

**VAN GOGH EUROPE**  
ANNUAL REPORT 2023

**VanGogh**  
**EUROPE**



TOURIST OFFICE MONS | VAN GOGH HUIS DE CUESMES AND MAISON DE VAN GOGH DE COLFONTAINE | FONDATION VINCENT VAN GOGH ARLES | TOURIST OFFICE SAINT-RÉMY-DE-PROVENCE | INSITITUT VAN GOGH AUVERS SUR OISE | VAN GOGH HOUSE LONDON | VAN GOGH BRABANT | HET NOORDBRABANTS MUSEUM | KRÖLLER MÜLLER MUSEUM | DRENTS MUSEUM ASSEN | VAN GOGH HUIS DRENTHÉ | VAN GOGH MUSEUM AMSTERDAM | MUSÉE D'ORSAY | MUSÉE ESTRINE | MUSÉE DES ALPILLES | SAINT-PAUL-DE-MAUSOLE SAINT-RÉMY-DE-PROVENCE | ATOUT FRANCE | ASNIÈRES-SUR-SEINE CENTRAAL MUSEUM UTRECHT | VINCENT VAN GOGH HUIS ZUNDERT | VAN GOGH VILLAGE MUSEUM NUENEN | MAISON DU DR GACHET | CHATEAU D'AUVERS | MUSÉE ESTRINE | NBTC | VAN GOGH ROOTS AUVERS-SUR-OISE | MARKETING DRENTHÉ | NATIONAL GALLERY



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## 1. Preface

*'Grote dingen gebeuren niet alleen door een impuls, maar als een opeenvolging van kleine dingen die met elkaar verbonden zijn.'*

*"For the great doesn't happen through impulse alone, and is a succession of little things that are brought together."*

Vincent van Gogh to his brother Theo, The Hague, 22 October 1882

2023 was a great year with two major anniversaries that brought the heritage of Vincent van Gogh into the spotlight. The foundation was able to achieve the goals it had set for 2023.

In 2023, as the Van Gogh Museum, we celebrated our 50-year anniversary and all our Van Gogh Europe partners celebrated with us. Not only did we celebrate 50 years of the Van Gogh Museum, but the Drents Museum celebrated 140 years of Van Gogh in Drenthe, the Van Gogh House celebrated 150 years of Van Gogh in London and the Vincent in Nuenen reopened its doors after extensive renovations.

Two major events took place that Van Gogh Europe (VGE) was able to reach out to and help with. The two specific events for VGE were: the seminar on art and wellbeing in Paris and the congress in Emmen. The last year of the former strategic plan ended with a fantastic congress in Emmen to celebrate the anniversary of Vincent van Gogh in Drenthe. One hundred and forty years after Vincent first arrived in Drenthe, we were able to show the largest number of works from his Drenthe oeuvre together. Travelling with Vincent takes visitors to Van Gogh's Drenthe, and follows his wanderings through the Drenthe of 1883.

Alain van der Horst stepped down as a chair in the second half of 2023. Anne-Sophie Foron kindly took his place as interim chair. Amanda Vollenweider was appointed as the new chair in the last board meeting of the last strategic period (12 – 13 December). The board also welcomed Caroline Dumoulin as a new board member.

Over the course of the year, it became clear to most museums and heritage sites in the Van Gogh Europe network that visitor numbers were on the increase. The thirst for knowledge, distraction, inspiration and analysis is unabated if not stronger than before. There is growing understanding of the idea that art, in the broadest sense of the term, and Vincent van Gogh's life and work in particular can give a real boost to mental wellbeing.

This makes Van Gogh Europe's ambitions all the more valuable: with its preparations for the seminar in Paris, the conference in Emmen and the development of the Van Gogh Europe app, the network is contributing fantastically on all these fronts. This was all possible thanks to the generous contributions from the Dutch embassy in Paris, the province of Drenthe, the Vincent van Gogh Foundation, our partnership with the developer Tapart and the Van Gogh Atlas publisher, Rubinstein.

The renewed brochure we published was very popular with all our partners.

SRC Reizen and Van Gogh Europe have also joined forces, and work is underway behind the scenes to offer all Van Gogh fans the opportunity to travel through Europe and literally follow in the footsteps of Vincent van Gogh. We will evaluate the collaboration and select which tours we want to continue in 2024.

I also have the pleasure of taking this opportunity to wish our new principal partner, the National Gallery in London, a warm welcome to our network.

I found it particularly gratifying that, in 2023, we were back on track after the Covid pandemic, and we could meet up in person for the board and partner meetings.

Finally, I would briefly like to mention how proud we are to see the impressive growth in the number of Van Gogh Europe followers on our social media channels, Facebook and Instagram, thanks to the efforts of our intern Djalma Taihuttu.

I would like to offer my particular thanks to our project manager Sarah Dekker, who made so much effort this fruitful year, by organising the two major events, coördinated the webapp and did such a good job with all the extra marketing and communication for this year

And, of course, on behalf of the entire board, I would like to express my heartfelt gratitude to all current and new Van Gogh Europe partners in France, the United Kingdom, Belgium and the Netherlands for their effort, enthusiasm and shared commitment.

Amanda Vollenweider

Senior Manager Education and Presentation, Van Gogh Museum Amsterdam

Chair, Van Gogh Europe

## 2 The organisation: Board and partners

Mission: The Van Gogh Europe Foundation is a network of collaborating European locations and collections that are associated with Vincent van Gogh's life and work. It aims to make Van Gogh's cultural heritage accessible to a wide audience in order to inspire, unite and engage current and future generations.

All the partners embrace the mission. Van Gogh Europe has a board and 26 official partners. This network comprises a total of 12 heritage locations, ten museums and four partners, in 17 cities spread across four countries.

As of 2023, the board was comprised of:

- Alain van der Horst, Chair from January – June (Head of Corporate Communications and PR, Van Gogh Museum)
- Anne-Sophie Foron, Secretary, Chair of AI from July – December (Head of Visitors Department and Communications, Fondation Vincent van Gogh Arles)
- Amanda Vollenweider, Chair from December 2023 on (Senior Manager Education and Presentation, Van Gogh Museum)
- Ellen ter Hofstede, Treasurer, (Head of Public Affairs, Drents Museum)
- Other members of the board: Livia Wang (Creative Director, Van Gogh House London) and Natacha Vandenberghe (Director of Culture and Tourism, Mons)
- Caroline Dumoulin started as a board member in December, and Natacha stepped down from the board (collections Conseillère scientifique Maison Van Gogh de Cuesmes Pôle muséal / Artothèque)

### 2.1 Head Partners

#### THE NETHERLANDS

Van Gogh Europe has eight partners in the Netherlands.

##### 1. Van Gogh Brabant (3 partners)

The Van Gogh Church in Etten-Leur, the Vincent van Gogh Huis in Zundert (Vincent van Gogh's birthplace) and the Van Gogh Village Museum in Nuenen are all part of Van Gogh Brabant and the Van Gogh Europe network.

Frank van de Eijnden (Director of Van Gogh Brabant, Director of the Van Gogh Heritage Sites Foundation and Operational Director of the Van Gogh National Park) is the Brabant representative of Van Gogh; Ron Dirven (Director of the Vincent van Gogh Huis Zundert) is the artistic representative for the Brabant heritage locations. Van Gogh Brabant is one of the founders of the Van Gogh Europe network.

##### 2. Het Noordbrabants Museum

Het Noordbrabants Museum in 's-Hertogenbosch has 12 works by Van Gogh in its collection. The museum is also a part of the Van Gogh Brabant network.

Stella Nulens is the representative from Het Noordbrabants Museum (Head of Marketing and Communication).

##### 3. Kröller-Müller Museum

The Kröller-Müller Museum in Otterlo is home to the world's second largest collection of Vincent van Gogh's works with almost 90 paintings and over 180 drawings.

Onno Wittenberg (Head of Marketing and Business Development) represents the Kröller-Müller Museum in the Van Gogh Europe network. The Kröller-Müller Museum is one of the founding members of the Van Gogh Europe Foundation, together with the Van Gogh Museum and Van Gogh Brabant.

##### 4. Drents Museum

The museum's collection includes the following paintings by Van Gogh: *The Peat Barge* (1883) and *Peasant Burning Weeds* (1883). The latter was acquired jointly with the Van Gogh Museum in November 2019. In 2023, the Drents Museum hosted the first exhibition focused on Van Gogh's period in Drenthe.

Ellen ter Hofstede (Head of Public Affairs) represents the Drents Museum in Van Gogh Europe since 2029 and was appointed Board Treasurer in 2022.

### **5. Van Gogh Huis Drenthe**

The house in which Van Gogh lived during his period in Drenthe (autumn of 1883) is located in Nieuw-Amsterdam. It was under renovation but opened its doors again in the summer of 2023.

Merijn Vos (Advisor to the Board) represents the Van Gogh Huis Drenthe till June. Second half year the board of the VGH represented the van Gogh House.

### **6. Van Gogh Museum Amsterdam**

Home to the world's largest collection of works by Vincent van Gogh (paintings, drawings, and letters), the Van Gogh Museum is a major partner in the network. The Van Gogh Museum is one of the three founding partners of Van Gogh Europe.

Alain van der Horst (Head of Corporate Communications and PR) had been Chair of the Van Gogh Europe board since June 2020 until July 2024

Amanda Vollenweider (Senior manager Education and Presentation) started as Chair of Van Gogh Europe in December 2023.

Sarah Dekker (Project Manager) has supported the network as a Project Manager for Van Gogh Europe since February 2019.

### **7. Centraal Museum**

The Centraal Museum owns seven works by Vincent van Gogh. The artist regularly visited Utrecht to see family and friends, including the artist Anthon van Rappard, who owned a studio there. Work by Van Gogh from the Van Baaren collection, such as *Sous-bois*, is regularly on display.

Jacqueline Rutten (Head of Public and Information) is the network's representative for the Centraal Museum.

## **BELGIUM**

Van Gogh Europe has two partners in Belgium: one promotional partner and one content partner.

### **9. Mons Region Tourist Office and Maison Van Gogh de Colfontaine**

Mons Region Tourist Office promotes Mons and the surrounding area. A significant focus of their activities is the story of Vincent van Gogh in the Borinage. Maison Van Gogh de Colfontaine is one of the two houses in which Van Gogh lived during his stay in the Borinage.

The Director of the Tourist Office, Natacha Vandenberghe, has been a member of the Van Gogh Europe board since 2016. Caroline Dumoulin has represented the Belgium Region including the Maison Van Gogh de Colfontaine and Maison Van Gogh de Cuesmes since 2023.

### **10. Maison Van Gogh de Cuesmes**

Van Gogh lived in two houses during his stay in the Borinage (1878 – 1880). Both of these houses are open to visitors.

Caroline Dumoulin (Scientific Consultant) and Xavier Roland (Director of BAM – Beaux-Arts-Mons) represent one of these houses, Maison Van Gogh de Cuesmes, in Van Gogh Europe. Caroline became Board member in December 2023.

## FRANCE

Nine of our partners are based in France.

### 11. Fondation Vincent van Gogh Arles

Fondation Vincent van Gogh Arles uses contemporary and modern art to offer a fresh perspective on van Gogh's oeuvre. The Fondation always displays a Van Gogh work in their exhibition.

Anne-Sophie Foron (Head of Visitors Department and Communications) represents the Fondation Vincent van Gogh Arles in the Van Gogh Europe network. Anne-Sophie became a board member in 2019.

### 12. Tourist Office Intercommunal Alpilles en Provence, Saint-Rémy-de-Provence

The Tourist Office in Saint-Rémy is our promotional partner. It represents the period in which Van Gogh was admitted to the Saint-Paul-de-Mausole psychiatric hospital (1889 – 1890). Saint-Rémy is also home to Musée Estrine and Musée des Alpilles, which both provide visitors with information about Van Gogh's stay in the town.

Ingrid Caceres (director of the Tourist Office) is our representative from Saint-Rémy-de-Provence.

### 13. Musée Estrine, Saint-Rémy-de-Provence

Alongside exhibitions of modern and contemporary art, Musée Estrine is home to an interpretation centre dedicated to Vincent van Gogh's art and life. The museum pays homage to the works Van Gogh created during his time in the asylum. Elisa Farran (Director) represents the museum in the Van Gogh Europe network.

### 14. Institut Van Gogh, Auvers-sur-Oise

The institute is located in the Auberge Ravoux where Van Gogh spent the final phase of his life. The graves of both Vincent and his brother Theo van Gogh are close to the auberge. Dominique Janssens (Director) is the contact person for the network.

### 15. The House of Dr Gachet, Auvers-sur-Oise

The house of Dr Gachet was one of the most important places for Van Gogh in Auvers-sur-Oise. He spent considerable time painting in the garden there, as well as visiting Dr Gachet and his family. Magalie Bouchet (Director of Culture at Val d'Oise) represents this heritage location.

### 16. Château d'Auvers, Auvers-sur-Oise

The Château of Auvers is featured in one of Van Gogh's final masterpieces, *Landscape at Twilight*. In October 2023, it hosted an exhibition dedicated to the time Van Gogh spent in France between 1886 and 1890.

Magalie Bouchet (Director of Culture at Val d'Oise) represents this heritage location too.

### 17. Van Gogh Roots, Auvers-sur-Oise

The precise location of Van Gogh's final masterpiece, *Tree Roots*, was discovered in Auvers-sur-Oise in 2020. Visitors can learn all about Vincent's final days during a guided tour and experience standing in the exact same location as he did while painting for the very last time.

Jean-François and Hélène Serlinger are the proud owners of the non-profit organisation Van Gogh Roots. They became part of Van Gogh Europe at the beginning of 2022.

### 18. Musée d'Orsay

Musée d'Orsay is home to an impressive collection of works by Vincent van Gogh. All 24 of the Van Gogh paintings in the collection are from Dr Gachet's estate, Vincent's physician and friend during his final months in Auvers-sur-Oise. Dr Gachet left the paintings to the museum in his will.

Musée d'Orsay officially joined Van Gogh Europe on 1 January 2021, and Guillaume Blanc (Director of Visitors Affairs) represents the museum in meetings and at events.

### 19. Asnières-sur-Seine

Van Gogh frequently visited Asnières-sur-Seine when he lived in Paris. Together with his artist friend Emile Bernard, he regularly went on long walks along the Seine and painted several works in the small



town, such as *Bridges across the Seine at Asnières*, *Pont de Clichy* and *The Entrance*. In Asnières, you can walk in Vincent's footsteps and stand in the locations where these paintings were created. Barbara Treutenaere (Vice-Mayor of Asnières for Communication, Social Networking, and International Relations) represents the municipality in Van Gogh Europe.

## **THE UNITED KINGDOM**

Two partners are located in the United Kingdom.

### **20. Van Gogh House London**

Van Gogh lived on Hackford Road in London from 1873 to 1874. The house reopened in March 2019 after extensive renovations and now offers artist residencies.

Alice Childs and her daughter Livia Wang (Creative Director), owners of the Van Gogh House, became members of Van Gogh Europe in 2018. Livia became a member of the board in April 2019.

### **21. National Gallery, London**

Located in London's Trafalgar Square, the National Gallery is one of the greatest art galleries in the world and is free to visit for everyone. Founded by Parliament in 1824, it exists to bring people and paintings together. The Gallery houses the nation's collection, including works by Artemisia Gentileschi and Van Gogh. 2024 marks the Gallery's bicentenary, as well as 100 years since acquiring *Van Gogh's Chair and Sunflowers*. As part a year-long NG200 celebration, the Gallery is holding the UK's first major Van Gogh exhibition since 2010, opening September 2024. Covering his work from the south of France with many paintings never seen in public before, it promises to be spectacular.

## **2.2 Associated partners**

### **NBTC Holland**

NBTC Holland is a national destination management organisation, of and for the Netherlands. It uses its national vision for tourism to inspire, connect and facilitate cities, regions, business owners and other stakeholders. They are committed to making the Netherlands a liveable, popular and valuable destination for residents, visitors and companies. In this way, the story and legacy of Vincent van Gogh helps them to achieve their goals. For Van Gogh Europe, they represent an important promotional partner who we are very happy to welcome back into the network.

### **Marketing Drenthe**

Marketing Drenthe is a destination organisation responsible for marketing Van Gogh Drenthe. From 2023 onwards, Van Gogh Drenthe's ambition is to make the cultural heritage of Van Gogh in Drenthe more visible. Both the landscape and people of this province were a real inspiration for Van Gogh's development of his passion for art. Van Gogh Europe is happy to welcome Marketing Drenthe as a partner and is helping to support sustainable development, conservation, maintenance and promotion of Vincent van Gogh's heritage in Drenthe.

### **Atout France**

In 2021, Atout France became the first associated partner of Van Gogh Europe. Atout France is located in Amsterdam. It is a tourism development agency that promotes France in the Netherlands. Sandrine Buffenoir (Deputy Director) is our contact person.

### **SRC**

SRC (NL) SRC Travel is a travel company that organises cultural tours. SRC Travel has been active for 40 years. Its tours focus on beautiful, special and unique destinations, and enables travellers to experience local culture and art. It collaborates with Dutch museums and cultural institutions such as Van Gogh Europe and organises trips tailored around artists, artistic movements and exhibitions.

## Board member retirement schedule

Alain van der Horst stepped down as Chair in June 2023. Anne-Sophie Foron took his place as Interim Chair. According to the foundation's statutes, the Van Gogh Museum has to nominate the automatic chair to the board. Amanda Vollenweider (Head of Education and Presentation of the Van Gogh Museum) was nominated. Amanda Vollenweider was appointed as the new Chair in the final board meeting (12 – 13 December) of the last strategic period. The board also welcomed Caroline Dumoulin as a new board member.

<b>Name</b>	<b>Assumed</b>	<b>Up for re-election</b>	<b>Remark</b>
Alain van der Horst	2020	2023	Stepped down June 2023
Natacha Vandenberghe	2016	-	Second and last terming closed
Livia Wang	2019	2025	Second and last term
Ellen ter Hofstede	2022	2025	First term
Anne-Sophie Foron	2019	2025	Second and last term
Caroline Dumoulin	2023	2026	First term
Amanda Vollenweider	2023	2026	First term

### 3 Board and partner meetings

In 2023, although we had some fantastic opportunities to meet and share information and knowledge, we were quite economical in terms of board and partner meetings. Most of the board meetings were online. The board and partners were able to meet each other on two major events, in Paris in spring and in Drenthe in the autumn.

#### Board meetings:

8 March	Online board meeting (2022 annual and financial report, updates and forecast on activities, seminar and congress)
15 March	Online presentation for students of Amsterdam Business School
6 April	Online partner meeting (2022 reflection, 2023 forecast and updates on activities for partners)
25 May	Live seminar on mental wellbeing in Paris for partners and external guests (presentation students BSC Leuven, speeches, lunch partners)
18 July	Alain van der Horst announced his immediate stepping down as Chair of VGE due to personal circumstances
20 September	Online board meeting (board and chair issues, interim chair Anne-Sophie Foron, app and congress updates)
14 November	Live congress in Emmen for partners and external guests with dinner for partners and Drenthe network
12 – 13 December	Live board meeting in Paris (project management and board issues, new Chair Amanda Vollenweider)

#### 3.1 Seminar 25 May

Van Gogh Europe organised its first inaugural seminar on Thursday 25 May. The event was called ‘Art, Culture and Mental Well-Being’. Held at Atelier Néerlandais in Paris, this special exploratory event was rooted in the educational collaboration that the network began with the ISC Paris Business School in 2019 and with KU Leuven (Brussels) in 2021.

A number of speakers from Van Gogh Europe countries explored the event’s theme from various perspectives. The speakers included culture, wellbeing and mindfulness expert Jolien Posthumus (Museum van de Geest), Professor Sabine Bacouel-Jentjens (ISC Paris Business School) and Professor Ingrid Molderez (KU Leuven), students Mara Temmerman, Ione Feys and Amelie Ruts, artist and educator Clémentine Bedos (on behalf of Van Gogh House London) and Head of Education and Interpretation Gundy van Dijk (Van Gogh Museum). Composer and producer Kelian Portilla provided the musical accompaniment to the seminar. Project Manager Sarah Dekker (Van Gogh Europe/Van Gogh Museum) organised the seminar and acted as moderator on the day.



*Speaker Jolien Posthumus at the seminar on 25 May*

### 3.2 Congress in Emmen, 14 and 15 November

The aim of the congress was to offer an educational, informative and cultural programme with interesting events and activities for a range of target groups and to create a platform to give our unique European collaboration exposure.

#### Congress in Drenthe: November 2023

The focus of the congress in Drenthe was on research, the preservation of heritage locations and attracting an audience of historians, academics, researchers, municipalities and project developers. Several Van Gogh Europe partners from different countries spoke about subjects like historic preservation, politics, ways to reach target groups, visibility, preserving and restoring European heritage. The morning started with Eric van Oosterhout, Mayor of Emmen, who opened the congress. Ellen ter Hofstede spoke on behalf of Van Gogh Europe. A lot of fantastic insights were provided by specialists like Annemieke Rens, who spoke about the period Van Gogh spent in Drenthe, Livia Wang, who showed the Van Gogh House in London restoration project, and Wouter van der Veen, who talked about his discovery of the *Tree Roots*. In the afternoon, Caroline Dumoulin talked about the ambitious plans for Maison Van Gogh de Cuesmes. Anne-Sophie Foron provided a lot of background information about Fondation Vincent van Gogh Arles and how they attracted contemporary artists. There were many others too. The programme was punctuated with quiz questions and videos. The official programme ended with the launch of the Van Gogh Europe app by Janne Heling, a descendant of Theo van Gogh.

The next day a tour around Drenthe was arranged to the Van Gogh House in Nieuw Amsterdam/Veenoord and the Drents Museum in Assen.

You can view the compilation of the congress on <https://www.youtube.com/watch?v=JWkL1FW97Z4>

We saw the congress as a great opportunity to present ourselves as an example for the European community to commit to a cross-border, cultural and educational network and collective.



*Day one of the congress, Atlas Theater Emmen*

## 4 Location visits

### 4.1 Paris

Van Gogh Europe organised its first inaugural seminar on Thursday 25 May. The event was entitled Art, Culture and Mental Well-b Being. Most partners could attend te seminar in Paris. A number of speakers from all Van Gogh Europe countries explored the event's theme from various perspectives.

### 4.2 Paris and Auvers-sur-Oise

On 28 July, Director of the Van Gogh Museum Emilie Gordenker, advisor to the board and family member Willem van Gogh and his successor and niece Janne Heling travelled to Auverssur-Oise to commemorate the 133<sup>rd</sup> anniversary of Van Gogh's death. Joined by Alain and Sarah, they had dinner at the Auberge Ravoux, the inn where Vincent had spent the last 70 days of his life.

The next day, the anniversary of Vincent's death, they all gathered at both his and Theo van Gogh's graves for a special ceremony. Emilie Gordenker and Janne Heling paid a beautiful homage to the artist with their

### 4.3Drenthe

Most partners met in Emmen during the congress on 14 and 15 December. speeches and, along with Willem van Gogh, lay wreaths of sunflowers on the graves.



*The sunflowers on the graves of Vincent and Theo Van Gogh*

## 5 New partners

### 5.1 Head partners

#### **National Gallery, London**

The National Gallery is an art museum located in central London, England. Founded in 1824 and located in Trafalgar Square since 1838, it houses a collection of over 2,300 paintings dating from the 13<sup>th</sup> century to 1900. The National Gallery houses eight paintings by Vincent Van Gogh, including *Sunflowers*.

To mark its 200<sup>th</sup> anniversary, the National Gallery will host a major exhibition of Vincent Van Gogh's paintings in the autumn of 2024.

The exhibition, *Van Gogh: Poets and Lovers*, will also mark the centenary of the Gallery's acquisition of the artist's *Sunflowers* and *Chair* (1888), two of his most famous pictures.

The Gallery's first exhibition devoted to the artist will be the first to focus on Van Gogh's imaginative transformations. It will feature over 50 works and loans from museums and private collections around the world, including important pictures from the Kröller Müller Museum, Otterlo, the Van Gogh Museum, Amsterdam and the Musée d'Orsay, Paris. Groups of Van Gogh's most ambitious canvases and works on paper will explore the artist's creative process and his inspirations.

The importance of this new partner is clear from the importance of the museum's Van Gogh collections and the fact that it is marking its 200<sup>th</sup> anniversary with a major exhibition of Van Gogh's works.

## 6 Van Gogh Europe activities

### 6.1 Van Gogh Europe App

In order to achieve the network's dream of creating its own Van Gogh Europe app, a complete funding of 45,000 EUR was needed. Luckily, funding was obtained in 2022. Rubinstein, the publisher of the Van Gogh Atlas officially began developing the app on 1 January 2023. Nienke Denekamp (author of the Van Gogh Atlas) was hired to write the script. Mariëlle van Tilburg from Mynq was recruited to coordinate digital storytelling, while the Dutch company Tapart (developer of the multimedia tour at the Van Gogh Museum) signed on to develop the app. The app was launched during the congress in Emmen <https://www.vangogheurope.eu/van-gogh-europe-route-app>

### 6.2 Educational projects

Since 2019, we have been working together with ISC Business School Paris, ESSEC in Cergy (FR) and the University of Leuven (BE). We are currently considering collaborating with the Amsterdam Business School (NL) as well.

In light of the importance of 2023 for Van Gogh, we decided to organise a special seminar to shine light on this project and share it with the world. In 2022, students worked on a business case about Van Gogh, Van Gogh Europe, sustainability and wellbeing. Cultural institutions and museums have felt the need to engage with mental wellbeing in society especially after the pandemic. Students were challenged to come up with new ways to help the partners in the Van Gogh Europe network to use their locations and collections to contribute to social welfare, with a special focus on young adults. The results of this project were presented during the seminar on 'Van Gogh, Art and Well-Being' that took place on 25 May 2023 at the Atelier Néerlandais in Paris.

### 6.3 Van Gogh Europe x SRC Travel: Follow van Gogh trips

We regularly receive questions via the Van Gogh Europe website about booking potential Van Gogh tours and trips via the network. Until now, we have always directed these people to travel agents in Europe and had to apologise for not being able to help further. Based on these experiences, we fostered the ambition to be able to meet this demand. By sheer coincidence, we crossed paths with the well-established travel agency SRC Travel. SRC Travel started with a few Van Gogh tours,. This resulted in three bus tours and a 12-day tour through the Netherlands, Belgium and France. These

trips offer a special experience for anyone interested in Vincent van Gogh and who would like to truly follow in his footsteps. It is a great way to learn more about the heritage locations and beautiful European museums in our network. The tours went live at the beginning of 2023 and were launched with a joint marketing campaign. Four tours are now part of SCR's standard offer: Vincent van Gogh in Drenthe, Vincent van Gogh in Nederland, Vincent van Gogh in Belgium and France, and Vincent van Gogh in Provence, France.



SRC Travel

## 7 Focus on Europe

### 7.1 ISC Business School projects x KU Leuven

For the third year in a row, the ISC Business School and KU Leuven organised an exchange project. At the end of October, Sarah Dekker travelled to Paris to give a course on Van Gogh's illness, and how his mental health influenced his art and vice versa. The students were also introduced to the Van Gogh Europe network, its mission, activities and partners. The group of students was comprised of international Master's students from the ISC study Intercultural Business & Management and students from the University of Leuven's Economics and Sustainable Entrepreneurship programme. This proved to be an interesting combination for our business case. The students were asked to address the following question: *What can the Van Gogh Europe institute positively contribute in a sustainable way to the mental wellbeing of society, and how can we use Vincent van Gogh's life story and art to accomplish this?*

### 7.2 Travel Agency Artigo

In October 2021, Sarah Dekker was approached by the travel agency Artigo, which specialises in special art experiences for the American tourist market. They were composing a special European Van Gogh tour, commissioned by the Santa Barbara Museum of Art, for their large exhibition on Van Gogh, entitled *Through Vincent's Eyes: Van Gogh and his sources*. The tour was intended as a token of gratitude for the museum's most important donators and supporters. On behalf of Van Gogh Europe, Sarah Dekker brought the owners of Artigo into contact with many of the Van Gogh Europe partners in the Netherlands, Belgium and France, and she helped them create a very interesting and special project.

In 2023, Van Gogh Europe and Artico explored how we could strengthen the collaboration and the business plan. Although it looked very promising, VGE decided not to formalise the collaboration but to serve as an intermediary between the travel agency and the partners instead.

### 7.3 Logo and branding

With 2023 being a big anniversary year, the board agreed that it was time to revise the logo and branding of the network. The intention was to make the logo more readable, horizontal and international, while staying true to Van Gogh's yellow. Finalising the new branding and logo also meant that we were able to start rebranding the website and brochure.

### 7.4 New brochure

As a result of the many new partnerships, developments and rebranding, the brochure created in 2019 needed renewal. Most importantly, we wanted the brochure to be fully up to date, have a cleaner and more professional look, and to add our projects and biography timeline rather than having long texts. The brochure was completed and sent to print in December 2022. Delivery and distribution took place in the second half of February 2023. The brochure proved very popular and the second edition was ordered by the end of the year.

## 8 Social Media

### 8.1 Instagram and Facebook

Van Gogh Europe's social media channels have been professionalised over the past few years. Every week, the project manager makes three posts on Instagram and Facebook. These posts are mostly about paintings by Van Gogh and provide a small amount of information and links to the Van Gogh Europe location where the work was created and the collection where the painting can currently be found.

#### Van Gogh Europe on Social Media

##### December 2022

###### Instagram:

- 9,785 followers (3,400 in January 2022)
- 3 posts p/week
- Approx. 7,133 reached accounts p/week
- Approx. 600 involved accounts p/week

###### Followers come from:

- |                      |      |
|----------------------|------|
| 1. The United States | 17%  |
| 2. Brazil            | 7.9% |
| 3. The Netherlands   | 5.1% |
| 4. France            | 5%   |
| 5. Italy             | 4.5% |

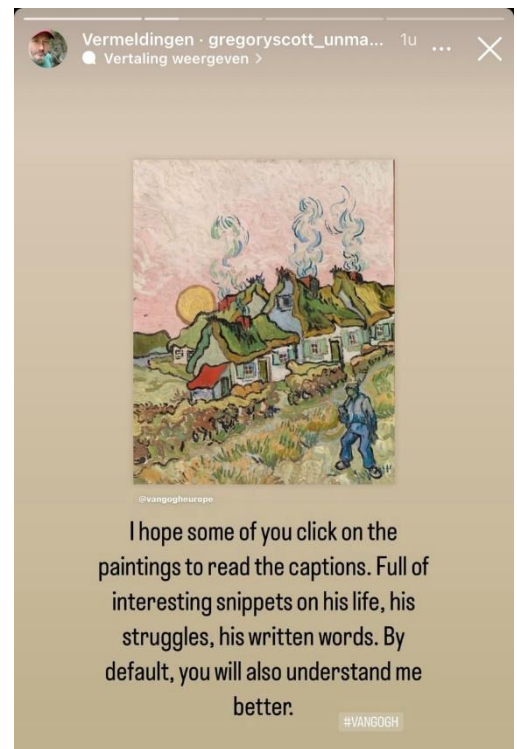
##### December 2023

###### Instagram:

- 19,129 followers (+95.49%)
- 3 posts p/week
- Approx. 25k reached accounts p/week
- Approx. 5,424 involved accounts p/week

###### Followers come from:

- |                      |       |
|----------------------|-------|
| 1. The United States | 16.5% |
| 2. Brazil            | 8%    |
| 3. France            | 4.7%  |
| 4. Iran              | 4.5%  |
| 5. Italy             | 4.4%  |





### Facebook December 2022:

- 7,685 followers
- 3 posts p/week
- 

### Facebook December 2023:

- 7,773 followers (+88)
- 3 posts p/week



tam.nightingale 21min. · ❤ door auteur

I love this page. Even though he made a finite amount of works, you guys always hit me with a zinger that I've never seen before, so thank you!



1 vind-ik-leuk Beantwoorden Bericht Vertaling weergev

## 8.2 LinkedIn

### LinkedIn December 2022:

- 600 followers

### LinkedIn December 2023:

- 1,105 followers (+505)

## 8.3 Website

Due to Van Gogh Europe's rebranding, it was also time to revise the website. The aim was to connect the look and feel of the new logo and branding with our website. We particularly wanted to change the menu and layout as well as to update all our information. All partners needed to be included on the partners' page too, of course.

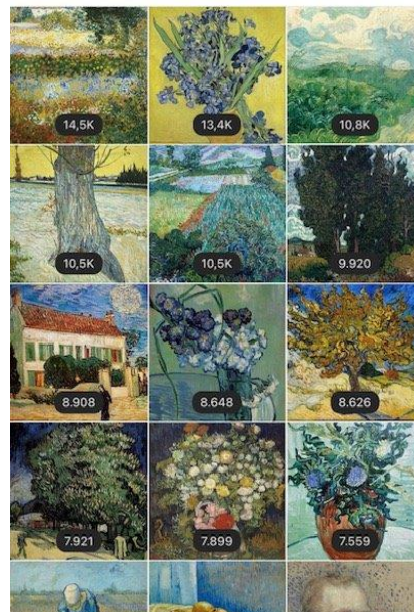
In 2022, project manager Sarah Dekker pitched the idea of developing a Van Gogh Europe calendar on the website. Until then, it had seemed difficult to promote all our partners' activities, especially when these were very local or language-bound events on Instagram and Facebook. By creating a calendar on the website that included all our partners, countries and events (e.g. exhibitions, workshops and tours) we were thus able to offer our visitors all possible information in a clear and straightforward way.

The calendar was delivered at the beginning of February 2023, and the entire website was updated at the end of March 2023. It turned out it to take a huge amount of effort to collect the events that were suitable for the website from the partners. The way the calendar page works now should be evaluated to conclude if it is worth continuing.

We had 35,992 visitors to the website in 2021. 2022 saw 44,986 visitors to our website with 51,968 unique sessions. In 2023 we had a slight decrease with 35.992 visitors



### Vind-ik-leuks



## 9 Finances

### 9.1 Financial Report

#### STICHTING VAN GOGH EUROPE BALANCE PER 31 DECEMBER 2023



#### ASSETS

	31-12-2023 in Euro	31-12-2022 in Euro
<b>Short assets</b>		
Debtors	2.500	0
To receive	5.035	0
Taxes to receive	<u>15.535</u>	<u>1.478</u>
	23.070	1.478
<b>Liquid assets</b>		
ABN bankaccount	7.840	59.438
ABN savings account	<u>32.953</u>	<u>59.000</u>
	40.793	118.438
	<u>63.863</u>	<u>119.916</u>

#### LIABILITIES

	31-12-2023 in Euro	31-12-2022 in Euro
Balance	25.639	15.573
<b>Debt Capital</b>		
Creditors	37.224	14
In advance received subsidies		99.750
Costs to pay	<u>1.000</u>	<u>4.579</u>
	38.224	104.343
	<u>63.863</u>	<u>119.916</u>

## EXPLANATION BALANCE 31 DECEMBER 2023



	31-12-2023 in Euro	31-12-2022 in Euro
<b>Debtors</b>		
To receive per 31 december 2023	2.500	
<b>To receive</b>		
Provincie Drenthe tbv afrekening congres	4.793	
Rente spaarrekening	242	
	<u>5.035</u>	
<b>To receive VAT</b>	<b>15.535</b>	<b>1.478</b>
Results previous years	15.573	10.064
Result this year	10.066	5.509
	<u>25.639</u>	<u>15.573</u>
<b>Creditors</b>		
Provincie Drenthe for Congres	27.694	
Various costs congres	9.530	
	<u>37.224</u>	
<b>In 2022 received subsidies for 2023</b>		
Provincie Drenthe for Congres		60.000
European union for app		24.750
Vincent Foundation for app		15.000
		<u>99.750</u>
<b>Costs to pay</b>		
Website		4.079
Administration	1.000	500
	<u>1.000</u>	<u>4.579</u>

RESULTS 2023



	2023 Euro Realised	2023 Euro Estimation	2022 Euro Realised
<b>Income</b>			
Contribution partners	56.500	56.500	54.000
Fundraising activities	105.543	115.750	0
Other activities	<u>992</u>	<u>0</u>	<u>0</u>
<b>Total income</b>	<b>163.035</b>	<b>172.250</b>	<b>54.000</b>
<b>Costs</b>			
Projectmanagement/general overhead	32.437	46.650	35.913
Marketing and PR	10.718	16.000	7.208
Projects	<u>109.814</u>	<u>120.750</u>	<u>5.370</u>
<b>Total costs</b>	<b><u>152.969</u></b>	<b><u>183.400</u></b>	<b><u>48.491</u></b>
<b>RESULT</b>	<b><u>10.066</u></b>	<b><u>-11.150</u></b>	<b><u>5.509</u></b>

	<b>2023 Realised</b> in Euro	2023 Estimation in Euro	<b>2022 Realised</b> in Euro
<b>Contributions partners</b>			
<b>Museums with a Van Gogh Collection</b>			
Van Gogh Museum	5.000	5.000	5.000
Kröller-Müller Museum	5.000	5.000	5.000
Noord-Brabantmuseum	5.000	5.000	5.000
Drents Museum	2.500	2.500	2.500
Centraal Museum Utrecht, vanaf juli	2.500	2.500	2.500
Musée d'Orsay	5.000	5.000	5.000
National Gallery London	2.500	2.500	
<b>Museums without a Van Gogh Collection</b>			
Fondation Vincent van Gogh Arles	2.500	2.500	2.500
<b>Heritage locations</b>			
Van Gogh Brabant/Visit Brabant	5.000	5.000	5.000
Van Goghuis Drenthe & Veenpark (Gemeente Emmen)	2.500	2.500	2.500
Van Gogh House in Hackford Road, London (Elm Lane)	2.500	2.500	2.500
Institute Van Gogh/Auberge Ravoux & Musée Daubigny, Maison dr. Gachet Val d'Oise	2.500	2.500	2.500
Saint Paul de Mausole, Musée Estrine, Musée des Alpilles, Saint Remy-de-Provence	2.500	2.500	2.500
Maison Van Gogh de Cuesmes & Maison Van Gogh de Colfontaine (via Pole Museal Mons)	2.500	2.500	2.500
City of Asnières	2.500	2.500	2.500
<b>Promotions partners</b>			
Visit Mons (Office du Tourisme Mons)	2.500	2.500	2.500
<b>Associated partners</b>			
Atout France	1.000	1.000	1.000
NBTC, vanaf sept	1.000	1.000	1.000
Marketing regio Emmen, vanaf sept	1.000	1.000	1.000
Jean Francois Roots Auvers	1.000	1.000	1.000
<b>Total income from partners Van Gogh Europe</b>	<b>56.500</b>	<b>56.500</b>	<b>54.000</b>
<b>Fundraising activities</b>			
Preparation app from Ned. Ambassade Parijs	24.750	24.750	
Vincent Foundation for app	15.000	15.000	
<b>Total funds for app</b>	<b>39.750</b>	<b>39.750</b>	
Province Drenthe Congress 2023	64.793	75.000	
ISC Business School Paris	1.000	1.000	
<b>Total fundraising activities</b>	<b>105.543</b>	<b>115.750</b>	
<b>Other activities</b>			
SRC Reizen	992		

## Costs

### **Projectmanagement and general overhead**

Out of pocket expenses annual meeting Paris May 2023	3.651	8.700	
Managing costs van Gogh Museum Sarah Dekker	26.200	31.200	31.200
Editing- and translationcost annual report	296	1.000	0
Costs regulations, brandprotections etc.	275	290	290
VAT differences (income and costs)	868	1.700	1.302
Domain registrations of 5 urls for 2 years		260	260
Administration, office, assurance and bankcosts	<u>1.147</u>	<u>3.500</u>	<u>2.861</u>
	<b>32.437</b>	<b>46.650</b>	<b>35.913</b>

### **Marketing and PR**

Public relations (corporate)	0	1.000	220
Support, updates website and webhosting	<u>10.718</u>	<u>15.000</u>	<u>6.988</u>
	<b>10.718</b>	<b>16.000</b>	<b>7.208</b>

### **Projects**

Application EU project	38.501	39.750	
Congres 2023, 14+15 November 2023	64.793	75.000	
Update Van Gogh Europe brochure, translations and print	<u>6.520</u>	<u>6.000</u>	<u>5.370</u>
	<b>109.814</b>	<b>120.750</b>	<b>5.370</b>