

Annual Report

2018—2019

www.Mo

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**"MO Museum is this
century's unique gift
to Lithuania."**

President Dalia Grybauskaitė



01

**The Founders
of MO Museum**



Viktoras and Danguolė Butkus The Founders of MO Museum

We began our work on establishing MO Museum 10 years ago. It was then that we started to consistently gather our collection. Eventually, as we collected a true treasure trove of Lithuanian art and carried out quite a number

of projects, we realised that our collection needs a home. **And so, in 2018 our great work was complete – we had opened MO Museum.** Now it is up to MO Team to nurture it and help it grow. Our initial year brought us

emotions, excitement and many firsts. We are glad to have found a team that is not afraid of challenges. They are shaping the new habits of art consumption and making art trendy!"

Founders
Danguolė and Viktoras Butkus



"It was worth spending 20 million to be able to see children learning about contemporary art, listening carefully and having fun playing today at MO Museum just like in Europe, Brazil or the US."

Founder Viktoras Butkus

02

**The Team of
MO Museum**



“The meaning of the name MO is encoded in the word ‘modernity’. Also, the words mo-kytis (to learn) and mo-tivation start with MO, and furthermore, it is the pronunciation of the word mo-re. These are our keywords. We seek to motivate people to learn about art and experience it and discover new things through it.”

“One of the key functions of a contemporary museum is to be a place for social interaction, wholesome and meaningful conversations, ideas, and public involvement. That is why from the very beginning MO Museum had set itself the goal of becoming as open as possible to as wide an audience as possible. During our first year, we sought to establish a dialogue with the public and present the museum as a place for high-quality leisure activities, one where all sorts of people could discover art in a pleasant way. We managed to do exactly that and we consider our first year to have

been highly successful. We have received many positive comments, comparing MO’s impact to that of a meteorite crashing into the world of Lithuanian culture. Many agree that we have managed to prove that an art institution can start a dialogue with its audience and reveal a new kind of creativity. We have also received criticism, warning we might become too commercially-oriented and our success may be short-lived. The motto of MO is “Have your own opinion!” We are glad to encourage diverse opinions. We believe that lively discussions indicate an interest and bring even more attention to art.



“I’m glad that MO Museum attracts all kinds of different people, even those who previously had not been to an art museum even once.”

The Team of MO Museum

We grew a lot in our first year. We have become a large team comprising regular staff, guides, educators and volunteers, all driven towards shared goals. Everyday life at MO would be difficult to imagine without each and every member.

The successful opening of the museum and the results of its first year of operation are proof that a strong team paired with sustainable partnerships is what paves the road to a great future.

“MO is the MORathon of my life, full of spectacular MOMents.”

MO Project Manager Brigita Sinickienė



23

full-time
employees

8

freelance
employees

8

guides

10

educators

3

seasons

100

volunteers per season



03

Exhibitions

**Exhibitions
are an invitation
to a conversation.**

The exhibitions at MO Museum are constantly changing and there is no permanent display. That way, the museum stays fresh and has opportunities to present different authors and artworks from MO Collection each time. We display Lithuanian and foreign artists alongside each other, encouraging an open discussion. Each year, we welcome visitors at 2 main exhibitions (in October and April) and 2-3 small exhibitions. They analyse

important subjects of our times. We talk about the relationship between art and life and broaden the context of the exhibitions by involving various fields and subjects of science.

The museum's ground floor has become a space for projects where we react to current events even faster, as well as share the stories of the latest acquisitions in MO collection. We have presented 6 projects in the lobby so far.



3

**main
exhibitions**

5

**small
exhibitions**

6

**lobby
projects**

300 787

people have been to the museum
since it opened

All Art Is About Us

Curator Raminta Jurėnaitė

Oct 2018 – Feb 2019

For the first time ever, the museum's first exhibition comprehensively showcased MO Collection, which comprises the best of Lithuanian art from the 1950s up to this day. The exhibition revealed the most characteristic themes in Lithuanian art that were important to Lithuanian artists of different generations.



”

We wanted to make it so that when a person comes to an exhibition, they could immediately understand what the collection of MO Museum is like, and feel its essence. Therefore, I tried to showcase the works that best reflect the atmosphere of the time when most of the artworks in the collection were created, the ideas that were in the air at that time, the main art movements and the most prominent personalities.

Curator Raminta Jurėnaitė

”



Animal – Human – Robot

Curators Erika Grigoravičienė, Ugnė Paberžytė
April 2019 – Aug 2019

The subject presented in this exhibition is particularly relevant now as we face climate change and fast extinction of species. The curators sought to contemplate the relationships humans have with other beings – animals and mechanical entities. This was the first overview exhibition of such scope dedicated to this subject in Lithuania. Next to famous Lithuanian artists, MO Museum presented creators from abroad. Among them was Hito Steyerl, a bright star of the art world.

Ko labiausiai bijai?

Gyvūno Žmogaus Roboto

Paroda
„Gyvūnas – žmogus – robotas“
balandžio 6 d. – rugpjūčio 25 d.

MMO Museum of Modern Art **Turėk
savo
nuomonę**

”

“In keeping with its trendy nature, the museum is taking on a trendy subject. It is great that we can provide a Lithuanian version of it amongst global intellectual and artistic trends. Speaking about post-humanism through the language of art is proof that something is beginning to fundamentally change. Therefore, subjects previously only found in science fiction are now starting to seep into our everyday reality.”

Art Critic Jurgita Ludavičienė

”



The Origin of Species. 1990s DNA

Curators Valdas Jauniškis, Rimantas Kmita, Mantas Pelakauskas, Miglė Survilaitė, Aurimas Švedas, Tomas Vaiseta, Renata Valčik

Oct 2019 – Feb 2020

How did the '90s, so wild and euphoric, change us and our thinking? This exhibition is a new and interactive representation of the 1990s in Lithuania – a historic period of turning points and changes that shaped us. The exhibition reveals the conflicted nature of this period marked by both euphoria and complex societal transformations that came with the birth of a new state.



“

The main magnetic attraction of this exhibition is not art but legitimisation. The desire to see in a museum what we just recently saw on our own shelves at home and to feel important, to be sorted into boxes. The '90s were all about feeling peripheral and looking towards the West, while at the same time being unable to reflect upon what was happening around us. Nowadays, it is time to move our recent past into a museum so that the events of those years can once again have the right to exist, as well as we ourselves and our everyday lives from that era.

Writer Aušra Kaziliūnaitė

”



Villa Lituania

Authors Nomeda and Gediminas Urbonas
Jan 2019 – March 2019

MO Museum has presented a reconstruction of the project Villa Lituania by winners of the National Culture and Art Prize Nomeda and Gediminas Urbonas. In 2007 the project was presented at the Venice Contemporary Art Biennale where it received a special mention. At MO Museum, it was shown to Lithuanian audiences for the first time.



Starting Point

Curators Gabrielė Radzevičiūtė, Marius Armonas

March 2019 – April 2019

What does an artwork start from? What is the starting point for an artist? The exhibition presented artworks by contemporary Lithuanian artists and featured objects of interactive design that encouraged visitors to go on a journey and find the differences and similarities between their own personal interpretations and what the artist thinks.



Shared Habitats

Curators Ursula Damm, Ugnė Paberžytė

May 2019 – July 2019

Artists presented scientific experiments as artworks and analysed them in a cultural context. The creators studied personal relationships between people, other organisms and machines. The exhibition was held in collaboration with Bauhaus University in Weimar and was shown at the Ars Electronica international festival in Linz in September.



Our Selfie

Curator Francesca Ferrarini

Aug 2019 – Oct 2019

The (auto)portraits on display at the exhibition revealed the nature of characters, told their stories and even expressed protest and the moods of contemporary society. For the first time ever, two of the largest private art collections in Lithuania collaborated: MO Museum and Lewben Art Foundation.



Mekas Winks Better

Curators Edmondas Kelmickas, Deima Žuklytė-Gasperaitienė

Oct 2019 – Aug 2020

By the end of the 20th century, the avant-garde filmmaker and poet Jonas Mekas (1922-2019) began displaying still frames from his films, which captured his everyday life in the 1950s and 1960s in New York and meetings with art and pop culture celebrities of the day. The exhibition showcased still frames from MO Collection.



**“Changing the way
people think about
education and learning is
a huge challenge but MO
Museum goes bravely in
this direction. I am proud
to be able to be
part of it.”**

MO Educator Karen Vanhercke

Through V. B. perspective: Artworks by Monika Furmana and Jolanta Kyzikaitė

March 2019 – April 2019

Have you ever been in an artist's studio? Have you had the chance to see the creative process up-close? Viktoras Butkus, the founder of MO Museum took his camera and recorded behind-the-scenes footage of the creative process of two contemporary artists, Monika Furmana and Jolanta Kyzikaitė. The film shows their canvases "growing" from initial strokes to a fully realised idea.



Make Sauka's "Mother" Talk

May 2019 – June 2019

Can you imagine a conversation with an artwork? The idea for this interactive project was born in 2018 at hARTckathon – art hackathon, where MO Museum and the LOGIN festival joined forces. hARTckathon was won by a creative group who proposed designing an interactive tool that would allow one to have a personal conversation with an artwork. The project's main idea was to spark an interest in contemporary art. With the help of a smartphone, you will be able to learn more about the author of the artwork and discover the history of the painting.





Through V. B. Perspective: Artworks by Patricija Jurkšaitytė and Vilmantas Marcinkevičius

June 2019 – July 2019

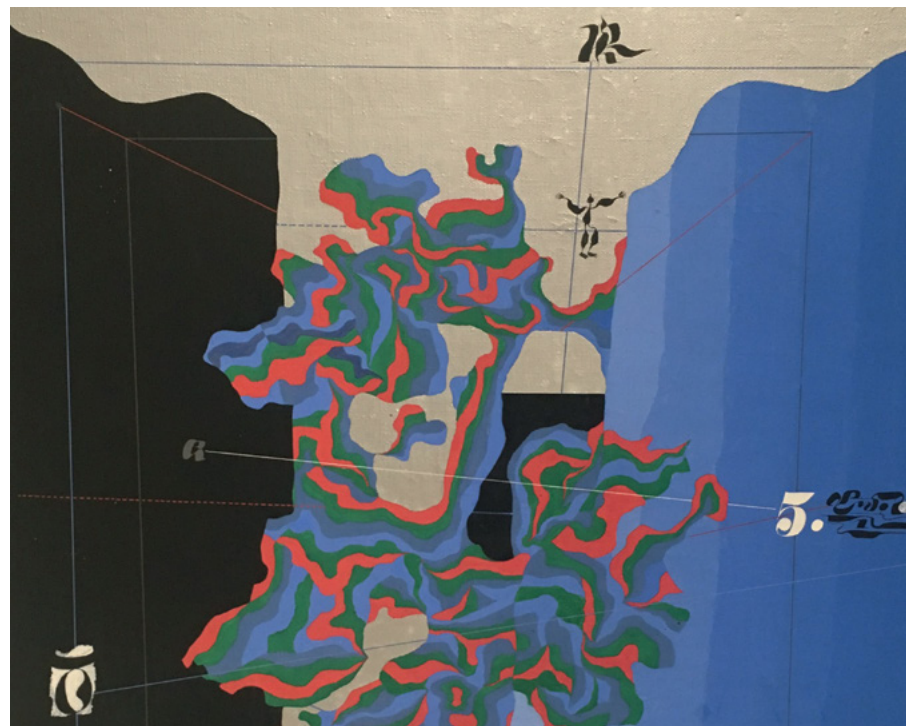
The founders' project Through V. B. Perspective continues. The exhibition series aims to introduce audiences to the creative process – the most intimate of all processes to an artist.



Through the Labyrinths of Nature and the Artist's Imagination

July 2019 – August 2019

What does science and art have in common? When put side-by-side, a work of nature and an abstract work of art revealed unexpected links. The modernist painting Untitled (1964-1976) by Vladislovas Žilius is shown next to spatial structures of protein crystals created by protein crystallographer, scientist Dr Giedrė Tamulaitienė.



Šarūnas Sauka's Artwork "A Thousand Years of Lithuania"

Sept 2019 – Oct 2019

In September, the small exhibition Our Selfie by MO Museum and Lewben Art Foundation saw the addition of Šarūnas Sauka's A Thousand Years of Lithuania. The giant canvas had been on display at the presidential palace since 2010, for both terms of Dalia Grybauskaitė's presidency. The painting by Š. Sauka became the object of some of the most heated discussions in Lithuania. After Dalia Grybauskaitė's term ended, the piece is being temporarily kept at MO Museum, which finally provides an opportunity for everybody to see it up close.



The Power of Symbols: "Madonna with Icelandic Landscape"

December 2019 – June 2020

A new artwork by Vytautas Narbutas was not only an addition to the collection of MO Museum but also inspired a display in the lobby. Having lived in Iceland for over 20 years, artist Vytautas Narbutas (born 1962) is better known in Lithuania for his work as scenery designer for plays by Rimas Tuminas and Oskaras Koršunovas (Katedra, Tartufas etc.). Madonna with Icelandic Landscape reveals him as a neo-renaissance style painter.



04

**Experiences
That
Supplement
the Exhibitions**

MOrathons

MOrathons are weekend-long festivals that mark the openings of main exhibitions. Visitors are welcomed to see the new exhibition, meet the authors of the artworks, analyse the theme of the exhibition together with professionals of various fields and enjoy music, performances or dance. The first MOrathon, dedicated to the opening of the museum, went on for four days and attracted 14 000 visitors.

3

MOrathons



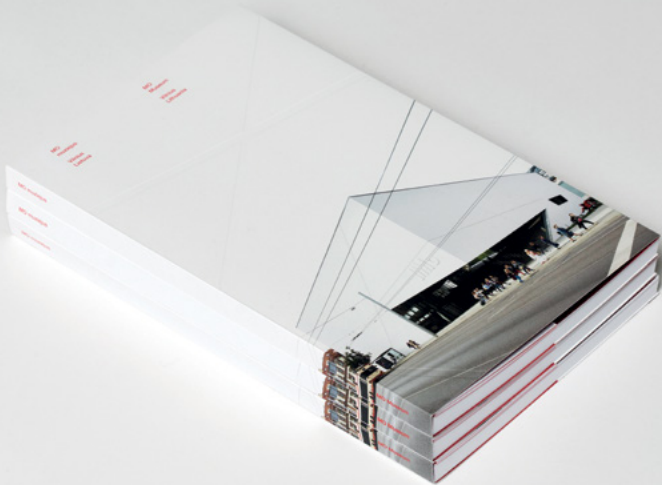
Books

For each of the main exhibitions, we also compile a book. These books provide more details on the concept of the exhibition, the artists, and their artworks included in the exhibition. The publications also include articles and interviews that provide interdisciplinary analyses of the exhibitions or discuss their themes in more depth. During the first year, we have published three books complimenting main exhibitions as well as a book that introduces MO Museum, an album of Lithuanian graphic art from 1960 onwards and a poetry book.



6

new books



MOmukai

Each main exhibition is supplemented with a specially designed task book MOmukai, dedicated to 3-8 year-old children. The books offer creative tasks for children. We wanted to create a tool that helps parents and children experience the exhibitions together.

3

MOmukai
books created during
the first year



Guided Tours

One can find out more details about any MO Museum exhibition by taking a tour with a professional MO Guide. Tours with MO Guides are available in Lithuanian, English and German. Details about the architecture of the museum building and how it was created, as well as what tasks were given to the architects are shared during tours with an architect. On weekends, there are free tours given by MO volunteer guides. Every month we have tours for senior citizens and mothers and fathers with new-borns. Tours for children take place on Family Sundays.



Guided Tours

First
Year



1 196

tours given

Over

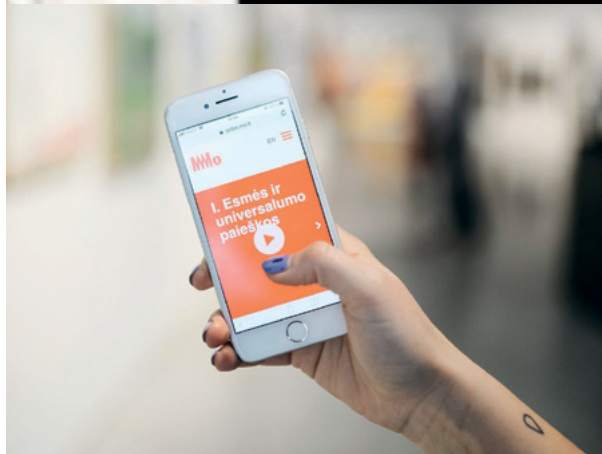
14 000

people

took tours

E-Guides

Every main exhibition is accompanied by an e-guide – a collection of presentations of the exhibition and its artworks that is available for free online.



E-guides

First
Year



63 505

visitors

listened to the e-guide

**"MO Museum is a place
for discovery where you
can continue learning
through art for your
whole life."**

Manager for Education Jurga Zigmantė



Education for Adults

Our aim is to talk about art and culture with everyone in a simple and understandable way, so we organize art education lectures for people with various interests and organize meetings with various artists. Our invitations to interdisciplinary events, performances and film screenings attract a wide audience. For those seeking more profound experiences, we organize visual thinking classes.



"The word LEARNING is usually associated with children but I believe that adults should also learn because after all they are the ones teaching children."

Founder Danguolė Butkienė



40

lectures

31

meetings

with various artists

96

cultural
events

32

shows of performance
art, dance and music



Education
for Families

Sundays are family days at MO. We organise acting classes, tours and storytelling workshops for children of all ages. The programme is supplemented by film screenings for the whole family and a special menu at MO Bistro.

The museum has a special kids' corner, which always has activities that reflect the subject of the main exhibition. Children can try an interactive game – a new way to experience exhibitions.



Education
for Families

First
Year



41

Family Sundays

took place during the first year

3

daytime summer camps
for children

during MO's first summer

Education for Schoolchildren and Pre-Schoolers

We want people to get used to the idea that the museum is a place for learning. That is why we are trying to break the stereotype that art museums are only relevant in the context of art classes. The museum is a great platform for teaching key 21st century competences: creativity, critical thinking, social and emotional skills.

MO educational classes are tailored to pre-school children and 1st-12th grade students. We have 3 different types of education available:

In our **emotional intellect development** classes, children are taught to recognise their feelings and

express them appropriately. The classes help children develop their ability to see a situation from the perspective of another person, and teach them to listen and cooperate. We have prepared the programme together with psychologists from VŠĮ Paramos Vaikams Centras (Centre for Child Support).

At **integrated classes**, children can see their usual school subjects – literature, history, biology, English – in a completely different context. Subject programmes tie into the content of the exhibitions, which encourages children to rediscover the subjects and see them outside the boundaries of schools

and textbooks. This expands their cultural horizons.

Visual thinking education is based on a method developed at MoMA – a perpetual dialogue between the leader and the participants. The conversation is led following a universal system of questions, which allows one to trust what they see, fosters the ability to describe, come up with explanations and provide arguments. The method helps develop creativity, critical thinking and the ability to work and communicate in a team.



Education for Schoolchildren and Pre-Schoolers

3

fields of educational activities

12 396

children have participated in the activities

MO Teacher's Passport

This is our token of friendship to school communities. Teachers participating in the programme are welcome to make use of the possibilities provided by the collection of MO Museum to deepen their knowledge and find inspiration for creating interesting, meaningful and integrated content for their classes. For those who come to meet us, we have lectures and special tours of the exhibitions, as well as individual presentations on innovative educational activities at MO.



MO Teacher's Passport



Over
250

schools

97

teachers have taken part in the annual MO Teacher's Passport community conference

05

**More than
a Museum**

MO Shop

Our shop is unique and the first of its kind within the Lithuanian museum market. It offers a special line of designer products created exclusively for MO, in cooperation with Sandra Straukaite and studios March, D.EFFECT, Brisk Days, and Indigo Textile.

The shop also offers various items by Lithuanian designers and design houses, as well as various books on art, design and architecture, and children's literature.

The shop's product range is renewed with each exhibition and before every Christmas, so you will find something new each time you visit.



MO Shop

On average,

17%

**of visitors shop
at MO shop**

10

products

created in collaboration with LT designers

Over

20

collaborations established

with Lithuanian brands. Some of them present their work exclusively at MO Shop.

A unique accent of the interior of MO Bistro is the digitally recreated fragment of a fresco by Algirdas Steponavičius and Birutė Žilytė.

The fresco, located at the Pušėlė health resort in Naujieji Valkininkai has been declared a piece of cultural heritage, while a nearly 19-year-old fragment of it has been reborn at MO Bistro, adding to the museum experience.

MO Bistro is a great new place to have breakfast, lunch or dinner. On Family Sundays, it offers a special menu for children.



MO Reading Room

MO Reading Room features a collection of over 3 000 books on art, museums and their architecture, education, management, and Vilnius. It is a space where you can read, discover, and take a break from the daily noise.

MO Reading Room encourages people to take an interest in art and expand their knowledge on cultural phenomena. The reading room also features computers with touchscreens that provide information on the artworks in MO Collection as well as cultural history, allow you to listen to e-guides or may help you find the book you are looking for in a digital catalogue.

MO Reading Room also features publications that supplement the content of on-going exhibitions.



MO Reading Room

a collection of

3 000

books

MO continues the work of the legendary cinema Lietuva. That is why, in collaboration with cinema Pasaka, the museum offers film screenings. These include the most popular pieces from film festivals as well as special screenings on the subjects of art, design, architecture and culture.



350

film screenings

12 700

viewers

Sculpture Garden

This is an open-air museum that is available 24/7. MO Sculpture Garden features artworks by the winners of the National Prize. Among them, sculptures by Mindaugas Navakas, Petras Mazūras, Ksenija Jaroševaitė, and Vladas Urbanavičius, who has become famous for his work Embankment Arch (2009), colloquially known by the locals as the "Pipe". All the works are arranged within the naturalistic greenery of MO Garden, which differs with each season.

More information on the sculptures is available on the e-guide prepared by the sculptors.



06

**The
Collection**

The Collection

MO Collection comprises the best of Lithuanian art from the 1950s up to this day. The collection began in a systematic manner back in 2008 with the help of Prof. Dr Raminta Jurėnaitė and other professionals. The collection is constantly being added to. It welcomes you to learn about the development of Lithuanian art over the past 60 years. Part of MO collection is showcased by annually organising 2 main and 2-3 small exhibitions. Also, the whole collection has been digitised and is available online at mo.lt. Furthermore, you can find out about the history of culture in Lithuania and see video recordings of meetings with artists.

The collection continues to grow and is funded by its founders.



The Collection



28 604

new artists

have been added to the collection
during the first year

new artworks

have been added to the collection
during the first year

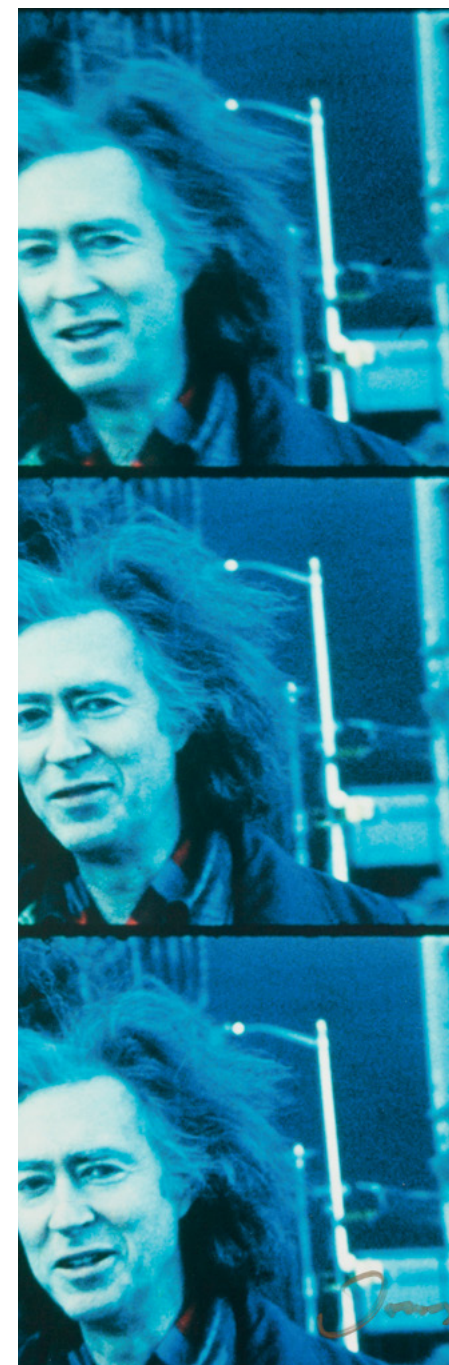
5 580

artworks

were in the collection at the end of the first year

The Collection

97 still frames from Jonas Mekas's films. The museum acquired the works while the artist was still alive. We purposely travelled to New York to get the author's signatures on the photographs.





07

**Museum
Without Walls**

Literatų Street

Even before opening on 18th October 2018, MO Museum was already active as a museum without walls, had implemented a number of projects and published several books on art and education.

Not everybody knows that the first-ever project carried out by MO (back then, MMC) was Literatų (Writers') Street. It was curated by the artist Eglė Vertelkaitė. The project sought to revive the street and to mark its links to authors who are connected to Vilnius and Lithuania. 150 artists created artworks to commemorate over 200 writers. Mounted on the walls along Literatų Street, they now catch the eye of both Vilnius citizens and guests.



Talking Sculptures

MO has also implemented the Talking Sculptures of Vilnius project, which continues to grow successfully.

The museum gave “voices” to sculptures that embody important Lithuanian historical personalities or other nationals, who show Vilnius as a multicultural city. You can know also hear made up characters who have their own part in the narrative about Vilnius. During the phone call, listeners can become better acquainted with memorialised

personalities and symbolic characters, cultural, historical and architectural heritage of Vilnius and remember the city's history.

This year, the list of 16 talking sculptures saw the addition of the sculptures of singer-songwriter Vytautas Kernagis and composer, conductor Stanislovas Moniuška.



Talking Sculptures

2

sculptures – of V. Kernagis and S. Moniuška –
were given voices in 2019

18

sculptures can “talk”
at the moment

53 240

listens
over the whole period of sculptures “talking”

08

**Travelling
Museum**

Travelling Museum

Under the initiative of MO Museum and Švyturys, one of the longest-lasting photography series in Lithuania, **By the Sea by Algimantas Kunčius** went on display for the whole summer of 2019 at the gastropub Švyturys BHouse in Klaipėda.

Artworks from the collection of MO Museum, where the photo artist captured the every-day life and the expressive aesthetic of seaside sights, were presented to the residents and visitors of Klaipėda.

The artist and winner of the National Art and Culture Prize Algimantas Kunčius also attended the presentation himself.



Travelling Museum

Travelling Museum: MO Education in Regional Areas.

Groups of children of all ages participate in educational activities at MO Museum every day, but we wanted to also continue our tradition of travelling. That is why MO Educators travelled to

regional areas in Lithuania: Alytus, Tauragė, Raseiniai, Trakai and Zarasai, where they held visual thinking classes and integrated lessons on literature, art, and creative writing.



Travelling Museum

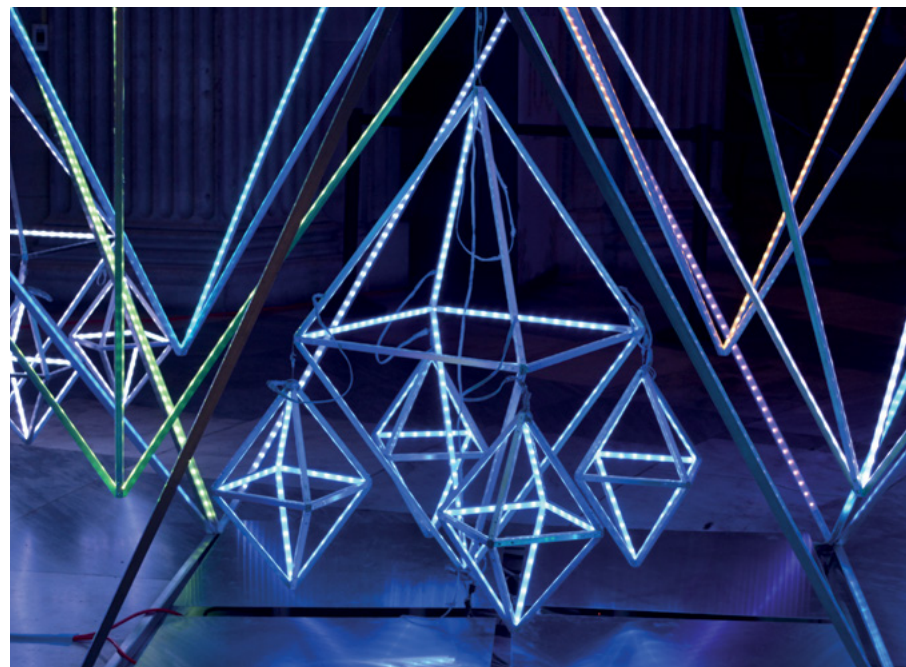
Travelling Museum: Ray Bartkus's Gardens in New York

On 17th December 2018, a seven-month-long tour of USA cities ended for the famous Lithuanian artist Ray Bartkus and his aluminium and light installation Gardens. The installation, now contained in the collection of MO Museum was intended to mark the hundred-year anniversary of the restoration of the Lithuanian state and to present our country to Americans through this artwork.

Over seven months, the installation Gardens appeared in various cities

of the USA: Washington Train Station, Chicago Public Library, Kimmel Arts Centre in Philadelphia, United Nations Headquarters in New York, and New York Federal Palace Memorial Museum became its last stop.

The presentation of the Gardens installation was held in collaboration with the General Consulate of the Republic of Lithuania in New York, Lithuanian Institute for Culture and MO Museum.



09

Recognition

Recognition

2018, when MO Museum opened, was a time when visual arts were less popular and people were becoming less interested in museums: museum visits

had declined **from 43% in 2014 to 35% in 2017.**

Right after the museum opened in 2018, 18% of Lithuanian citizens were

already familiar with the logo and had heard something about it, while currently, 4 out of 10 (40%) Lithuanian citizens know MO Museum.

“MO good news for the Baltic art scene. New private museum in Vilnius flies the flag for contemporary Lithuanian artists.”

The Art Newspaper

“Iconic MO Modern Art Museum by celebrity architect Daniel Libeskind raises Vilnius’ international profile.”

The Baltic Times

“Lithuanian Art Gets a Permanent Home at MO Museum.”

Widewalls



Recognition

First
Year



No. 1

museum on Lithuanian social media

Over

Almost

45K 18K

followers on Facebook

followers on Instagram

2 771

articles, interviews, reports and other mentions
in Lithuanian and foreign media

The museum's opening was reported upon by publications such as Architectural Digest, Dezeen, Metropolis, Designboom, Wallpaper, The Art Newspaper, Vogue (Poland), ArchDaily, The Baltic Times.

The architectural journal Architectural Digest included MO Museum in a list of **TOP 5** most anticipated museums, while the Italian news agency ANSA included MO Museum in its list of **TOP 10** art museums worth visiting.



Headlines

**"Great news:
MO Museum among 10
must-visit museums
in the world."**

Žmonės

**"At MO Museum: from
a science laboratory to
a karaoke for gnats."**

Diena.lt

**"MO is preparing a surprise and
says that the human being is no
longer the centre of the Universe."**

LRT

**"MO Museum upon
presenting a new exhibition:
we are open to experiments."**

DELFI

**"The appeal of MO Museum
or how to make modern art
attractive and interesting
to everyone?"**

voruta.lt

**"All of Mo Museum is an
experiment on a different
type of experience."**

Sankirtos

Headlines

**"Skylights and stairways
puncture Studio Libeskind's
MO Museum in Lithuania."**

Dezeen

**"Elected initiative of the year,
MO Museum promises to
continue active work in 2019."**

Žmonės

**"Headed to MO to take selfies?
You will have to be more than just
pretty."**

LRT

**"Get ready for Lithuania's
major modern art space to
open its doors."**

The CALVERT JOURNAL

**"New interactive exhibition opened
at MO Museum – it welcomes you to
go on a journey through artworks as
well as the stories of their authors."**

15 min

**"Daniel Libeskind's MO
Museum opens in Vilnius,
Lithuania."**

Wallpaper

Awards

Initiative of the Year (LRT)

People of the Year (LRT)

People of the Year (ŽMONĖS)

Viktoras and Danguolė Butkus – Honorary Citizens of the Capital

World History – Balticbest gold in the category of videos intended for online publication

Most effective product/service introductory marketing campaign (Password)

MO – best architecture (Introspection)

MO – best public interior (interior architecture contest Mano Erdvė)

MO – among nominees for EU Prize for Contemporary Architecture – Mies van der Rohe Award

MO – among nominees at the international architecture contest Architizer A+Awards

MO – the most welcoming place of interest in Vilnius

MO nominated for the European Museum of the Year award

MO nominated for the Best Cultural Travel Destination award

MO nominated for the Most Successful Tourism Initiative 2019 award

”

“Want to seem clever, educated, up-to-date and a true urban citizen? You not only must visit MO yourself, but you must bring your mum, dad, friends and five dates here! Show them the paintings on the walls, discuss other works of graphic art or sculpture, point at them and sigh about how crowded with people it is. P.S. I really enjoyed the architecture of this place. The atmosphere of MO seems to kick you out of the box of conventional thinking – the shapes and curves of the walls press on you and push you in certain directions... Inside MO, you are no longer yourself. You become more than yourself. You should visit MO too.”

MO visitor Danielius Goriunovas

”



10

Communities

Communities

We are creating the museum together. We make it into what we wish it to be – open, friendly, smiling, inviting you to spend your spare time with like-minded people. Such like-minded people are very important to us. MO Museum is sponsored, built, added to, and developed by various communities.

Patrons, supporters, sponsors and partners.

Persons and families who continue the ancient custom of patronage by sponsoring MO. Also, institutions and

companies that stand by the same values.

MOdernists. Co-creators of MO Museum are united in their desire to keep the idea of an independent, modern museum alive, as well as the search for quality ways to spend their free time. We have over 600 such people!

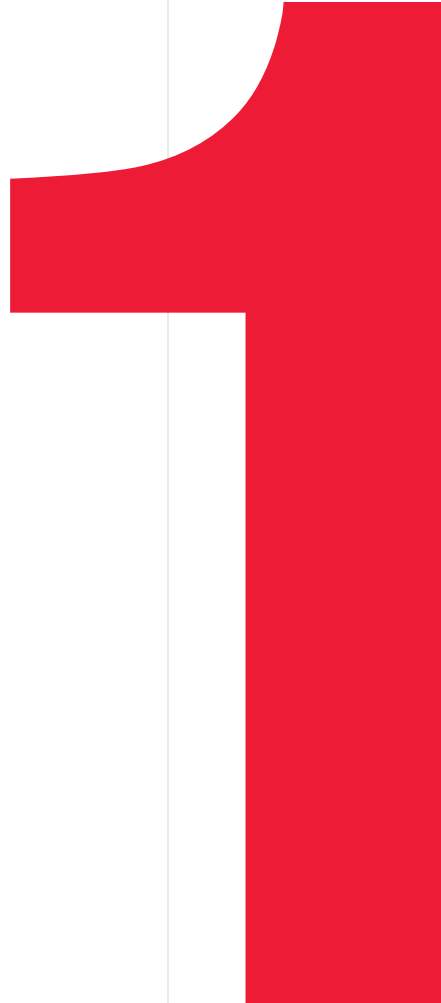
MO Teacher's Passport community. The community and teachers of schools and pre-school education institutions who want to expand the context of

formal education and foster children's creativity, critical thinking and emotional intellect through art.

Gardeners. Creators of the sustainable natural greenery of MO Sculpture Garden.

MO Team. The guides, educators, volunteers and staff of the museum. Together, they continue to shape the museum into what it is today.





**Patrons
and Sponsors**

Patrons and Sponsors

MO was founded as a private initiative; its business is conducted by the non-profit public body MO Museum. Its goal is to carry out the mission of MO and to try and keep the business from running at a loss for the next five years.

Maintaining MO costs 1.5-2 million Euros annually, and its annual losses amount to approximately 200 000 Euros, which has to be covered by the founders of MO. Fortunately, in 2019

the losses were significantly cut thanks to the enormous success of the exhibition The Origin of Species. 1990s DNA. Tickets and membership fees amount to 30-40% of MO's annual budget. Usually, modern art museums throughout the world collect around 20% of their income from ticket sales.

The remainder of the museum's maintenance costs are covered by state institutions, the Municipal

Government of Vilnius, private sponsors and businesses. They are the ones helping to raise the remaining 60-70% of the budget and for the most part make MO Museum available to the public at the same level of quality with which it entered the Lithuanian and European museum sector.

We are grateful to our patrons and sponsors. We could not exist without you.



Patrons and Sponsors

Major sponsor**



Institutional sponsors**



Media sponsors**



Friends**



Major patrons

Vilija and Gediminas Kuprevičius**
Žilvinas Mecelis
Antanas Guoga

Patrons

Živilė and Jonas Garbaravičius**
Žana and Vladas Algirdas Bumelis**
Vita and Albinas Markevičius
Agota and Jonas Markevičius
Halina and Dr Antanas Milaknis

Supporters

Kęstutis Juščius**
Eugenija Sutkienė
Laima and Šarūnas Andriukaitis Sutkus
Ina and Darius Zubas



**Supporting MO Museum for the second year in a row.

Daina Urbanavičienė

Chairwoman, Lithuanian Council for Culture



“

Lithuanian Council for Culture values the obligation MO Museum undertook to organise activities directed towards developing an open and curious society. We also see the museum as a modern example of personal initiative earning public trust – attesting to that is both the strategic partnership between MO and LCC, and the unwavering public interest in the ideas put forth by the museum.

”

Although many think that the history of MO began in 2018 when the building by Daniel Libeskind was erected, Lithuanian Council for Culture knows that MO has been around for over 10 years. Back when we were known as MMC, we were active as a museum without walls.

That is why in 2018, thanks to the experts at the Lithuanian Council for Culture, VšĮ MO Muziejus was included in the list of strategically funded organisations, indicating a possibility to receive support in 2018-2020.

Remigijus Šimašius

Mayor of the City of Vilnius



“

To me, MO Museum is first of all a modern, up-to-date creative space for Vilnius citizens that has already won the hearts of both the locals and visitors and has become a popular place for education, meetings, events and creative inspiration. I am glad that MO has not only fulfilled the expectations of Vilnius citizens in terms of its courage and ambition, having become an ever-popular cultural and artistic space that is often recommended by locals to guests of the city, but is also becoming synonymous with quality leisure activities in Vilnius.

”

Although there had been earlier conversations with the mayor of Vilnius, a distinct turning point and a pivotal dialogue took place particularly between the administrations of the nearly-built MO and mayor of Vilnius Remigijus Šimašius. After sponsoring the opening of MO Museum in 2018, the Municipal Government of Vilnius also supported its educational activities in 2019.

Vilija and Gediminas Kuprevičius

Major Patrons



”

Supporting MO meant forming new acquaintances not only with Viktoras and Danguolė but also with the wonderful Milda, Jovilė and Mindaugas. It also meant becoming more familiar with visual arts, since previously our experience had been more focused on music. Of course, it was a pleasant experience and we are very glad to have learned more about art.

”

We thank Vilija and Gediminas Kuprevičius, who were the first to support the museum and did so not only from Vilnius but also from Venice (Gediminas will know what we are talking about). And let us not forget the upcoming trip of MO's support team to Cardiff and our discussions about the traditions of patronage.

Žilvinas Mecelis

Major Patron



”

“Art encourages focus and creates trust within a community. I am very glad that MO contributes to this noble aspiration. This is currently the most important phenomena of enlightenment in Lithuania.

”

We thank Žilvinas Mecelis for his support and ambitions to connect MO Museum closely with the greatest museum institutions in Europe. Žilvinas, let us stay strong and keep working together!

Antanas Guoga

Major Patron



We thank Antanas Guoga, who decided to support MO Museum quickly and without much deliberation. After a short visit to MO, the very next day, on his way to Brussels, he informed us of his “uncompromising support for an uncompromising project.” We are grateful for his patronage and for understanding the scale of the gift MO was intending to give to Lithuania, even long before it opened.

“

For over 20 years, I have lived on different continents and in different countries, where crowds of people come to visit famous objects of art. Modern spaces that attract and fascinate people from around the world bring a lot to a city. I am a Lithuanian, wholeheartedly wishing for Lithuanian art spaces to be visible in the global arena, because we have bright talents and fantastic spaces. That is why I immediately knew I would contribute as soon as I heard Daunguolė and Viktoras Butkus's idea to build MO Museum in Vilnius. Now it brings joy and pride to all of Lithuania, it has been recognised and included in the world's top 5 best architectural museum designs in 2019! It has been an exemplary project. Everything was carried out perfectly from start to finish. The idea to gather a collection of Lithuanian modern artists and present it to the people of Lithuania is fantastic. And it has been implemented in a highly professional manner, with world-famous names and the best Lithuanian specialists. All of it became a reality thanks to Danguolė and Viktoras Butkus. Both in terms of the idea and its materialised form. Me and others have had the great honour to contribute to helping this special place thrive in our city as it brings in visitors from Lithuania and around the world, and acts as a place for self-education and a cultural focal point in Vilnius.

”

Rolandas Viršilas

Director-General, ŠVYTURYS-UTENOS ALUS
Major Sponsor



“

We pay a lot of attention to sustainability and believe that investments in culture are the most sustainable of all. The returns are a more MODern public perception, shifting attitudes and a creativity that encourages progress in business, art, and public life. We are glad to see that, although operating from Lithuania, MO Museum has not only become a special phenomenon in Vilnius and Lithuania but is already also visible internationally. These are the best returns we could hope for from our sponsorship and consider them a shared victory.

”

We thank our major sponsor Švyturys-Utenos Alus and its Director-General Rolandas Viršilas. When signing a contract with MO, he said that one of the company's main motives behind sponsoring MO was “an example of unconventional thinking and even more unconventional actions. Patronage and respect for art, dedication to those who create art and at the same time – the future of Lithuania.”

Živilė and Jonas Garbaravičius

Patrons



We thank our patrons Živilė and Jonas Garbaravičius, who are the first on our minds when we say that patrons found us themselves and were the first to utter the long-awaited phrase “let’s collaborate”. We also thank them for being the first patrons to announce continued support for MO on its second year, when we were particularly anxiously awaiting such decisions. Thank you for being with us.

“

We sometimes joke that over the last year, MO had become the Air of Art for Lithuania, in a sense perhaps even the air we breathe. We want to thank the whole MO community for the mission they have taken on; we are proud of you and we are glad that we are able to contribute and that in Lithuania (and beyond) MO is becoming a phenomenon, without which the country’s life would be unimaginable.

”

Vita and Albinas Markevičius, Agota and Jonas Markevičius, Halina and Dr Antanas Milaknis

Patrons



Marius Markevičius

Patron and Ambassador

“

Our family is proud to be patrons of MO Museum. We continue to be fascinated by the high quality of everything MO team touches. From the architecture and design of the building, to unbelievably creative exhibitions and installations to the multifaceted experience presented to the visitor and consumer of MO Museum. Clearly, it carries out world-class work. MO Museum is right up there with the most famous museums in the world and creates wonderful new modern art heritage in Lithuania almost daily.

”

We thank Marius Markevičius, a Lithuanian-American and his parents and grandparents, Markevičius and Milaknis families. He flew the vision of MO from Vilnius, where construction was only just coming to an end, all the way to Los Angeles. And from there, the joyful news about our first patrons from the other side of the Atlantic reached us.

Žana and Vladas Bumelis

Supporters



”

Going to galleries and museums makes you live longer. We support MO so that people can live longer.

”

We thank Žana and Vladas Bumelis. For the fact that when Vladas gives us his word or even says “I’ll think about it”, it always comes to reality. Also for his advice shared with Milda, the director of MO Museum during their annual tête-à-tête conversations.

Eugenija Sutkienė, Laima and Šarūnas Andriukaitis-Sutkus

Supporters



”

During their very first year, MO team has shown that modern art can take on highly varied forms and provide something meaningful for a very large and broad audience. We are particularly glad MO’s interesting and creative initial year also brought it success and recognition both in Lithuania and beyond. We are glad to be able to support such a great project and contribute to fostering modern artistic expression, language and culture in the city where we were born. Our wish for MO is to raise the bar further and go towards new, undiscovered heights in 2020.

”

We thank Eugenija Sutkienė and Laima and Šarūnas Andriukaitis-Sutkus, who supported MO when it was just being founded on the occasion of the hundredth anniversary of the restoration of statehood, wishing upon art and responsible business to thrive in Lithuania for another hundred years and more. They also let us believe that we are a symbol of that.

Kęstutis Juščius

Supporter



”

We support and back your initiative in thoughts and actions, as well as all the best wishes.

”

We thank Kęstutis Juščius who has been admiring the work of MO and its team for almost as long as Auga had been interested in the vision of sustainable business. This naturally inspires us to work even harder and more sustainably.

Ina and Darius Zubas

Supporters



”

MO Museum is a unique phenomenon in our history. It already is one of our country's highlights and will continue to be one in the future, bringing Vilnius and Lithuania recognition throughout the world. MO will become a great destination for Lithuanian people. We are glad to be able to contribute to the initiative of Danguolė and Viktoras Butkus!

”

We thank Ina and Darius Zubas who have joined the community of MO Supporters just before 2020, and we wish for them to successfully become part of the family of MO Patrons.

Audrius Masionis

Director, BALTISCHES HAUS
Partner for Education



“

Firstly, it's synergy. Secondly, it's shared values in terms of a need for immersive content in the city. It also gives us a means to get a little closer to art (and) people, and every one of us can share some of the responsibility for the opportunities for the younger generation to have high-quality leisure activities.

We have always believed and now actually see that art is not thought of as a stand-alone static phenomenon here. On the contrary, it is presented using multifaceted, dynamic and well-thought-out solutions by MO team and its partners.

”

We thank Baltisches Haus for supporting MO Museum's educational programmes and their development. Also, for the proposal to discuss a partnership for three years in advance.

Arūnas Šlenys

Director-General, NARESTA
Supporter



“

Patronage is a manner of quiet honour that comes from supporting and developing cultural projects. Through its patronage, Naresta seeks to support MO because of its essential work and mission – creating an active community that supports the idea of MO and helps create the new museum together, and attracting people who do not have a special education in art and perhaps have never had a closer look at an artwork or have not been to an art museum or gallery. At the same time, it is the largest creative platform in Lithuania for quality leisure activities that also presents art.

”

We thank our contractors Naresta, who held an elegant celebration of the company's jubilee on the premises of freshly-built MO, for agreeing to support us and continuing that support after the construction was complete.

Andrius Zimnickas

Owner, JUODELIAI
Supporter



“

By contributing to the work of MO Museum, we seek to show that the company's fast growth is not an obstacle to dedicate time to social initiatives. At the same time, it is a way to thank Viktoras Butkus who has contributed at a very important time for the company and believed in our work.

”

We thank the company Juodeliai who support our efforts to become sustainable and stable, and to remain creative, especially on our second year of existence.

Monika Garbačiauskaitė- Budrienė

Director General, LRT



“

Today, MO Museum is probably the best Lithuanian example of how culture and art can interest thousands of people. I am glad to see that visitors of this museum are becoming a community and MO's creative exhibitions enjoy great popularity. I am also glad that we are friends. MO Museum and its founders Danguolė and Viktoras Butkus were in the spotlight during LRT Awards of the Year 2018, and MO's everyday work reflects in our content in a meaningful way. Culture is inseparable from the mission of the public broadcaster. Culture is the everyday life of all of us. Let the partnership of MO Museum and LRT be what allows everyone to experience that.

”

We thank our media sponsor LRT, with whom we have signed a strategic partnership agreement half a year before MO construction was completed – the beginnings of MO also coincided with a renewal at LRT.



Tomas Balžekas

Director-General, MEDIA BITĖS



“

MO Museum is a ray of sunshine in the cloudy skies of Lithuanian business. To me, contributing to its growth means supporting the idea of sharing and creating, and changing both the world and ourselves.

”

We thank Žmonės magazine for contacting us with a partnership proposal and for the fact that we understood each other immediately with no need for formal introductions. We were able to move on to brave, ambitious dreams right away: from the now legendary ŽMONės cover to the campaign Visi Mes Žmonės (We All Are People), dedicated to supporting the LGBT community.



Vytautas Benokraitis

Director-General, DELFI



“

For DELFI, supporting MO Museum means contributing to the development of culture in Lithuania and backing a unique museum idea.

”

We thank Delfi for their support and the kind and meaningful Delfi awards ceremony at MO Museum.

Žaneta Fomova

Director-General, JCDECAUX Lietuva



We thank JCDecaux for exclusive support for our first exhibition "All Art Is About Us" and their continued backing of other activities at MO Museum.

”

We are proud to be able to be part of this unique phenomenon of Lithuanian culture. Contributing to the museum's work not only educates us but allows us to find new forms of communication. MO Museum is creating a culture of high-quality leisure, which is what the city, the public, and business needs. When we support MO Museum, we understand that this is not a one-time partnership but rather a long process, where both parties will eventually see returns from their investments immeasurable in monetary terms. Let's remember art history: we can enjoy certain art treasures today only because patrons appeared at the right time and believed in the creators.

”

We also thank our patrons who preferred to remain unknown. A confidential but huge, warm THANK YOU goes to all of you. Your support is very important to MO.

Thank You to Friends and Ambassadors

We thank our Friends Ellex Valiūnas, Narbutas, Octanorm, Solid Real, Tieto, Villeroy & Boch, Rasa and Remigijus Juodviršis, Vilius Navickas, Donatas Kazlauskas and Verslo Žinios.

We thank our first unofficial ambassadors Justina Jurkevičienė and Agnė Jonaitytė, whose initiative encouraged us to establish MO Ambassadors club.

We thank those who have already joined MO Ambassadors club in late 2019: A. K, R. P., K. S. (who wanted to remain anonymous for now), Asta and Darius Vaičiulis, Justas Janauskas and Gabija Grušaitė, Andrius Šlimas, Vilma and Virginijus Strioga. You have shown that in order to become true MO

Ambassadors, kind words have to be followed by kind actions.

Thank You to Our Clients

We also thank our clients who bought venue hire services at MO Museum and held their spectacular private events surrounded by the unique architecture of MO Museum designed by Daniel Libeskind. By using our services, you also support our work.



12

**Financial
Results and
Future Plans**

Financial Results

2019 was the first full year of operation for MO Museum, so we had to plan our budget without any data to base it on – we tried to predict it according to the results of the initial two months of 2018.

During our first year, as the intensity of our work increased and our team grew larger, so did our costs in terms of staff. Also, maintaining the building after an increase in visitor flow has cost us more than planned. We had managed to predict

the number of visitors quite precisely until the moment we opened the exhibition The Origin of Species. 1990s DNA. One of the most-visited exhibitions in independent Lithuania, it attracted over 100 000 visitors in just three months and reduced our planned 200 000 EUR loss to near-zero as early as October.

Most of the money was spent on creating the exhibitions. Building maintenance, administration, cultural education and other activities

took what little was left over. We also tried to leave as much funds as possible for communication.

We are planning for 2020 cautiously, understanding that phenomena such as the exhibition on the '90s do not happen every year. Therefore, based on all the other parameters of our year, we once again expect a loss of 200 000 EUR, similar to what we had predicted previously.

”

We understand that phenomena such as the exhibition on the '90s do not happen every year, so we are planning for 2020 with caution.

”



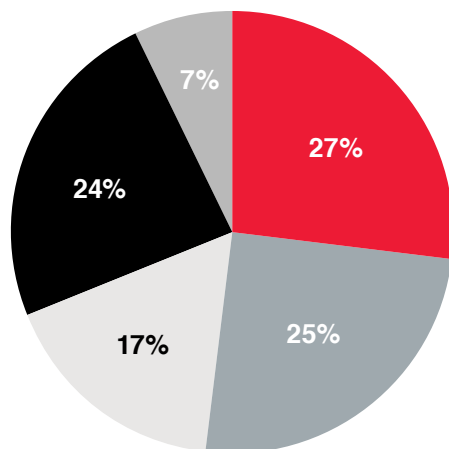
Budget

Year 2019



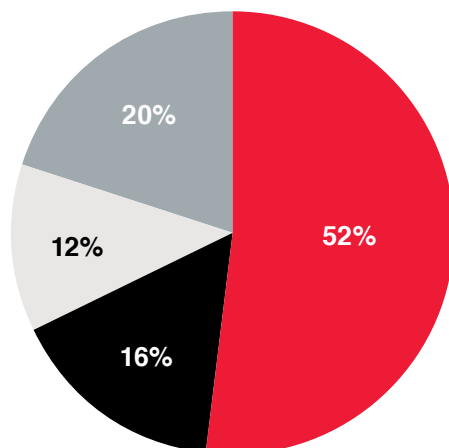
Costs: 1 960 000 EUR

- Exhibitions
- Administration
- Building maintenance
- Other activities
- Communication



Income: 1 930 000 EUR

- Ticket sales
- State funding
- Private sponsors
- Other activities



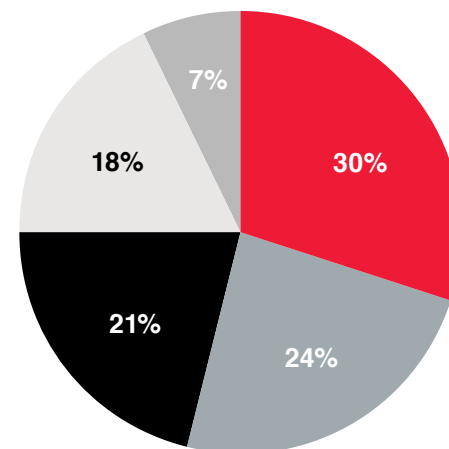
Budget

Year 2020



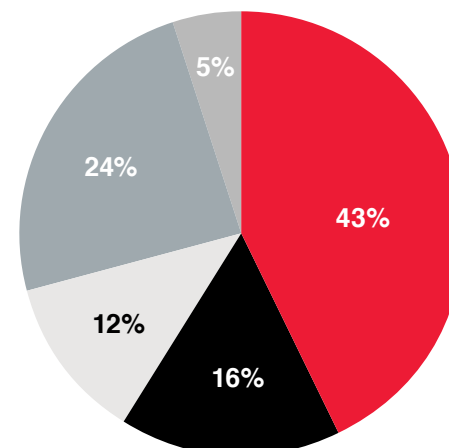
Costs: 1 980 000 EUR

- Exhibitions
- Administration
- Building maintenance
- Other activities
- Communication



Income: 1 740 000 EUR

- Ticket sales
- State funding
- Private sponsors
- Other activities
- International support for an exhibition



Future Plans

Next year, we will continue our ambitious programme. 2020 will be the year when we invite everyone to join the conversation about your relationship with others: how open or how opposed we are to Others or those Different from us.

In spring, one of the most original and significant directors of our time, Peter Greenway, and multimedia artist from the Netherlands Saskia Boddeke will present immersive special installations created for the spaces of MO Museum and the exhibition "Why Is It Hard to Love?".

It will feature 93 pieces by Lithuanian artists, most of them from MO Collection. And in autumn, a historic moment awaits us: Vilnius will see the return of Andrzej Wroblewski, who was born and raised here. We will see the exhibition "Difficult Years" by the iconic Polish curators Anda Rottenberg featuring some of the most prominent Polish artists of the post-war period: Alina Szapocznikowa, Andrzej Wajda, A. Wroblewski. The exhibition would not be possible without Anda who convinced over 20 Polish museums and international private collections to lend artworks

for an exhibition at MO Museum. It would also not have been possible without the financial contribution from A. Mickiewicz Institute in Warsaw. Moreover, the exhibition served as an opportunity to raise important issues: Vilnius between 1939 and 1949, the cultural exchange that took place there along with the issues of a migrating identity and shared habitat.

We will continue to foster our communities who are the co-creators of MO and form a strong foundation for its sustainability.



"The most important things in their story are a respect for loved ones, the desire to learn and the ability to share with others."

Art Critic Monika Krikštopaitytė

Artworks Used in This Publication:

- p. 22 Eglė Gineitytė, Some Kind of a Fairy Tale, 2011 (fragment)
- p. 24 Pakui Hardware, Extrakorporal, 2018 (fragment)
- p. 30 Stephan Isermann, Pig Simulator, 2015-2018 (fragment)
- p. 34 Jolanta Kyzikaitė, Life Is Beautiful?, 2018 (fragment)
- p. 35 Šarūnas Sauka, Mother, 2012 (fragment)
- p. 36 Patricija Jurkšaitytė, Still-Life, 2018 (fragment)
- p. 37 Vladislovas Žilius, Untitled, 1964 (fragment)
- p. 38 Šarūnas Sauka, A Thousand Years of Lithuania, 2007-2009, property of the author
- p. 39 Vytautas Narbutas, Madonna with Icelandic Landscape, 2014 (fragment)
- p. 69 Birutė Žilytė and Algirdas Steponavičius, fresco at Valkininkai health resort „Pušėlė“, 1969–1972. Digitally recreated fragment, 2018. Recreation by Vilniaus Galerija
- p. 80. Jonas Mekas, Film Director Kenneth Anger in the Garden of Modern Art Museum, 1973 (fragment)
- Jonas Mekas, Artist Michael Snow, undated (fragment)
- p. 81 Jonas Mekas, John Kennedy Jr and Anthony Radziwill at Montauk, 1972 (fragment)
- p. 82 Šarūnas Sauka, Human Being and Their Disease, 1986
- p. 83 Pakui Hardware, Extrakorporal, 2018 (fragment)

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Report prepared before closing the financial year, therefore the numbers may differ slightly from the final MO Museum results for 2019.