PRESS RELEASE

World Memory Champion Ben Pridmore visits the Guggenheim Museum Bilbao and shows his astonishing skill

The Guggenheim Museum Bilbao welcomed a visit by Ben Pridmore, a 34-year-old Englishman and three-time winner of the World Memory Championship. His visit was no accident; his pioneering system of remembering information through interesting stories which has earned him worldwide fame gave rise to an original challenge inside the Museum. This challenge has become the feature of the new campaign.

Through numerous digital media, both online and offline, the spot tells how in just half an hour Pridmore goes through and remembers all the information on a tour of the entire Museum bit by bit, including art, architecture, and gastronomy. The challenge consisted of recalling, in order, the extensive tour, which included singular works from the Museum's Collection currently on display, the most unique and extraordinary areas in Frank Gehry's building, and even the elaborate avant-garde dishes on the menu at Nerua Restaurant, which recently earned a Michelin star.

Pridmore's visit was filmed and the video shows him in several Museum spaces and later giving a detailed account of everything he saw and experienced in a single take.

Check that he succeeds in the challenge (www.guggenheim-bilbao.es/plus/ben).

Additional information is available on the website: www.guggenheim-bilbao.es or on the phone: 944 35 90 00 (press area).