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**BILBOKO ARTE
EDERREN MUSEOA
MUSEO DE BELLAS
ARTES DE BILBAO**

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PRESS RELEASE

Partnership agreement between the Centro Botín (Santander), Chillida Leku (Hernani, Gipuzkoa) and the Bilbao Fine Arts Museum

Participants: Íñigo Sáenz de Miera, general manager of the Botín Foundation; Mireia Massagué, director of Chillida Leku; and Miguel Zugaza, director of the Bilbao Fine Arts Museum.

Bilbao Fine Arts Museum, 19/12/2019- Today the Centro Botín, Chillida Leku and the Bilbao Fine Arts Museum have signed an agreement whose purpose is to generate synergies that will contribute to promoting cultural activities geared at society. The new agreement, which enters into force tomorrow, 20 December, seeks to encourage visits to all three museums and share their respective programming. It will last one year and will be automatically extended for two further years, barring objections from the parties.

Opened in 2017, the Centro Botín is an art centre that seeks to offer an innovative perspective on the art world. Its mission is to foster the creativity of all audiences through the arts in order to generate economic, cultural and social development and wealth. In turn, with almost two decades of history under its belt, the Chillida Leku represents the living memory of one of the most international Basque artists, Eduardo Chillida, and through its activities it seeks to forge alliances and collaborative projects that contribute to disseminating his artistic legacy. Finally, the Bilbao Fine Arts Museum is a century-old institution rooted in institutional and citizen cooperation to create an important collection of artworks and the desire to actively contribute to the education of society and the projection of cultural values.

Therefore, they are three cultural centres with very different positions in terms of both their origins and historical development and their holdings, yet they nonetheless share a strategic vision based on networking and the creation of an artistic ecosystem. This desire, which is reinforced by their geographic proximity, can bring advantages to the challenges that museums and cultural centres devoted to the fine arts are facing today.

With this goal in mind, the agreement between the Centro Botín, Chillida Leku and the Bilbao Fine Arts Museum will materialise in three specific areas of museum management: ticket price policy, benefits for member groups and communication to disseminate activities.

1.- Ticket discounts

The agreement between the three centres stipulates a 20% discount on the general ticket price at each museum.

This ticket price benefit is applied to anyone who has previously visited either of the other two institutions and can show a ticket at the ticket counter verifying that visit.

The discount will be applied immediately to one ticket at each of the museums and may not be combined with other promotions.

The goal of this measure is to encourage the exchange of visitors among the three museums.

2.- Member groups

Members, holders of annual passes or Friends of the Museum are one of the most loyal audience groups of museumgoers, and one of the groups that the most actively recommends visiting and participating in their activities.

For this reason, the agreement also stipulates a 30% discount on the general ticket price at each museum for people belonging to the Friends of any of the three museums simply by showing their membership card.

3.- Communication and dissemination

The benefits of this agreement will be announced in each of the museum's media and especially in their digital channels (websites, electronic newsletters and social media) according to a communication plan which highlights the annual milestones, to be previously determined and agreed upon by all three institutions (vacation periods, holidays, significant exhibitions, etc.).

The goal of this point is to promote the cooperation and cultural events offered by each of the museums with the agreement's overarching objective of fostering the exchange of visitors within this new avenue of cooperation between the Centro Botín, Chillida Leku and the Bilbao Fine Arts Museum.