

Exhibition & museum attendance figures 2010

Japanese old master tops the attendance tree

In Tokyo and Kyoto, Hasegawa Tohaku pulls in the crowds, as does Abe Lincoln in Washington, DC

Forecasting exhibition attendance is an unpredictable science. Who would have thought that the six-foot-high plaster model of a statue of Abraham Lincoln would attract 9,290 visitors a day to the National Gallery of Art, Washington, DC? "Designing the Lincoln Memorial" lacked the magic words "treasures", "impressionism" or "gold" in the title and yet it attracted 2.9m visitors in total, putting it third overall in *The Art Newspaper's* 17th annual survey of attendance figures. The show, marking the bicentenary of Lincoln's birth, was free to visit, but then so is strolling down the National Mall to admire Daniel Chester French's finished sculpture of the 16th US President.

The survey of 2010 exhibitions is more international than ever, featuring for the first time figures from several Brazilian and Korean venues. Two shows by women artists, Rebecca Horn and Regina Silveira, plus another of Islamic art, each attracted just short of 7,000 visitors a day to Rio de Janeiro's Centro Cultural Banco do Brazil. These figures, again for free exhibitions, placed the bank foundation's venue into the top 15 worldwide.

Japanese museums retain the top spots in the exhibition survey. The Tokyo National Museum's show of work by Hasegawa Tohaku (1539-1610) on the artist's 400th anniversary, which included his masterpiece *Pine Trees*, attracted more than 12,000 daily visitors. That was around 2,000 visitors a day more than the museum's then record-breaking Leonardo exhibition of 2007. Post-impressionist paintings from the Musée d'Orsay put the National Art Center Tokyo in runner-up position. Almost 11,000 visitors a day went to see works by Cézanne, Van Gogh and others on the Japanese leg of a world tour that also included Canberra and San Francisco. Van Gogh's work on their own attracted more than 8,400 visitors a day to Tokyo's National Art Center, a purpose-built blockbuster mill boasting 14,000 sq. metres of exhibition space. This means Japan is still the home of blockbusters, even when the Nara National Museum's annual exhibition of Shoso-in Treasures (23 October-11 November 2010), which attracted 14,533 daily visitors, is excluded. We have omitted these extraordinary "temple shows" from the survey this year as visiting for many is more of an act of religious veneration than art appreciation.

Turning to total museum attendance, there was almost no



Hasegawa Tohaku's homegrown masterpiece, *Pine Trees*, and, below, Van Gogh's 1887 self-portrait, which travelled from Paris to Tokyo

change at the top. The Louvre in Paris remains first among equals, based on an estimated figure of 8.5m visitors, the same as the previous two years. The Metropolitan Museum of Art, New York, weathered the recession, attracting 326,000 more vis-

itors than last year, while cutting back on its exhibition budget by 39%. The decision of Thomas Campbell, the director of the Met, to bring forward its in-house Picasso show paid dividends. It finished eighth worldwide, and second in New York.

As canny was staging a show of its Tutankhamun artefacts to coincide with the travelling King Tut blockbuster near Times Square, diverting 2,890 people a day uptown to Fifth Avenue. But New York's Museum of Modern Art still organised nine

of the city's top ten shows, including Marina Abramovic's one-woman performance. She attracted 7,120 a day.

Parisians flocked to the Pinacothèque's "L'Age d'Or" show featuring Rembrandts and Vermeers lent by Amsterdam's Rijksmuseum: 5,738 a day to be precise. The heavily advertised show ranked higher than the Grand Palais' shows of work by Turner, Renoir, and Christian Boltanski's installation in its nave for Monumenta.

Van Gogh's paintings and letters at London's Royal Academy of Arts returned the institution to the top of that city's exhibition attendance league. The National Gallery in London's surprise hit was a free show of Ed Kienholz and Nancy Reddin Kienholz's atmospheric installation of a Dutch red-light district, *The Hoerengracht*, which attracted 2,400 visitors a day.

There was no Banksy effect this year, which gave the Bristol Museum and Art Gallery in the west of England its moment in

Methodology

All figures were calculated automatically by our database, which computes the number of days an exhibition was open using the following formula: total number of days between start date and end date, divided by seven, multiplied by the number of days per week the institution is open, minus exceptional closures. As this formula can produce fractions (divisions of seven), all figures are out by a potential margin of 2%. As the same margin applies uniformly to all averages given, the list represents a fair comparison, however. All data used was supplied by the institutions concerned. Many institutions have one ticket for the entire museum and cannot provide individual attendance for temporary exhibitions. Some institutions offer a number of exhibitions for a single ticket: these are shown as one entry. Institutions with more than one building were asked to provide separate total museum attendance figures for each venue. These venues are marked with an asterisk (*). Institutions that could not provide separate figures were excluded from this portion of the survey.

the spotlight in 2009. Instead, the University of Oxford's Ashmolean Museum of Art and Archaeology deserves a mention. Post-refurbishment, its visitor figures trebled to a record-breaking 1.04m a year, showing that scholarship and popularity are not mutually exclusive.

Other high achievers on the other side of the world were Brisbane's adjoining Queensland Gallery of Art and Gallery of Modern Art. They presented six of Australia's ten most visited shows. "Masterpieces of Paris", an exhibition of post-impressionist paintings from the Musée d'Orsay, on show at the National Gallery of Australia, Canberra, prevented the Brisbane institutions from getting a clean sweep of the nation's top five shows.

We are grateful to the museums and organisations who have taken part in this survey. The Brazilian Institute of Museums and the Korean National Museum provided extensive visitor figures for the first time. Sadly, the Garage Centre for Contemporary Art, Moscow, the Philadelphia Museum of Art and the Dallas Museum of Art, which all ranked highly last year, were among those unable to provide statistics in time to be included. The Rijksmuseum, Amsterdam, could only provide its overall visitor figures for 2010. ■

Javier Pes and Emily Sharpe

Figures compiled by Helen Stoilas with Eliza Apperly, Alessandro Botta, Rob Curran, James Hobbs, Maureen Marozeau, Giovanna Paternò and Bonnie Rosenberg

THE TOP 30 EXHIBITIONS

Daily	Total	Exhibition	Venue	City	Dates
12,116	292,526	Hasegawa Tohaku	Tokyo National Museum	Tokyo	23 Feb-22 Mar
10,757	777,551	Post-Impressionism: from the Musée d'Orsay	National Art Center Tokyo	Tokyo	26 May-16 Aug
9,290	2,926,232	Designing the Lincoln Memorial	National Gallery of Art	Washington	12 Feb 09-4 Apr
9,098	244,347	Hasegawa Tohaku	Kyoto National Museum	Kyoto	10 Apr-9 May
8,436	595,346	Van Gogh: the Adventure of Becoming an Artist	National Art Center Tokyo	Tokyo	1 Oct-20 Dec
8,073	749,638	The Original Copy: Photography of Sculpture	Museum of Modern Art	New York	1 Aug-1 Nov
7,873	755,850	Harmony and Integrity: Yongzheng Emperor	National Palace Museum	Taipei	7 Oct 09-10 Jan
7,380	703,256	Picasso in the Metropolitan Museum of Art	Metropolitan Museum of Art	New York	27 Apr-15 Aug
7,120	561,471	Marina Abramovic: the Artist is Present	Museum of Modern Art	New York	14 Mar-31 May
7,011	644,975	Falnama: the Book of Omens	Freer and Sackler Galleries	Washington	24 Oct 09-24 Jan
6,971	602,524	Matisse: Radical Invention, 1913-17	Museum of Modern Art	New York	15 Jul-11 Oct
6,859	535,000	29th Bienal de São Paulo	Pavilhão Cicillio Matarazzo	São Paulo	19 Sep-12 Dec
6,825	445,598	Islam	Centro Cultural Banco do Brasil	Rio	12 Oct-26 Dec
6,802	477,106	Regina Silveira: Shadow Line	Centro Cultural Banco do Brasil	Rio	12 Oct 09-3 Jan
6,716	313,756	Rebecca Horn	Centro Cultural Banco do Brasil	Rio	21 May-18 Jul
6,630	682,867	India: the Art of the Temple	Shanghai Museum	Shanghai	5 Aug-15 Nov
6,469	616,411	Hans Memling	Galleria degli Uffizi	Florence	22 Jun-10 Oct
5,910	492,196	William Kentridge: Five Themes	Museum of Modern Art	New York	24 Feb-17 May
5,739	412,379	Henri Cartier-Bresson: the Modern Century	Museum of Modern Art	New York	11 Apr-28 Jun
5,738	700,000	The Golden Age in Holland	Pinacothèque	Paris	7 Oct 09-7 Feb
5,602	144,843	Crown and Diadem Ornament of Baekje	Gongju National Museum	Gongju	18 Sep-17 Oct
5,585	58,242	13th Japan Media Arts Festival	National Art Center Tokyo	Tokyo	3-14 Feb
5,339	455,322	Turner and the Masters	Grand Palais	Paris	24 Feb-24 May
5,200	810,511	Tim Burton	Museum of Modern Art	New York	22 Nov 09-26 Apr
5,110	582,577	Caravaggio	Scuderie del Quirinale	Rome	20 Feb-13 Jun
5,071	331,087	Renoir: Tradition and Innovation	National Art Center Tokyo	Tokyo	20 Jan-5 Apr
5,036	397,101	Bauhaus 1919-33: Workshops for Modernity	Museum of Modern Art	New York	8 Nov 09-25 Jan
4,873	384,269	Gabriel Orozco	Museum of Modern Art	New York	13 Dec 09-1 Mar
4,803	428,821	Renoir in the 20th Century	Grand Palais	Paris	23 Sep 09-4 Jan
4,785	411,475	The Real Van Gogh: the Artist and His Letters	Royal Academy of Arts	London	23 Jan-18 Apr

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Exhibition & museum attendance figures

THE EXHIBITIONS continued

ARCHITECTURE AND DESIGN TOP TEN



US museums organised five shows and European ones four in this category's top ten, but Brazil shared some of the spotlight with "Saint-Étienne: Design City" at the Centro Cultural Banco do Brasil in sixth place. MoMA claims the top two spots with "Bauhaus 1919-33" and "Rising Currents". Both shows were the only ones in the category to make the top 40 in the general attendance tally. The Guggenheim's golden anniversary Frank Lloyd Wright show placed as last year, this time in Bilbao. French architect Jean Nouvel's bright red Serpentine Pavilion (left) proved just as popular as previous summer houses at the London gallery. ■ B.R.

Daily	Total	Exhibition	Venue	City	Dates
5,036	397,101	Bauhaus 1919-33: Workshops for Modernity	Museum of Modern Art	New York	8 Nov 09-25 Jan
4,358	881,520	Rising Currents: Projects for NY's Waterfront	Museum of Modern Art	New York	24 Mar-11 Oct
3,832	315,350	Patrick Jouin	Centre Pompidou	Paris	17 Feb-24 May
2,979	294,910	Serpentine Gallery Pavilion: Jean Nouvel	Serpentine Gallery	London	10 Jul-17 Oct
2,446	243,574	Frank Lloyd Wright	Guggenheim	Bilbao	22 Oct 09-14 Feb
1,937	99,048	Saint-Étienne: Design City	Centro Cultural Banco do Brasil	São Paulo	30 Nov 09-31 Jan
1,813	139,600	1:1 Architects Build Small Spaces	Victoria & Albert Museum	London	15 Jun-30 Aug
1,718	146,000	The Allure of the Automobile	High Museum of Art	Atlanta	21 Mar-27 Jun
1,589	246,000	John Portman: Art and Architecture	High Museum of Art	Atlanta	17 Oct 09-18 Apr
1,524	111,000	European Design Since 1985	High Museum of Art	Atlanta	5 Jun-29 Aug

Daily	Total	Exhibition	Venue	City	Dates
1,166	25,153	Armin Linke: the Body of the State	MaXXI	Rome	21 Oct-14 Nov
1,163	90,723	Children's Art Commission	Whitechapel Gallery	London	1 Aug-31 Oct
1,160	86,496	Charly Nijensohn and Nova Paul	Whitechapel Gallery	London	21 Jan-18 Apr
1,158	145,941	On the Scene: Lazarus, Plöger, Strauss	Art Institute of Chicago	Chicago	19 Sep 09-24 Jan
1,156	70,376	Alice Neel: Painted Truths	Whitechapel Gallery	London	8 Jul-17 Sep
1,155	101,481	Joost van den Toorn and the Outsider Art	Kröller-Müller Museum	Otterlo	13 Mar-20 Jun
1,154	96,090	Frank Brangwyn	National Museum of Western Art	Tokyo	23 Feb-30 May
1,149	326,726	Masterpieces of Futurism	Peggy Guggenheim Collection	Venice	18 Feb 09-11 Jan
1,149	185,047	Revolution on Paper	British Museum	London	22 Oct 09-5 Apr
1,147	133,000	Picture of an Empire	Scuderie del Quirinale	Rome	24 Sep 09-17 Jan
1,138	68,289	Akan Drum	British Museum	London	12 Aug-10 Oct
1,137	159,199	Directions: John Gerrard	Hirshhorn Museum	Washington	5 Nov 09-31 Mar
1,135	63,397	British Council Collection: Thresholds	Whitechapel Gallery	London	9 Jan-14 Mar
1,125	112,938	Love Fear Pleasure Lust Pain.../Kurt	Seattle Art Museum	Seattle	13 May-6 Sep
1,109	57,202	Petr Konchalovsky	State Tretyakov Gallery	Moscow	16 Sep-14 Nov
1,108	121,351	Dutch Painters at the Prado	Museo del Prado	Madrid	3 Dec 09-11 Apr
1,103	253,946	Surface Tension: Contemporary Photographs	Metropolitan Museum of Art	New York	15 Sep 09-13 Jun
1,103	128,253	In Focus: the Worker	Getty Center	Los Angeles	3 Nov 09-21 Mar
1,098	129,300	Miró: the Colours of Poetry	Museum Frieder Burda	Baden-Baden	2 Jul-14 Nov
1,093	59,311	Royal Palaces	Jeonju National Museum	Jeonju	23 Feb-25 Apr
1,092	73,813	Where Three Dreams Cross	Whitechapel Gallery	London	21 Jan-11 Apr
1,089	54,129	Meeting of Masters: Friedrich & Købke	Ny Carlsberg Glyptotek	Copenhagen	21 May-18 Jul
1,089	76,226	Robert Longo: a Retrospective	Museu Coleção Berardo	Lisbon	15 Feb-25 Apr
1,082	72,801	Jeonju: the Origin of Joseon Dynasty	Jeonju National Museum	Jeonju	14 Sep-28 Nov
1,082	70,654	The Twins	Centro Cultural Banco do Brasil	Brasília	2 Mar-16 May
1,081	190,000	Picture Dreams: the Pietzsch Collection	Neue Nationalgalerie	Berlin	19 Jun 09-10 Jan
1,079	118,274	Matisse & Rodin	Musée Rodin	Paris	22 Oct 09-28 Feb
1,072	99,669	Sacred Made Real	National Gallery	London	21 Oct 09-24 Jan
1,067	54,117	Strude: Photography by Trine Søndergaard	Ny Carlsberg Glyptotek	Copenhagen	19 Mar-16 May
1,067	65,411	Traditional Costumes of Asia	Daegu National Museum	Daegu	20 Jul-26 Sep
1,063	76,355	I Shake You by the Hand, Comrade Bacon	Whitechapel Gallery	London	19 Dec 09-14 Mar
1,061	54,877	Birds Carrying Prayers on Their Wings	Gwangju National Museum	Gwangju	3 Sep-24 Oct
1,058	87,924	Heat Waves in a Swamp: Charles Burchfield	Whitney Museum	New York	24 Jun-17 Oct
1,057	136,294	Exposed	Tate Modern	London	28 May-3 Oct
1,055	158,813	Michelangelo/Alexander Calder	Seattle Art Museum	Seattle	15 Oct 09-11 Apr
1,053	114,430	Year 12 Perspectives 2009	Art Gallery of Western Australia	Perth	20 Feb-28 Jun
1,049	105,338	Willem de Pannemaker	Museo del Prado	Madrid	2 Jun-26 Sep
1,044	74,440	Masterpieces of European Painting	Frick Collection	New York	9 Mar-30 May
1,042	103,434	Other Masters of India	Musée du Quai Branly	Paris	30 Mar-18 Jul
1,037	86,826	Caspar David Friedrich	Nationalmuseum	Stockholm	2 Oct 09-10 Jan
1,036	125,346	Edvard Munch: Master Prints	National Gallery of Art	Washington	31 Jul-28 Nov
1,033	127,700	2009 Clemenger Contemporary Art Award	National Gallery of Victoria	Melbourne	17 Sep 09-7 Feb
1,024	92,058	Vlaho Bukovac	Gemeentemuseum	The Hague	26 Sep 09-10 Jan
1,024	93,067	Gold of Eldorado	Pinacoteca do Estado	São Paulo	29 May-22 Aug
1,021	30,917	Wooden Vessels of Baekje	Gongju National Museum	Gongju	25 May-27 Jun
1,015	82,080	Prendergast in Italy	Peggy Guggenheim Collection	Venice	10 Oct 09-3 Jan

19TH-CENTURY TOP TEN



The Lincoln Memorial, is, with the White House and Congress Building, one of the biggest tourist attractions in the US capital. A free show about its design at the National Gallery of Art, Washington, DC proved a surprise hit, all the same. In a category that is normally the exclusive domain of French painting (left, Rousseau's *The Football Players, 1908*, in Bilbao), Germanic artists—the Von Alts—made inroads, as did the Prussian Von Langsdorff, whose expedition in the Amazon, 1826-29, was the subject of the popular travelling show in Rio and São Paulo. Christen Købke was the dark horse, although the high visitor numbers in London may have, like the Lincoln Memorial show, been due to free entry. ■ D.L.

Daily	Total	Exhibition	Venue	City	Dates
9,290	2,926,232	Designing the Lincoln Memorial	National Gallery of Art	Washington	12 Feb 09-4 Apr
3,177	334,511	Henri Rousseau	Guggenheim	Bilbao	25 May-12 Sep
3,147	705,000	At the Russian Court: Palace and Protocol	Hermitage Amsterdam	Amsterdam	20 Jun 09-31 Jan
2,555	136,161	Langsdorff Expedition	Centro Cultural Banco do Brasil	São Paulo	23 Feb-25 Apr
2,514	1,043,246	Texture of Night: James McNeill Whistler	Freer and Sackler Galleries	Washington	6 Jun 09-25 Jul
2,140	163,286	The Spectacular Art of Jean-Léon Gérôme	Getty Center	Los Angeles	15 Jun-12 Sep
1,403	115,049	Christen Købke: Danish Master of Light	National Gallery	London	17 Mar-13 Jun
1,356	65,291	Langsdorff Expedition	Centro Cultural Banco do Brasil	Rio	2 Aug-26 Sep
1,281	163,912	Alfred Stevens	Van Gogh Museum	Amsterdam	18 Sep 09-24 Jan
1,199	118,714	Jacob and Rudolf von Alt	Albertina	Vienna	15 Feb-24 May

ASIAN TOP TEN



Japanese museums hold five of the top ten places, including first and second for a travelling survey of Japanese painter Hasegawa Tohaku (1539-1610). With 12,116 daily visitors, the Tokyo leg tops this year's overall exhibition attendance. But China, Taiwan and Korea are now serious contenders in this field. Korean museums come sixth and tenth with shows of ancient artefacts, including a display of royal crowns from the Baekje Kingdom, while China and Taiwan each claim one position. The Freer and Sackler, Washington, DC, the only western institution in the top ten, did well with a show devoted to the Falnama, an Islamic book of omens (left, *Adam & Eve Expelled from Paradise, 1550s*). ■ E.S.

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6,630	682,867	India: the Art of the Temple	Shanghai Museum	Shanghai	5 Aug-15 Nov
5,602	144,843	Crown and Diadem Ornament of Baekje	Gongju National Museum	Gongju	18 Sep-17 Oct
4,286	155,520	Uemura Shoen	National Museum of Modern Art	Tokyo	7 Sep-17 Oct
4,120	182,470	The Lineage of Culture	Tokyo National Museum	Tokyo	20 Apr-6 Jun
3,499	126,979	Uemura Shoen	National Museum of Modern Art	Kyoto	2 Nov-12 Dec
3,390	151,591	Dolmen Warriors	Gyeongju National Museum	Gyeongju	2 Jul-22 Aug



What: Art & Design Show

Showing: April 8-17, 2011

Location: Medicine Hat College, Alberta, Canada

Information: www.ripoffgradshow.com

