

Guggenheim

Verb - [**goo** **g**-uh n-hahym]

To view or admire something intended to be entered or viewed from inside, but from the outside only due to cost, crowds or other inconveniences.

Derivation: Mark, Pam and Maria went to the world famous Guggenheim Museum in Bilbao. Though the architecture was magnificent, the featured artist was not to their taste, the crowds were swarming and the entrance fee costly. So rather than enter, they only walked around and admired the building from all sides. When friends would later ask “of course you went to the Museum?” they could answer “yes, certainly”, but actually they **Guggenheimed** it.

Example: Reid and Mark stopped in front of the William Tell museum and considered entering; but after a moment’s thought they decided to **guggenheim** it and go for a beer instead.