

ANNUAL REPORT 2014

A statement of sculpture network's activities during this year in accordance to statutory requisites

Founded in 2004, sculpture network is Europe's leading platform for contemporary sculpture. Its objectives are to promote three dimensional art and create networking opportunities amongst individuals and institutions interested in this art, especially: artists, art professionals & mediators, sculpture parks & museums, galleries, curators, collectors and friends of the arts.

"stand up for sculpture" is the organization's motto. During 2014, in keeping with this idea, sculpture network organised over 30 live events in 15 countries and brought more than 3,500 people together around contemporary sculpture. Importantly, frontiers were crossed, culture was the focus and people met to understand, learn about and enjoy sculpture, as well as to network and plan future sculpture related projects and business.

sculpture network promotes contemporary sculpture in an altruistic manner. To meet this objective and to present it to a greater audience, events and information it supplies are available to everybody, either at their live events or via their information portal and promotion channels. However, being a member funded and member driven organization, part of the offer is available only to members.

During 2014, sculpture network's undertaking was significantly influenced by analysis of how the organization promotes sculpture, what is its key message, what member benefits it offers, and how all of this is structured and communicated. This report is a brief summary of the endeavour undertaken and results attained.

Achieving such an extensive and positive result in 2014 has only been possible thanks to the comprehensive voluntary efforts and support of its Members, Coordinators, Volunteers and Board as well as the staff's hard work and dedication. sculpture network, herewith, wishes to extend heartfelt THANKS to all its supporters.

1. sculpture network Events during 2014

A total of 31 live events, which gathered around 3500 participants, took place in 2014. They involved approximately 80 collaboration partners and hosts. These ranged from renowned art organizations, artists, curators, production sites, private collectors and friends of arts, clearly illustrating sculpture network's core potential, which is bringing people together around contemporary sculpture.

Dialogues	27 venues	7 countries	600 participants
Sculpture trips	25 venues	3 countries	70 participants
Teaching Sculpture	9 venues	7 countries	110 participants
nyb'14	45 venues	14 countries	2500 participants

Dialogues
7 countries
27 venues
600 participants

Dialogues are local events. Generally open to everybody and occasionally exclusively for members. They aim to create local networks interested in sculpture.

In 2014 approximately 600 people met at the 27 events that took place in Belgium, Germany, Italy, Netherlands, Spain, Switzerland and UK and about 45 collaboration partners, included hosting artists and art institutions cooperated in these projects.

These events were possible thanks to sculpture network's Coordinators and Board members who organized these events as part of their voluntary commitment to sculpture and the idea of sculpture network.

- 22 February in Bernau, Germany: Visit sculpture collection Waldsiedlung Bernau
- 15 March in Barcelona, Spain: Meet the artist Robert Limós in his studio,
- 27 March in Madrid, Spain: Meet the artist Esther Pizarro and Curator Menene Gras, at the artist's installation at Matadero Madrid
- 27 March in Berlin, German: Visit to Me Collectors Room – exhibition "Schöne Grüse" by Thomas Schütte & artist talk,
- 3 April in Mönchengladbach, Germany: Private viewing and artist talk at exhibition "mano a mano" Kunstbunker,
- 12 April in Beers, Netherlands: Visit artist in residency project MIET and 3D scanning and printing demo,
- 12 April in Seville, Spain: Meet the arits Antonio Sosa in his studio
- 10 May in Herford, Germany: Meet Curator Friederike Fast about "Booster Kunst Sound Mascihne" at Musuem MARTa Herford, designed by Frank Ghery
- 17 May in La Rioja, Spain: Museo Würth La Rioja – Dialogue with exhibiting artists Félix Reyes and José Carlos Balanza
- 22 May in Münchenstein, Switzerland: Production space Kunstbetrieb visit with founder Martin Hansen and meet the artist Martin Raimann at his exhibition there.
- 22 May in Madrid, Spain: Meet the artist Miguel Ángel Blanco in his studio
- 24 May in Barcelona, Spain: Meet collector Tom Maddock in his sculpture garden
- 31 May Amsterdam Noord Netherlands: Marjan Teeuwen's "destroyed House" architectural installation. Guided visit with the artist
- 14 June in Sint Truiden, Belgium: Curator led visit to open air exhibition "Biodiversity" and meet the artists in situ
- 19 July in Berlin, Germany: Manfred Pernice's class and Berlin University of Arts
- 20 July in Navarrette, Spain: Meet the artist Enric Mestre at N.A. C. E ceramic art fair
- 27 July in Pampin, Germany: Art in nature – can it be successful – Discussion and visit to Pampin sculpture park
- 6 September in Dordrecht, Netherlands: Meet the artists and visit Dordyart 2014 project
- 9 September in London, United Kingdom: Pangolin London, canal side sculpture trail and Peter Randall Page exhibition
- 24 September in Munich, Germany: European Patent Office art collection - private curator led visit
- 27 September in Hannover, Germany: Curator led private visits Galerie KUBUS and Neue Kunst in Alten Gärten
- 1 October in Madrid, Spain: Meet the artist Juan Garaizabal in his studio and gallerist Álvaro Álcazar
- 11 October in Carrara, Italy: Studio Nicoli, private visit to the production space
- 26 October in Bern, Switzerland: Jetzt Kunst N° 4 – Encounters
- 12 November in Munich, Germany: Mayer'schen Hofkunstanstalt glass factory tour
- 15 November in Calaf, Spain: Curator led visit to Calaf Sculpture Trail
- 23 November in Ghent, Belgium: Curator and project initiator Alan Liedts shows us Zebrastraat's "UPDATE_5. Technologie als context"

Experience - Sculpture trips

3 countries
25 venues visited
70 participants

sculpture network trips are unique as they focus on contemporary sculpture, whilst also presenting the local culture and gastronomy of places visited. Renowned and less well-known sculpture sites are visited, including private art collections, artists' studios, production companies and exhibitions. In 2014, 70 like-minded people travelled to Andalusia in Spain or Scandinavia (Sweden and Norway). The organization's communication channels and website include extensive information on artists and sculpture venues visited, therefore making them known to a broader audience.

Teaching Sculpture

7 countries
110 participants
9 art educators

The objective is for sculpture educators to share sculpture teaching expertise and experience, with an aim to enhancing their teaching practice. In doing so, sculpture network creates a specific network of professionals in Europe and provides opportunities for them to meet. During 2014 a group of 9 sculpture teachers worked on a given assignment with their students. On 22 May they met at a videoconference to share experience, know how and outcomes. This sculpture network project subsequently led to an exhibition in Kosovo.

5th International Celebration of Contemporary Sculpture - new year's brunch 2014

14 countries
45 venues
2,500 participants
45 hosts

The 5th International Celebration of Contemporary Sculpture took place on January 19, 2014. More than 2,500 people joined the event: artists, collectors, art professionals and friends of arts. Discussions, exhibitions, visits, workshops etc. were the scenario for networking and enjoying art with like-minded people. 45 venues, in 14 countries, hosted the event, highlighting contemporary sculpture and signalling a growing, connected community of sculpture professionals and enthusiasts across borders. Importantly, hosts and guests equally benefited from the event's networking possibilities, where contacts and idea exchange motivated new initiatives and friendships. Venues varied from artists' studios, art centres, galleries, sculpture workshops, foundries and other cultural institutions. Thanks to sponsor Vivicom, live streaming was possible on the day.

2. sculpture network's Information portal in 2014

sculpture network's information portal offers sources for the below mentioned key areas related to contemporary sculpture. It was greatly improved during 2014, information accessibility was made easier and more complete. Part of the information available is an open source, whereas selected data is only accessible for members.

Artist Profiles	730 listed artists
Sculpture places In Europe	105 listed venues
What's on	1825 published sculpture related events in Europe
Opportunities	750 published calls
Materials & Services	150 listed companies
Selected Books	105 published book tips

Artist Profiles

730 listed artists

5000 viewings per month on average

This section offers a complete insight into contemporary sculpture being made in Europe today. The list can be filtered by: country, city or material. It lists artists from 40 countries, including some from out of Europe.

Galleries, curators and collectors often consult this list.

Sculpture Places in Europe

105 listed specific sculpture venues

Research and construction took place in this section throughout 2014; hence monthly viewing figures are not available.

This database lists venues, which specifically show contemporary sculpture. These include museums, sculpture parks and trails, galleries, open-air exhibitions, biennials, temporary repeat exhibitions... The list is categorised by venue type, and highlights sculpture network members. Extensive research began in 2014 to complete the non-member listing (and will continue in 2015)

What's on

1825 published events

2600 viewings per month on average

This section is an updated listing of sculpture related events (exhibitions, conferences, fairs...), going on or upcoming around Europe, at the time of publication. As it can be filtered by country, city, date and event type, it is a widely consulted reference and a valuable tool for artists to promote themselves, as well as an information source for professionals in the sculpture world.

Opportunities (Calls) listing: Only for members

750 listed calls

2000 viewings per month on average

Approximately 750 calls were published in 2014, (around 500 in 2013) with an average of 60 calls on line at one time. Our research team selects worldwide relevant calls and regularly updates the list, which can be filtered according to categories. Only currently open calls are listed, which are aimed especially at artists and curators working in the field of sculpture: competitions, awards, artist-in-residency programmes, tenders for public art etc.

Materials & Services

150 listed companies

650 viewings per month on average

This section lists companies who provide materials, tools or services of specific interest to the sculpture world. The information is available as follows:

- a. Available to everybody: A list of companies / suppliers who are sculpture network **members**.
- b. Available exclusively for **sculpture network members**: A longer list of companies / suppliers

In this way, the section provides extra benefit for members while still offering a wider audience information related to sculpture. A member accesses more information once they have logged in, yet everybody (members and non members) can see supplier-members' information.

The types of companies listed are, amongst others: foundries, art material suppliers, quarries, model making companies, insurance, logistic companies, web service suppliers and graphic designers.

The information is available as follows:

- a. Available to everybody: A list of art institutions / organizations who are sculpture network **members**.
- b. Available exclusively for **sculpture network members**: A longer list of sculpture venues currently being researched and prepared for implementation.

The same applies as regards the benefits for members as in the Supplier database

Selected Books

105 published book tips
200 web viewings per month on average
500 Facebook viewings per post on average

An open source of recommended reading on contemporary sculpture. 8 categories group the listing: Monographs, Art History, Working techniques, Exhibition Catalogues, Art in Public Space, Sculpture museums/gardens/parks, novels, others

The content in this section is growing fast, therefore a filtered data is foreseen for the future, i.e. making it possible to search sculpture related books more specifically according to for example category, theme, etc.

3. sculpture network Communication

During 2014 time invested in communication was increased, as regards previous years, with the aim of achieving more awareness for sculpture and our organization. During the year our communication and marketing strategy were reviewed and enhanced. Projects involving our web page, social media, press, printed materials, cross promotions, and general communications were implemented and will be continued throughout 2015.

We currently use the following channels to promote sculpture:

Website	35,000 viewings per month,
Newsletter	13,000 subscribers
	3 languages (English, German & Spanish)
Social Media	
	10,000 followers on Facebook, Twitter, LinkedIn, Google
Direct mailing	100 approx. promotional mails covered our events and marketing actions
	25,000 people on average received information each time
Press	5 press releases issued
Cross media collaborations	

Website

35,000 viewings per month
3 languages

Significant improvements were undertaken throughout the year. These have resulted in a considerable increase of website visits, totalling approximately 35,000 viewings per month, as opposed to 10,000 per month in 2013.

Surfing has been made simpler and sculpture related information more prominent and easier to obtain. These changes highlight the platform as a reference for contemporary sculpture in Europe today, while providing greater visibility for Artist Member's work and Organization and Suppliers Members' offer, as well as the organizations' own live events. Information is all in all more easily accessed and registering for sculpture network events has been simplified.

Newsletter

13,000 subscribers
3 languages (English, German & Spanish)

The Newsletter includes information on highlighted exhibitions going on around Europe, as well as news on sculpture network's own activities and those of its members. 11 editions of the publication were sent each month to around 13,000 subscribers in 3 languages (6100 English, 5700 in German, 1600 Spanish).

Social Media

10,000 followers

Facebook, Twitter, Google + and Linked were the social media used to promote sculpture. Postings increased towards the second half of 2014, which immediately increased the number of likes, fans and people reached.

Cross media collaborations

Various art fairs and publishing houses were approached with proposals for cross media collaborations. Various contacts provided promotion for our organization throughout their communication channels and some free tickets for art fairs were obtained, which we channelled to our members through calls.

Press

Sculpture network events were individually promoted to international art press and local media.

4. Finances / Legal

sculpture network's financial situation remains stable with similar figures to 2013. However, revenues still do not cover total cost of running the organization, which it is heavily reliant on in-kind donations that specifically cover Munich office costs and the Managing Director's post, among others. Membership fees are our other main source of income and in 2014 they funded the extensive 2014 Programme and Information Portal. For further information we refer to our 2014 financial statement.

Charitable Status. The fiscal authorities in Berlin responsible for our organisation confirmed our "charitable status" in 2013. Statutory goals have not changed and neither has this status been contested, therefore we continue to be legally registered and recognised as such.

5. Membership

143 new members in 2014

988 Total members end 2014

Members are:

Artists

Institution / Organization (Art & Cultural)

Supplier (Companies providing art related services and art materials)

Friends of sculpture network

Member figures have more than doubled in the past 5 years, totalling 988 at the end of 2014. Strategies aimed at gaining more Institution/Organization and Supplier members were implemented during 2014 and will continue through 2015. Results in terms of increased member figures are expected throughout 2015 and 2016.

6. Staff and Volunteers

Throughout 2014, sculpture network's work force continued to be heavily reliant on part time staff and voluntary help. Team structure is as follows with individuals based in the following locations:

Staff

Munich, Germany - sculpture network's Headquarter

- Isabelle Henn - Managing Director (Part time)
- Claudia Schwind - Marketing and Communication (Full time)
- Sophie Peikert - Accounting, Membership Care (Part time)
- Ilaria Specos - 6 months internship from March to August, Event Logistics & Project Manager (Full time from September on)
- Elisabeth Pilhofer - Intern (5 months)
- Laura Alvarado - Suppliers and Advertising Sales (From September, part-time project based)

Madrid, Spain

- Beatriz Blanch - Head of Programmes (Part time)
- Amparo López-Corral - Newsletter Editor (Part time, project based)

Berlin, Germany

- Paulina Tsvetanova - Marketing & Advertising Sales till September (Part time)

It is important to note that sculpture network's 2014 budget did not pay for the Managing Director, Accounting/Membership Care, nor one intern. This work time is supplied by in-kind donation.

Volunteers

Locations where a Coordinator represents sculpture network are Belgium, France, Germany, Italy, Netherlands, Spain, Switzerland and UK. This team are the organisation's and its members' contacts in these areas. They work on a voluntary basis, organizing Dialogues and developing sculpture network and its objectives.

- Neus Bergua in Barcelona, Spain
- Anne Berk in Netherlands
- Beatriz Carbonell in Logroño, North Spain
- Stefanie Krome in Carrara, Italy
- Stefano Pesce in Ticino, Switzerland & North Italy
- Beatriz Quintana in Madrid, Spain
- Paulina Tsvetanova in Berlin, Germany
- Christiane Tureczek in Switzerland
- Claudia Schwind in France
- Marjan Verhaegh – Belgium
- Michael Zwingmann – Hannover, Germany

Other Volunteers contribute on a regular basis both at head office and around Europe.

7. Board

As of 31 December 2014 the Board is composed in the following way:

Executive Board – responsible for the organization's budget and legal liabilities

- Ralf Kirberg, Chairman of the Board
- Helmut Pütz
- Isabelle Henn

Curatorial Board – provides curatorial consultancy and International liaising

- Hartmut Stielow, Vice-Chairman of the Board
- Beatriz Blanch
- Judith Collins

sculpture network wishes to especially thank Members, Donors, Sponsors, Volunteers, Board, Coordinators, Team and Collaborating Partners for their continued support and belief in the project.

Without their on-going support, sculpture network would not be possible.

Munich/ Germany, March 2015

Ralf Kirberg
Chairman

Isabelle Henn
Managing Director, Member of the Board