

Activities of the Friends of the Ludwig Museum 2007 Annual Report

Our last year got off to a good start; we looked forward to 2007 with great expectations and exciting plans. No-one would have thought that in September, we would suffer such a sudden loss as the unexpected passing of Katalin Néray, the Director of the Ludwig Museum and founding Board Member. Without Katalin, everything became much more difficult to continue.

Donations received and passed on

The largest donation received in 2007 was Concorde Alapkezelő Zrt's 10 million HUF donation to continue to financially support extended opening hours of the museum.

The second largest donation was given by MKB Bank to help fund LUMU'S 10-10 programs.

The Friends also received 5 million HUF from Leumi Bank and 1, 5 million HUF from Weener Plastic to help finance the László Fehér exhibit. The latter amount was applied to advertising the exhibit.

Raiffeisen Bank has been an ongoing patron of contemporary art in general and of the Ludwig Museum in particular for years. In 2007, we received 2, 5 million HUF from Raiffeisen Bank and applied it for the development of the Museum's new website.

Sámuel Havadtóy, the President of the Friends, donated 1 million HUF to the Friends. This money was earmarked for a new museum catalogue. Unfortunately, the catalogue did not come out in 2007, but is planned for 2008.

We have been campaigning for E-On to become a major benefactor of the Ludwig Museum for years. In 2007, our efforts have paid off and as the first-step in a long-term sponsorship program, we organized an impressive, E-On Children's Day before Christmas. Lead by the museum staff of Patricia Piringer, and László Hemrik; museum educators, six escorts plus the organizers themselves offered different programs at various locations serving 200 children for a full day.

Membership

Our membership has grown to 240. We can say that our success is not solely due to our recruiting efforts, but that word is getting around about our good work, exciting programs and last but not least, interesting exhibits organized at the Museum.

Our ongoing support the LUMU 10-10 program series, excellent educational programs, a volunteer docent programme, and an interesting film series are bringing more and more people into the Museum. While they enjoy these visitor amenities and services, they become aware of the benefits the Friends membership brings and many call or e-mail us inquiring about how to become a member. This is a measure of our success!

Programs we sponsored, organized or directly participated in

Member's Art Excursions

On January 15, 2007 we organized a special visit to the Museum of Fine Arts for our members to see the Van Gogh Exhibit. This trip also served the purpose of maintaining good relations between the two museums, of monitoring each other's shows.

Communications among Museums

On March 7, 2007 the Friends hosted a group of Russian museum directors and gave a presentation on the Friends' activities as well as on the importance of civil society in the life of museums and their sponsorship. An interesting conversation followed the presentation.

Support for upcoming exhibitions

In 2008, the Museum is getting ready for a major Keith Haring exhibit and the Friends play a crucial role in its financing. The first donation of 1, 7 Million HUF has arrived to our special account from Yoko Ono.

Remake

Funds won on Maecenas day of Summa Artium 2006 was spent on the implementation of the program in 2007. The title of the program was: "Remake, New Pictures at an Exhibition". Its goal was to give a chance to students of fine arts and other visual subjects to show themselves and their works in a talent contest.

More than 50 works were received out of which the jury selected 11 to be exhibited in the Flag Room of MÜPA at the time of Mussorgsky's „Pictures at an exhibition" recitals on October 29 and 30, 2007. There was also a booklet depicting exhibited works.

Art Portfolio (Artfolio.)

Thanks to Lajos Barabás, a member of the Board, the first edition of our art portfolio (artfolio), showcasing Tamás Konok's work, came out in November, 2007 in 25 numbered copies. Ordered copies were received with great satisfaction.

The Docent Programme and Friends Volunteers

The Friends of the Ludwig Museum as well as the Museum itself assign a high priority to welcoming foreigners who live in and tourists who visit Budapest. That is the motivation for the Friends to continue to support an English language tour-guide training programme, the so-called "Docent" Programme in 2007. (Docent means volunteer tour guide.) The Museum has welcomed the foreign public, the 30 docent volunteers attending the training program are from the US, Great Britain, Ireland, Australia, South Africa, Mexico, Germany, Australia and Venezuela. However, the program attracts not just foreigners but Hungarians with a good command of English who are interested in contemporary art and would like to improve and practice their English while supporting the museum.

The program has several goals. On top of training volunteer tour guides to conduct tours of the permanent collection in an introductory and interactive way, it aims at „bringing in" the audience. As a community outreach effort, the program has been successful in publicizing the Ludwig Museum and the Friends, as well as their programme and tour services to the English language press, electronic media and the organizations of foreign residents.

The first two semesters of the Docent Program are already behind us. Well known professionals – art historians, professors, gallery owners and curators of the Ludwig Museum - give lectures during the first two hours of the course that are open to the general public. The second part of the course is designated to workshops aimed at training future docents in art

analysis, public speech, tour-guiding and presentation techniques. Early this year the students who finished the programme began working as Docents conducting complimentary tours every Wednesday at 6 p.m. Others work as occasional or regular volunteers in the administration of the Docent Program and/or for the Friends.

As a result of us organizing group tours by invitation, the Museum's attendance numbers have increased. To-date we have had six important expatriate groups, associations and clubs of 18-28 visitors each, attending our tours. All of them have expressed that they enjoyed the tour, and left with the experience of having visited a stimulating and interesting museum.

Fulbright Scholars and Yale University Interns with the Friends

In 2007, as an upshot of the Docent Programme, Damian Stamer, from the USA applied for and won a grant from the FULBRIGHT COMMISSION, or the Hungarian-American Commission for Educational Exchange to assist in the growth and development of our LUMU Docent Programme. Damian began with us in 2007 September and will continue to contribute to the work of the Friends until the summer of 2008. We are also co-operating with YALE UNIVERSITY and their Summer Internship Program. We have invited two graduate students from Yale, to work as interns to our programmes this coming summer.

Living Classics series

The Living Classics series is a new initiative that grew out of the Docent Programme. Launched in December 2007, it is a bi-lingual gallery tour outreach-programme bringing those artists closer to the interested audience whose works are to be found in the collection of the Ludwig Museum and are studied by the Docents-to-be. The Friends have had the opportunity to get to know better Károly Kelemen, István Nádler, Lóránt Méhes (Zuzu) and Csaba Nemes in person as well as their work. Already in 2008, we have organized two gallery tours, one of which was a successful trip to the MODEM in Debrecen where Imre Bukta gave a splendid presentation and the other to the OktogonArt Gallery where Sándor Pinczehelyi showed his recent work. This series is managed by Damian Stamer.

Friends Members Abroad - Our trip to Vienna

A bus trip to Vienna was a significant event in the life of the Friends. A group of 29 members visited the MUMOK and Albertina on November 10, 2007.

One of the most important results of our trip was that we contacted the Viennese Friends of the Ludwig Museum, their Board members and the MUMOK's Director of Communication. The meeting was so successful that a group of 16 Viennese colleagues came to visit us. It was particularly gratifying that not only the Board members of the Viennese Friends of the Ludwig Museum came but Mr. Köb, the Director of MUMOK and his communication specialists. We mutually assured each other that both museums and the members of their Friends would gladly continue working on this relationship.

The Friends of the Ludwig Museum continues our activities with Barnabas Bencsik, our new board member, and the Director of the Museum. We are committed to the support of the Museum in its efforts to reach its public by providing interesting and exciting programmes. Our last year got off to a good start; we looked forward to 2007 with great expectations and exciting plans. No-one would have thought that in September, we would suffer such a sudden loss as the unexpected passing of Katalin Néray, the Director of the Ludwig Museum and founding Board Member. Without Katalin, everything became much more difficult to continue.