

"Exhibition & Museum Attendance Figures 2011," *The Art Newspaper*, April 2012.

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Visitor figures 35

Exhibition & museum attendance figures 2011

CONTEMPORARY TOP TEN

Contemporary shows in Rio de Janeiro have bumped New York's Museum of Modern Art (MoMA) out of a top three slot in this category for the first time in many years. A free exhibition at the Centro Cultural Banco do Brasil of work by Japanese-born, New York-based artist Mariko Mori topped the contemporary shows last year. It was closely followed by a survey of American performance artist Laurie Anderson at the same institution, which is in third place. In Paris, Anish Kapoor's site-specific creation for Monumenta also proved to be a hit, coming in second, while the free, long-running Duveens Commission at Tate Britain,



which featured the work of Fiona Banner, attracted the highest total number of visitors. A survey of the Brazilian artist Carlito Carvalhosa was MoMA's most popular contemporary show last year, coming in fourth place. The São Paulo leg of the touring Mori show did not quite make the top ten, taking the 14th position. Above, Mori's *Wave UFO, 1999/2003*. ■ J.Mi.

6,991	538,328	* Mariko Mori: <i>Onesses</i>	Centro Cultural Banco do Brasil	Rio	17 Apr-17 Jul
6,967	277,687	Monumenta: Anish Kapoor	Grand Palais	Paris	11 May-23 Jun
6,934	535,929	* Laurie Anderson	Centro Cultural Banco do Brasil	Rio	29 Mar-26 Jun
5,615	454,800	Carlito Carvalhosa: <i>Sum of Days</i>	Museum of Modern Art	New York	24 Aug-14 Nov
4,748	451,041	* 21st Century: <i>Art in the First Decade</i>	Queensland GoMA	Brisbane	18 Dec 10-26 Apr 11
4,593	394,978	Francis Alys: <i>a Story of Deception</i>	Museum of Modern Art	New York	8 May-1 Aug
4,281	813,341	* Duveens Commission 2010: <i>Fiona Banner</i>	Tate Britain	London	28 Jun 10-3 Jan 11
4,122	708,984	* <i>Newspeak: British Art Now Part II</i>	Saatchi Gallery	London	27 Oct 10-30 Apr 11
4,091	548,194	* <i>Shape of Things to Come: New Sculpture</i>	Saatchi Gallery	London	27 May-16 Oct
3,937	320,045	Lee Ufan: <i>Marking Infinity</i>	Guggenheim Museum	New York	24 Jun-28 Sep

THE TOP 20 EXHIBITIONS

Daily	Total	Exhibition	Venue	City	Dates
9,677	573,691	* <i>The Magical World of Escher</i>	Centro Cultural Banco do Brasil	Rio	18 Jan-27 Mar
9,108	550,399	Kukai's World: <i>the Arts of Esoteric Buddhism</i>	Tokyo National Museum	Tokyo	20 Jul-25 Sep
8,828	847,509	<i>Landscape Reunited</i>	National Palace Museum	Taipei	2 Jun-5 Sep
8,025	661,509	Alexander McQueen: <i>Savage Beauty</i>	Metropolitan Museum of Art	New York	4 May-7 Aug
7,609	913,064	Claude Monet (1840-1926)	Grand Palais	Paris	22 Sep 10-24 Jan 11
7,304	438,225	* <i>Photoquai</i>	Musée Quai Branly	Paris	13 Sep-11 Nov
6,991	538,328	* Mariko Mori: <i>Onesses</i>	Centro Cultural Banco do Brasil	Rio	17 Apr-17 Jul
6,967	277,687	Monumenta: Anish Kapoor	Grand Palais	Paris	11 May-23 Jun
6,934	535,929	* Laurie Anderson	Centro Cultural Banco do Brasil	Rio	29 Mar-26 Jun
6,649	530,000	The Prado Museum at the Hermitage	State Hermitage Museum	St Petersburg	25 Feb-29 May
5,847	212,150	Honen and Shinran	Tokyo National Museum	Tokyo	25 Oct-4 Dec
5,757	440,000	Annie Leibovitz: <i>a Photographer's Life</i>	State Hermitage Museum	St Petersburg	22 Jun-18 Sep
5,660	611,287	* Te Ao Maori: <i>Maori Treasures</i>	Shanghai Museum	Shanghai	21 Jul-6 Nov
5,655	1,159,229	Abstract Expressionist New York	Museum of Modern Art	New York	3 Oct 10-25 Apr 11
5,615	454,800	Carlito Carvalhosa: <i>Sum of Days</i>	Museum of Modern Art	New York	24 Aug-14 Nov
5,601	229,625	Sharaku	Tokyo National Museum	Tokyo	1 May-12 Jun
5,476	405,976	Masterpieces from the Musée National Picasso	Seattle Art Museum	Seattle	8 Oct 10-17 Jan 11
5,327	470,268	Manet: <i>Inventor of the Modern</i>	Musée d'Orsay	Paris	5 Apr-17 Jul
5,210	349,061	* Alexandre Perrier: <i>Mountains and Lakes</i>	Shanghai Museum	Shanghai	21 Sep-27 Nov
4,942	518,934	<i>Talk to Me</i>	Museum of Modern Art	New York	24 Jul-7 Nov

An asterisk (*) indicates that entrance to the exhibition and the museum was free.

Exhibition & museum attendance figures 2011

Brazil's exhibition boom puts Rio on top

Escher worked his magic in Rio, McQueen reigned supreme in New York, but Tokyo hit by after-effects of earthquake

When we began our annual survey of the best attended exhibitions in 1996, to make the top ten a show needed to attract around 3,000 visitors a day. In our survey of 2011 shows, to make the top ten required almost 7,000 visitors a day. Among them was "Alexander McQueen: Savage Beauty", a posthumous tribute by the Costume Institute of the Metropolitan Museum of Art, New York. On average, more than 8,000 people a day went (in total around 660,000). The must-see show helped the Met to a record year in our survey, taking its annual total figure to more than six million, up from 5.2 million in 2010.

The increase in the number of people going to see the exhibitions in our surveys over the years has been remarkable. In 1996, around four million people went to the top ten shows. Last year almost six million people went to see the ten best-attended shows (even more if you include our "big ticket" category, see p41).

Rather than a US, European or Japanese institution, a Brazilian one, the Centro Cultural Banco do Brasil's (CCBB) Rio de Janeiro space, comes top. The former bank building in the city's centre hosted no less than three exhibitions that have made the top ten. All were free (indicated by an asterisk in the table), with "The Magical World of Escher" being the most popular (9,700 visitors a day).

Brazil's appetite for contemporary art is remarkable. The Brazilian mining billionaire Bernardo Paz's massive art park, Inhotim, in a remote part of southeast Brazil, attracted around 770,000 visitors in total. Laurie Anderson at the CCBB in Rio attracted 6,930 visitors a day, and slightly more enjoyed work by Mariko Mori (6,990 a day) at the same venue.

The National Folk Museum of



The closing night of "Alexander McQueen: Savage Beauty" at the Metropolitan Museum of Art, New York, which drew an average of 8,000 visitors a day

Korea deserves a mention. The museum, which provided figures for the first time, organised four shows that attracted more than 9,000 visitors a day. Its popularity is helped by being in the grounds of the Gyeongbokgung Palace, Seoul, which attracts two million visitors a year, so falls in our "big ticket" group.

The best attended and most crowded show worldwide continues to be the annual autumn exhibition of Shosoin temple treasures at Japan's Nara National Museum. A tradition since 1946, this year's show, which attracted 239,600 people during its 17-day run, included around a dozen artefacts never before displayed in public. More than 14,300 people a day came to venerate and admire the objects, which included one of the original imperial treasures, an eighth-century Chinese sword once owned by Emperor Shomu (701-756), the ruler known for depleting his country's metal reserves with the commission of a 16m-high bronze Buddha for Nara's Todai-ji Temple.

Elsewhere in Japan, the earthquake in March took its toll on attendance at, for example, the National Art Center Tokyo. Reduced opening hours meant

Crowds gather in Rio de Janeiro to see the works of M.C. Escher

that "only" around 5,000 visitors a day saw impressionist and post-impressionist paintings from the National Gallery of Art, Washington, DC, whereas in 2010 twice that number went to see post-impressionist paintings from the Musée d'Orsay, Paris. (See p44 for an analysis of visitor figures for the touring shows.)

Impressionist, modern or Old Master shows used to dominate our annual survey. But, increasingly, contemporary artists figure highly. In 2011, Monet at the Grand Palais, Paris, attracted 913,000 visitors in total, or 7,600 a day. Anish Kapoor's huge work *Leviathan* shown in the same space attracted almost that number, with 6,960 visitors a

TOP TEN ART MUSEUMS

1. LOUVRE, PARIS
8,880,000
2. METROPOLITAN MUSEUM OF ART, NEW YORK
6,004,254
3. BRITISH MUSEUM, LONDON
5,848,534
4. NATIONAL GALLERY, LONDON
5,253,216
5. TATE MODERN, LONDON
4,802,287
6. NATIONAL GALLERY OF ART, WASHINGTON
4,392,252
7. NATIONAL PALACE MUSEUM, TAIPEI
3,849,577
8. CENTRE POMPIDOU, PARIS
3,613,076
9. NATIONAL MUSEUM OF KOREA, SEOUL
3,239,549
10. MUSÉE D'ORSAY, PARIS
3,154,000 continued p37

day. Back in 1997, Jasper Johns at the Museum of Modern Art (MoMA), New York, was the best-attended contemporary art show, attracting 2,700 visitors a day. Ten years ago, Richard Serra, again at MoMA, reached

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El Greco to Goya
Masterpieces from the Prado Museum
March 25 — July 9, 2012

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