



Annual Report 2024 Van Gogh Europe

Eternal nests of greenery for lovers... the neglected garden of
tall pines under which grows tall and badly tended grass
with various weeds, has provided me with enough
by Van Gogh, 20 May 1890

VanGogh
EUROPE

All partners

Asnières-sur-Seine | Atout France | Centraal Museum Utrecht | Château d'Auvers | Drents Museum Assen | Fondation Vincent van Gogh Arles | Het Noordbrabants Museum | Institut Van Gogh Auvers-sur-Oise | Kröller-Müller Museum | Maison du Dr. Gachet | Maison Van Gogh Colfontaine | Marketing Drenthe | Musée d'Orsay | Musée des Alpilles | Musée Estrine | National Gallery | NBTC | Saint-Paul-de-Mausole, Saint-Rémy-de-Provence | Tourist Office Mons | Tourist Office Saint-Rémy-de-Provence | Van Gogh Brabant | Van Gogh House Cuesmes | Van Gogh House Drenthe | Van Gogh House London | Van Gogh Museum Amsterdam | Van Gogh Roots Auvers-sur-Oise | Van Gogh Village Museum Nuenen | Vincent van GoghHuis Zundert

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1. Preface

Van Gogh Europe is a foundation with a clear profile. It serves as a point of contact for many institutions regarding Van Gogh's heritage in the Netherlands, Belgium, United Kingdom and France. It is also a serious reference point for commercial parties interested in Van Gogh's heritage. Van Gogh Europe now consists of 25 heritage and museum partners and four associated partners.

The rapid growth of Van Gogh Europe has increased the need to focus more on the governance, quality and sustainability of the network, as well as on the prioritisation of activities. Thanks to the support of our dedicated partners, we were able to develop a new strategic plan, and three working groups were set up to focus on future topics: a new communication strategy, a joint education project and the working group for the European Heritage Label. Despite this change in governance, we were still able to promote all our partners' activities through our social channels.

Unfortunately, Sarah Dekker had to step down this year, with Pleunie de Wild taking over her project manager duties for 18 hours a week. Pleunie's support kept the network together and made it possible to gather in London for two days. The programme was varied. The warm welcome from the National Gallery and the special viewing of the exhibition *Poets and Lovers* made for an exciting start to the partner meeting, and the final strategic plan was the perfect end to the network meeting.

I would like to thank all the partners who shared their knowledge, constructive criticism, ideas and enthusiasm this year. 2024 was a year of growth – not in terms of quantity but with regard to bonding, sharing and clarity of vision.

Amanda Vollenweider

Senior Manager, Education & Presentation, Van Gogh Museum Amsterdam
Chair, Van Gogh Europe

2. The organisation: board and partners

Van Gogh Europe Foundation

Vincent van Gogh (1853–1890) is one of the world’s most beloved artists. His paintings, drawings and letters inspire people of all ages. His work can be admired in museums around the world. Many places where the artist lived and worked can be visited, from the Netherlands to the South of France. Around 23 organisations and museums in the Netherlands, Belgium, France and England have joined forces under the name Van Gogh Europe, a foundation founded in 2012. Together, they are actively engaged in promoting and maintaining Van Gogh’s heritage.

Van Gogh Europe’s Mission

The Van Gogh Europe Foundation is a network of European locations and collections associated with Vincent van Gogh’s life and work. Working together as partners, through networking, carrying out projects and supporting each other, the foundation aims to make Van Gogh’s cultural heritage accessible to a wide audience to inspire, unite and engage current and future generations.

All the partners embrace the mission. Van Gogh Europe has a board and 23 official partners. This network is comprised of a total of ten heritage locations, ten museums and three associate partners in 17 cities spread across four countries.

In 2024, the board was comprised of:

- Amanda Vollenweider, Chair (Senior Manager Education and Presentation, Van Gogh Museum)
- Ellen ter Hofstede, Treasurer, (Head of Public Affairs, Drents Museum)
- Anne-Sophie Foron, Secretary (Head of Visitors Department and Communications, Fondation Vincent van Gogh Arles)

Other members of the board:

- Livia Wang (Creative Director, Van Gogh House London)
- Caroline Dumoulin (Collection manager and Head of Van Gogh House Cuesmes)

Board member retirement schedule

Amanda Vollenweider was appointed as the new Chair in December 2023. The board also welcomed Caroline Dumoulin as a new board member in the same month.

Name	Assumed	Up for re-election	Remark
Amanda Vollenweider	2023	2026	First term
Ellen ter Hofstede	2022	2025	First term
Anne-Sophie Foron	2019	2025	Second and last term
Livia Wang	2019	2025	Second and last term
Caroline Dumoulin	2023	2026	First term

THE NETHERLANDS

Van Gogh Europe has seven partners in the Netherlands.

1. 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. Amanda Vollenweider (Senior Manager Education and Presentation, Van Gogh Museum) has been Chair of the Van Gogh Europe board since December 2023. Since February 2019, Sarah Dekker (Project Manager, Van Gogh Museum) has supported the network as a Project Manager for Van Gogh Europe. She took a leave of absence in January 2024, and Pleunie de Wild (Project Manager, Van Gogh Museum) has temporarily taken over her duties.

2. Kröller-Müller Museum

The Kröller-Müller Museum in Otterlo is home to the world's second largest collection of works by Vincent van Gogh, with almost 90 paintings and more than 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, alongside the Van Gogh Museum and Van Gogh Brabant.

3. Van Gogh Brabant

The Van Gogh Church in Etten-Leur, the Vincent van GoghHuis Zundert (Vincent van Gogh's birthplace) and the Van Gogh Village Museum in Nuenen are part of Van Gogh Brabant and the Van Gogh Europe network. 2024 marked the first full year of the renewed Van Gogh Village Museum in Nuenen being open to the public. The Van Gogh Church in Etten-Leur will be completed in 2025. Frank van de Eijnden (Director of Van Gogh Brabant and Director of the Van Gogh Heritage Sites Foundation) is the representative of Van Gogh Brabant, while Ron Dirven (Director of the Vincent van GoghHuis Zundert) is the artistic representative for the Brabant heritage locations. Van Gogh Brabant is one of the founders of the Van Gogh Europe network.

4. Het Noordbrabants Museum

Het Noordbrabants Museum in 's-Hertogenbosch has 12 works by Van Gogh in its collection. In 2024, they bought the famous painting *Head of a Woman* (Gordina de Groot) by Vincent van Gogh (1885). Thanks to the support of funds, more than 3,000 private individuals and the business community for their support in this. The museum is also part of the Van Gogh Brabant network. Stella Nulens is the representative of Het Noordbrabants Museum (Head of Marketing and Communication).

5. Drents Museum

The museum's collection includes Van Gogh's paintings *The Peat Barge* (1883) and *Peasant Burning Weeds* (1883). The latter was jointly acquired with the Van Gogh Museum in November 2019. Ellen ter Hofstede (Head of Public Affairs) represents the Drents Museum in Van Gogh Europe and was appointed Board Treasurer in 2022. The Drents Museum purchased the watercolour *Landscape with a farm* in 2024, a key work in Van Gogh's early oeuvre. In 2024, they opened a new collection presentation called 'Labyrinthia', which contains the various Van Gogh works.

6. Van Gogh House Drenthe

The house in which Van Gogh lived while in Drenthe (the autumn of 1883) is located in Nieuw-Amsterdam. Elizabeth Stoit (Marketing Drenthe) represents the Van Gogh House Drenthe and is the project manager of the other Van Gogh activities in Drenthe.

7. Centraal Museum

The Centraal Museum owns seven works by Vincent van Gogh. Van Gogh regularly visited Utrecht to see family and friends, including the artist Anthon van Rappard, who owned a studio there. Work by Van Gogh in the Van Baaren collection, such as the *Sous-bois*, is regularly on display in the Centraal Museum. Jacqueline Rutten (Head of Public and Information) is the Centraal Museum's representative in the network. Due to her absence, Keri de Smet (Corporate Communications Manager) has taken over her duties.

BELGIUM

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

8. Mons Region Tourist Office

The Mons Region Tourist Office promotes Mons and its surrounding area. The story of Vincent van Gogh in the Borinage a key focus of their activities, with a particular focus on Van Gogh heritage locations. While awaiting the appointment of a new Tourist Office director, Caroline Dumoulin has represented the Belgian region since 2023, including all Van Gogh-related heritage sites: Maison Van Gogh and Marcasse Mine in Colfontaine, and Maison Van Gogh in Cuesmes. She has also been a member of the board of Van Gogh Europe since December 2023.

9. Maison Van Gogh de Cuesmes

Van Gogh lived in two houses during his stay in the Borinage (1878–1880), both of which are now open to visitors. Caroline Dumoulin represents one of these houses, Maison Van Gogh de Cuesmes, in Van Gogh Europe. The Van Gogh House in Cuesmes is part of the City Museum Hub, Pôle muséal. It has been part of the museum department of the city of Mons since 1971, when Cuesmes was incorporated into the city of Mons. The Van Gogh House in Colfontaine is managed by the Colfontaine cultural centre. Colfontaine is another city close to Mons, located in the Borinage, the coal mining region. Three villages – Pâturages, Warquignies and Wasmes – were merged to form Colfontaine in 1977.

FRANCE

Nine of our partners are based in France.

10. Fondation Vincent van Gogh Arles

The Fondation Vincent van Gogh Arles uses contemporary and modern art to offer a fresh perspective on Vincent van Gogh's oeuvre. The Fondation always includes a Van Gogh work in its exhibitions. Anne-Sophie Foron, Head of the Visitors Department and Communications, represents the Fondation Vincent van Gogh Arles in the Van Gogh Europe network. She became a board member in 2019.

11. 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 information about Van Gogh's stay in the town. Ingrid Caceres (Director of the Tourist Office) is the representative from Saint-Rémy-de-Provence.

12. Musée Estrine, Saint-Rémy-de-Provence

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

13. 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 located near the Auberge Ravoux. Dominique Janssens (Director) is the contact person for the network.

14. 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. Van Gogh 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.

15. Château d'Auvers, Auvers-sur-Oise

The Château of Auvers is featured in one of Van Gogh's last masterpieces, *Landscape at Twilight*. In October 2023, it will host an exhibition dedicated to Van Gogh's time in France (1886–1890). Magalie Bouchet (Director of Culture at Val d'Oise) represents this heritage location.

16. 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 on a guided tour and experience what it is like to stand in the exact same location where he painted for the last time. Jean-François and Hélène Serlinger are the proud owners of the roots that inspired Van Gogh's final work and the non-profit organisation Van Gogh Roots. They became part of Van Gogh Europe at the beginning of 2022.

17. Musée d'Orsay

The Musée d'Orsay is home to an impressive collection of Vincent van Gogh's work. All 24 of his paintings in the collection come from the estate of Dr Gachet, Vincent's physician and friend during his final months in Auvers-sur-Oise. Dr Gachet bequeathed the paintings to the museum in his will. The Musée d'Orsay officially joined Van Gogh Europe in January 2021. Guillaume Blanc, Director of Visitors Affairs, represents the museum in meetings and at events.

18. Asnières-sur-Seine

Van Gogh frequently visited Asnières-sur-Seine while living in Paris, often walking along the Seine with his friend Émile Bernard and painting several works there, including *Bridges across the Seine at Asnières* and *Pont de Clichy*. Visitors can explore these locations today. Barbara Treutenaere, Vice Mayor of Asnières, represents the municipality in Van Gogh Europe. From 23 to 27 April 2024, Asnières hosted the first *Van Gogh Week*, featuring film screenings, a lecture and a theatre performance. Experts discussed Van Gogh's visits (1886–1888) and the area's influence on his work, celebrating his artistic legacy and connection to the municipality.

THE UNITED KINGDOM

Two partners are located in the United Kingdom.

19. Van Gogh House London

From 1873 to 1874, Van Gogh lived on Hackford Road in London. After extensive renovations, the house reopened in March 2019. It now offers artist residences and exhibitions of contemporary art. Alice Childs and her daughter Livia Wang (Creative Director), the owners of the Van Gogh House, became members of Van Gogh Europe in 2018. Livia joined the board in April 2019.

20. The 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. Founded by British Parliament in 1824, it exists to bring people and paintings together. The Gallery houses the nation's collection, including works by Vincent Van Gogh. 2024 marks the Gallery's bicentenary, as well as 100 years since acquiring Van Gogh's *Chair* and *Sunflowers*. As part of the year-long NG200 celebration, the Gallery is holding the UK's first major Van Gogh exhibition since 2010: *Van Gogh: Poets and Lovers*. The National Gallery is a major partner in the network and is represented by Simon Magill, Deputy Head of Communications.

Associated partners

21. Atout France

Atout France became the first associated partner of Van Gogh Europe in 2021. Atout France is located in Amsterdam. It is a Tourism Development Agency that promotes France in the Netherlands. Catherine Oden (Deputy Director) is our contact person.

22. NBTC Holland

NBTC Holland is a national destination management organisation for the Netherlands. They use their national vision of tourism to inspire, connect and support cities, regions, businesses and other stakeholders. They are committed to making the Netherlands a liveable, popular and valuable destination for residents, visitors and companies. In this context, Vincent van Gogh's story and legacy help them achieve their goals. They are an important promotional partner for Van Gogh Europe, and we are very happy to welcome them back into the network. Annemarie Gerards has represented NBTC Holland since 2024.

23. Marketing Drenthe

Marketing Drenthe is a destination organisation responsible for marketing Van Gogh Drenthe. Since 2023, Van Gogh Drenthe's ambition has been to make the cultural heritage of Van Gogh in Drenthe more visible. Both the landscape and people of this province inspired Van Gogh to further his craft. Van Gogh Europe is happy to welcome Marketing Drenthe as an associated partner and is helping to support the sustainable development, conservation, maintenance and promotion of Vincent van Gogh's heritage in Drenthe. Elizabeth Stoit (Project Manager, Marketing Drenthe) represents the organisation.



Barbara Treutenaere (Vice Mayor of Asnières) opening the first edition of Van Gogh Week in Asnières on 23 April 2024. The event, celebrating Van Gogh's artistic legacy in the municipality, ran until 27 April. Image: C.H. Perrucon.

3. Strategy

A new strategic plan for 2025–2028 was developed in 2024. Every partner will embrace this new strategy in the coming years. There are six focus points.

Organisation

1. In the coming period, the board is committed to further professionalising the governance and project management of the Van Gogh Europe Foundation.

GOAL: Clearer responsibilities and formalise collaborations.

- We will review the statutes of Van Gogh Europe to determine if they are still up to date or if adjustments are needed.
- We will define the board members' responsibilities and provide a profile of each board member.
- We will confirm the secondment of project management in collaboration with the Van Gogh Museum.
- We will develop new infrastructure for communication within the board and across the network partners. We will explore ways to engage the network partners in realising the strategic plan, such as by working with subgroups on different topics.
- We will investigate new revenue models to support common projects.
- We will formulate criteria for different kinds of partnerships and assess whether partners' financial contributions are still in line with the network's activities.

2. In the coming period, we will consolidate the current partner base and improve the quality of activities within the network.

GOAL: From quantity to quality.

- Two network meetings will be organised annually: one online and one on location at one of the network partners. All network partners will be invited to these events.
- We will reinforce knowledge sharing methods among partners.
- We will assess our current partners' wishes regarding the network.
- We will define the responsibilities and criteria of network partners in consultation with the partners and request a declaration of intent to adhere to them.
- We will organise a seminar with an educational focus for our partners every other year.
- We will organise a major conference around a specific theme when there is a special occasion, like a jubilee year, inviting partners and organisations with a shared interest in the theme.

3. By 2028, we aim to be the go-to network for Van Gogh's heritage in the Netherlands, Belgium, England and France.

GOAL: Official status creates better chances for fundings.

- We will communicate the value of the network to relevant authorities within Europe.
- Commercial parties will be able to contact Van Gogh Europe.
- We will apply to join a European label (preferably the European Heritage Label) to obtain a quality label, increasing the network's visibility. We can apply for grants as an official network organisation, and this can help partners garner local support.
- We will set up a working group for applying for the heritage label.

Education

4. We will continue educational projects and explore new opportunities to inspire younger generations with Van Gogh's heritage.

GOAL: We will continue educational projects and explore new opportunities to inspire younger generations with Van Gogh's heritage.

- We will maintain our current educational projects, adjusting the number of projects to fit the available hours.
- In line with our cultural ANBI status, participation in these projects will be free. However, travel and accommodation costs will be charged.
- We will develop new, joint educational projects about Van Gogh and his heritage, ensuring joint promotion of these initiatives.
- We will encourage the sharing and reuse of existing educational content from our partners to extend programmes.
- We will set up a working group for education.

Marketing and Promotion

5. We will evaluate our work with tourism partners and investigate new revenue models.

GOAL: A healthier financial mix.

- We will evaluate our work with tourism partners.
- We will evaluate the route app. The route app will be updated in 2026, providing it has been successful.
- We will explore other financial possibilities.
- We will set up a working group for marketing and communications.

6. We will create a communication plan to enhance the promotion of all partners.

GOAL: Van Gogh Europe will become known as our shared storyline.

- This will be done in two steps: from B2B to a wider audience.
- We will continue to promote Van Gogh's heritage and story.
- We will evaluate the current channels to make them more effective, including Facebook, Instagram, LinkedIn and the website.
- Promotional materials will be evaluated, and we will provide the partners with regularly updated promotional tools.
- We will create more interaction and interplay between the partners to reinforce all the partners' activities. As a group, we can create more collectively than as individual units; the whole is greater than the sum of its parts.
- Action: create a communication plan to enhance the promotion of all partners.

Implementation

Depending on the emphasis and challenges, the board will prioritise certain goals and involve particular partners. Major choices will be made in the coming period. The strategic plan will be translated into an activity plan and will be evaluated every year.

4. Board and partner meetings, location visits and activities

In 2024, we had some fantastic opportunities to meet and share information and knowledge. Most board meetings were online. The board and partners met each other during our live meeting in London in September.

Board meetings

15 March	Online presentations by students of the University of Amsterdam, Amsterdam Business School
27 August	Online meet up with part of the board for the organisation of the live partner meeting in London
28 March	Online board meeting
19 November	Online board meeting

Partner meetings, location visits and activities

25 April – Online partner meeting

In the spring, we held our annual online partner meeting on Teams. During the meeting, we introduced two new board members, presented the 2023 annual report, shared the strategic plan and discussed the survey results. Each partner provided an update, and two students from the Amsterdam Business School presented their research as part of the VGE's partnership with the school.



One of the slides in the student presentations from the Amsterdam Business School.

26 July – Auvers-sur-Oise, location visit

On 26 July, Emilie Gordenker, Director of the Van Gogh Museum and advisor to the board, Willem van Gogh, great-grandson of Theo van Gogh, and his successor and niece Janne Heling travelled to Auvers-sur-Oise to commemorate the 134-year anniversary of Van Gogh's death.

The next day, the day of Vincent's death, they gathered at his and Theo van Gogh's graves for a special ceremony. Emilie Gordenker and Janne Heling paid homage to the artist with speeches and Willem van Gogh lay wreaths of sunflowers on the graves.



Group picture of the gathering on 26 July in Auvers-Sur-Oise.

30 September and 1 October – Van Gogh Europe Annual Live Meeting in London

Van Gogh Europe gathered in London for its annual live meeting on 30 September and 1 October. The two-day event brought together representatives from the key heritage sites where Vincent van Gogh lived and worked in the Netherlands, Belgium, France and the United Kingdom.

Participating organisations included the Ville de Mons, Van Gogh House London, Drents Museum, Van Gogh Museum, Fondation Vincent van Gogh Arles, Vincent Van GoghHuis Zundert, Institut Vincent van Gogh, Van Gogh Roots, Département du Val d'Oise, Kröller-Müller Museum and the Van Gogh Sites Foundation.

The meeting kicked off with an exclusive guided tour of the *Van Gogh: Poets & Lovers* exhibition at The National Gallery, led by Dr Isobel Muir and Sterre Overmars. *Van Gogh: Poets and Lovers* (14 September 2024 – 19 January 2025) closed with 334,589 visitors, making it the most popular ticketed exhibition in the National Gallery's history.

Following the tour, participants shared insights into their educational projects at the Institut Français. One particular highlight of the day was a lecture by Joost van der Hoeven, a researcher at the Van Gogh Museum, who delved into the museum's contemporary art exhibition programming. Marie-Anne McQuay, curator of the Liverpool Biennial 2025, also shared her expertise, adding a valuable perspective to the discussions. The first day concluded with a guided tour and networking drinks at Van Gogh House London, where the artist lived in 1873 and 1874.

On Tuesday morning, the group convened at the Royal Academy of Arts to discuss the strategic plan for the next four years. All members of the network in London were able to relate to the new strategy. To close the meeting, Eliza Bonham-Carter led a fascinating guided tour of the Royal Academy of Arts Schools, offering participants an insightful glimpse into the institution's legacy.



Group picture of the VGE network at the Royal Academy of Arts in London, October 2024.

14 November, Van Gogh Antwerpen

On 14 November 2024, Ron Dirven and Eva Geene, curators of Van Gogh AiR, presented the findings of a research project on Van Gogh in Antwerp at the Royal Academy of Fine Arts. The research aimed to prepare for the commemoration of 140 years of Van Gogh in Antwerp – taking place from 24 November 2025 to 28 February 2026 – and strengthen the collaboration within the Van Gogh Europe network. Key outcomes include exhibitions in Zundert and Antwerp in late 2025 and early 2026, proposals for new Van Gogh Europe members, residency exchanges with Morpho and the Academy, the establishment of an annual Van Gogh AiR Prize for students of the Antwerp Academy, and new partnerships with galleries and institutions. Nadia Naveau and Nick Andrews will curate a Van Gogh exhibition in Antwerp at Van GoghHuis Zundert, and JapSam Books will publish a book about the project. The presentation was attended by Amanda Vollenweider, Chair of Van Gogh Europe.



Working groups

In 2024, we initiated several working groups in alignment with the new strategic plan for 2025–2028. These groups were established to lay the foundations for our future goals and ensure collaborative progress within the cultural network.

Heritage label

The goal of the Heritage Label Working Group is to obtain a European Heritage Label for Van Gogh-related sites. The group consists of members from Van Gogh Brabant, Mons Region (Belgium), Van Gogh Roots and Val d'Oise (France). In November this year, the members will gather online to discuss progress and next steps in the application process. This collaboration aims to highlight the cultural and historical significance of Van Gogh's heritage across Europe.

Education

The goal of the Education Working Group is to foster better collaboration within Van Gogh Europe with respect to education. The group consists of Van Gogh London (England), Fondation Vincent Van Gogh Arles (France) and Vincent van GoghHuis Zundert (the Netherlands). In November, the members met online to discuss strategies for enhancing educational initiatives and sharing best practices. This collaborative effort aims to strengthen educational programmes and promote a deeper understanding of Van Gogh's legacy.

Marketing Communications

The goal of the Marketing and Communications Working Group is to develop a communication plan to enhance the promotion strategy for Van Gogh Europe. The group includes members from the Kröller-Müller Museum and the Van Gogh Museum Amsterdam. In November, the group met to discuss and align on strategies that will help improve visibility and outreach across the network. The resulting plan will focus on creating a more cohesive and impactful promotional approach for Van Gogh-related sites.

Van Gogh Europe NL

The goal of the Van Gogh Europe NL Working Group is to strengthen the collaboration between the Dutch Van Gogh Europe (VGE) partners. The working group contains a spokesperson from every Dutch partner: Van Gogh Museum, Kröller-Müller Museum, Van Gogh Brabant, Drents Museum, NoordBrabants Museum, Centraal Museum and NBTC. This year, the working group will come together in November (Nuenen) and December (Den Haag) to explore a connecting narrative of Van Gogh in the Netherlands.

5. New partnerships

In 2024, we began exploring new partnership opportunities for Van Gogh Europe. These partnerships are expected to strengthen our network and enhance collaborative efforts across the cultural sector. Ongoing discussions are taking place with key cultural institutions, including:

- Boijmans van Beuningen Rotterdam;
- VisitBrussels;
- Koninklijk Museum voor Schone Kunsten Antwerpen;
- Koninklijk Museum voor Schone Kunsten Brussel;
- Koninklijke Academie voor Schone Kunsten Antwerpen.

6. Educational projects

8 February and 15 March – Amsterdam Business School Presentations

On 8 February, Amanda Vollenweider (Chair Van Gogh Europe, Senior Manager Education and Presentation) and Gundy van Dijk (Head Education and Interpretation) gave a presentation about Van Gogh Europe and Education in the Van Gogh Museum.

On 15 March, the Van Gogh Europe network had the pleasure of seeing six innovative ideas presented by 30 MSc Business Administration students from the University of Amsterdam in the 'Strategies in Art & Entertainment' business lab and online. The focus of the Amsterdam Business School's assignment is to balance the tensions between Van Gogh Europe's non-profit ideals and profit-generating initiatives. The assignment is to develop a new commercial initiative that complements Van Gogh Europe's mission and is in line with the objectives of the partners in the network.



Student presentations at the UvA - Amsterdam Business School.

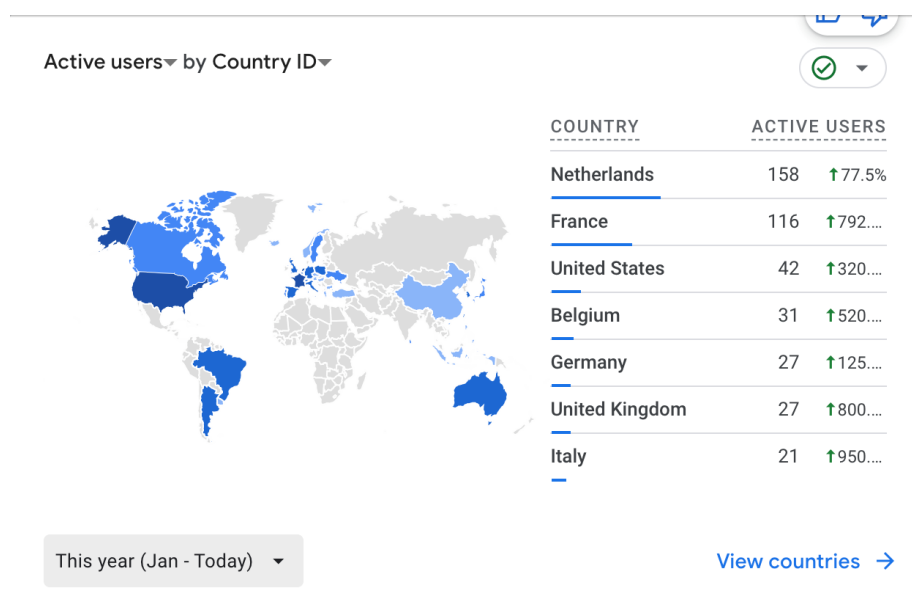
Internship Van Gogh Roots

In 2024, Victoria Bacouël, an MSc candidate in Innovation Management at the Rotterdam School of Management, completed an internship at Van Gogh Roots in Auvers-sur-Oise. Victoria was introduced to Van Gogh Europe during her studies at ISC Business School Paris in 2023. As part of her Master's thesis, she is researching how social networks influence innovation within the cultural industries, with a focus on innovations in restoration, organisational practices and visitor experiences at museums and heritage sites in the Van Gogh Europe network.

7. Ongoing projects

Van Gogh Europe App

Over the past year, 487 unique users have completed a total of 15,000 actions in the app. A screenshot showing the usage statistics by country is given below.



Van Gogh Europe x SRC Travel: Follow Van Gogh trips

SRC Travel initially began offering a few Van Gogh-themed tours, which led to the creation of three bus tours and a 12-day journey through the Netherlands, Belgium and France. These trips offer a unique experience for anyone interested in Vincent van Gogh, allowing them to follow in his footsteps. It is an excellent opportunity to explore the heritage sites and renowned European museums in our network. These tours were launched at the beginning of 2023 with a joint marketing campaign, and SRC Travel continued the project in 2024. Four of these tours have become part of SRC Travel's standard offerings: *Vincent van Gogh in Drenthe*, *Vincent van Gogh in the Netherlands*, *Vincent van Gogh in Belgium and France* and *Vincent van Gogh in Provence, France*.

Website and social media

Van Gogh Europe's social media channels have been professionalised over the past few years. We focus primarily on Instagram and LinkedIn. The content is focussed on what happens in the network. We repost Van Gogh-related content and programmes from our partners.

Instagram

We share posts from our partners on Instagram Stories and work with our partners to show our followers what you can do at our partner museums and heritage sites. We also share Van Gogh-related inspirational posts.

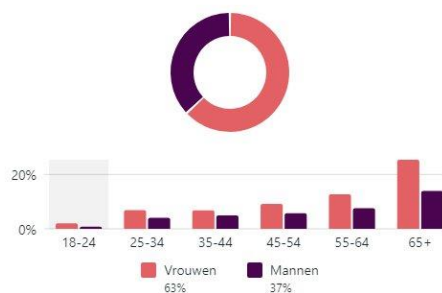
Facebook

We focussed more on our Instagram and LinkedIn channels in 2024 because our target audience is more present on those channels. On Facebook, we repost our Instagram Stories to show our followers what you can do at our partner museums and heritage sites.

Facebook-volgers ⓘ

9.611

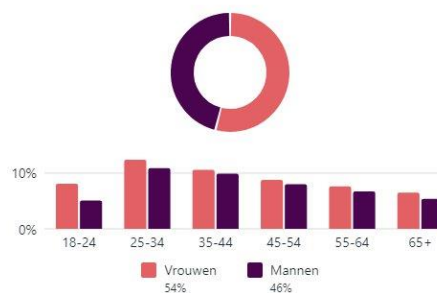
Leeftijd en geslacht ⓘ



Instagram-volgers ⓘ

18.637

Leeftijd en geslacht ⓘ



LinkedIn

Our focus is on B2B content on LinkedIn. We share posts about what happens in the Van Gogh Europe network. We also share content from our partner locations to share what happens at our partner museums and heritage sites.

LinkedIn December 2022:

- 600 followers

LinkedIn December 2023:

- 1,105 followers (+505)

LinkedIn December 2024:

- 1,195 followers (+90)

Website

<u>Year</u>	<u>Unique website visitors</u>
2017	31.481
2018	21.330
2019	27.871
2020	27.301
2021	35.992
2022	44.986
2023	63.779 (<u>launch</u> Van Gogh Europe Route-app)
2024	58.290

8. Financial Report

VAN GOGH EUROPE FOUNDATION

BALANCE PER 31 DECEMBER 2024



ASSETS

	31-12-2024 in Euro	31-12-2023 in Euro
Inventaris	2.780	
Short assets		
Debtors	6.050	2.500
To receive	386	5.035
Taxes to receive	10.806	15.535
	<u>17.242</u>	<u>23.070</u>
Liquid assets		
ABN bankaccount	2.775	7.840
ABN savings account	27.995	32.953
	<u>30.770</u>	<u>40.793</u>
	<u>50.792</u>	<u>63.863</u>

LIABILITIES

	31-12-2024 in Euro	31-12-2023 in Euro
Balance	29.960	25.639
Reservation Heritage Label	5.000	
Debt Capital		
Creditors	13.082	37.224
Already received contribution	2.500	
Costs to pay	250	1.000
	<u>15.832</u>	<u>38.224</u>
	<u>50.792</u>	<u>63.863</u>

EXPLANATION BALANCE 31 DECEMBER 2024


	31-12-2024 in Euro	31-12-2023 in Euro
Inventaris		
Merkenbureau voor 2024-2033	2.780	0
Debtors		
To receive per 31 december 2024	6.050	2.500
To receive		
Provincie Drenthe tbv afrekening congres	0	4.793
Vooruitbetaalde kosten	244	
Rente spaarrekening	142	242
	386	5.035
To receive VAT	10.806	15.535
Balance		
Results previous years	25.639	15.573
Result this year	4.321	10.066
	29.960	25.639
Reservation Heritage Label	5.000	
Creditors		
Van Gogh Museum	12.608	
La rotonde du monde	474	
Provincie Drenthe for Congres	0	27.694
Various costs congres	0	9.530
	13.082	37.224
In 2023 received contribution for 2024		
Val d'Oise	2.500	0
Costs to pay		
Website		
Administration	250	1.000
	250	1.000

RESULTS 2024


	2024 Euro Realised	2024 Euro Estimation	2023 Euro Realised
<i>Income</i>			
Contribution partners	54.000	56.500	56.500
Fundraising activities	0	0	105.543
Other activities	<u>0</u>	<u>0</u>	<u>992</u>
Total income	54.000	56.500	163.035
<i>Costs</i>			
Projectmanagement/general overhead	38.630	52.660	32.437
Marketing and PR	2.814	7.200	10.718
Projects	<u>3.235</u>	<u>0</u>	<u>109.814</u>
Total costs	<u>44.679</u>	<u>59.860</u>	<u>152.969</u>
RESULT	<u>9.321</u>	<u>-3.360</u>	<u>10.066</u>
Result:			
Reservation Heritage label	5.000		
Balance	4.321		

EXPLANATION RESULTS 2024
in Euro


	2024 Realised	2024 Estimation	2023 Realised
Contributions partners			
<i>Museums with a Van Gogh Collection</i>			
Van Gogh Museum (Amsterdam)	5.000	5.000	5.000
Kröller-Müller Museum (Otterlo)	5.000	5.000	5.000
Noord-Brabantmuseum (Den Bosch)	5.000	5.000	5.000
Drents Museum (Assen)	2.500	2.500	2.500
Centraal Museum Utrecht (Utrecht, starting in July)	2.500	2.500	2.500
Musée d'Orsay (Paris)	5.000	5.000	5.000
National Gallery London (London)	2.500	2.500	2.500
<i>Museums without a Van Gogh Collection</i>			
Fondation Vincent van Gogh (Arles)	2.500	2.500	2.500
<i>Heritage locations</i>			
Van Gogh Brabant/Visit Brabant (Brabant)	5.000	5.000	5.000
Van Goghuis Drenthe & Veenpark (Municipality of Emmen, Drenthe)	2.500	2.500	2.500
Van Gogh House in Hackford Road, London (Elm Lane, London)	2.500	2.500	2.500
Institute Van Gogh/Auberge Ravoux & Musée Daubigny, Maison Dr. Gachet, Val d'Oise (Auvers-sur-Oise, Val d'Oise)	already paid in 2023	2.500	2.500
Saint Paul de Mausole, Musée Estrine, Musée des Alpilles, Saint-Rémy-de-Provence (Saint-Rémy-de-Provence)	2.500	2.500	2.500
Maison Van Gogh de Cuesmes & Maison Van Gogh de Colfontaine (via Pole Museal Mons, Mons)	2.500	2.500	2.500
City of Asnières (Asnières-sur-Seine)	2.500	2.500	2.500
Van Gogh Roots	1.000	1.000	1.000
<i>Promotions partnes</i>			
Visit Mons (Office du Tourisme Mons, Mons)	2.500	2.500	2.500
<i>Associated partners</i>			
Atout France (Paris)	1.000	1.000	1.000
NBTC (starting in September, Netherlands)	1.000	1.000	1.000
Marketing region Emmen (starting in September, Emmen)	1.000	1.000	1.000
Total income from partners Van Gogh Europe	54.000	56.500	56.500
<i>Fundraising activities</i>			
Preparation app from Ned. Ambassade Parijs	0		24.750
Vincent Foundation for app	0		15.000
Total funds for app	0		39.750
Province Drenthe Congress 2023	0		64.793
ISC Business School Paris	0		1.000
Total fundraising activties	0		65.793
<i>Other activities</i>			
SRC Reizen			992
Total income	54.000	56.500	163.035

Costs
Projectmanagement and general overhead

Out of pocket expenses annual meeting	4.194	4.500	3.651
Managing costs van Gogh Museum	30.000	40.000	26.200
Editing- and translationcost annual report		850	296
Translations Van Gogh Europe brochure		4.000	
Costs regulations, brandprotections etc.	615	300	275
VAT differences (income and costs)	868	1.000	868
Domain registrations of 5 urls for 2 years		260	
Administration, office, assurance and bankcosts	2.953	1.750	1.147
	38.630	52.660	32.437

Marketing and PR

Public relations (corporate)		300	0
Support, updates website and webhosting	2.814	6.900	10.718
	2.814	7.200	10.718

Projects

Application EU project	2.640	0	38.501
Congres 2023, 14+15 November 2023	595	0	64.793
Update Van Gogh Europe brochure, translations and print		0	6.520
	3.235	0	109.814

Total costs	44.679	59.860	152.969
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Result	9.321	-3.360	10.066
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