

Exhibition attendance figures 2005

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Hokusai show gets over 9,000 visitors a day

Shows in Japan top our survey again this year with the largest daily averages recorded in the last 10 years

TOKYO/LONDON. Exhibitions in Tokyo have topped our survey of annual attendance figures for the second year running. In 2004, three shows in the Japanese capital made it into the top 10 most visited shows.

In 2005, "Hokusai" at the Tokyo National Museum attracted a staggering 9,436 visitors a day making it not just the year's highest attended show but also the most visited since we started publishing annual attendance figures in 1996.

"National treasures of the Toshodaiji Temple" at the same museum came second with 8,678 visitors a day while "Van Gogh in context" at the National Museum of Modern Art came 10th with 5,890 visitors a day. Shows in Kyoto, Yokohama and Kobe also attracted huge numbers.

The Japanese phenomenon is the result of a number of factors. In 2001 all state-run museums were semi-privatised; national museums are now responsible for generating profits from tickets and merchandising, so institutions are spending considerable sums on marketing and the curatorial emphasis has shifted to crowd-pleasing artists such as Hokusai and Van Gogh.

The upshot appears to be a drive to accommodate as many visitors as possible. But what sort of experience does the visitor have with so many people admitted at any one time? The Tokyo National Museum's most popular exhibitions took place in the 2,900 square-metre Heisei wing, with a capacity of around 2,000 people at any one time—a figure Japanese commentators say is only achieved by cramming the visitors in together. This inevitably leads to "bottle-necks" at certain popular vantage points in exhibitions.

Certainly, the vast capacity of Japanese venues enables them to achieve much higher

attendance than their counterparts in the West. Blockbusters inevitably sell out in other museum spaces with reduced floor space and smaller capacity figures, placing them lower down our survey.

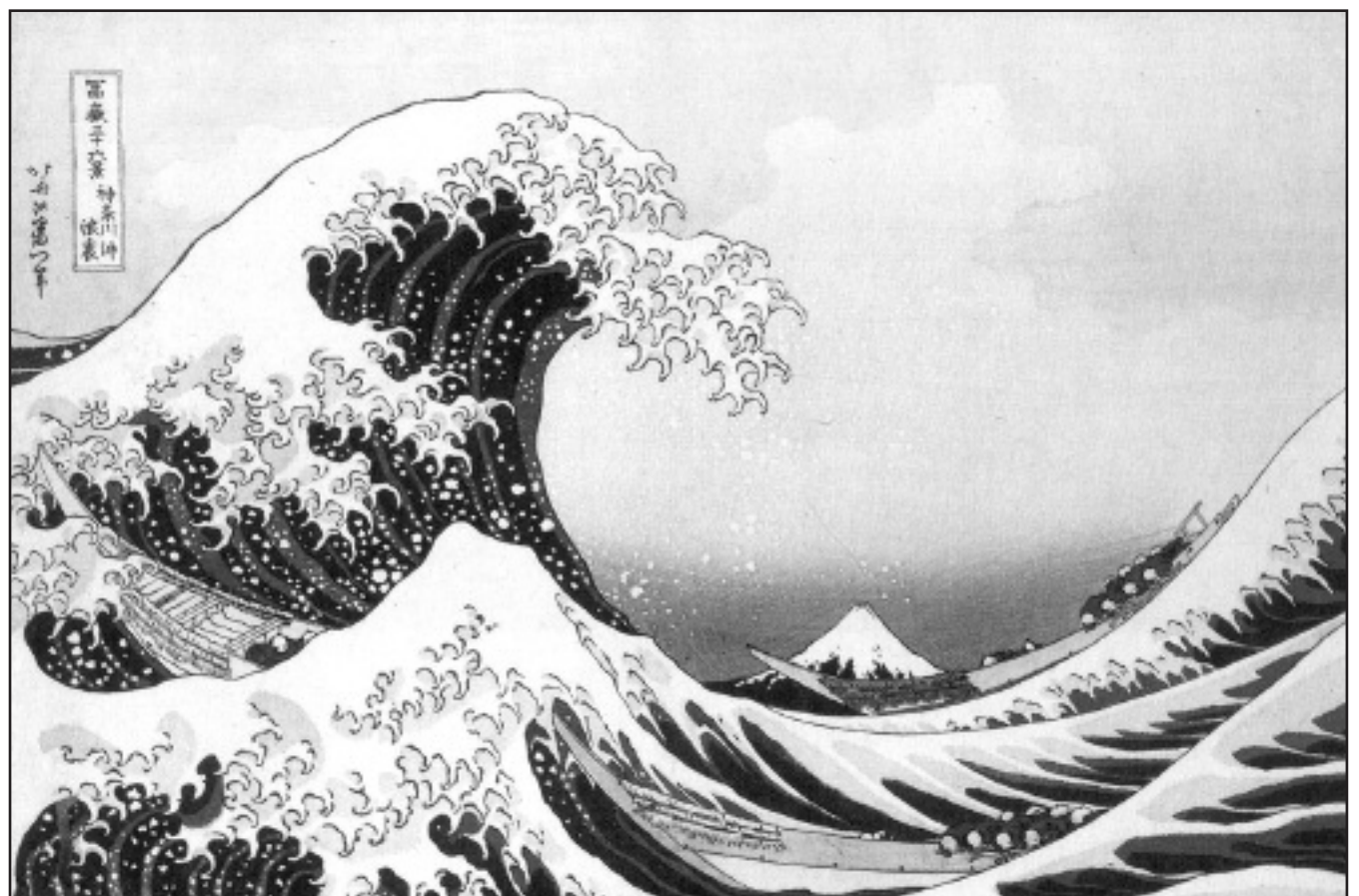
However, although the Metropolitan Museum of Art declined to disclose a capacity visitor figure for its Vincent Van Gogh show, the top US exhibition in the list (and number four overall), the institution still managed to accommodate 6,571 daily visitors in a space a third of the size (929 square metres) of the Tokyo National Museum.

MoMA also made the top 30 in our survey by pushing through 3,449 daily visitors for its show of new acquisitions into a small exhibition area of 409 square metres. A spokesperson for the New York museum said that a "capacity visitor figure did not apply" to the museum.

This MoMA exhibition is only four places lower than Tate Britain's show on Turner Whistler and Monet (no.19), the highest ranked UK show. Tate only allowed 500 visitors at any one time into an area more than twice the size of MoMA's (934 square metres). The same show at the Grand Palais attracted 119,332 more people, but it was open for a slightly longer period of time. The Paris museum declined to reveal its maximum capacity and floor space size.

So is today's international exhibition-goer put off by these bone-crushing experiences? Our survey reveals that 234 shows attracted more than 1,000 visitors a day, a 3% drop on 2004, but the causes of this are impossible to determine.

Over 600 international institutions were contacted for this survey. A number of institutions have been excluded because tickets to their shows also included entrance to



Record attendance: Hokusai at the Tokyo National Museum tops our survey this year. Above, *The Great Wave off Kanagawa* from "Thirty-six views of Mount Fuji", 1823-29

another attraction. This includes the Mori Art Museum, which issues combined tickets for exhibitions and the observation platform at the top of the skyscraper. The Colosseum also issues combined tickets for shows and entrance to the site (see p.18).

Only shows that ended in 2005 are included. Exhibitions which closed in January will be ranked in next year's list. **Kay Itoi and Jane Morris** For commentary, see p.30

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. A number of institutions did not provide us with data.

Daily	Total	Exhibition	Venue	City	Dates
9,436	332,939	Hokusai	Tokyo National Museum	Tokyo	25/10/05-4/12/05
8,678	402,921	National Treasures of the Toshodaiji Temple	Tokyo National Museum	Tokyo	12/1/05-6/3/05
7,066	621,814	19th-century Masterpieces from the Louvre	Yokohama Museum of Art	Yokohama	11/05/05-12/5/05
6,571	459,972	Vincent van Gogh: the drawings	Metropolitan Museum of Art	New York	18/10/05-31/12/05
6,387	433,397	Cézanne and Pissarro 1865-85	Museum of Modern Art	New York	26/6/05-12/9/05
6,043	501,601	Turner Whistler Monet	Grand Palais	Paris	13/10/04-17/1/05
5,992	425,404	19th-century Masterpieces from the Louvre	Kyoto City Museum	Kyoto	30/7/05-16/10/05
5,991	293,551	Thomas Demand	Museum of Modern Art	New York	4/4/05-30/5/05
5,934	937,613	Tutankhamun and the pharaohs	LACMA	Los Angeles	16/6/05-20/11/05
5,890	518,307	Van Gogh in context	National Museum of Modern Art	Tokyo	23/2/05-22/5/05
5,692	337,475	Masterpieces from Museum Island, Berlin	Tokyo National Museum	Tokyo	5/4/05-12/6/05
5,644	866,812	Tutankhamun, the golden beyond	Kunst der Bundesrepublik	Bonn	4/11/04-1/5/05
5,519	463,603	Chanel	Metropolitan Museum of Art	New York	5/5/05-7/8/05
5,238	386,841	Friedlander	Museum of Modern Art	New York	5/6/05-29/8/05
4,985	346,847	Works from the UBS Art Collection	Museum of Modern Art	New York	4/2/05-25/4/05
4,386	305,131	Groundswell: contemporary landscape	Museum of Modern Art	New York	25/2/05-16/5/05
4,311	362,152	Matisse: his art and his textiles	Metropolitan Museum of Art	New York	23/6/05-25/9/05
4,144	370,011	Salvador Dalí	Philadelphia Museum of Art	Philadelphia	16/2/05-30/5/05
4,024	382,269	Turner Whistler Monet	Tate Britain	London	10/2/05-15/5/05
3,969	440,564	Dresden: mirror of the world	National Museum of Western Art	Tokyo	28/6/05-19/8/05
3,722	73,914	The dancing satyr	Tokyo National Museum	Tokyo	19/2/05-13/3/05
3,575	607,699	The Aztec empire	Guggenheim Museum	Bilbao	19/3/05-19/8/05
3,449	266,526	New work and new acquisitions	Museum of Modern Art	New York	29/6/05-26/9/05
3,396	699,483	Pharaoh	Institut du Monde Arabe	Paris	15/10/04-12/6/05
3,358	722,000	Turks, 600-1600 AD	Royal Academy of Arts	London	22/1/05-12/4/05
3,278	721,074	Art Informel and Abstract Expressionism	Guggenheim Museum	Bilbao	8/3/05-6/11/05
3,201	214,500	Dresden: mirror of the world	Hyogo Prefectural Museum	Kobe	6/3/05-22/5/05
3,165	231,040	Baseball as America	Museum of Fine Arts	Houston	22/5/05-14/8/05
3,150	440,564	Monet, the Seine and water lilies	Museo di Santa Giulia	Brescia	23/10/04-3/4/05
3,079	267,859	Toulouse-Lautrec and Montmartre	Art Institute of Chicago	Chicago	16/7/05-10/10/05

Methodology

duces an imperfect number (a division of seven) all figures are out by a potential margin of 2%. However, as the same margin applies uniformly to all averages given, the list represents a fair comparison. All data

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 always pro-

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Daily	Total	Exhibition	Venue	City	Dates
225	13,166	Carstein Nicolai-Anti-Reflex	Schirn Kunsthalle	Frankfurt	20/1/05-28/3/05
225	15551	Kults, werewolves and sarcastic hippies	Yerba Buena Center for the Arts	San Francisco	7/10/05-30/12/05
224	20,282	3	Schirn Kunsthalle	Frankfurt	17/9/04-2/1/05
224	15844	Agnes Martin: the islands	University of Michigan Museum	Ann Arbor	20/11/04-13/2/05
223	17147	Meaning and metaphor in Central Africa	University of Michigan Museum	Ann Arbor	16/10/04-16/1/05
222	13,123	Jerwood Applied Arts Prize 2004: Furniture	Museum of Scotland	Edinburgh	22/7/05-18/9/05
222	45529	Decorating during The Great Depression	Yale University Art Gallery	New Haven	5/10/04-5/6/05
222	21993	Dependent objects	Busch-Reisinger Museum	Cambridge	18/9/04-2/1/05
221	16,500	Cartier-Bresson and Giacometti	Kunthaus	Zurich	13/5/05-7/8/05
221	23,506	Illustrations by Björn Berg	Nationalmuseum	Stockholm	15/12/04-17/4/05
219	12417	Christian Jankowski	Des Moines Art Center	Des Moines	23/6/05-28/8/05
216	32792	Luxury textiles East and West	LA County Museum of Art	Los Angeles	5/8/04-30/1/05
215	5,563	PAOLO PENNISI	Galleria Internazionale	Venice	12/2/05-13/3/05
213	15,300	Nightscapes in the Age of Rembrandt	National Gallery of Ireland	Dublin	1/10/05-11/12/05
207	51390	Josef Sudek: poet with a camera	Museum of Fine Arts	Boston	28/7/04-3/4/05
206	60753	American miniatures of children, 1770-1950	Yale University Art Gallery	New Haven	1/9/04-15/8/05
204	25,700	Cecil Beaton	KunstHausWien	Vienna	7/10/04-9/2/05-
201	21,000	Pieter Claesz	Kunthaus	Zurich	22/4/05-21/8/05
201	12,720	Jasper Johns since 1983	Irish Museum of Modern Art	Dublin	9/2/05-24/4/05-
199	14844	Toulouse-Lautrec and his contemporaries	Grand Rapids Art Museum	Grand Rapids	15/7/05-9/10/05
199	18299	Fashion from the court of Louis XIV	LA County Museum of Art	Los Angeles	12/3/05-26/6/05
199	20000	New acquisitions celebrate the centennial	Jewish Museum	New York	5/11/04-6/3/05
197	12773	Contested fields	Des Moines Art Center	Des Moines	20/11/04-6/2/05
194	9,019	Mimmo Paladino	Galleria Internazionale	Venice	8/6/05-31/7/05
193	22937	Representation in Fin-de-Siècle Vienna	Busch-Reisinger Museum	Cambridge	12/2/05-12/6/05
192	13,489	Dorothy Bohm and Marc Ferrez	Musee Carnavalet	Paris	21/9/05-11/12/05
191	20089	Prints: system, style and subject	Fogg Art Museum	Cambridge	9/10/04-30/1/05
189	12250	Japanese portrait prints	Toledo Museum of Art	Toledo	14/10/05-31/12/05
189	12250	Photographs of Marilyn Monroe	Toledo Museum of Art	Toledo	14/10/05-31/12/05
186	27200	Images of women from the classical world	Museum of Fine Arts	Houston	12/2/05-31/7/05
185	10,500	The Art of the Archive	Kunthaus	Zurich	15/7/05-18/9/05
184	3812	MFA 2005	Henry Art Gallery	Seattle	20/5/05-12/6/05
180	10,444	Boucher and Rococo	Art Gallery of New South Wales	Sydney	4/3/05-1/5/05
178	28484	Edward Lamson Henry's paintings	Yale University Art Gallery	New Haven	24/6/05-30/12/05
175	10954	Albrecht Dürer: a Renaissance journey	Virginia Museum of Fine Arts	Richmond	15/10/04-9/1/05
172	14,926	European prints and drawings 1900-1930	Staatsgalerie Stuttgart	Stuttgart	15/10/04-23/1/05
171	21060	The Ron Brasch Collection	Colorado Springs Fine Arts Center	Col. Springs	13/8/05-15/12/05
170	23,480	Matthias Waske	KunstHausWien	Vienna	4/5/05-18/9/05
168	10615	Katharina Sieverding: close up	P.S.1 Contemporary Art Center	Long Island	24/10/04-23/1/05
168	10615	Aleksandra Mir: "The big umbrella"	P.S.1 Contemporary Art Center	Long Island	24/10/04-23/1/05
167	1,500	The show: sculpture	Royal College of Art	London	24/6/05-3/7/05
166	14644	Franz Kline	Castello di Rivoli	Turin	18/10/04-30/1/05
164	13161	Manny Farber: about face	P.S.1 Contemporary Art Center	Long Island	27/9/04-16/1/05
163	62,200	The Future of Global Design	Art Gallery of Ontario	Toronto	11/3/04-29/5/05
163	28661	Textile acquisitions, 1998-2003	Art Institute of Chicago	Chicago	22/10/04-17/4/05
162	15551	Bay Area now 4	Yerba Buena Center for the Arts	San Francisco	16/7/05-5/11/05
159	11177	Joan Wallace: methods of attachment	P.S.1 Contemporary Art Center	Long Island	24/10/04-2/2/05
159	9231	Barth, Campbell, Drake, Seror	SITE Santa Fe	Santa Fe	10/2/05-1/5/05
157	4,198	Futurist Skies: Italian Aeropainting	Estorick Collection	London	6/1/05-20/2/05
157	18897	Andy Warhol's dream America: screen prints	Colorado Springs Fine Arts Center	Col. Springs	1/9/05-31/12/05
156	13,742	Landseer in the Highlands	National Gallery of Scotland	Edinburgh	14/4/05-10/7/05
156	26,715	Westminster Retable	National Gallery	London	18/5/05-4/11/05
156	26530	Paintings by Herbert Dunton	Museum of Fine Arts	Houston	17/7/04-30/1/05
149	13,235	Rajput son of kings	Art Gallery of New South Wales	Sydney	8/6/05-4/9/05
148	21404	Treasures from an epic era of Hellenism	The Onassis Cultural Center	New York	10/12/04-28/5/05
147	16,734	Breon O'Casey	Yorkshire Sculpture Park	Wakefield	2/7/05-23/10/05
145	11722	Seeing the unseen	Henry Art Gallery	Seattle	30/6/05-2/10/05
145	11722	Trimpin: phfft	Henry Art Gallery	Seattle	30/6/05-2/10/05
145	11722	Short stories	Henry Art Gallery	Seattle	30/6/05-2/10/05
143	16244	Works from the Drumbuie Collection	Winterthur Museum	Winterthur	4/9/04-16/1/05
143	13075	Doug Aitkin: interiors	Henry Art Gallery	Seattle	25/3/05-10/7/05
142	12129	The old Paris is no more...	Henry Art Gallery	Seattle	24/6/05-2/10/05
140	21927	Contemporary ceramics by Yoon Kwang-cho	Seattle Asian Art Museum	Seattle	13/11/04-19/6/05
140	28944	Japanese prints from the 1950s through 70s	Seattle Asian Art Museum	Seattle	4/9/04-19/6/05
138	8,300	They followed the Star	Residenzgalerie Salzburg	Salzburg	21/11/04-30/1/05
138	14321	Playtime	Henry Art Gallery	Seattle	11/3/05-10/7/05
137	11301	European paintings: open storage	Blanton Museum of Art	Austin	28/1/05-22/5/05
137	11301	Contemporary art from Chile, 1995-2005	Blanton Museum of Art	Austin	28/1/05-22/5/05
137	17274	Disparities and deformations: our grotesque	SITE Santa Fe	Santa Fe	18/7/04-9/1/05
136	6,993	Avant-garde Graphics 1918-34	Estorick Collection	London	9/3/05-5/6/05
135	16336	West Coast ceramics, 1950s-1970s	Henry Art Gallery	Seattle	7/5/05-25/9/05
132	8981	Made in China: export porcelain	Winterthur Museum	Winterthur	26/2/05-15/5/05
132	8025	Big deal, featuring "Blow up"	Yerba Buena Center for the Arts	San Francisco	22/1/05-3/4/05
132	8025	Broadsides from the collection of Ricky Jay	Yerba Buena Center for the Arts	San Francisco	22/1/05-3/4/05
132	8025	Leon Borenstein and his friends	Yerba Buena Center for the Arts	San Francisco	22/1/05-3/4/05
131	8,200	Sigmar Polke	Kunthaus	Zurich	8/4/05-19/6/05
130	9,634	Kabuki Heroes, 1780-1830	British Museum	London	30/6/05-11/9/05
130	12,515	William Orpen: politics, sex and death	Imperial War Museum	London	27/1/05-2/5/05
129	6567	Contemporaries selections	Henry Art Gallery	Seattle	4/3/05-1/5/05
127	4148	Stefan Lindfors	Finnish Museum of Art and Design	Helsinki	16/9/05-23/10/05-
126	12,692	Exhibition of glass and stained glass	Grutthuse Bruggemuseum	Brussels	26/11/04-6/3/05
126	7885	Celebrity skin	Henry Art Gallery	Seattle	25/2/05-8/5/05
125	9370	Byrdcliffe: an Arts and Crafts colony	Winterthur Museum	Winterthur	11/6/05-5/9/05
125	9405	Capturing Western legend	Speed Art Museum	Louisville	8/2/05-8/5/05
125	22111	Photographs from the Carpenter Collection	Fogg Art Museum	Cambridge	3/5/05-30/10/05
119	9,074	The White Stag Group	Irish Museum of Modern Art	Dublin	6/7/05-2/10/05
117	720	In Concert	Schirn Kunsthalle	Frankfurt	26/9/05-2/10/05
115	7645	Paul Sarkisian	SITE Santa Fe	Santa Fe	28/5/05-28/8/05
113	15270	The Dresden Court, 1580-1620	Gilbert Collection	London	11/6/05-23/10/05
110	8274	Rodney Graham: a little thought	Institute of Contemporary Art	Philadelphia	10/9/05-23/12/05
106	12009	Axel Lieber: new work	Henry Art Gallery	Seattle	3/12/04-17/4/05
105	9885	Getting emotional	Institute of Contemporary Art	Boston	18/5/05-5/9/05
105	5979	Accumulated vision: Barry Le Va	Institute of Contemporary Art	Philadelphia	15/1/05-3/4/05
104	11,892	Carlos O'Garaicoa	Yorkshire Sculpture Park	Wakefield	2/7/05-23/10/05
104	5848	Robert Doisneau's Paris exhibition	Colorado Springs Fine Arts Center	Col. Springs	5/11/04-2/1/05
103	14,110	Júlia Ventura, Marked printed exposed	Kröller-Müller Museum	Otterlo	27/11/04-8/5/05
102	6230	Latino representations	Yerba Buena Center for the Arts	San Francisco	23/10/04-9/1/05
102	6230	Recent works by Erwin Wurm	Yerba Buena Center for the Arts	San Francisco	23/10/04-9/1/05
102	6230	Photography on the edge	Yerba Buena Center for the Arts	San Francisco	23/10/04-9/1/05
100	8832	Likeness: portraits of artists by other artists	Institute of Contemporary Art	Boston	19/1/05-1/5/05
96	20,207	Patterns of Childhood, 1640 - 1900	Scotland Street School Museum	Glasgow	30/4/05-26/11/05
89	10000	Masterpieces of Romanticism	National Gallery of Ireland	Dublin	16/10/04-6/2/05

Daily	Total	Exhibition	Venue	City	Dates
88	10000	Degas at Harvard	Arthur M. Sackler Museum	Cambridge	1/8/05-27/11/05
86	8,011	Jan De Cock	Schirn Kunsthalle	Frankfurt	26/5/05-11/9/05
84	3,182	BICE LAZZARI L'emozione astratta 1954-1977	Galleria Internazionale	Venice	6/8/05-18/9/05
80	3432	Alice Benis Taylor and the Taylor Museum	Colorado Springs Fine Arts Center	Col. Springs	21/1/05-6/3/05
80	3432	American standard: Floyd D. Tunson	Colorado Springs Fine Arts Center	Col. Springs	21/1/05-6/3/05
80	8854	Japanese calligraphy and painting	Arthur M. Sackler Museum	Cambridge	23/12/04-17/4/05
79	6,221	Richard Wentworth	Tate Liverpool	Liverpool	21/1/05-24/4/05
76	5378	Dana Schutz; Charles Long, Don Ritter	SITE Santa Fe	Santa Fe	24/9/05-31/12/05
73	4,055	From Futurism to Arte Povera	Estorick Collection	London	14/9/05-18/12/05
70	4678	Richard Pettibone: a retrospective	Institute of Contemporary Art	Philadelphia	30/4/05-31/7/05
70	4678	Springtide	Institute of Contemporary Art	Philadelphia	30/4/05-31/7/05
70	4678	Framing exposure: process and politics	Institute of Contemporary Art	Philadelphia	30/4/05-31/7/05
68	21698	Avant-garde porcelain from Russia	Hermitage Rooms	London	18/11/04-30/9/05
66	9337	Calderwood Collection of Islamic Art	Arthur M. Sackler Museum	Cambridge	7/8/04-2/1/05
65	5,235	Victoria & Albert in Scotland	Scottish National Portrait Gallery	Edinburgh	18/3/05-5/6/05
63	9652	The art of the hunt in Iran and India	Arthur M. Sackler Museum	Cambridge	22/1/05-26/6/05
63	4207	David Cannon Dashiell's queer mysteries	Yerba Buena Center for the Arts	San Francisco	16/4/05-3/7/05
63	4207	Pictures and films by Oliver Boberg	Yerba Buena Center for the Arts	San Francisco	16/4/05-3/7/05
61	11474	Masterworks of East Asian painting	Arthur M. Sackler Museum	Cambridge	28/8/04-13/3/05
60	17302	L'atelier di Mariono Fortuny-Viaggio	Palazzo Fortuny	Venice	27/3/04-28.2.2005
59	4979	Persian, Turkish, and Indian drawings	Fogg Art Museum	Cambridge	19/3/05-12/6/05
56	9000	East Asian painting in the 20-th century	Arthur M. Sackler Museum	Cambridge	7/5/05-16/10/05
50	16,750	Mitoraj sculpture	Galleria Internazionale	Venice	25/11/04-18/12/05
47	3000	Janet Cardiff: works drawn in water	Hirshhorn Museum and Sculpture	Washington	3/8/05-30/10/05
43	2898	Iowa artists 2005	Des Moines Art Center Downtown	Des Moines	9/5/05-12/8/05
42	3550	Red Trailer Motel	Des Moines Art Center Downtown	Des Moines	29/8/05-30/12/05
40	2,700	Parkett Editionen	Kunthaus	Zurich	26/11/04-13/2/05
37	3,002	Viewpoints: Italy in Black and White	Estorick Collection	London	15/6/05-4/11/05
36	2468	California dreamin'	Des Moines Art Center Downtown	Des Moines	17/1/05-22/4/05
23	1,761	Vito Hannibal Acconci Studio	MACBA	Barcelona	17/11/04-14/2/05