Description of the Installation

The piece was commissioned by Bilbao Guggenheim Museum directly from Jenny Holzer.
It is placed in the Museum's Boot gallery (101), an interactive space that invites visitors to move around freely. The gallery's curvy walls, the floor and the ceiling have been coated with a shiny, mirror-like finish, where the nine thirteen-meter high LED (Lighting Emitting Device) columns reflect. The columns consist of nine double-sided steel girder covered with a red and blue LEDs board on the front and back sides respectively. The texts come up from the bottom part and are harmoniously displayed following a combination of letters, backgrounds, shapes, sequence of the texts, rhythm, cycles, and directions managed by the software. The texts consist of a variation of the *Arno* text and shows phrases in Basque, Spanish and English.

Focus of the case study
The technical and conceptual complexity of the piece entrains conservation concerns obstacles short term. The foundation of this research relays on concern of: the use of elements that are obsolete nowadays, the continuous technological development of equipments and programs, both electronics and informatics, and an exhaustive study of the piece's concept and genesis.
The research tackles the following issues:

- Compilation, archiving and documentation regarding the conception, genesis, manufacturing process (software, hardware, electronics, IT and scenographie) and exhibition of the piece, state of conservation, past conservation interventions.
- Definition of a strategy establishing conservation procedures and exhibition criteria for the piece.
- Execution of specific actions aiming at promoting and assuring a compromise between the correct exhibition of the piece and its preservation.

In order to investigate, tackle, solve and prevent present and future conservation problems, the study was carried out in close collaboration with the artist and her working team.
The artist's inputs together with the collaboration of a multi-disciplinary studio working team coordinated by the Guggenheim Bilbao Museum have ensured the project success. Their contributions to the project have enormously assisted in establishing a working methodology which criteria

and procedures detail and assure the future conservation of the piece.

What is important to preserve? Study results.
Jenny Holzer's contribution and her working team collaboration have been crucial to tackle the issue of the piece conservation.
Being a piece mainly composed of technological elements (electronics and informatics) it was deemed necessary to allocate time look for constant updating that to solve obsolescence issues.

A scientific deep knowledge of the piece was decisive to understand the piece and to determine the action strategy to adopt.
The importance given to the piece's language and perception issues, (compared to the manufacturing technique), has assisted in the definition of the installation's exhibition and conservation procedures.

A thorough understanding of the piece essence was possible thanks to the identification of the technical elements and aesthetical concepts that the artist deems essential to preserve the integrity of the piece, i.e. immovable and the ones that are irrelevant and eventually replaceable.
The specific actions carried out during the research were as follows:

- Establishment and management of: procedures, manuals and forms regarding the maintenance, incidences and interventions.
- Technical interventions due to electronic / informatics failure, replacement of LEDs boards, aging process of components, specific deterioration patterns and maintenance.
- Study and analysis of the obsolete components. Acquisition of material (red LEDs) and replacement (blue LEDs).
- Improvements of the stenographical finishes.
- Establishing criteria and procedures (curatorial, technical) that support the future exhibition of the piece.

The research results have been documented in various ways: texts, photography, video, Betacam SP, drawings, animations, and several electronic folders.
The continuous and vertiginous technological evolution implies that continuous study and updating is an absolute necessity.