



2014 Annual Report Summary and Key Figures

LOUVRE



The diversity of the Louvre's visitor profile, the richness of its collections (eight curatorial departments and the Musée Delacroix) and its place in the history of France make it an institution from which people expect the very best: the Louvre must meet extremely high scientific, educational and cultural standards. This summary of the 2014 Annual Report reviews the initiatives implemented by the museum to achieve its goals.

I/ Enhancing the national collections

In 2014, the Musée du Louvre secured acquisition budgets to the value of **7.9 million euros**. For the first time, this budget enabled the museum to acquire works for every department. **89 works**, including **2 national treasures**, acquired for a total amount of **10.5 million euros**, entered the collections: 71 were purchases, 18 were gifts. The various museum departments inventoried **76,453 works** held at the Palace, bringing the total so far to **446,673** (i.e. 86% of the target figure). This year the museum also saw two exceptional events: the reinstallation of the Winged Victory of Samothrace following its restoration, and the opening of **33 new rooms** dedicated to 18th-century furniture.

Exhibitions through the year shed new light on the Louvre's collections. They included "Birth of a Museum: Louvre Abu Dhabi" (May 2–July 28, 2014), "Medieval Morocco: An Empire from Africa to Spain" (October 17, 2014–January 19, 2015) or "Sky Under the Roof" (February 20–May 19, 2014), "Masks, Masquerades, and Mascarons" (June 19–September 22, 2014) and "Voyages, Philippe Djian" (November 27, 2014–February 23, 2015).

The Louvre invited several contemporary artists to exhibit their work, as it does every year, including Claude Lévêque, Mark Lewis and the Chinese artist Zeng Fanzhi. Contemporary art also featured in the exhibition "Birth of a Museum: Louvre Abu Dhabi," with works by Cy Twombly and Yves Klein, and in the Tuileries Garden during the F.I.A.C. (International Contemporary Art Fair).

Knowledge and expertise related to the collections and exhibitions were widely shared and enhanced throughout the year: **58,353 spectators** attended more than **211 events** in the auditorium. **36 books**, including **16 scholarly volumes**, were published. The Grande Galerie magazine – Le Journal du Louvre issued **50,000 copies** to its subscribers.

In addition, in 2014 the Musée du Louvre produced **two 52-minute documentaries**, among others, as well as **12 short films** on its collections and history. The official website of the Louvre totaled **14.3 million visits** in 2014 (+1% compared to 2013) including 30% from a mobile phone or tablet device (+10% compared to the previous year).

7.9
million euros
acquisition budget

89
acquisitions

2
national treasures
acquired by the
Musée du Louvre

76,453
works inventoried



II/ Better conditions for visitors

In 2014, the Musée du Louvre drew nearly **9.3 million visitors**, including **71% from abroad**. Their countries of provenance were primarily the **United States (13%)**, **China (6%)**, **Italy (5%)**, the United Kingdom, Brazil, and Germany (4%). The number of non-paying visitors was **3.37 million**, almost 1/3 of the total. Even though the **overall satisfaction index (94% in 2014)** dropped by one point compared to the previous year, the proportion of visitors indicating that they were “Very satisfied” by their visit remained at **59%**. To improve the quality of visitor reception, in 2014 the Louvre launched the **“Pyramid” project**, which aims to restore the Napoleon Hall’s vocation as an information area for preparing the museum visit. The construction work, which will cost **53.5 million euros**, is taking place during opening hours and should be completed in 2016.

Furthermore, **174,779 visitors** benefited from **6,025 guided tours** and **2,050 educational workshops**. The number of programs aimed at groups, particularly workshops, rose by **19%**. A total of **510,895 audio guides** were rented by visitors.

In keeping with its public service role, the Louvre worked with **60 Educational Priority Areas (ZEPs)** in 2014, under a special agreement. The educational offering of the Louvre is updated yearly and covers some **40 themed areas**.

In 2014, **1,997** participants, including **1,396 in groups** and **601 individuals**, attended courses. The “Petite Galerie du Louvre” project initiated by the museum aims to provide a richer and more coherent educational service.

In 2014, **75 staff members** attended courses in assisting disabled visitors and directing people with impaired mobility. The display of casts in the Tactile Gallery, an 80 m² educational space in the Department of Sculptures, was renewed for the sixth time since 1995, with the theme “Sculpting the Body.”

The 18 casts on display enables visitors, whether they have impaired vision or not, to benefit from a tactile experience. A total of **1,452 disadvantaged groups** and **778 groups of disabled visitors** enjoyed specific visiting conditions at the Louvre.

For the first time in 2014, the Louvre took part in the riverside “Paris-Plages” event, through an exhibition of bathing-themed painting and sculpture reproductions. **1,564 people** participated in the activities; every morning, 200 children from day camps in the city of Paris attended educational workshops; **3,000 free admission tickets** for the museum were distributed. In 2014, seven hospitals in Paris and the surrounding region hosted a conference and **19 talks on art history** led by staff from the Louvre, and benefited from **23 tours and workshops** at the museum. In November 2014, the Musée du Louvre entered into an agreement with the Assistance Publique – Hôpitaux de Paris (Paris hospitals administration).

In December 2014, the Musée du Louvre’s agreement with the Prisons Administration Department was renewed. A new partnership with the École Nationale de l’Administration Pénitentiaire (National School of Penitentiary Administration) was established in June 2014. In 2014, **184 penitentiary staff** received training, **163 prisoners** attended **14 conferences** held outside the Louvre, and 7 were granted permission for leave to visit the collections.

9.3
millions visitors

71%
foreigners



III/ Developing outreach

In 2014, 490,000 people including 89,000 schoolchildren visited the Louvre-Lens. Among them, 13% came from the Lens-Liévin area, 25% from the Nord department and 53% from the Nord-Pas de Calais region. Since it opened on December 4, 2012, the Louvre-Lens has drawn 1.5 million visitors. Its program included 3 major exhibitions, “The Etruscans and the Mediterranean. The City of Cerveteri” (December 5, 2013–March 10, 2014), “The Disasters of War, 1800–2014” (May 28–October 6, 2014) and “Animals and Pharaohs” (December 5, 2014–March 9, 2015). The Glass Pavilion hosted an exhibition devoted to acquisitions by the museums of northern France in the last 30 years. 20 new masterpieces of the Louvre have entered the Galerie du Temps.

In 2014, the Louvre organized or participated in several exhibitions held in other museums in France, including “From Gainsborough to Turner. The Golden Age of English Portraiture and Landscape in the Collections of the Louvre” at the Musée de Valence (June 29–September 28, 2014) and the Musée des Beaux-Arts de Quimper

(October 23, 2014 – January 26, 2015); “Sesostris III, Pharaoh of Legend” at the Palais des Beaux-Arts de Lille (October 10, 2014–January 26, 2015); an exhibition devoted to Cardinal Jean Rolin at the Musée Rolin in Autun. The Louvre’s contribution to territorial development also took the form of **2,132 loans** of artworks in 2014.

Overseas, the Louvre Abu Dhabi project reached two milestones in 2014: the publication on October 12 of the list of **300 loans** of artworks (one third of which from the Louvre) granted by French museums for the first year of opening, and the completion of the concrete part of the construction, as well as the structure of the 180-meter-wide dome. By end 2014, the future museum’s collection comprised **582 works and ensembles of works**.

In 2014, the Louvre loaned **599 works** to foreign institutions. Exhibitions to which it contributed included “Ceramics: Divine Art from Ancient Greece” in Mexico City (January–May 2014); “Augustus, Emperor of Rome” in Rome (October 2013–February 2014); “The Mediterranean World from the Collections of the Musée du Louvre” in Beijing (October 2013–February 2014); “The Etruscans and the Mediterranean. The City of Cerveteri” in Rome (April–July 2014); “The Art of the Louvre’s Tuileries Garden” in Atlanta (November 2013–January 2014), Toledo (February–May 2014) and Portland (June–September 2014). The Louvre was also involved in several archeological excavations, at Gabii in Italy, Sozopol in Bulgaria, Paykend in Uzbekistan and Muweis in Sudan, among others. The Louvre has links with nearly 65 countries, and in 2014 strengthened its relations with Bulgaria, Morocco and the Museum in Tunis.

The Louvre’s activities are widely covered by the French and international media, and the museum was cited **5,500 times** throughout the year. In late 2014, it had **2.7 million subscribers** to its **13 social network accounts**. It is the most popular museum on Instagram, the most geolocalized one in the world, and the second most followed on Facebook.

1.5

million visitors to the Louvre-Lens since its opening

2,132

works loaned to French museums

599

works loaned to foreign cultural institutions

2.7

million subscribers to the 13 social network accounts operated by the Louvre



IV/ Adapting to the economic and social context

In 2014, 1,632 staff members, including 44% “category C” civil servants, followed at least one training course (+19.5% compared to 2013). The number of training days rose by 15%. The average training duration per staff member was 4.2 days. The Louvre devoted 2.67% of its payroll to training. Numerous measures were taken relating to occupational health and safety, including acoustic, repetitive strain injury and psychological issues. Managerial staff attended courses raising awareness of their health and safety responsibilities. In 2014, the Musée du Louvre employed 118 disabled staff members (5.72% of its personnel).

In 2014, the museum's revenue was **204 million euros**, made up of **102 million** euros of state subsidies and **102 million** euros of self-generated income divided as follows: **65 million** euros from ticket sales, **13 million** euros from patronage and media partnerships, **13 million** euros from the economic development of the estate, **5 million** euros of earnings related to the collections (DVD production, documentary resources, royalty fees for exhibitions held abroad), **5 million** euros from the Louvre Abu Dhabi project. Expenditure amounted to **211 million** euros, including **108 million** euros in personnel, **68 million** euros in operating costs and **35 million** euros in investments. In 2014, the financial yield of the Louvre Endowment Fund portfolio was **9.56%**. At December 31, 2014, the market value of the portfolio was **167.45 million** euros (+16 million euros compared to the previous financial year).

204
million euros
in revenue

102
million euros of state
subsidies

In 2014, a number of development projects were completed, including the construction of **2 staircases** on either side of the Pavillon Marengo and the installation of **an elevator**. This construction project required 2.5 years to complete, the involvement of **11** different building trades and a budget of 6.2 million euros. The year 2014 also saw the completion in May of the new 18th-century furniture rooms, with an exhibition area covering 2,500 m². This project, which involved the reconstruction of decors from authentic elements, represented an investment of **25 million** euros financed by the museum's own resources. Finally, the Daru staircase, at the top of which stands the Winged Victory of Samothrace, was renovated, an operation that included the creation of a pedestal in Carrara marble to raise the work.

In 2014, the **49 firefighters** who ensure the round-the-clock safety of the staff and collections of the Musée du Louvre dealt with **4,667 incidents** (a drop of 33% compared to the previous year).