

# THE POWER OF BRANDING



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By harnessing the power of strong brands—those of corporations and our own museums—how are membership programs able to grow in size and stature? An examination of recent projects at the Solomon R. Guggenheim Museum.

- Introduction
- Recent projects
- How can Membership fit in?
- Learning points
- Discussion

# Arts Branding

*Communications Solutions  
for the Cultural Arts*

[www.artsbranding.org](http://www.artsbranding.org)

*The Guggenheim—Leveraging their brand*

by James M. McNamara, Feb 28, 2011

“The Guggenheim is at the forefront [of museum branding]... What the Guggenheim understands is that each of its museums must embody the Foundation’s original goals and must embody the attributes that are true and unique to the Guggenheim brand.

“From a cultural arts branding view, the Guggenheim has always held a fascinating place. On the one hand, it stands for authenticity, being a collections visionary, iconic architecture, world-wide presence, and non-profit entrepreneurialism. On the other hand—for some—it stands for crass commercialism, selling-out, and breaking the rules...”

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“...So what enables the Guggenheim to do what it does with its famous brand?... Authenticity is certainly part of it,... fabulous modern and contemporary art collections, and the iconic, often avant-garde, architecture. Another aspect is the Foundation’s vision for the mark it wants to leave on the world through its museums. And, an important aspect is the business savvy that the Foundation brings to the table that...has now taken on more of a licensing and management model.

“...Effective branding is honed over time and reflects the original premise, the original idea, the reason for being. Showcasing contemporary art in 1939 was certainly risky, envelope-pushing, and trail-blazing at the time—attributes that are still endemic to the Guggenheim brand today.”

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A BIENNIAL OF CREATIVE VIDEO

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PRESENTED BY  AND 

- November 2010, Date TBC 2012
- “Conceived as an effort to surface the video gems that lie at the intersection of creativity and technology.” Ed Sanders, YouTube Senior Marketing Manager
- 25 videos by 39 artists from 14 countries selected from 23,358 online submissions by an international jury
- Live programming and a dedicated channel at [YouTube.com/Play](http://YouTube.com/Play)
- Involved every department of the museum plus 2 temp full-time staff

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“The Guggenheim, YouTube, and HP share a view that creative online video is one of the most compelling and innovative opportunities for personal expression today.”

Richard Armstrong, Director, Solomon R. Guggenheim Museum and Foundation

“The power of YouTube and the reputation of the Guggenheim form the perfect stage for the artistic expression possible on PCs.”

Tracey Trachta, Director of Marketing Communications Initiatives,  
Personal Systems Group, HP

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<http://youtu.be/NDv4oPpj8vs>



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# BMW GUGGENHEIM LAB

A mobile laboratory that will travel to nine major cities worldwide over six years. Led by international, interdisciplinary teams of emerging talents in the areas of urbanism, architecture, art, design, science, technology, education, and sustainability, the BMW Guggenheim Lab addresses issues of contemporary urban life through programs and public discourse. Its goal is the exploration of new ideas, experimentation, and ultimately the creation of forward-thinking solutions for urban life.

## Cycle 1

- New York City, August–October 2011
- Berlin, Spring 2012
- Mumbai, late 2012

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Mature street  
 trees / Being  
 able to re-  
 flect, sit back  
 / Having at  
 least 800  
 square foot  
 to myself /  
 Pedestrian-  
 friendly pla-  
 zas at a  
 human scale  
 with seating /  
 Not hearing  
 any noisy traffic sounds  
 while I am sleeping / Being  
 able to wander the streets,  
 regardless of whether it's

through  
 streets that  
 have nice  
 night  
 or day and tall trees /  
 / Sitting Chilling with  
 out in my some friends /  
 lawn / A Japanese  
 big bed with sake / Having  
 lots of clean a piece of  
 sheets and grass to lay  
 big pillows / down on the  
 Ease of pub- weekends /  
 lic transportation / Knowing  
 What's comfortable which direc-  
 about a city is its diver- tion to walk in  
 sity in its people... in its without see-  
 buildings / ing street  
 Walking signs / Clean

streets / I  
 find comfort  
 in just being  
 busy and  
 being in a  
 city where  
 there is al-  
 ways things  
 happening /  
 Walking by  
 the same  
 fruit store,  
 same deli,  
 same dry  
 cleaners ev-  
 eryday and  
 knowing the  
 people in

each store /  
 Traffic lights  
 turning all green  
 at once in sync /  
 Air condition-  
 ing / Every-  
 body be-  
 comes a part of  
 their neigh-  
 borhood, a part  
 of the fabric /  
 Being sur-  
 rounded by  
 energy and  
 inspiration / Know-  
 ing I can escape  
 when I need to /  
 It's an envi-

“Never before has our company been involved in a collaboration of this scale with a cultural institution.

“I could not think of a greater project than the BMW Guggenheim Lab to coincide with the 40th anniversary of our international cultural engagement. [Guggenheim Director] Richard Armstrong has rightly called our joint activity an ‘adventure.’ At BMW, we are fond of adventures. With the esteemed Solomon R. Guggenheim Museum and Foundation at our side, we are eager to engage together in a multidisciplinary worldwide dialogue to confront today’s issues, from questions of sustainability and architecture to those of engineering and science.”

Frank-Peter Arndt, member of the Board of Management, BMW AG

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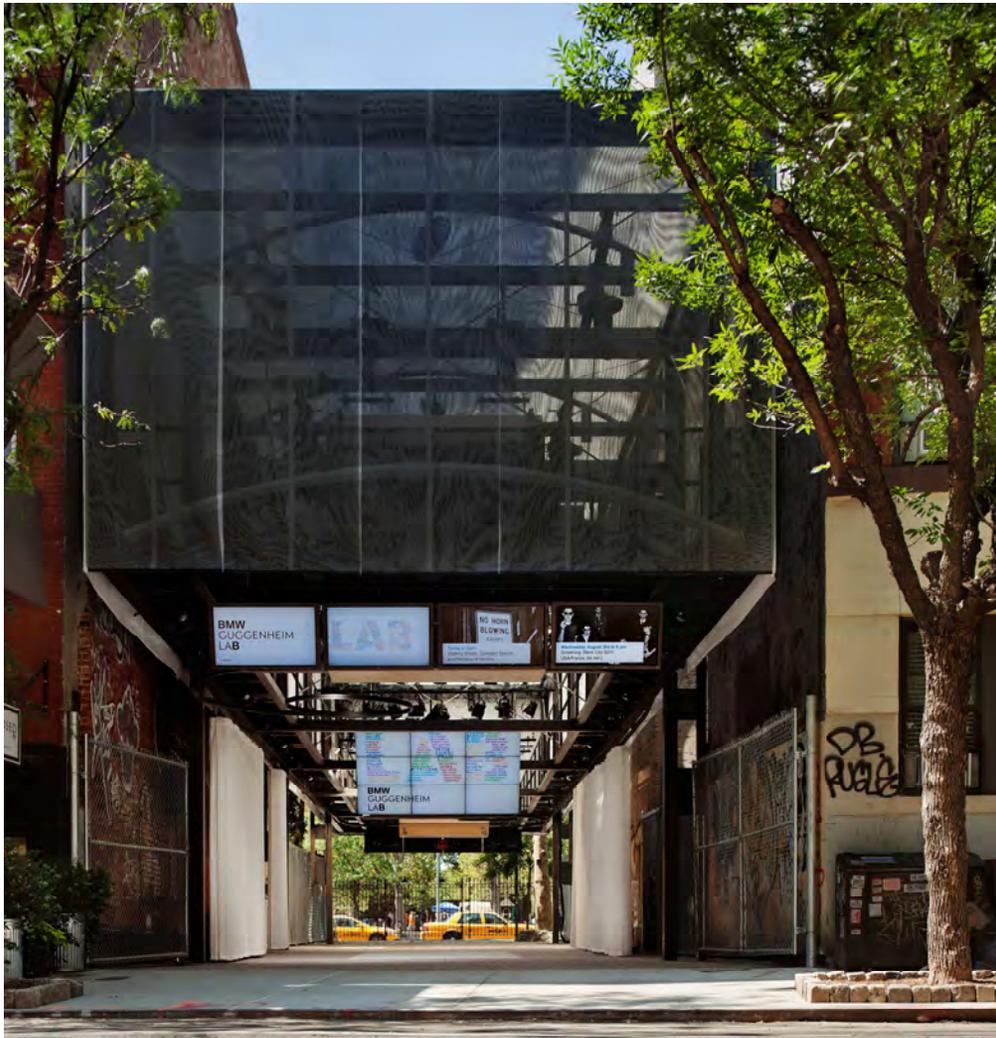
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First Park | Houston at 2nd Avenue  
A New York City Parks property

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<http://www.bmwguggenheimlab.org>

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## How can Membership fit in?

1. Getting a seat at the table
2. Sharing Resources
3. Scaling Down

## Branding Membership

- Intimate; Family: JOIN US
- Art, Architecture, and Innovation
- Supporting emerging artists, education, and conservation
- Key Benefits:
  - Skip the lines
  - Guest tickets
  - Evening parties

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**art  
after  
dark**

**ART AFTER DARK: YOUTUBE PLAY**

**Fri, Oct 22, 9 pm-midnight**

Enjoy a private viewing of the *YouTube Play* presentation and exterior projections, plus music and drinks with friends at our new after-hours series. The evening's playlist will be selected by Guggenheim collection artist Luis Jacob.

FREE for members, \$10 at the door

Become a member today for free entry to Art After Dark, unlimited museum admission, private view invitations, and more. Join now at [guggenheim.org/artafterdark](http://guggenheim.org/artafterdark).

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### **BMW GUGGENHEIM LAB**

#### **Win Tickets to the BMW Guggenheim Lab VIP Opening**

Tues, Aug 2, 6–9 pm

First Park | Houston at 2nd Ave ([map](#))

Launching in New York on August 3, the [BMW Guggenheim Lab](#) is a mobile laboratory that will travel around the world to inspire innovative ideas for urban life. Be the first to experience the BMW Guggenheim Lab—we're offering members a chance to win tickets to attend the VIP opening reception on August.

To enter, join the Guggenheim Members [Facebook group](#) and comment on the BMW Guggenheim Lab discussion post by midnight on Tuesday, August 1. [Rules](#) apply for entry.



#### **Free BMW Guggenheim Lab Programs**

August 3–October 16

First Park | Houston at 2nd Ave ([map](#))

Members are invited to take part in free programs at the BMW Guggenheim Lab. Taking its cue from the Lab's first theme *Confronting Comfort*, the initial Lab [programming schedule](#) includes an interactive installation, tours, workshops, discussions, performances, film screenings, and informal gatherings. Some programs require online RSVP.

For weekly updates on Lab programs in New York through October 16, visit [bmwguggenheim.org/subscribe](http://bmwguggenheim.org/subscribe).

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# GUGGENHEIM

## MEMBERSHIP



Dear ,

We hope you enjoyed the BMW Guggenheim Lab opening party. Through the Lab, the Guggenheim is furthering our commitment to education, scholarship, and design innovation. Part urban think tank, part community center and public gathering space, the Lab is conceived to inspire public discourse in cities around the world and online. It was our pleasure to celebrate the start of this dynamic new project with you.

We now invite you to become a Guggenheim member to enjoy all that the museum has to offer. The next year will be an incredibly exciting one, with outstanding exhibitions of work by Maurizio Cattelan and John Chamberlain, opportunities to view our exceptional collection in novel ways, and new multidisciplinary projects around the five boroughs.

Members enjoy privileged access to all that we do, with the chance to skip the lines for free, unlimited admission to exhibitions and free or discounted tickets to all our programs—including parties, private views, and concerts—plus discounts in our store, restaurant, and cafe.

Join us today and receive 10% off your membership by visiting [guggenheim.org/memberdiscount](http://guggenheim.org/memberdiscount) or calling 212 423 3535 and using code BMW11.

For more information on everything happening at the BMW Guggenheim Lab through October 16, please visit [bmwguggenheimlab.org](http://bmwguggenheimlab.org).

I look forward to seeing you at the Guggenheim, or at the Lab, soon!

Best Regards,  
Ben Whine  
Associate Director of Individual Development

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# In Print

## THE GREAT UPHEAVAL

MODERN ART FROM THE GUGGENHEIM COLLECTION 1910-1918

Discover the revolutionary art that swept Europe as it entered the Great War. See work by Marc Chagall, Robert Delaunay, Vasily Kandinsky, Fernand Léger, Kazimir Malevich, Pablo Picasso, and more.

Supported by the Joseph and Sylvia Silfka Foundation.

JOIN US

THROUGH JUNE 1

**JOIN US**

Become a new Fellow Associate member today for a free *The Great Upheaval* catalogue and many other special benefits.

Join at [guggenheim.org/membership](http://guggenheim.org/membership), code 11Armory, or call 212 423 3535.

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Non-Profit Org  
U.S. Postage  
PAID  
New York, NY  
Permit No. 2577

**JOIN US** for exceptional exhibitions and exciting programs this season

**JOIN US**

**BECOME A MEMBER TODAY**

Enjoy Guggenheim membership for as little as \$75 to help support one of the world's most innovative and pioneering arts institutions. Be the first to see internationally acclaimed art exhibitions, receive invitations to openings and special events, and enjoy entertaining family and guests in a landmark architectural setting.

Visit the Membership desk today to receive a free gift when you join, or join online at [guggenheim.org/membership](http://guggenheim.org/membership), or by phone at 212 423 3535.

Members at the opening party for *The First Mind: American Art 1910*, January 30-April 05, 2009. Photo: Christine Butler © 2009

**BECOME A MEMBER AT THE MUSEUM TODAY AND RECEIVE A FREE BOOK!**

**JOIN FOR AS LITTLE AS \$75 TO ENJOY THESE BENEFITS**

- Skip the admission line for **FREE ADMISSION** at all Guggenheim museums, plus \$10 guest tickets
- INVITATIONS** to parties and private views
- SAVINGS** at the Guggenheim Store, the Wright restaurant, Cafe 3, and on all museum programs.

Visit the membership desk to apply the cost of your admission ticket to your membership and receive a copy of *The Guggenheim Collection*. Join online at [guggenheim.org/join](http://guggenheim.org/join) or by phone at 212 423 3535.

**UPCOMING MEMBER PROGRAMS**

**PARTY AND PRIVATE VIEW: MAURIZIO CATTELAN: ALL**  
FRI, NOV 4, 7:30 PM

**MORNING PRIVATE VIEW**  
SUN, NOV 15, 9 AM  
SUN, JAN 15, 9 AM

**MEMBERS' SHOPPING WEEK**  
SUN, DEC 4 - SUN, DEC 11  
Save 25% at the Guggenheim Store and [guggenheimstore.org](http://guggenheimstore.org)

**ART AFTER DARK**  
FRI, DEC 9, 9 PM

An Art After Dark event, March 1, 2009. Photo: Christine Butler © 2009

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# Onsite



**JOIN US**

BECOME A MEMBER TODAY AND RECEIVE A SPECIAL GIFT



FREE copy of *The Guggenheim Collection*



FREE copy of the *Maurizio Cattelan: All* exhibition catalogue for Supporting Associate members and above

**JOIN NOW AT THE MEMBERSHIP DESK**



**JOIN US**

BECOME A MEMBER TODAY TO SAVE 10% AT CAFE 3

**JOIN NOW AT THE MEMBERSHIP DESK**



**JOIN US**

NEXT TIME SKIP THE TICKET LINE. SUPPORT ART AND INNOVATION AT THE GUGGENHEIM AND ENJOY:

- FREE UNLIMITED ADMISSION and \$10 guest tickets
- SAVINGS at the Guggenheim Store, The Wright, Cafe 3, and on all public programs
- INVITATIONS to parties and private views

**JOIN NOW AT THE MEMBERSHIP DESK**  
The cost of a General Admission ticket may be applied toward membership if purchased the same day



**JOIN US**

BECOME A MEMBER TODAY TO SAVE 20% ON YOUR PURCHASE

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# Online



Attend the Nov 4 Members' Opening Party

GUGGENHEIM Join

MEMBERS SAVE 10% JOIN

**JOIN US**  
Skip the admissions line and enjoy savings and party invitations. Become a member.



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## Learning Points: Pros

- Paying attention to issues of branding brings in new audiences, for Membership and to the museum in general
- Members get to feel they are part of a more exciting institution
- By getting involved in or borrowing branded projects, Membership can provide a more active, dynamic program without spending additional dollars

## Learning Points: Cons

- Engaging members in a one-off project does not necessarily promote long-term commitment; focusing on the big bang can lead to ignoring the slow burn
- Big, corporate projects give the impression that the museum might not need additional support
- Without additional resources, Membership has to struggle to keep up with corporate budgets and deadlines

## Discussion...



THE ART OF COLOR.  
THE COLORS OF ART.



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