



## Mission Statement

The Bank Austria Kunstforum is the top address for art lovers, especially for classical modern painting of the post-war years. Every year, 300,000 people visit the temporary exhibitions held in this private institution, shows that are unique across the globe. Leading museums present their works here as well as private collectors. Whether van Gogh or Miró, Kandinsky or Chagall, Warhol or Lichtenstein, the great names of art are united here. Since 2000, there have also been exhibitions devoted to contemporary artists.

### A modern, private cultural services concern.

- **The most successful house of exhibitions in Austria.**
- **Frequented:** around 300,000 visitors a year.
- **Attractive:** one of the Top 10 of the most popular sightseeing spots in Vienna (alongside St. Stephen's Cathedral, Riesenrad, Kunsthistorisches Museum, the Zoo and Schönbrunn Palace).
- **Established:** exhibition partner of leading institutions including the Royal Academy, London; Stedelijk Museum, Amsterdam; Guggenheim Museum, New York; Russian Museum, St Petersburg.
- **In demand:** international private collectors take pride in showing their treasures in the Bank Austria Kunstforum (Bernard Picasso, Ulla and Heiner Pietzsch Collection, Wolfgang Joop,...).
- **Renowned:** the Bank Austria Kunstforum has earned itself a great international reputation for continually setting new trends in conceptual approach and making art a new, fresh experience.
- **Pacesetter in ideas:** because of its presentation of international top exhibitions of classical modern art and its forerunners, and the avant-garde of the post-war years – most of which were shown in Austria for the first time.
- **Winning:** according to the MANOVA-Benchmarking Study 2004 – also involved were the Albertina, Kunsthistorisches Museum, Belvedere – the Bank Austria came out top as a service-oriented cultural concern.
- **Successful:** streamlined structures guarantee economic efficiency and flexibility.
- **Unique:** top priority for the creative, flexible team surrounding director Dr. Ingried Brugger is the communication of art, with quality as the number one premise.