, of course, bringing the enjoyment of art to all.

On Sunday, 30 September 2007, the fourth iteration of *Skulptur Projekte*, curated by Brigitte Franzen, Kasper König, and Carina Plath, will come to a close. The event has been well received from all quarters; the *skulptur projekte münster 07* team, the patrons, the Landschaftsverband Westfalen-Lippe (LWL), the city of Münster, and the organiser, the LWL-Landesmuseum für Kunst und Kulturgeschichte are delighted with the positive response to the exhibition.

Number of visitors

Although the weather in the summer of 2007 was fairly dismal, the crowds just kept on coming. Armed with umbrellas and weatherproof clothing, they made their way around the exhibition. More than 550,000 people from all over the world have visited *skulptur projekte münster 07* so far, and a full 25,000 visitors are expected on the final weekend before the exhibition closes. This marks yet another increase in the total number of visitors to the exhibition – in 1997 there were 500,000.

According to an initial survey, hoteliers in Münster are very satisfied with the number of bookings made during the exhibition. Overall they estimate an increase of over 20% compared to the same period last year – a number that coincides with projections made by Münster Marketing.

The final figures from the State Statistical Office for the entire period of the exhibition will not be available until November. The figures for July, however, show that there were 41,537 arrivals and 95,416 overnight stays. The number of visitors arriving from abroad increased by 28% compared to the same month the previous year. This means that, in July, a total of 7,691 foreign guests stayed in Münster for at least one night.

Compared to the previous year, there was a marked increase in the number of visitors from Belgium, France, the Netherlands, and Switzerland. The strong increase in the number of visitors from much more distant countries is also a pleasant surprise. Particularly noteworthy are a 200% increase in the number of visitors from Japan and a 40% increase in the number of visitors from the United States.

Arts education & outreach

Our arts education & outreach programme played a key role this year and, like the exhibition itself, was well received by audiences. The project *Arts Education for All*,

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which reflected the public nature of the exhibition, was especially popular. Almost 65,000 visitors participated in 3,163 different arts education offerings, and roughly 11,000 participants were able to view and discuss the different exhibits during 365 public tours. In the *sommerakademie*, workshops were held for a total of 7,000 children and youth and their families, who together with 60 arts educators playfully explored issues related to art and public space.

The 77/87/97/07 archive exhibition has been extended

A comprehensive archive exhibition accompanied *Skulptur Projekte* for the first time this year. The sketches, models, drawings, and letters on display provide unique insight into the history of the event. Due to the public's overwhelmingly positive response, the archive exhibition has been extended until 6 January 2008. Public tours are available every Sunday at 2 p.m.

Tours for people with disabilities

For the first time in the history of the *Skulptur Projekte*, the LWL –Landesmuseum has developed and funded an outreach programme for people with disabilities. A total of 600 visitors from special education programmes and schools took part in 74 exciting and informative tours of the exhibition.

Actions - Reactions

An exhibition that directly affects people's everyday lives is bound to provoke reactions. Especially Isa Genzken's installation moved people and made them want to express their feelings, be it by donating money or by contributing objects such as shells, flip-flops, or suitcases. And local artists also felt compelled to grace the exhibition with their works. Thus, new installations emerged in many places in response to *skulptur projekte münster 07*. Most impressive was last week's guerrilla campaign by a group of Berlin artists: 30 miniature sculptures suddenly emerged round Dominique Gonzalez-Foerster's installation in the Kanonengraben. This extension of the work was allowed to co-exist for one day, whereas a policy of zero tolerance was applied when it came to the theft of Michael Asher's *Caravan* and Susan Philipsz's loudspeakers, which in both instances was reported to the police.

Media response

Journalists from 57 countries reported on *skulptur projekte münster 07*. In total, 745 journalists attended the inaugural press conference, a figure that was much higher than our team had anticipated. Almost 1000, mainly international journalists were catered for in the press centre during the exhibition, and the press relations team in the project bureau dealt with 2600 enquiries. In Germany alone 5000 articles on the exhibition appeared in newspapers and magazines. Added to this, there were numerous reviews from round the world, as well as reports on television, radio, and the internet. Nearly all the media agreed that *skulptur projekte münster 07* was a big success, and that its ten-year rhythm was a welcome change to the frenetic pace of today's art world (see press commentaries in the appendix).

We would like to take this opportunity to thank all of the journalists with whom we've worked over the past several months for their support. We also extend our gratitude to all visitors for their overwhelming interest in the exhibition – and for braving the frequent rainstorms this summer. The New York artist David Hammons

had predicted rain for August 18th, but just this once, it remained dry – unlike the other days!

We hope to see you in 2017!

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skulptur projekte münster 07 – Information
17 June – 30 September 2007

Every ten years since 1997, *Skulptur Projekte* has invited artists from around the world to captivate audiences and enrich the city with works of art. Over the years, Münster has become an important name in contemporary art in public space. Today, approximately forty sculptures bear witness to the exciting history of the *skulptur projekte*, including Claes Oldenburg's *Giant Pool Balls* (1977) by Lake Aa, which have become one of the city's most famous landmarks. The curators of the exhibition are Kasper König and Brigitte Franzen; the associated curator is Carina Platz. The *skulptur projekte münster 07* will take place from June 17-September 30, parallel to *documenta* in Kassel, thus exerting a decisive influence on the city and region for more than 100 days. In 1997, more than 500,000 visitors came to Münster to admire the work of artists from twenty-five different countries. Patrons of the exhibition are the Landschaftsverband Westfalen-Lippe and the City of Münster, and the exhibition itself is organised by the LWL State Museum of Art and Cultural History, Münster. Sponsors include the German Federal State of North Rhine-Westphalia, the German Federal Cultural Foundation, Kunststiftung NRW, Kulturstiftung der Westfälischen Provinzial Versicherung, and Sparkasse Münsterland Ost.