

Press release

23 September 2014

The 125th anniversary of Vincent van Gogh's death commemorated

On 29 July 1890 Vincent van Gogh (1853) died in Auvers-sur-Oise. The 125th anniversary of his death will be commemorated in 2015 with a many-faceted cultural programme using the motto *125 years of inspiration*. This programme will take place not only in the Netherlands but also in Belgium and France through a unique collaboration *Van Gogh Europe*. The year of commemoration is being coordinated by museums and heritage locations which are in some way connected with his work, his life and his sources of inspiration. There is also a special programme concentrating on the influence that Van Gogh has on contemporary painters, artists and amateurs to this very day: from Keukenhof to the Flower Parade in Zundert and from the cycle track developed by Daan Roosegaarde to Vincent the Musical.

Museum highlights in the Netherlands

Museums where Van Gogh's work is kept and displayed are offering a lively public programme in which visitors will be introduced to the sources of inspiration and Van Gogh's contemporaries. They can also experience how Van Gogh inspires artists to this very day.

Kröller-Müller Museum

25.04.15 - 27.09.15

Van Gogh & Co.

Still lifes, natural motifs, cityscapes and Van Gogh's human figures will be compared to works by contemporaries using similar genres. More than fifty of Van Gogh's paintings and drawings will be on display together with a multitude of works by other artists before and after Van Gogh's time.

Van Gogh Museum

25.09.15 - 17.01.16

Munch : Van Gogh

Despite the many striking parallels in their oeuvres and artistic ambitions, and the fact that they are often considered to be each other's counterparts, these titans have never before been brought together in one exhibition.

Het Noordbrabants Museum

24.01.15- 26.04.15

Design from the country of the potato eaters: Designers meet Van Gogh

The most unusual works by designers who have connections with Brabant are linked to three famous works by Vincent van Gogh.

Highlights in Vincent's homeland

Vincent van Gogh's roots lie in Brabant. Vincent was born and grew up there. He produced his first masterpiece *The Potato Eaters* there. There are still traces of Vincent's unique life and work at five locations in Brabant. The programme for Brabant - Vincent's homeland is extensive. In addition to extra exposure for the permanent presentations at the Van Gogh locations, numerous activities will be organised for all ages. Zundert will stage *The World of Van Gogh* (12.10.14 - 08.03.15) and *Robert Zandvliet - A piece of nature* (30.03.15 - 30.08.15). Nune Ville in Nuenen will be presenting *The Vincent Affair* (01.04.15 - 01.10.15) and children can take part in the educational talent programme *The New Vincent* in Tilburg

Vincent as a source of inspiration

The 125th anniversary of his death has prompted numerous organisations and initiatives to consider Van Gogh as a source of inspiration. Keukenhof will be paying special attention to Van Gogh in 2015 by planting tulip arrangements inspired by Van Gogh's self-portraits. At the initiative of the community of Ede, the nature, art, culture and food of the Veluwe will be combined in a varied programme entitled 'Taste of Van Gogh'. The Tuinen van Appeltern gardens will be designing ten Van Gogh gardens in 2015. Works of art inspired by Van Gogh will be on show during the GLOW light festival in Eindhoven and Festival Boulevard in 's-Hertogenbosch will give young theatre producers the chance to develop Van Gogh programmes. Even the Flower Parade in Zundert, the Redhead Days in Breda and dance event Wish Outdoor are taking inspiration from Van Gogh.

Musical finale

As a musical finale to the Van Gogh Year, the premiere of the musical *Vincent* will take place in the Autumn of 2015. A musical extravaganza produced by Albert Verlinde.

Belgian programme

The Mons 2015 European Capital of Culture foundation will be organising the exhibition *Van Gogh in the Borinage, birth of an artist* from 25 January to 17 May 2015 in the BAM (Fine Arts Museum). About 70 of his paintings and drawings from various international collections will be on show, including significant loans from the Van Gogh Museum and the Kröller-Müller Museum. To celebrate Mons 2015, the house where the artist lived in Wasmes (now Colfontaine) will be open and attention will be paid in various ways to the arrival of film producer Vincente Minnelli in the Borinage in the 1950s for the filming of *Lust for Life* about Vincent van Gogh.

French programme

The various Van Gogh locations in France will also be involved in Van Gogh Europe. From September 2014 there will be a new guided tour of the Montmartre of Van Gogh in Paris and the Fondation Custodia will stage the exhibition *Between Goltzius and Van Gogh. Drawings and paintings from the P. and N. de Boer Foundation* from 13 December 2014 to 18 March 2015. The Fondation Vincent van Gogh in Arles will dedicate an exhibition about Van Gogh's drawings from 17 May to 30 August 2015. Saint-Rémy has compiled an extensive programme including an exhibition, lectures and a film programme. In Auvers-sur-Oise, the town where Van Gogh died in 1890, there will be a cultural season as there was in 2014, *In the footsteps of Van Gogh* (4 April to 30 August 2014) on the theme of Van Gogh.

International marketing campaign Van Gogh 2015 Alliance

To promote the Van Gogh Year in the Netherlands, NBTC Holland Marketing, RBT KAN and Visit Brabant have joined forces to form the Van Gogh 2015 Alliance. Partly thanks to financial support from the provinces of Gelderland and Brabant and from overseas partners it has become possible for the Dutch museums and heritage locations associated with Van Gogh Europe to gain international exposure with a special Van Gogh 2015 marketing campaign. As a result of this campaign 180,000 international visitors are expected in the Netherlands.

Van Gogh Europe Foundation

Four institutions form the basis of the Van Gogh Europe Foundation: the Van Gogh Museum, the Kröller-Müller Museum, Van Gogh Brabant and Mons 2015 European Capital of Culture. Together they make up the core of a collaboration organisation under the name Van Gogh Europe, comprising about 30 institutions in the Netherlands, Belgium, France and England which are actively engaged in preserving the heritage of Van Gogh.

Editorial note, not for publication:

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Promoting partners Van Gogh 2015 Alliance



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