

GUGGENHEIM BILBAO

PRESS RELEASE

The Guggenheim Museum Bilbao is launching the crowdfunding initiative #BringPuppyToLife to raise funds to restore this work of art

The Guggenheim Museum Bilbao has presented the crowdfunding initiative #BringPuppyToLife to raise the funds needed to restore the inside of Jeff Koons's floral sculpture *Puppy*, one of the most iconic works of art of the Museum and the city of Bilbao.

The reason the Museum decided to launch its first crowdfunding campaign is that an exhaustive technical analysis carried out by the experts in the Museum's Conservation Department concluded that the work has to be treated preventatively to replace and refurbish the components of its internal structure to ensure its future conservation. The restoration of the steel "skeleton," the watering system, and the different layers that secure the substrate which also feeds the plants, such as the metallic mesh and the geotextile fabric, will cost €100,000, so the Museum has chosen to enlist the collaboration of society to ensure that such a beloved and representative work as *Puppy* will remain in sound condition for the next 25 years.

To do so, the Museum has included on its website the special microsite [Bring Puppy To Life](#) in Basque, Spanish, English, and French, where anyone who wants to make a contribution and become a 'sponsor' of the colossal floral *Puppy* can do so online securely and easily, choosing the easiest method for them—PayPal, Bizum, or credit card. Residents in Spain can deduct their donation by filling out their information for the tax certificate.

This crowdfunding campaign will be active starting today and until fall. Restoration will take place in September, October, and November of 2021, dovetailing with the next change in *Puppy's* flowers, when the recently-planted summer flowers will be replaced by winter plants.

Puppy has been welcoming visitors to the Guggenheim Bilbao since the Museum opened in October 1997 and it joined the Collection. This public sculpture more than 12 meters tall, which represents a giant West Highland terrier, is designed to attract, spark optimism, and instill confidence and security, in the words of its artist, Jeff Koons. *Puppy* is one of the most admired and photographed contemporary works of art, and in order for it to continue to keep its optimal appearance and health in the future, the time has come to give it a new lease on life.