

The background of the cover is a photograph of a tree with sparse green leaves on the left side, and a calm body of water on the right side under a grey, overcast sky. The tree's branches are dark and intricate, with small green leaves starting to appear. The water is still, reflecting the grey sky. The overall mood is quiet and contemplative.

2021

BUSINESS REPORT

Bilbao

society and
contemporary culture

AZKUNA
ZENTROA
ALHÓNDIGA
BILBAO

2021 has been a year of recovery for Azkuna Zentroa – Alhóndiga Bilbao. With more than two million accesses, the Centre has been reactivated as a space for meeting, reflection and knowledge, and as an asset for social, cultural and economic development.

There have been more than 200 activities with different extensions and formats: from exhibitions to concerts, from live arts to lyrics, from large meetings to more intimate spaces for reflection and debate. And with the artists as essential and necessary accomplices of that diverse and multifaceted conversation that is proposed to the different communities of audiences through visual arts, live arts, cinema and audiovisuals, literature, digital cultures and society.

In parallel, we have reached the equator of the 2019-2023 Programme Project with a high percentage of our objectives achieved. As part of this strategy, we have increased the artistic community that develops creation and research at the Centre, sharing processes and results with the public. In addition, we have tested new programming formats focused on new contemporary languages, with mediation and education as a transversal axis for knowledge and critical thinking.

In the balance of this third year, it is worth noting our consolidation as an Exhibition Centre, with more spaces for contemporary and live arts, and with our own productions and collaborations with other reference spaces, that has led Azkuna Zentroa to be among the main cultural Centres in the country.

We are a fundamental exponent of contemporary culture and we collaborate in Bilbao's commitment to becoming a leading reference. Therefore, we have intensified the activation of international and local networks, generating knowledge shared with other entities and social agents.

Our permanent consolidation as a Centre for the production of culture with services of optimal quality, the updating of speeches, stories and disciplines, and the activation of new programmes are turning Azkuna Zentroa into a centre for artistic production, where we accommodate in real time the new needs of transformation, innovation and development of society.

Always from the conviction that there is nothing more everyday than the contemporary. Reading a book, visiting an exhibition, going to the cinema, watching theater, enjoying a concert, listening to a podcast, talking... these are everyday experiences that can change our lives.

Fernando Pérez
Director of Azkuna Zentroa - Alhóndiga Bilbao

MISSION, VISION AND VALUES

Azkuna Zentroa – Alhóndiga Bilbao is the place to live contemporary culture as a practice, as a process, as a space for experiences, through artists, agents and creative communities. All this through a hybrid programme, in formats such as “co”, “multi”, “trans”, “inter”... that enable everyday contemporary life.



Open house to artistic creation

OUR MISSION is to create connections between people and culture, to influence the context and contribute to building a more critical, creative and diverse society.

OUR VISION is to position Azkuna Zentroa as a public space, diverse and a benchmark in contemporary society and culture, locally and internationally. To be an epicentre of transformation in the territory and of the people who inhabit it.

OUR VALUES are sustainability, in terms of economic and energy efficiency; universal accessibility to space and programming; and equality, to generate a space for all people.



Les Impuxibles. *Suite TOC N° 6*. XIII Conference on Social Inclusion and Education in the Performing Arts



Elena Aitzkoa. *Lendia Song*. Babestu. Support programme for contemporary creation

OUR CONTRIBUTIONS AND ASSETS

We have expanded the city's cultural proposal and contributed to the access to contemporary art, culture and knowledge. We have measured the Centre's contribution in 5 assets:

SOCIETY

2,059,446
PEOPLE VISITED AZ IN 2021

5,642
PEOPLE VISITED AZ ON AVERAGE PER DAY IN 2021

187
PEOPLE/DAY PARTICIPATED IN THE PROGRAMMED ACTIVITIES

2,973
AZ CARDS ISSUED

823
VISITORS IN GUIDED TOURS

ART AND CULTURE

265
ACTIVITIES SCHEDULED BY AZ

186
ARTISTS

33
ARTISTS AND ASSOCIATED RESEARCHERS AND RESIDENTS

25
EXHIBITIONS AND FACILITIES

90
CONFERENCES/WORKSHOPS/MEETINGS

31
LIVE SHOWS

59
FEATURE FILMS PROJECTED WITH ORIGINAL AUDIO WITH SUBTITLES

RELATIONS

27
COLLABORATIVE CULTURAL PROGRAMMES

28
NETWORKED CULTURAL CENTRES

21
NETWORKED INTERNATIONAL CULTURAL INSTITUTIONS AND CENTRES

90
ORGANIZATIONS THAT RENT SPACES IN AZ

CITY/BILBAO

155,510
PEOPLE WITH AZ CARD, 58% ARE FROM BILBAO

9 OUT OF 10
PEOPLE FROM BIZKAIA HAVE VISITED THE CENTRE AT SOME TIME*

1,000
ACTIVITIES PER ANNUM TO PROMOTE HEALTH

168
ANNUAL MEDIA AGREEMENTS WITH CULTURAL AGENTS

ECONOMY

20.61%
SELF-FINANCED

248
SUPPLIERS*

+50%
BASQUE SUPPLIERS*

39
CCI SUPPLIERS*

260
STABLE JOBS*

* According to the report analyzing the Centre's contribution in the territory of Bilbao/Biscay, prepared by the social impact department of the BBK Foundation on the occasion of its tenth anniversary.

Asier Irazabal & Hernán Quijidor.
La llave del alma



Meditate ka BBK



Ana Laura Aláez. *Todos los conciertos, todas las noches, todo vacío* © Elisie Ansareo



BideOitk. Focussing on other audiovisual narratives



Nuria Guiú. *Spiritual Boyfriends*

ART AND CULTURE

Literature

2,306 attendees of activities
78 programmed activities
70 authors, artists and other professionals
14 workshops

Visual arts

25 exhibition projects
179 artists, curators and more professionals
64 activities
59,867 attendees at visual arts programme
33 artists in residence

Education and Mediation

4,500 people participate

Live arts

3,898 attendees
55 activities
14 workshops and meetings with artists
71 artists

Cinema and audiovisual

59 feature films projected with Original Audio with subtitles
4,768 viewers of AZ audiovisual programme
10 projects programmed in cinema and audiovisuals
11 Film festivals
12 symposia on cinema and audiovisual creation
10,150 spectators of the Film Festivals held in Golem

AND ALSO...

AZ Irratia



With the launch of AZ Irratia. The Azkuna Zentroa – Alhóndiga Bilbao radio, the Centre promotes orality understood as driver of thought and artistic reflection.

AZ Irratia is an experimental, community radio, focused on the current format: podcasting.

Master's degree - practice and theory in contemporary arts and culture



Sands Murray-Wassink

The new Azkuna Zentroa training programme, in collaboration with the University of the Basque Country UPV/EH is aimed at professionals, creators, researchers and students in the cultural and artistic field. It will be launched in the 2022-2023 academic year.

Impact

The impact study carried out by BBK confirms the contribution of Azkuna Zentroa to Bilbao-Bizkaia in four areas: social, cultural, economic and the Euskadi brand.

Support for artistic creation



A total of 33 artists and researchers develop their artistic processes at the Centre within the framework of a dozen programmes to support and accompany artistic creation.

International relations

The search for new opportunities for international collaboration has led to the launch of the Harbours for Arts & Cultures project aimed at creating new synergies with four sister cities: Antwerp, Bordeaux, Porto and Rotterdam.

Azkuna Zentroa continues with its participation in ACuTe. Adaptable Culture Testbeds for Interactivity, Performance and Technology, a multidisciplinary-multi-trans project focused on the performing arts.

Kubo Baltza



Kubo baltza. Lantegia 1

The new space for contemporary live arts practices open in Lantegia. Laboratorio de ideas brings the public closer to the performing arts.

artxiboAZ

artxiboAZ, the project for the creation of an archive as a tool for the understanding of contemporary artistic proposals, is activated from three perspectives: as an institutional archive, support for mediation and guarantor of memory.

Improvement plans



The development of accessibility, equality and sustainability plans represents a step forward in aligning the Centre with the Sustainable Development Goals (SDGs) and contributing to the 2030 agenda.

Communities of audiences



© David Hornback

The user focused service has centered on the implementation of strategies aligned with the 2019-2023 Programme Project and the training of the team in the knowledge and use of sign language.

Publications

The cultural programme is extended through the editorial activity that collects and complements the artistic practice.

In 2021 the editorial fund has been expanded with the publications *Arquitecturas prematuras*, *Valcárcel Medina*, *Roma Akademia* and *El ensayo empieza aquí*.



Hola Bar



dendaZ - Azkuna zentroa's store



Golem Alhóndiga cinemas



Trikitiaka - Mediateka BBK revamped



Physical Activity Centre



50th Anniversary of RTVE

SERVICES

dendaZ. Azkuna Zentroa's store

59 artists and designers
 + 500 references on sale
 + 20 % sales growth
 7,805 visits to the new dendaZ website
 dendaZ.azkunazentroa.eus

Physical Activity Centre

344,774 accesses to the PAC in 2021
 163,212 Gym accesses
 181,599 Pool accesses
 3,195 average members/month
 270 courses

Mediateka BBK

63,178 loans
 238,682 accesses to the Mediateka BBK
 6,39% increase in the bibliographic collection
 7,800 comic book titles
 63,500 copies in different formats (printed, CDs, DVDs...)

Golem Alhóndiga cinemas

192,031 spectators
 160 films scheduled
 8,130 attendees of Golem activities

Restaurants

4 spaces
 Yandiola Restaurant, Hola Bar, La Terraza, The Boar

Space rental

100 events
 12,830 users
 207 spaces used
 265,000 in revenue, 20% more than in 2020

SOCIETY AND CONTEMPORARY CULTURE

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