

Exhibition attendance figures 2007

Single work by Leonardo attracts over 10,000 a day

For the fourth year the Tokyo National Museum has the highest exhibition attendance, but is only 17th in our list of the most visited museums last year

LONDON. Leonardo da Vinci's *Annunciation* (1472-75), on loan from the Uffizi in Florence, attracted an astounding 10,071 visitors a day to the Tokyo National Museum over three months last year. This is the highest daily average for any exhibition since we began compiling attendance figures in 1997.

The painting was sent to Japan from March to June 2007 as part of Italian Spring, a series of events organised to promote Italian trade and tourism. Its departure from the Uffizi (it had only left the gallery three times before: twice in the 1930s for shows in Paris and Milan and during World War II when it was removed for safekeeping) provoked a storm of protest in Italy over fears that travel to Japan could damage the work. Over 300 prominent Italians, including film-maker Franco Zeffirelli, signed a letter of protest. Senator Paolo Amato chained himself to the gates of the Uffizi. In the end, the controversy merely served to fuel the publicity machine. This, combined with the Japanese appetite for Western, and particularly Italian art, sent "The Mind of Leonardo" to the top of our exhibition attendance list, despite the fact that the show consisted of only one painting displayed alongside several reproduction codices.

For the fourth year running, the Tokyo National Museum tops the list. Tokyo routinely produces enormous visitor figures, thanks to a combination of vast exhibition spaces and a 35 million-strong conurbation. But "Leonardo" was even higher than 2005's record-breaking attendance for "Hokusai" at the same museum, which averaged 9,436 a day.

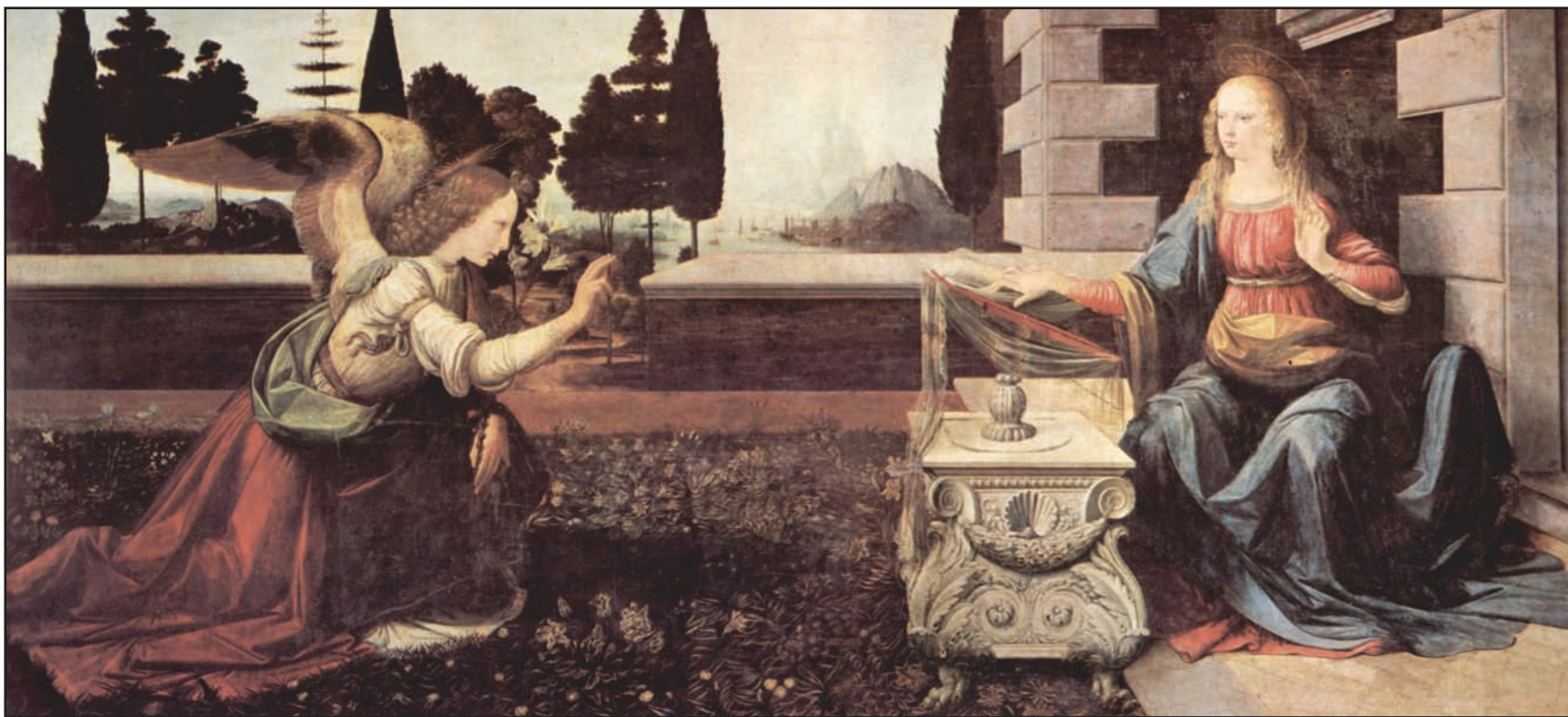
This year, for the first time, we also asked museums to submit their total attendance figures for last year calculated from 1 January to 31 December 2007. On this list, the Tokyo National Museum only comes in at number 17 with a total of 1,772,255.

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 always produces 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 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.



The most widely seen painting of 2007: Leonardo's *Annunciation*

Unsurprisingly, counting total attendance immediately catapults the great, historic museums of art and culture high up the list: the Louvre in Paris comes first with 8.3m, the British Museum in London, the Metropolitan Museum in New York, the Vatican Museums, the Hermitage, the Prado, all do well here. What is perhaps more impressive is the high placement of the Kelvingrove Art Gallery and Museum in Glasgow which reopened after a £29m National Lottery-funded refurbishment in 2006. Before its closure it only had 955,671 visitors: now, with 2.23m, it has the same number as the Getty Museum in Los Angeles and the Guggenheim in Bilbao combined. Meanwhile, the Centre Pompidou has overtaken Tate Modern as the world's most visited modern art museum, probably a result of the rehang of

galleries and extensive marketing associated with its 30th anniversary celebrations.

As usual, we have made a selection of top temporary shows by category. Here there are few surprises: Monet tops the impressionist and modern list, Tutankhamun the antiquities list and Richard Serra the contemporary list (all on p28).

Jane Morris, Emily Sharpe and Helen Stoilas

Figures compiled by Lauren Conrad, Hélène Ducaté and Kirsty McGregor

Daily	Total	Exhibition	Venue	City	Dates
10,071	796,004	The Mind of Leonardo	Tokyo National Museum	Tokyo	20 Mar-17 Jun
9,273	704,420	Monet's Art and its Posterity	National Art Center Tokyo	Tokyo	7 Apr-2 Dec
9,067	425,492	Legacy of the Tokugawa	Tokyo National Museum	Tokyo	10 Oct-2 Dec
8,585	737,074	Richard Serra Sculpture: 40 Years	Museum of Modern Art	New York	3 Jun-10 Sep
7,268	574,207	Masterpieces of French Painting from the Met	Museum of Fine Arts Houston	Houston	4 Feb-6 May
6,856	493,886	Milkmaid by Vermeer and Dutch Genre Painting	National Art Center Tokyo	Tokyo	26 Sep-17 Dec
6,239	482,179	From Cézanne to Picasso	Musée d'Orsay	Paris	19 Jun-16 Sep
6,115	677,000	Masterpieces of French Painting from the Met	Neue Nationalgalerie	Berlin	1 Jun-7 Oct
5,375	1,290,000	Tutankhamun and the Golden Age of the Pharaohs	Franklin Institute	Philadelphia	3 Feb-30 Sep
5,269	330,446	What is Painting?	Museum of Modern Art	New York	7 Jul-17 Sep
5,192	505,082	The Age of Rembrandt	Metropolitan Museum of Art	New York	18 Sep-6 Jan 2008
4,824	490,002	Cézanne to Picasso	Metropolitan Museum of Art	New York	14 Sep 06-7 Jan
4,774	811,500	The Guggenheim Collection	Kunsthalle der Bundesrepublik	Bonn	21 Jul 06-7 Jan
4,771	1,044,743	Tutankhamun and the Golden Age of the Pharaohs	Field Museum	Chicago	26 May 06-1 Jan
4,702	483,000	Van Gogh in Budapest	Museum of Fine Arts Budapest	Budapest	1 Dec 06-1 Apr

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TOTAL MUSEUM ATTENDANCE 2007

Total	Museum	City	Total	Museum	City	Total	Museum	City
8,300,000	Louvre	Paris	1,615,939	Uffizi	Florence	889,434	Guggenheim Museum	New York
5,509,425	Centre Pompidou	Paris	1,607,767	National Portrait Gallery	London	825,990	Royal Ontario Museum	Toronto
5,191,840	Tate Modern	London	1,596,071	Tate Britain	London	792,042	Neue Nationalgalerie	Berlin
4,837,878	British Museum	London	1,570,390	Reina Sofia	Madrid	786,056	National Portrait Gallery	Washington
4,547,353	Metropolitan Museum of Art	New York	1,559,783	Van Gogh Museum	Amsterdam	779,995	Green Vault	Dresden
4,518,413	National Gallery of Art	Washington	1,363,258	Art Institute of Chicago	Chicago	764,000	Museum of Fine Arts Budapest	Budapest
4,310,083	Vatican Museums	Vatican City	1,362,188	Tretyakov Gallery	Moscow	754,654	Ian Potter Centre	Melbourne
4,159,485	National Gallery	London	1,300,000	Art Gallery New South Wales	Sydney	740,407	National Gallery of Ireland	Dublin
3,166,509	Musée d'Orsay	Paris	1,298,572	Kunsthistorisches Museum	Vienna	739,830	Hirshhorn Museum	Washington
2,652,924	Museo Nacional del Prado	Madrid	1,265,000	Getty Museum	Los Angeles	727,842	Walker Art Center	Minneapolis
2,650,501	National Palace Museum	Taipei	1,137,306	Museo Picasso	Barcelona	718,600	National Museum of Western Art	Tokyo
2,435,300	Victoria and Albert Museum	London	1,137,217	De Young Museum	San Francisco	706,174	SFMOMA	San Francisco
2,395,075	State Hermitage Museum	St Petersburg	1,134,567	Pergamonmuseum	Berlin	691,997	Musée Rodin	Paris
2,232,475	Kelvingrove Art Gallery and Museum	Glasgow	1,047,012	Museum of Fine Arts	Boston	667,200	LACMA	Los Angeles
2,219,554	Museum of Modern Art	New York	1,002,963	Museo Guggenheim	Bilbao	652,599	Tate Liverpool	Liverpool
2,133,149	Field Museum	Chicago	978,064	Museo Thyssen-Bornemisza	Madrid	594,678	Österreichische Galerie Belvedere	Vienna
1,772,255	Tokyo National Museum	Tokyo	955,748	Royal Academy	London	580,050	Queensland Art Gallery	Brisbane
1,674,607	CaxiaForum Barcelona	Barcelona	937,770	National Gallery	Edinburgh	578,914	Montreal Museum of Fine Arts	Montreal
1,650,000	Moscow Kremlin Museums	Moscow	899,535	National Gallery of Victoria	Melbourne	569,512	Queensland Gallery of Modern Art	Brisbane
1,649,969	Museum of Fine Arts	Houston	898,576	Freer and Sackler Galleries	Washington	550,000	Albertina	Vienna

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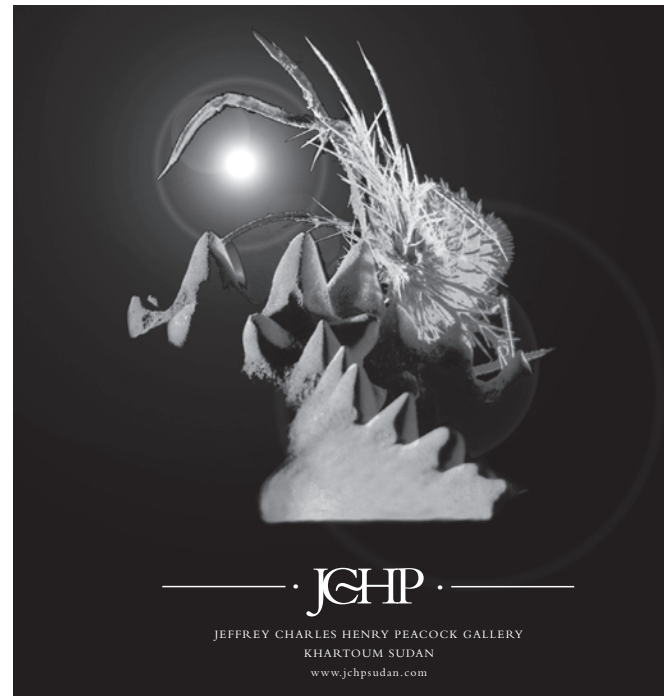
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Daily	Total	Exhibition	Venue	City	Dates
4,625	1,110,044	Manet to Picasso	National Gallery	London	22 Sep 06-23 May
4,398	334,221	Albrecht Dürer: Prints from the Städel Museum	Museo Guggenheim	Bilbao	26 Jun-9 Sep
4,246	164,400	Double Life/André Kertész Photography Exhibition	Istanbul Modern	Istanbul	22 Dec 06-4 Feb
4,156	432,263	Treasures of the World Cultures	National Palace Museum	Taipei	13 Feb-27 May
4,133	322,383	Unknowns: Mapping Contemporary Basque Art	Museo Guggenheim	Bilbao	6 Jul-23 Sep
4,009	340,766	Encompassing the Globe: Portugal and the World	Sackler Gallery	Washington	24 Jun-16 Sep
3,989	315,266	The Whole World in Paris: Foreign Artists in Paris	National Art Center Tokyo	Tokyo	7 Feb-7 May
3,970	267,691	Ron Mueck	Brooklyn Museum	New York	3 Nov 06-4 Feb
3,970	267,691	Annie Leibovitz: a Photographer's Life, 1990-2005	Brooklyn Museum	New York	3 Nov 06-4 Feb
3,917	229,403	Family Pictures	Guggenheim Museum	New York	9 Feb-16 Apr
3,915	340,582	Bill Viola: Hatsu-Yume (First Dream)	Mori Art Museum	Tokyo	14 Oct 06-8 Jan
3,856	253,973	Brice Marden: a Retrospective	Museum of Modern Art	New York	29 Oct 06-15 Jan
3,812	273,926	Manet and the Execution of Maximilian	Museum of Modern Art	New York	5 Nov 06-29 Jan
3,788	311,700	Americans in Paris, 1860-1900	Metropolitan Museum of Art	New York	24 Oct 06-28 Jan
3,760	135,486	The 100th Anniversary of Nitten	National Art Center Tokyo	Tokyo	25 Jul-3 Sep
3,721	52,093	The Power of Expression, Japan	National Art Center Tokyo	Tokyo	21 Jan-4 Feb
3,707	576,214	Anselm Kiefer	Museo Guggenheim	Bilbao	28 Mar-9 Sep
3,696	243,400	Eye on Europe: Prints, Books and Multiples	Museum of Modern Art	New York	15 Oct 06-1 Jan
3,667	283,903	Barcelona and Modernity: Gaudí to Dalí	Metropolitan Museum of Art	New York	7 Mar-3 Jun
3,656	248,097	Jeff Wall	Museum of Modern Art	New York	25 Feb-14 May
3,502	400,172	Spanish Painting from El Greco to Picasso	Guggenheim Museum	New York	17 Nov 06-28 Mar
3,484	348,367	All About Laughter: Humour in Contemporary Art	Mori Art Museum	Tokyo	27 Jan-6 May
3,393	266,085	Poiret: King of Fashion	Metropolitan Museum of Art	New York	9 May-5 Aug
3,327	792,316	Colour Field Paintings	Museo Guggenheim	Bilbao	20 Jun 06-12 Mar
3,321	325,000	Caspar David Friedrich	Hamburger Kunsthalle	Hamburg	7 Oct 06-28 Jan
3,288	302,520	Velázquez	National Gallery	London	18 Oct 06-21 Jan

Daily	Total	Exhibition	Venue	City	Dates
3,280	166,793	Kisho Kurokawa	National Art Center Tokyo	Tokyo	21 Jan-19 Mar
3,273	288,918	Portraiture in the Age of Picasso	Museo Thyssen-Bornemisza	Madrid	6 Feb-20 May
3,253	273,747	Sargent-Sorolla	Museo Thyssen-Bornemisza	Madrid	3 Oct 06-8 Jan
3,245	186,817	Manet's Bar at the Folies Bergère	Getty Museum	Los Angeles	5 Jul-9 Sep
3,204	346,000	Picasso: Paintings Against Time	Albertina	Vienna	22 Sep 06-7 Jan
3,095	257,738	Patinir	Museo Nacional del Prado	Madrid	3 Jul-7 Oct
3,092	212,000	Rembrandt the Draughtsman	Louvre	Paris	20 Oct 06-8 Jan
3,092	212,000	William Hogarth	Louvre	Paris	20 Oct 06-8 Jan
3,064	228,933	Spaces to Live	Reina Sofia	Madrid	8 Feb-5 May
3,052	107,683	Koldobika Jauregi: Laboratories	Museo Guggenheim	Bilbao	24 Apr-3 Jun
3,029	169,172	Armando Reverón	Museum of Modern Art	New York	11 Feb-16 Apr
2,974	268,545	Hugo Boss Prize 2006: Tacita Dean	Guggenheim Museum	New York	23 Feb-6 Jun
2,960	234,717	Impressionist and Early Modern Paintings	Metropolitan Museum of Art	New York	22 May-19 Aug
2,941	108,917	Zen Treasures from the Kyoto Gozan Temples	Tokyo National Museum	Tokyo	31 Jul-9 Sep
2,920	43,798	The Royal College of Art Summer Show	Royal College of Art	London	14 Jun-28 Jun
2,913	167,705	Defining Modernity: European Drawings	Getty Museum	Los Angeles	5 Jul-9 Sep
2,879	281,728	Present Tense: Photographs by JoAnn Verburg	Museum of Modern Art	New York	15 Jul-5 Nov
2,852	237,560	Van Gogh: Last Landscapes, May-July 1890	Museo Thyssen-Bornemisza	Madrid	12 Jun-16 Sep
2,788	239,349	Comic Abstraction	Museum of Modern Art	New York	4 Mar-11 Jun
2,751	202,988	Palazuelo: Working Process	Museo Guggenheim	Bilbao	13 Mar-3 Jun
2,749	188,913	Treasures of the World Cultures	Hong Kong Museum of Art	Hong Kong	14 Sep-2 Dec
2,707	227,797	Glitter and Doom: German Portraits	Metropolitan Museum of Art	New York	14 Nov 06-19 Feb
2,691	384,823	Directions: Virgil Marti and Pae White	Hirshhorn Museum	Washington	9 Mar-29 Jul
2,679	110,596	Ikuo Hirayama: a Retrospective	National Museum of Modern Art	Tokyo	4 Sep-21 Oct
2,668	226,759	La Salve Bridge Art Project	Museo Guggenheim	Bilbao	19 Oct 06-25 Jan

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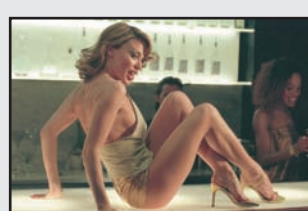
19TH-CENTURY TOP TEN



Numbers have fallen for the second year for 19th-century exhibitions with attendance per day down 30% in 2007 for the top ten shows. Despite this, the leading exhibition—“Americans in Paris”—saw nearly three times more visitors at its final stop in New York than in London’s National Gallery (1,034) and Boston’s Museum of Fine Arts (1,531) the previous year. This was despite the fact that it lacked iconic works such as Whistler’s *Arrangement in Grey and Black, the Artist’s Mother*, 1871, when seen in Manhattan. European museums showing home-grown talent also performed well, in particular “Inventing Romanticism”, a themed retrospective of Caspar David Friedrich. A Jerusalem museum makes it into the 19th-century top ten for the first time with “Eden, East and West: Art in the 19th Century” at the Israel Museum (left, John Singer Sargent, *Madame X*, 1884, from “Americans in Paris, 1860-1900”). M.G.

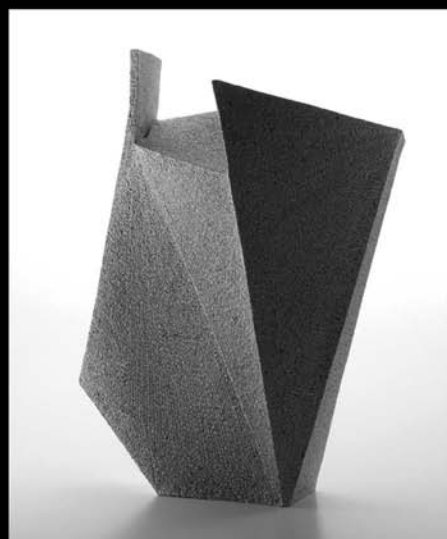
3,788	311,700	Americans in Paris, 1860-1900	Metropolitan Museum of Art	New York	24 Oct 06-28 Jan
3,321	325,000	Caspar David Friedrich	Hamburger Kunsthalle	Hamburg	7 Oct 06-28 Jan
2,640	156,508	The Forest of Fontainebleau: a Life-size Studio	Musée d'Orsay	Paris	6 Mar-13 May
1,135	92,605	A Mirror of Nature: Nordic Landscape Painting	National Gallery	Oslo	15 Feb-20 May
1,077	123,901	The Macchiaioli	Palazzo Bricherasio	Turin	16 Feb-10 Jun
998	78,879	Symbols of Power	Saint Louis Art Museum	St. Louis	17 Jun-16 Sep
964	88,686	Constable's Great Landscapes	National Gallery of Art	Washington	1 Oct 06-2 Jan
846	42,913	Thomas Eakins' The Gross Clinic	Philadelphia Museum of Art	Philadelphia	5 Jan-4 Mar
833	75,000	Eden, East and West: Art in the 19th Century	Israel Museum	Jerusalem	27 Mar-24 Jun
825	50,342	Untamed: the Art of Antoine-Louis Barye	Walters Art Museum	Baltimore	11 Feb-6 May

DECORATIVE ARTS TOP TEN



Fashion leads the decorative arts' top ten this year, boosted no doubt by well known brand names—Poiret (the leading show), Tiffany, Lalique and Cartier—but, above all, by that sainted Australian sex bomb Kylie Minogue (left), whose costumes drew crowds of people to the V&A who would otherwise never darken the doors of a cultural institution. It is a testimony to the extremely high scholarship and presentation values of the curatorial staff in Dresden, not a mass tourist destination by a long shot, that such a specialist exhibition as “With Sword and Cross”, a show of the arms and armour of Frederick the Quarrelsome, Margrave of Meissen and Elector of Saxony (1370-1428), proved to be a big hit with the public. D.L.

3,393	266,085	Poiret: King of Fashion	Metropolitan Museum of Art	New York	9 May-5 Aug
2,204	271,100	Kylie: the Exhibition	Victoria and Albert Museum	London	8 Feb-10 Jun
2,084	325,629	Louis Comfort Tiffany and Laurelton Hall	Metropolitan Museum of Art	New York	21 Nov 06-20 May
2,000	290,000	René Lalique	Musée du Luxembourg	Paris	7 Mar-29 Jul
1,895	423,684	One of a Kind: the Studio Craft Movement	Metropolitan Museum of Art	New York	22 Dec 06-3 Sep
1,878	150,000	Cartier: Innovation Through the 20th Century	Moscow Kremlin Museums	Moscow	25 May-25 Aug
1,809	128,958	With Sword and Cross	Green Vault	Dresden	16 May-6 Aug
1,793	141,655	Lorenzo Ghiberti's Gates of Paradise	Art Institute of Chicago	Chicago	28 Jul-14 Oct
1,787	378,849	Paperweights from the ROM's Collection	Royal Ontario Museum	Toronto	28 Apr-25 Nov
1,752	128,407	Nan Kempner: American Chic	Metropolitan Museum of Art	New York	12 Dec 06-4 Mar



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