

## **General introduction of the artwork**

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.

### **- General introduction of the Collection:**

Focused on the relevant artist of movements and trends of contemporary art since 1945.

Notorious for their own quality and for the value of their representative component. It reflects the existing dialogue between the European and the North American art of this period. It complements the found of the Guggenheim Collections in order to become a cohesive and coherent whole.

### **- Case researchers:**

Main researcher: Silvia Lindner, Collection Conservator, Museo Guggenheim Bilbao, Spain

Other reserchers: all the Museums Activities Departments, Museo Guggenheim Bilbao, Spain