

ANNUAL REPORT

MUSEUM

STEDELIJK



AMSTERDAM

2019

De Engelse samenvatting van het jaarverslag en de bijlagen is met de grootst mogelijke zorgvuldigheid vertaald naar het Engels. Het Nederlandse jaarverslag met bijlagen is de versie waarover de accountant een goedkeurende verklaring heeft afgegeven. Mochten er (door de vertaling) toch verschillen zijn opgetreden tussen de Nederlandse en Engelse versie, dan is de Nederlandse versie leidend.

This English summary of the Dutch annual report and supplements has been written with the greatest possible care. The auditor issued an unqualified opinion of the Dutch annual report and supplements. In the case of any discrepancies or variances (resulting from the translation) between the English translation and the Dutch annual report and the supplements, the Dutch version shall prevail.

THE STEDELIJK MUSEUM AMSTERDAM IN 2019

The Stedelijk Museum Amsterdam aims to enrich peoples' lives with modern and contemporary art and design. Its collection, exhibitions, publications, research and educational programs offer new insights into our times, on both individual and societal levels.

This short overview reflects on developments and activities that shaped 2019.

NEW DIRECTORS

One of the key events in 2019 was the arrival of new director Rein Wolfs and new managing director Jacqueline Bongartz. They both took up their positions on December 1. Having them on board gave the organization renewed energy to develop ambitious plans for the future. This flying start was, however, cut short, by the outbreak of the corona crisis, in March 2020, forcing the museum to temporarily close its doors to the public. Behind the scenes, the organization rallied round to make the best of the situation and to continue with its preparations for the future.

PROGRAM

Fifteen exhibitions and two short presentations opened in 2019. There was a balanced mix between new and established artists, and between art from the Stedelijk's collection and other highly relevant contemporary art.

International highlights of 2019 included *Let's Be Honest, the Weather Helped*, the first solo exhibition of Lebanese-American artist Walid Raad in the Netherlands and *Maria Lassnig – Ways of Being*, which provided an overview of the extensive and varied work of this Austrian artist who is considered to be one of the most important female artists of the twentieth century. At the end of the year, the Stedelijk also presented the first European overview of work by Mexican artist Carlos Amorales, who began his impressive career at the Rietveld Academy in Amsterdam. The Stedelijk's own collection provided the basis for the blockbuster *Chagall, Picasso, Mondrian and Others – Migrant Artists in Paris*. The exhibition highlighted the migrant artists who gathered in the French capital at the beginning of the twentieth century. In addition to showcasing their art, it also touched on their struggles and triumphs, set against the backdrop of the major events of the era, as well as drawing parallels with migration today. Other exhibitions that showcased the collection were *Wim Crouwel: Mr. Gridnik* and *Colorful Japan*, with 226 Japanese posters. As always, the Stedelijk also gave young talent a platform, for instance in the *Prix de Rome* exhibition, which the museum organized in cooperation with the Mondriaan Fund. Last, but certainly not least, the museum focused on performance art in general and dance in particular. In this context, the Stedelijk was proud to present a number of unique performances, including *Jason's Crazy Night* by Ann Hirsch and *HIGHER xtn.* by Michele Rizzo, who extended his choreography *HIGHER* (2015) and adapted it to the Stedelijk's premises.

COLLECTION

In 2019 the Stedelijk received 124 works of art as donations and one bequest; the museum expresses its thanks to all benefactors. The museum also acquired 58 works, including art selected by new director Rein Wolfs that gave an indication of his artistic vision for the Stedelijk. The artists Wolfs selected were Ethel Adnan, Louis Bogtman, Remy Jungerman, Patricia Kaersenhout, Walid Raad and Anna Uddenberg. These acquisitions were made possible thanks to the generous support of the Mondriaan Fund, BankGiro Loterij, Stedelijk Circle and Young Stedelijk.

The Stedelijk completed several special restoration projects in 2019. The restoration of *Voyage au bout de la nuit* by Anselm Kiefer, a complex project on which the museum cooperated with Tata Steel, RCE and the National Gallery in Washington, was one of them. The completion of a five-year research and restoration project involving eight works by Marc Chagall was also noteworthy. The key findings were highlighted in the international art press and the paintings themselves were on display during the *Migrant Artists in Paris* exhibition.

Another highlight of 2019 was the PACCIN Preparators Conference, which the Stedelijk co-hosted in Amsterdam with the Rijksmuseum and Van Gogh Museum. It was the first time that this conference had been held in Europe.

VISITORS

The Stedelijk plays a pivotal role in Amsterdam's cultural scene, thanks to its many partnerships and collaborations with other local organizations. At the same time, the museum reaches a wider audience than the Dutch capital alone. In 2019 the Stedelijk retained its ranking as the fourth most-visited museum in the Netherlands and attracted large numbers of international visitors.

The total number of visitors in 2019 was 667,447. Of this total, about 60 percent were Dutch and 40 percent were international visitors. Dutch visitors rated the Stedelijk 7.8 out of 10, while international visitors rated it 8.1. *Migrant Artists in Paris* was the public's favorite exhibition, with an average rating of 8.4.

The Stedelijk also attracted over 526,000 followers on social media. The body awareness theme of Maria Lassnig's work translated into a successful art competition and *The Factory* by Carlos Amorales was very popular on Instagram.

EDUCATION AND PUBLIC PROGRAM

The Stedelijk's educational activities are aimed at making its collection and activities more accessible to a wider audience. In addition to innovative educational programs for primary schools, secondary schools and institutes for higher education, these activities also include audio guides, workshops, seminars and gallery talks.

In total, 30,346 pupils and students from 477 schools and institutes participated in the Stedelijk's educational programs. One of the highlights of 2019 was the program 'Welkom Today', which was based on the exhibition of the same name. It encouraged secondary school pupils from two different districts in Amsterdam to document their neighborhoods in photos and ask themselves whether they experience tangible or intangible barriers in their daily lives.

The Stedelijk organized 106 events as part of its Public Program. 'De Salon' was one of the most popular elements. It gave visitors to the *Migrant Artists in Paris* exhibition the opportunity to share their personal stories with each other, offering questions as conversation starters. The Stedelijk also organized a series of talks around the exhibition.

Future plans focus on developing educational activities in cooperation with target audiences. This, to increase the relevance of these educational activities. The 'Samen zijn wij Stedelijk' project, which kicked off in November 2019, is a good example of this new approach: the Stedelijk is currently working with 15 families and 15 artists to redevelop its educational activities for families.

SPONSORS AND BENEFACTORS

Following a period of uncertainty, 2019 saw an upturn in the number of companies, organizations and individuals supporting the museum. The Stedelijk is grateful to all sponsors, foundations and patrons. One of the year's highlights was the fifth anniversary of Young Stedelijk, the group of young professionals who share a keen interest in art and support the Stedelijk.

The generous support of sponsors and benefactors helped the Stedelijk to realize its appealing and successful programming, ranging from exhibitions and educational and public program activities to research, restorations and acquisitions. Special thanks are also extended to the City of Amsterdam, which owns the building and collection, the main sponsor Rabobank and to BankGiro Loterij, which renewed its support for another five years. The Stedelijk looks forward to further enhancing this special relationship and developing new activities.

ORGANIZATION

In 2019 the museum employed 182 professionals, many of whom are highly qualified and experts in their respective fields. Together with temporary employees, interns and volunteers, they are the hard-working and powerful motor behind the Stedelijk's many activities.

In 2019 major decisions, such as filling vacancies for key positions, were postponed until the new directors began. However, steps to further professionalize the organization were taken. The event team, for instance, was expanded, which helped to generate more revenue from related activities. Also, the Stedelijk and Vermaat catering group introduced a new concept for the museum's restaurant, which is now known as TEN. In addition, the Stedelijk took further steps to become a more diverse and inclusive museum. A new job application procedure was developed (which has been in place from January 1, 2020) and in preparation for this, the museum introduced the Rooney Rule.

LOOKING AHEAD

Shortly after their arrival, the new directors began laying the foundations for the coming years. The resulting 'Kunstenplan 2021-2024' describes the ambitions of the Stedelijk to become a truly inclusive museum, one that welcomes visitors from all cultures and backgrounds and serves as a source of inspiration for the world in which we live.

The Stedelijk team is united in its commitment to realizing these ambitions, despite the current setbacks due to the corona crisis and the financial challenges that the museum continues to face. During the 125 years of its existence, the Stedelijk has consistently shown resilience and an unwavering ability to reinvent itself. This 'Stedelijk spirit' lives on in today's organization.

Facts & figures

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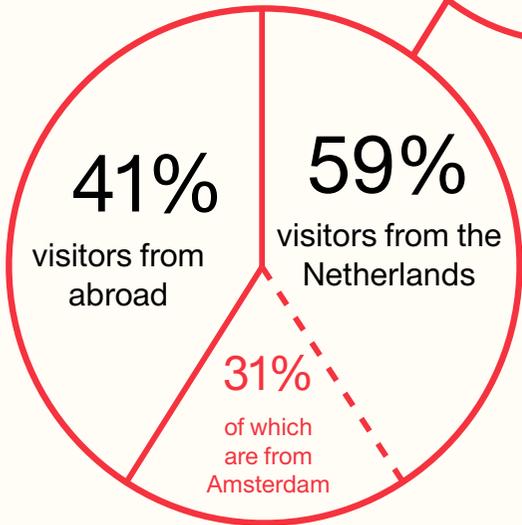
2019

Open
365
days per year

667,447
visitors in 2019

7.8/10
rating by
Dutch visitors

4
ranking in the
national top five of
museums
(source: Dutch News
programme 'Nieuwsuur'
Dec. 2019)



526,000
followers
on social media

8.1/10
rating by visitors
from abroad

890,000
unique visitors
to the website

50,000
subscribers to the
newsletter

8.4/10
rating for *Migrant Artists
in Paris*, the public's
favorite exhibition

7,869
visitors for
Museumnacht
(Museum Night)

OVERVIEW OF EXHIBITIONS IN 2019

- *Amsterdam, Magic Center: Art and Counterculture 1967-1970*
July 7, 2018 – January 6, 2019
- *True Luxury ...: Art Acquisitions 2012 – 2018*
September 22, 2018 – February 17, 2019
- *Metahaven: EARTH*
October 6, 2018 – February 24, 2019
- *Lily van der Stokker – Friendly Good*
October 27, 2018 – February 24, 2019
- *Raquel van Haver, Spirits of the Soil*
November 25, 2018 – April 7, 2019
- *Freedom of Movement: Municipal Art Acquisitions 2018*
November 25, 2018 – March 17, 2019
- *Tino Sehgal: This Variation*
February 4 – March 3, 2019
- *Pinball Wizard: The Work and Life of Jacqueline de Jong*
February 9 – August 18, 2019
- *Sonic Acts 2019: Hereafter, an Exhibition in Three Acts*
February 22 – March 3, 2019
- *You Are Seeing Things: Bárbara Wager en Benjamin de Burca*
March 16 – June 16, 2019
- *Stedelijk Stage-it | Rietveld Uncut: Take a Walk on the Wild Side*
March 27 – 30, 2019

- *Hybrid Sculpture: Contemporary Sculpture from the Collection of the Stedelijk Museum*
March 23, 2019 – January 26, 2020
- *Maria Lassnig – Ways of Being*
April 6 – August 11, 2019
- *Walid Raad, Let's Be Honest, the Weather Helped*
May 18 – October 13, 2019
- *Welkom Today – Ad van Denderen, Lebohang Tlali and many others*
May 18 – October 13, 2019
- *Steffani Jemison – New Videos*
June 22 – September 29, 2019
- *Colorful Japan, 226 Posters from the Collection*
September 7, 2019 – February 2, 2020
- *Chagall, Picasso, Mondrian and Others – Migrant Artists in Paris*
September 21, 2019 – February 2, 2020
- *The Best Dutch Book Designs 2018*
September 25 – October 30, 2019
- *Wim Crouwel: Mr. Gridnik*
September 28, 2019 – March 22, 2020
- *Jeff Preiss: More Than I Looked For*
October 5, 2019 – January 12, 2020
- *Prix de Rome*
October 19, 2019 – March 22, 2020

- *Carlos Amorales: The Factory*
November 23, 2019 – May 17, 2020
- *Collection STEDELIJK BASE*
PART 1 and PART 2 – permanent exhibition

Financial Statements 2019

FINANCIAL STATEMENTS 2019

BALANCE SHEET AS AT 31 DECEMBER

ASSETS	31 December 2019		31 December 2018	
	€	€	€	€
Tangible fixed assets		914,796		1,157,430
Current assets				
Inventories		63,754		71,179
Receivables				
Projects in progress	178,239		155,823	
Contributions payable	298,974		271,319	
Accounts receivable	942,442		1,334,139	
Admission receipts	568,101		21,122	
Advance payments	105,761		46,437	
Taxes	623,179		764,535	
Other receivables	298,451		447,553	
		<u>3,015,147</u>		<u>3,040,928</u>
Liquid assets		11,288,971		8,249,647
Total assets		15,282,668		12,519,184
LIABILITIES	31 December 2019		31 December 2018	
	€	€	€	€
Capital and reserves				
Continuity reserve	2,113,078		2,227,728	
Special purpose reserves	1,000,000		1,000,000	
Designated funds	751,231		626,634	
		<u>3,864,309</u>		<u>3,854,362</u>
Provisions				
Personnel	559,984		485,669	
Major maintenance	3,544,930		3,078,239	
Onerous contract	1,104,829		0	
		<u>5,209,743</u>		<u>3,563,908</u>
Long-term debts		211,716		279,109
Current liabilities				
Accounts payable	2,233,236		1,992,938	
Provision vacation days and overtime	431,875		355,753	
Prepaid subsidies/ contributions	280,929		157,005	
Taxes & soc. Security contributions	427,100		407,916	
Other debts	2,623,760		1,908,193	
		<u>5,996,900</u>		<u>4,821,805</u>
Total liabilities		15,282,668		12,519,184

FINANCIAL STATEMENTS 2019

STATEMENT OF INCOME AND EXPENDITURE 2019

INCOME	Realization 2019 €	Budget 2019 €	Realization 2018 €
Direct income			
Visitor-generated income	7,032,704	7,253,495	7,183,351
Sponsorship	692,974	837,160	836,336
Other income	787,797	725,000	866,437
Indirect income	913,353	503,100	646,595
TOTAL INCOME	9,426,828	9,318,755	9,532,719
Subsidy municipality of Amsterdam	19,211,912	19,211,917	18,749,639
Other public funding			
Structural	0	0	0
Incidental	324,907	212,320	240,631
Contributions from private sources	1,515,300	1,636,520	1,849,705
Total subsidies/contributions	21,052,119	21,060,757	20,839,975
TOTAL INCOME	30,478,947	30,379,512	30,372,694
EXPENDITURE			
Personnel costs	11,831,571	13,106,300	12,598,237
Building-related	10,171,091	10,204,077	9,705,564
Art acquisitions	452,775	250,000	230,877
Depreciations	218,245	380,700	160,657
Other expenditure	7,793,010	7,069,100	7,668,526
TOTAL EXPENDITURE	30,466,692	31,010,177	30,363,861
BALANCE FROM ORDINARY ACTIVITIES	12,255	-630,665	8,833
Balance from interest income/expenditure	-2,310	0	-12,844
Balance from exceptional income/expenditure	0	0	0
OPERATING RESULT	9,945	-630,665	-4,011
Apportionment of result			
Movement in Continuity reserve	-114,652		68,431
Movement in Special purpose reserve Collection presentation	0		0
Movement in Special purpose reserve Art Acquisitions	0		0
Movement in Special purpose reserve Exhibitions	0		0
Movement in General Reserve	0		0
Movement in Designated fund Collection Restoration	-50,000		-50,000
Movement in Designated fund Refurbishment	0		-89,000
Movement in Designated fund Mun. Art Acquisitions	174,597		66,558
	9,945	0	-4,011

FINANCIAL STATEMENTS 2019

STATEMENT OF CASH FLOWS 2019

	2019	2018
	€	€
Balance from ordinary activities	12,255	8,833
Adjustments for:		
- Depreciation tangible fixed assets	336,923	253,693
- Movement in major maintenance provision	466,691	359,597
- Movement in provision personnel	74,315	-115,517
- Movement in provision onerous contract	1,104,829	0
Changes in working capital		
- Movement in current assets	33,206	2,566,654
- Movement in current liabilities	1,175,095	-1,891,422
- Movement in long-term debts	-67,391	-222,679
<i>Total cash flow from operations</i>	3,135,923	959,159
- Movement in financial income	-2,310	-12,844
<i>Total cash flow from operational activities</i>	3,133,613	946,315
Investments tangible fixed assets	-94,289	-197,321
Investments contributions received	0	0
<i>Total cash flow from operational activities</i>	-94,289	-197,321
Total cash flow	3,039,324	748,994
Movement in liquid assets	3,039,324	748,994
Balance from liquid assets as at 1 January	8,249,647	7,500,654
Balance from liquid assets as at 31 December	11,288,971	8,249,648