

**VAN GOGH EUROPE**  
ANNUAL REPORT 2022





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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 ZUNDEERT | VAN GOGH VILLAGE MUSEUM NUENEN | MAISON DU DR GACHET | CHATEU D'AUVERS | MUSÉE ESTRINE | NBTC | VAN GOGH ROOTS AUVERS-SUR-OISE | MARKETING DRENTHÉ



# 1. Foreword

*‘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

Although the Covid pandemic was still casting a shadow over the start of 2022 (the Netherlands was in lockdown), last year fortunately turned out to be one of hope, recovery and renewed vigour.

Over the course of the year, it gradually became clear to most museums and heritage sites within the Van Gogh Europe network that tourism and the associated visitor numbers were showing a positive trend. 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 word, and Vincent van Gogh’s life and work in particular, can give a real boost to mental well-being.

This makes Van Gogh Europe’s ambitions, which perfectly reflect these trends in society, all the more valuable: with its preparations for the seminar in Paris and the conference in Emmen, together with the development of the Van Gogh Europe app, the network is contributing handsomely across all of these fronts. Partly thanks to the generous contributions from the Dutch embassy in Paris, the province of Drenthe and the Vincent van Gogh Foundation, and our partnership with developer Tapart and the Van Gogh Atlas publisher Rubinstein, it is now possible to make these ambitions a reality.

Other major achievements worth a mention were the design and development of a new corporate identity and logo, an attractive new brochure and ingenious improvements to the website, including a calendar that enables everyone to see at a glance all of the activities, events and exhibitions organized by all Van Gogh Europe partners.

In addition, SRC Reizen and Van Gogh Europe have joined forces and work is underway behind the scenes to offer all Van Gogh fans the opportunity, starting in 2023, to travel through Europe, literally following in the footsteps of Vincent van Gogh.

I also have pleasure in taking this opportunity to wish our new principal partners, the Centraal Museum in Utrecht and Maison du Dr Gachet and the Chateau d’Auvers in Auvers-sur-Oise, a warm welcome to our network. I am equally enthusiastic about Van Gogh Roots in Auvers-sur-Oise, NBTC Holland and Marketing Drenthe, who have joined Van Gogh Europe as associate partners. I also found it particularly gratifying that, in 2022, we were able to meet up in person for the first time in years: both the board meeting and the partner meeting in Arles took place in September – productive and energetic meetings at a great location, framed by a wonderful programme thanks to the hostess Anne-Sophie Foron from the Vincent van Gogh Foundation.

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, and – thanks to the efforts of our intern Felix Pronk – now also LinkedIn.



I would like to offer my particular thanks to our project manager Sarah Dekker, without whose boundless energy and devotion the network would not be about to see all the great things in store for 2023.

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

Let's hope that the year ahead – the 170th anniversary of Van Gogh's birth – turns out to be an inspiring celebration for the almost thirty organizations that make up Van Gogh Europe and, above all, for their patrons!

Alain van der Horst  
Head of Corporate Communications & PR, Van Gogh Museum Amsterdam  
Chair, Van Gogh Europe

## 2. The organisation: Board and partners

Van Gogh Europe has a board and 26 official partners. This network comprises a total of 13 heritage locations and nine museums, in 17 cities spread across four countries.

In 2022, the board comprises Alain van der Horst, Chair (Head of Corporate Communications & PR, 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), as well as the following members of the board: Livia Wang (Creative Director, Van Gogh House London) and Natacha Vandenberghe (Director of Culture and Tourism, Mons).

### THE NETHERLANDS

Van Gogh Europe has eight partners in the Netherlands:

#### 1. Van Gogh Brabant

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 all form part of both 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 Van Gogh Brabant representative, while 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 works by Vincent van Gogh, with almost 90 paintings and more than 180 drawings.

Onno Wittenberg (Head of Marketing & 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 of which was acquired jointly with the Van Gogh Museum in November 2019. In 2023, the Drents Museum will host the first exhibition focused on Van Gogh's period in Drenthe.

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

#### 5. Van Gogh Huis Drenthe

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

Merijn Vos (Advisor to the board) represents the Van Gogh Huis Drenthe.

#### 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. Indeed, the Van Gogh Museum is one of the three founding partners of Van Gogh Europe.

Alain van der Horst (Head of Corporate Communications & PR) has been Chair of the Van Gogh Europe board since June 2020.

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

#### 7. Centraal Museum

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 representative for the Centraal Museum in the network.

#### 8. Atout France

In 2021, Atout France became the first associated partner of Van Gogh Europe. Atout France is located in Amsterdam, and is a Tourism Development Agency that promotes France in the Netherlands.

Sandrine Buffenoir (Deputy Director) is our contact person.

## 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.

### 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, within Van Gogh Europe.

## 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 the oeuvre of Vincent van Gogh. The Fondation always displays a Van Gogh work in their exhibition.

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

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

The Tourist Office in Saint-Rémy is our promotional partner, and 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 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 within 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 before his subsequent death. The graves of both Vincent and his brother Theo van Gogh are near 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. Indeed, Van Gogh spent considerable hours 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 last masterpieces, Landscape at Twilight. In October 2023, it will host an exhibition dedicated to Van Gogh's time in France from 1886 to 1890.

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

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

In 2020, the precise location of Van Gogh's final masterpiece, Tree Roots, was discovered in Auvers-sur-Oise. Visitors there can learn all about Vincent's final days during a guided tour and experience what it is like to stand in the exact same location that he did while painting for the very last time.

Jean-François and Hélène Serlinger are the proud owners of the roots and the non-profit organization 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 the estate of Doctor Gachet, Vincent's physician, and friend during the final months of his life 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 while he was living 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 exact locations in which these paintings were created.

Barbara Treutenaere (Vice-Mayor of Asnières for Communication, Social Networking, and International Relations) represents the municipality within Van Gogh Europe.

## **THE UNITED KINGDOM**

Our final partner is located in the United Kingdom.

## 20. Van Gogh House London

From 1873 to 1874, Van Gogh lived on Hackford Road in London. Following extensive renovations, the house reopened in March 2019 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.

## **Retirement schedule Board members**

| Name                 | Assumed | Up for re-election | Remark   |
|----------------------|---------|--------------------|----------|
| Alain van der Horst  | 2020    | 2023               | 1st term |
| Natacha Vandenberghe | 2016    | 2025               | 3rd term |
| Livia Wang           | 2019    | 2025               | 2nd term |
| Ellen ter Hofstede   | 2022    | 2025               | 1st term |
| Anne-Sophie Foron    | 2019    | 2025               | 2nd term |



## 3. Board meetings and partner meetings

### 3.1. Board and partner meeting 21 April and 4 May (online)

In light of the prolongation of the COVID-19 pandemic, the board and partners decided to hold the first meeting of 2022 online. On 21 April, the board came together to discuss, amongst other things, a memo on partnerships and donations, the activities for the anniversary year of 2023, in addition to the financial report and budget for 2022, which was presented by the Treasurer, Ellen ter Hofstede. In the board meeting a memo on structures and processes, written by project manager Sarah Dekker, was approved, and finalized.

The board meeting was followed by a partner meeting on 4 May that was also held online. Léa Lantheaume from Atout France gave an interesting presentation on the tourist flows in France after the pandemic. Alongside this, Natacha Vandenberghe, Director of Office du Tourisme and Visit Mons, gave a presentation about tourist flows in Belgium. Anna Bromwich from the Van Gogh House London gave a presentation on all the festivities that would take place the following year at their heritage location, which will mark 150 years since Vincent van Gogh came to London. The final presentation of the day was by Sarah Dekker and Ellen ter Hofstede on the Van Gogh Europe Congress that will take place in Drenthe in the fall of 2023.

### 3.2. Board and partner meeting 21-23 September in Arles

It was extremely exciting for all of the partners of Van Gogh Europe to finally be able – after two long years – to come together again in a face-to-face meeting. The board and partner meeting was hosted by the Fondation Vincent van Gogh Arles. Due to the impressive expansion of the network in the previous two-year period, this meant that for many of the partners it was the first time they met in person. Between 2020 and 2022, there were a lot of changes within the network and partners. At the same time the ambitions within the network grew even stronger and several large projects were developed. The face-to-face meeting in the beautiful Provence was characterized by considerable enthusiasm, positivity and fruitful discussions and presentations.

First, the board came together on the afternoon of 21 September. The focus of the meeting was to update on all the projects marked for 2023: the Van Gogh Europe seminar in Paris, the congress in Emmen and the Follow Van Gogh app. Alongside this, Sarah Dekker gave a presentation on the new branding, which included the new Van Gogh Europe logo, the planned renewal of the brochures and the revised corporate identity.



*Alain van der Horst, Anne-Sophie Foron, Livia Wang, Ellen ter Hofstede, Natacha Vandenberghe during the board meeting in Arles.*

The following day, all the partners came together in the annex space of the Fondation Vincent van Gogh Arles. There were presentations in the morning by Caroline Dumoulin about the recent research on the Maison de Van Gogh in Cuesmes, the Borinage, followed by a presentation on Saint-Rémy and the activities of the Tourist Office Intercommunal Alpilles en Provence, by travel agent Karin Onink. Sarah Dekker updated everyone about the website and social media and led the discussion on the new brochure. The decision was made to create a new brochure in both French and English as part of the new branding of Van Gogh Europe and to add a QR code with a link to the website, which is available in eight languages.

After lunch, it was time to share the presentations by Sarah on both the Van Gogh Europe app and the seminar in Paris, together with Guillaume Blanc. Ellen ter Hofstede and Sarah then presented the concept ideas and programme for the Van Gogh Europe congress. Ron Dirven gave an engaging presentation which included updates from Van Gogh Brabant, followed by a presentation on all the wonderful plans to celebrate the 140-year anniversary of Van Gogh in Drenthe by Ellen ter Hofstede and Merijn Vos. After the round of questions the meeting was closed by Chair Alain van der Horst.



Next on the programme was a special tour by guide Sara Gutti through the exhibition of Nicole Eisenman and the Moderns – Heads, Kisses, Battles at the Fondation Vincent van Gogh Arles. The associated partners joined from this moment onwards. At the end of the afternoon there was a wonderful reception on the roof of the Fondation, where everyone could enjoy the beautiful view and surroundings of Arles. The day concluded with a dinner at the restaurant Nord Pinus. Philippe Goninet (former board member of Van Gogh Europe) and Martine Lagrange (consultant from Saint-Rémy), who both left the network during the pandemic, were also invited to the dinner in order to thank them for all the years they contributed to Van Gogh Europe.

The next morning we went on a wonderful visit to the LUMA Arles. We were given a special, warm welcome by the CEO, Mustapha Bouhayati, and the Director of Exhibitions and Programmes, Vassilis Oikonomopoulos, and enjoyed an incredibly interesting, guided tour. After LUMA, we visited Museon Arlatan, which had recently reopened after an 11 year-long renovation. The museum was founded by Frédéric Mistral and contains his personal collection and heritage as well as artifacts that show and tell the history of the Provence culture.

This marked the conclusion of the first face-to-face Van Gogh Europe meeting in two years. Upon reflection, the partners were highly pleased with the very positive and productive meeting, which was generally characterized by a renewed sense of energy and enthusiasm for the future.



*Jean-François & Hélène Serlinger, Ron Dirven, Onno Wittenberg, Guillaume Blanc, Barbara Treutenaere, Sarah Dekker, Jacqueline Rutten, Alain van der Horst, Anne-Sophie Foron, Caroline Dumoulin, Natacha Vandenberghe, Merijn Vos, Karin Onink, Ellen ter Hofstede, Alice Childs, Livia Wang*

## 4. Location visits

### 4.1. Mons and Borinage

Given that the Chair of Van Gogh Europe had not been able to visit the heritage locations and partners in Mons, it was time for Alain van der Horst to discover the Borinage and its Van Gogh related heritage. He was joined by Sarah Dekker on 23 and 24 March. First, they visited the Artothèque, home to Mons collections and the original drawing of *The Diggers* by Vincent van Gogh. This visit was preceded by a guided tour at the Beaux-Arts Museum of the exhibition of one of the greatest artists from Mons: *Anto-Carte: Heaven and Earth*. They met with Natacha Vandenberghe and Caroline Dumoulin for a lunch meeting, after which Caroline took them to the Van Gogh House in Cuesmes. There, Caroline presented all of the new ideas for the upcoming renovation of the visitor centre as well as their wishes for the surroundings in the future.



The next morning, the guide, Filip Depuydt, took Alain and Sarah to Colfontaine, where he showed them the station where Van Gogh arrived in 1880 as well as the remains of several mines. Of course, they visited the Marcasse mine, which is the mine Van Gogh visited himself while he lived in the Borinage; it was here where Vincent allowed himself to be lowered 700 metres down ‘in a kind of basket or cage like a bucket in a well’. As the morning ended, it was time to visit our partner location, the Maison van Gogh in Colfontaine, which had just undergone renovations. The renewed area which included a space to display a short film on the house in Colfontaine proved to be an important addition to the house and the public experience. The house next to the public area was still under construction and would reopen to visitors in spring 2022.



## **4.2. Drenthe**

Both the partners and their respective museum and heritage locations in the province of Drenthe were also new to Alain. On 11 April, Sarah and Alain spent the day meeting with Ellen ter Hofstede at the Drents Museum, visiting the Atlas theatre in Emmen to scope out if this would make a suitable location for the upcoming Van Gogh Europe Congress in 2023, and discussing the new plans for the Van Gogh House in Nieuw-Amsterdam/Veenoord. There they met with the board and the recently hired consultant, Merijn Vos, to discuss the collaboration within Van Gogh Europe, the upcoming renovation of the house, and the plans for the anniversary year of 2023. It was a very positive meeting that led to more intense contact and cooperation.

## **4.3. Otterlo**

On 23 May, representatives from the Van Gogh Europe partners Drents Museum, Het Noordbrabants Museum, Van Gogh Museum, Kröller-Müller Museum, Van Gogh Brabant, and Van Gogh Europe itself met with NBTC Holland and Marketing Drenthe at the Kröller-Müller Museum in Otterlo. The meeting was initiated by NBTC Holland to discuss and explore new avenues for collaboration. Over the summer there were several meetings that resulted in an associated partnership for NBTC and Marketing Drenthe within Van Gogh Europe. Van Gogh Brabant, NBTC Holland, Marketing Drenthe and the Noordbrabants Museum began a mutual partnership in the field of destination tourism.

## **4.4. Zundert**

Zundert was Vincent van Gogh's birthplace and therefore the location where it all began. In the summer of 2022, on 21 July it was time for Alain to discover this important heritage location and for both he and Sarah to meet with the Director Ron Dirven. After several years of absence, it was decided that Ron would once again take part in the Van Gogh Europe meetings, in the special role of the artistic representative of Etten-Leur, Zundert and Nuenen. The board and partners are happy to welcome Ron back to the network in this new role.

Alain and Sarah visited the church of Zundert, the artist-in-residency where they met artist Emmy Bergsma and, of course, went to the Vincent van Gogh Huis. They were lucky to get a sneak-peak of the upcoming exhibition Closer to Vincent, which was based on the research of art historian Alexandra van Dongen.



*Alain van der Horst, Ron Dirven and Sarah Dekker at the Van GoghHouse in Zundert.*

#### **4.5. Paris and Auvers-sur-Oise**

On 27 July, Alain and Sarah travelled to Paris to meet with both the Head of Culture and Communication at the Dutch embassy, Friso Wijnen and Lilian Widdershoven, Head of the Atelier Néerlandais. Van Gogh Europe has a special connection with the Dutch embassy, based on the fact that they are both inspired by each other's work and because the Dutch embassy is one of the funders that made it possible to develop the Van Gogh Europe app. Both parties agreed during this meeting that the Atelier Néerlandais would host the Van Gogh Europe seminar that will take place on 25 May 2023.

Behind the Atelier Néerlandais, the Fondation Custodia is situated in a beautiful building and contains the collection of the Dutch collector Frits Lugt. Alain and Sarah were warmly welcomed by the curator Hans Buijs. After a tour, the seminar was discussed. Hans Buijs invited the Van Gogh Europe network to host its reception, which was an incredibly generous gesture that was accepted with great pleasure.

On 28 July, the Director of the Van Gogh Museum Emilie Gordonker, advisor to the board and family member Willem van Gogh, and his successor and niece Janne Heling travelled to Auvers-sur-Oise to commemorate the 132-year 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) along with the owner, Dominique-Charles Janssens, and the scientific director of the Institut Van Gogh, Wouter van der Veen.





*Berend Sommer, Wouter van der Veen, Emilie Gordenker, Sarah Dekker, Alain van der Horst, Willem van Gogh, Janne Heling, Dominique-Charles Janssens at the Auberge Ravoux.*

The next day, the day 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 speeches and along with Willem van Gogh lay wreaths of sunflowers on the graves. After the ceremony, they visited another Van Gogh Europe partner, the recently joined Van Gogh Roots. Two years after the discovery of the precise location in which Vincent had painted his final masterpiece, *Tree Roots*, the site was opened to welcome visitors, guide them from the roots on the street level, up on the hillside, through the garden, up to the beautiful open space with a view over the wheat fields where Vincent had painted so many times during his stay in Auvers. The group gathered over a small reception to celebrate this important day together.



*The graves of Vincent and Theo van Gogh in Auvers-sur-Oise on 29 July 2022.*

#### **4.6. Saint-Rémy-de-Provence**

When the partner meeting ended in Arles, Ellen ter Hofstede, Alain and Sarah travelled to Saint-Rémy-de-Provence to meet with Philippe Goninet at the Saint-Paul-de-Mausole. They were welcomed and guided by the Director of the asylum, Dr Jean-Marc Boulon. He showed them the recently renovated wing that will reopen in Spring 2023, which will give the audience access to spaces that were significant to Vincent's story at the hospital, namely the visitors room, the director's office (where Vincent was registered), the room of the night nurse, the area where residents leave their personal belongings and shower prior to beginning their recovery in the psychiatric hospital. Dr Boulon also showed the impressive artist studio and the famous garden, where Vincent was able to create so many beautiful paintings while being hospitalized. The meeting strengthened the relationship between the Van Gogh Europe partners and agreements were made on the joint promotion of the opening of the new wing in 2023.

## 5. New partners

### 5.1. Head partners

#### Centraal Museum Utrecht

On 7 July, the partnership with the Centraal Museum Utrecht was signed. The Van Gogh Europe network was incredibly happy to welcome Centraal Museum as the ninth museum in the collective. The importance of this new partner stemmed from the museum's collection of 5 paintings and two drawings by Van Gogh. The city of Utrecht is an important location in the artist's European history because it was home to his artist friend, Anton van Rappard, and he regularly visited there.

#### Maison du Dr Gachet, Auvers-sur-Oise and the Château d'Auvers, Auvers-sur-Oise

In the fall of 2022, the network was able to add two more heritage locations from Auvers-sur-Oise, thus making it a total of four partners from Vincent's last residence. Both the house of Dr Gachet and the Château are of vital importance for the network, insofar as they are essential locations for telling the story of the final months of Van Gogh's life. The former is important because of the regular visits Van Gogh made to the house during this time to meet with his friend Paul Gachet and his family, and to paint in the garden. The latter is especially important because of the future. The castle was captured in a Van Gogh painting (*Landscape at Twilight*) and is a defining historical monument of the village, which will host an exhibition dedicated to Van Gogh's time in France between 1886 to 1890, with a special focus on Auvers. The exhibition will contain digital material, historical pieces, and original artworks by fellow artists. Never before has an exhibition of Van Gogh's work been organized on this large scale in the village.

### 5.2. Associated partners

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

After starting to work together during the discovery of the roots in 2020, a special relationship was subsequently built between the owners of the Roots and the Van Gogh Europe network. After Jean-François and Hélène Serlinger established their non-profit organization Van Gogh Roots, they joined the Van Gogh Europe network at the beginning of 2022. For the first time in Van Gogh Europe's history, a natural heritage site was added as a partner. The Van Gogh Roots is a key location through which the public can learn about Van Gogh's final days and last masterpiece.

#### NBTC Holland

NBTC Holland is a national destination management organization, both of and for the Netherlands. They use their national vision on 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 that 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 whom we are very happy to welcome back into the network.

## Marketing Drenthe

Marketing Drenthe is a destination organization that is responsible for the marketing of Van Gogh Drenthe. From 2023 onwards, Van Gogh Drenthe's ambition is to make the cultural heritage of Van Gogh in Drenthe visible. Both the landscape and people of this province were a real inspiration for Van Gogh's ongoing development of his passion for art. Van Gogh Europe is thus 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.



## 6. Van Gogh Europe activities: Focus on 2023

### 6.1. Van Gogh Europe Congress

During the summer of 2022, Treasurer Ellen ter Hofstede and Project Manager Sarah Dekker worked on the application to receive funding to organize the very first Van Gogh Europe Congress in Drenthe. Together, they worked out a project plan, outlining the goal and motivation, the target groups and programme concept and the intended budget. They had several meetings with Gerrit Kamstra, Head of Culture Projects at the Province of Drenthe, during which they were positively encouraged to set up the team and start working on the implementation of the plans.

Sarah Dekker set up a project team with Ellen ter Hofstede, Patricia Bosboom (owner of Buro Bosboom and responsible for the marketing and communication of the congress), Mayra Hoogesteger (Event manager at the Drents Museum)<sup>1</sup>, Tessa Brink (Marketing and communication advisor at the Province of Drenthe) and Jaap Vermeer (Event Manager at the Province of Drenthe). The kick-off meeting took place at the Van Gogh Museum on 11 November. On that day, the group had the first opportunity to get to know each other, to learn more about the Van Gogh Europe network (through a presentation by Sarah) and to define the title, goals, and target groups of the Congress. The team decided to give the congress the following title: *In the footsteps of Vincent van Gogh. Stories of the heritage locations*. The target groups were identified as primarily Van Gogh Europe's national and international partners and relations, Van Gogh volunteers in the Netherlands and professionals involved in heritage and tourism at an administrative level in local and provincial governments as well as in TIPs. The congress is scheduled to be held at the Atlas Theatre in Emmen. The principal goals of the congress are to promote Van Gogh Europe, promote the heritage locations of Van Gogh Europe, with a particular focus on the locations in Drenthe, to connect and strengthen the relations within the network, to share knowledge on maintenance, preservation, finances and promotion, in addition to sharing more in-depth knowledge about the artist, Vincent van Gogh



*The project team for the Van Gogh Europe Congress: Felix Pronk, Jaap Vermeer, Sarah Dekker, Patricia Bosboom, Ellen ter Hofstede, Tessa Brink.*

<sup>1</sup> Mayra Hoogesteger left the Drents Museum on 1 December, 2022. Her successor will take her place in the project team.

The congress will take place on 14 and 15 November 2023. The opening day will be at the theatre and include a programme filled with international speakers, (musical) entertainment and networking. The next day will be all about discovering the heritage locations of Drenthe, so we plan to take the visitors on a bus tour through Zweeloo, Hoogeveen/Nieuw-Amsterdam, before ending with a guided tour through the *Van Gogh in Drenthe* exhibition and a lunch at the Drents Museum in Assen. Just before the end of the year, the requested budget of €75,000 was granted to the Van Gogh Europe network. We are extremely grateful to the Province of Drenthe for this generous contribution.

## **6.2. Van Gogh Europe App**

In order to realize the network's dream of creating its own Van Gogh Europe app, Alain van der Horst and Sarah Dekker, with special help from Wouter van der Veen, completed an application at the Dutch Embassy in Paris in 2021. This funding of €25,000 was granted to the network in the fall of that year. To begin the development of the app, Van Gogh Europe required another €15,000. Sarah Dekker applied for the remaining funding from the Vincent van Gogh Foundation. On 29 June, the funding was granted. Of course, all partners were very happy and grateful. This meant that the project team could be assembled and begin their work. Sarah Dekker and Alain van der Horst were able to arrange –through Rubinstein, the publisher of the Van Gogh Atlas – hiring Nienke Denekamp (author of amongst other texts the Van Gogh Atlas) to write the script. Mariëlle van Tilburg from Mynq was recruited to coordinate the digital storytelling, while the Dutch company Tapart (developer of amongst other things the award-winning multimedia tour at the Van Gogh Museum) signed on to develop the app. The team officially began working together on 1 January 2023. The app will be launched at the congress on 14 November, 2023.

## **6.3. Van Gogh Europe App**

Since 2019, the Van Gogh Europe network has ran a special educational project with ISC Business School Paris. In 2021, this was expanded with an exchange project with students from KU Leuven. Over the course of a single semester the students work together on a business case presented by Van Gogh Europe and both schools. The results of these projects have been extraordinary, but up until now the results have only been shared within the classroom. In light of the important Van Gogh year in 2023, we decided to organize a special seminar to both shine light on this project and share it with the world. In 2022, the students worked on a business case about Van Gogh, Van Gogh Europe, sustainability and (mental) wellbeing. Especially after the pandemic, cultural institutions, and museums have felt the need to engage with the theme of mental wellbeing in society. The students were challenged to come up with new ways to help the partners within the Van Gogh Europe network to use their location and collection to contribute to social welfare, with a special focus on young adults. The results of this project will be presented during the seminar on 'Van Gogh, Art and Wellbeing' that will take place on 25 May 2023 at the Atelier Néerlandais in Paris. The students will be accompanied by speakers from several Van Gogh Europe partners as well as an artist, a musician, and a researcher.

In December 2022, a donation of €1,000 was offered by Jean-Christophe Haguel, Director of ISC Business School, to contribute to this special seminar, for which we are truly grateful.

#### **6.4. Van Gogh Europe x SRC Travel: Follow van Gogh trips**

We regularly receive questions via the Van Gogh Europe website about potential Van Gogh tours and trips to book via the network. Up until now, we have always sent these people to travel agents in Europe and had to apologize for not being able to help further. Based on these experiences, our ambition grew to become able to meet the clear demand and by sheer coincidence we crossed paths with the well-established travel agency SRC Travel. SRC Travel started with a few Van Gogh tours and the network wanted to explore the possibility of a collaboration. On 15 June, Ellen ter Hofstede and Sarah Dekker had their first meeting at the SRC offices in Groningen. It was clear there was a shared interest in combining forces. In the months that followed, with the approval of the board, the first three tours were created by the Marketing and communications manager at SRC Travel, Mireille Kenter, Ellen ter Hofstede and Sarah Dekker. Our first Van Gogh Europe intern, Felix Pronk (Tourist Management student at InHolland Rotterdam), played an important supporting role by setting everything up. This resulted in three bus tours: a 3-day tour in the Netherlands (including all heritage locations in Brabant, the Van Gogh Museum and the Kröller-Müller Museum)<sup>2</sup>, an 8-day bus trip to Belgium and France (including a visit to the houses in the Borinage, Musée d'Orsay, the Auberge Ravoux and Van Gogh Roots in Auvers-sur-Oise, the Fondation in Arles and Saint-Paul-de-Mausole in Saint-Rémy) and a 12-day tour through the Netherlands, Belgium and France (especially suitable for those coming from outside of Europe). These thematic trips offer a special experience for anyone who is interested in Vincent van Gogh and who would like to feel what it is like to truly follow in his footsteps. It really is a great way to learn more about all the heritage locations and beautiful European museums that are in our network. The tours will go live at the beginning of 2023 and will be launched with a joint marketing campaign.

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2 This trip will be expanded in autumn 2023 to include all heritage locations in Drenthe as well as the Drents Museum.

# 7. Focus on Europe

## 7.1. Educational projects

### FGV São Paulo

On 25 June, Van Gogh Europe contributed for the first time to an educational project outside of Europe. Via Professor Sabine Bacouel-Jentjens from the ISC Business School in Paris, Sarah Dekker was asked to give an (online) course on Van Gogh and Van Gogh Europe at the FGV São Paulo in Brazil. This is the most prominent business school in the capital. Sarah Dekker gave her course for a group of adult students within a project about culture and wellbeing. A few weeks later they met online once again for a Q&A session, after which the students visited the Museu de Arte de São Paulo, a museum which has four absolute masterpieces by Van Gogh in their collection.

### ISC Business School projects x KU Leuven

For the second year in a row, the ISC Business School and KU Leuven organized an exchange project. At the end of October, Sarah Dekker travelled to Paris to give a course on Van Gogh's illness, and the way in which his mental health influenced his art and vice versa. Moreover, the students were introduced to the Van Gogh Europe network: its mission, activities, and partners. The students comprised international master's students from ISC study Intercultural Business & Management and students from the University of Leuven's Economics and Sustainable Entrepreneurship programme, which proved to be an interesting combination to serve as the basis 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?* The students formed three groups and set to work answering this question. To further inspire the students, Sarah gave them a guided tour through the Van Gogh collection at Musée d'Orsay. They also visited the Van Gogh tour in Asnières-sur-Seine, while the Belgium students took a trip to Auvers-sur-Oise to visit the heritage locations there. At the Van Gogh Roots they were treated to a special tour by Jean-François Serlinger.





*Guillaume Blanc receives the group of students at the Musée d'Orsay.*

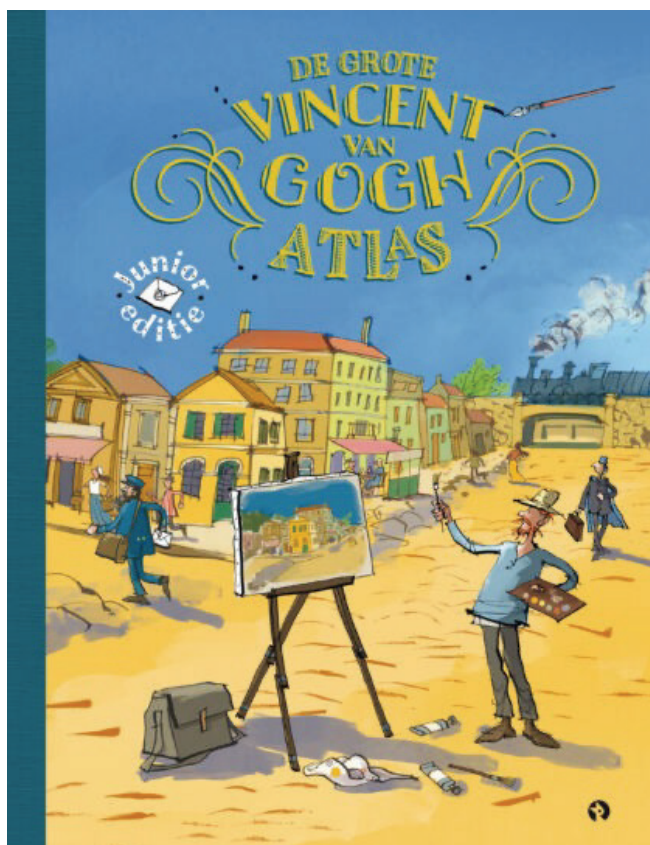
It is important to mention here that one of the groups who came up with the idea of creating community artworks with as many people as possible, inspired by the works of Vincent van Gogh, were brave enough to actualize their idea during the Mental Health Awareness week at the ISC Business School. During that week in November, they challenged fellow students to come and work together with them on producing several artworks as well as asking them to complete a questionnaire both prior to and after engaging in this activity. The outcome was very positive: the surveyed students stated that even though they were hesitant at the beginning, the painting and colouring made them feel more relaxed and fulfilled than prior to engaging in the activity.

For the ISC students, the project ended in December 2022, while the students from Belgium had to complete another in-depth assignment on the subject that would run until the beginning of 2023. The final group of students will present their results on behalf of the whole group at the seminar in Paris on 25 May, 2023.

## The Van Gogh Atlas Junior

The junior version of the Van Gogh Atlas was presented to the press on 21 September at the Van Gogh Museum in Amsterdam and is suitable for children of all ages. This is a special publication for the Van Gogh Europe partners in that the Van Gogh Atlas tells the story of the journey Vincent van Gogh made through Europe in such a beautiful manner. The original adult version of the Van Gogh Atlas, which was published for the first time in 2015 (and has subsequently been translated in seven different languages), contained the logo of the Van Gogh Europe network and many of the partners contributed to this publication. It has been the perfect business gift for Van Gogh Europe and serves as the basis of the Van Gogh Europe app that we are currently developing.

The junior edition of the Vincent van Gogh Atlas was released in Dutch and English by Publisher Rubinstein. As with the adult version, the story was written by the author, Nienke Denekamp, and Senior Educator at the Van Gogh Museum, René van Blerk, and accompanied by beautiful drawings by Geert Gratema. The Van Gogh Europe logo is proudly displayed on the inside.



*The Vincent van Gogh Atlas Junior.*

## Congress Art and Wellbeing Gent

In order to both educate ourselves and learn and get inspired for our own congress and seminar, Caroline Dumoulin and Sarah Dekker visited the *Culture & Mental Health Congress* at Museum Dr. Guislain Gent on 24 November. The morning began with a plenary programme with several international speakers from the cultural sector. Gaëlle Zguimi (Advisor of Culture to the city of Brussels) spoke about the extensively reported experiment to have Belgium GPs prescribe a museum visit to patients suffering from mental health issues. Julia Puebla Fortier, a researcher from the London School of Hygiene and Tropical Medicine, then shared her research on *The Emotional Labour of Creative Health Facilitators*. After lunch, the parallel sessions began. Caroline and Sarah visited the session on *Creating creative Health places within Institutional settings*, which was chaired by Thomas Kador from the University College London. Later in the afternoon, they attended the workshop *Colourful Stuivenberg*, an interactive workshop which guided people within a social artistic framework through different methods with heritage serving as the binding factor and Vincent van Gogh's paintings acting as the inspirational starting point for non-clinical empowerment. After the congress ended, Caroline and Sarah exchanged their ideas and learnings from the congress and documented them for the organization.



*Caroline Dumoulin and Sarah Dekker after the workshop at the Congress in Gent.*



## **7.2. Visit to Santa Barbara Museum in Auvers-sur-Oise**

In October 2021, Sarah Dekker was approached by the travel agency Artigo (who specialize 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, on the occasion of 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 donors 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 helped them to create a highly interesting and special project. In Auvers-sur-Oise, she took care of the tour, guiding the group to the Auberge Ravoux, the graves, the churches, and through the wheat fields, before concluding with a special reception at the Van Gogh Roots. Not only was she able to share the story about Van Gogh's final months in Auvers – in collaboration with Dominique Janssens from the Auberge Ravoux and Jean-François and Hélène Serlinger from the Van Gogh Roots – she was also able to talk about the Van Gogh Europe network itself. The next day the group left to visit the Provence, which included a visit to our partner the Fondation Vincent van Gogh Arles and the asylum Saint-Paul-de-Mausole in Saint-Rémy-de-Provence.

## **7.3. Logo and branding**

With the big anniversary year of 2023 coming up, 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. After setting up the wish list from the board and partners in Arles, Sarah Dekker asked Franck Nederstigt (Designer at the Van Gogh Museum) to develop the new Van Gogh Europe logo as well as new branding that could be used in print and online.

Franck Nederstigt presented several concepts that were sent to the board members, who unanimously selected the current new logo.

Finalizing the new branding and logo also meant that we could start the process of rebranding the website and the brochure.



#### 7.4. New brochure

As a result of the many new partnerships, developments and rebranding, the brochure that was created in 2019 was in need of 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 as well as a biography timeline rather than having long texts. The board extensively discussed the options for the new brochure during their meeting in Arles. Considering the environment and high paper prices, the board members chose to both go for a slightly larger brochure than before and reduce the languages from four to two: English and French. By adding a QR code that would lead to our website, which is in eight languages, we could provide most of our audience with all the information we have to offer. Between October and December, Sarah Dekker, and intern Felix Pronk, in collaboration with all of our Van Gogh Europe partners, worked together with the designers from Kingling to compose, write and design the brochure. New partners were added, all the information and pictures were updated, with only the highest quality images of works of art being used. In December, the brochure was completed and sent to print. The delivery and distribution will take place in the latter half of February 2023.



*New Van Gogh Europe brochure.*

## 8 Social Media

### 8.1. Instagram and Facebook

Overall, the social media channels of Van Gogh Europe have been professionalized over the past year. Every week, three posts are made by the Project Manager on Instagram and Facebook. Mostly, these posts are about paintings by Van Gogh and include brief information, along with links to both the Van Gogh Europe location where the work was made and the collection where the painting is currently located. In some instances, there are posts about specific activities and exhibitions by the partners or themes such as ‘Van Gogh Statues’ or ‘Van Gogh inspired street-art.’ For the first time ever, a joint post was made with one of the partners. This was done on 20 July with the Van Gogh Museum (2.3 million followers on Instagram). That post broke all of the Van Gogh Europe records: it received over 24,000 likes and brought over 300 new followers in just 24 hours. We started the year with 3400 followers on Instagram and 7650 followers on Facebook. Throughout 2022, we grew to 9785 followers on Instagram and 7685 followers on Facebook, which represents an explosive growth on Instagram.

Given that Instagram is our primary focus, this was definitely the result we were hoping for. The largest groups of followers come from the United States (17%), Brazil (7.9%), the Netherlands (5.1%), France (5%) and Italy (4.5%). Most followers are between 25-34 years old (23.2%), those close to the age category of 18-24 years old (19.2%) and between 35-44 years old (18.6%). In total, 59.7% of our followers are female and 40.2% are male.

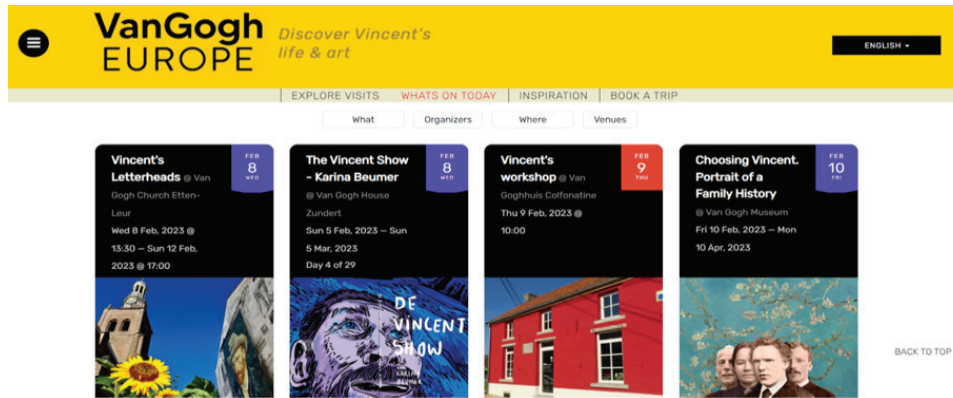
Instagram and Facebook are wonderful platforms for communicating, interacting and reaching a global audience. Especially on Instagram, the Van Gogh Europe account saw an exceptionally high rate of involvement, which grew by 418% in comparison to 2021. The prognosis is that Van Gogh Europe will reach the milestone of 10K followers by mid-January 2023.

### 8.2. LinkedIn

Led by Sarah Dekker, intern Felix Pronk created a LinkedIn account for Van Gogh Europe. Through this professional networking site, we wanted to share more information about our partners, our projects, collaborations, and professional news. The account went live on 5 September and had 600 followers by the end of the year. Felix Pronk started a series on the people behind Van Gogh Europe, which involved interviewing each member and representative within the network and asking them about their work, their personal connection to Van Gogh and what Van Gogh Europe meant to them and their institution. It proved to be a successful platform for shedding light on all of our activities and provided a new way through which to reach a new audience.

### 8.3. Website

Due to the rebranding of Van Gogh Europe, it was also time to revise the website. The objective was to connect the look and feel of the new logo and branding with our website. In particular, we wanted to make some changes to the menu and layout as well as updating all of our information. Of course, all partners also needed to be included on the partners' page. A special page also needed to be created for the Van Gogh trips.



*The new calendar on the website.*

Project manager Sarah Dekker had pitched the idea during the meeting in Arles to develop a Van Gogh Europe calendar on the website. Up until that moment, it often proved difficult to promote all of the partners activities, especially when these were very local, or language-bound events on Instagram and Facebook. By creating a calendar on the website which would include all partners, all countries, and all events (such as exhibitions, workshops, tours) we could thus offer our (potential) visitors all the information in a clear and straightforward manner. This would enable people to search by location, date (which is perfect for those visitors coming from abroad and planning their trip long in advance) and institute. The board approved of this idea and Sarah Dekker, together with Felix Pronk and webhost Moon Tummers started to develop the calendar, collecting all the information for the upcoming year from all of the Van Gogh Europe partners. The calendar will be delivered at the beginning of February 2023, and the entire website will be updated before the end of March 2023.

In 2021, we had 35,992 visitors to the website. In 2022, we had 44,986 visitors to our website with 51,968 unique sessions.

## 9. Finances

### 9.1. PBO

Our former Treasurer, Elisabeth Boelrijk, began the procedure of obtaining a PBO (a Dutch cultural Public Benefit Organization). Chair Alain van der Horst, Treasurer Ellen ter Hofstede and Sarah Dekker continued with this procedure and at the beginning of May we proudly received our PBO. A PBO is an organization that carries out at least 90% of its work for the public's benefit. Van Gogh Europe connects heritage sites and museums that are closely linked to the life and work of Vincent van Gogh. The Foundation aims to make Van Gogh's European cultural heritage accessible to a wide audience, in order to inspire, unite and engage current and future generations. With the PBO, the network now has a non-profit tax designation in the Netherlands, which was issued by the Tax Office in accordance with general tax laws. This status is very helpful for fundraising in the Netherlands and means that the sponsor is entitled to certain tax advantages related to inheritance, gifts and donations.

Besides this, we also just received the good news that our Van Gogh Europe Foundation was officially granted 'cultural ANBI status', which is a non-profit tax designation in the Netherlands issued by the Tax Office in accordance with general tax laws.

### 9.2. Financial Report

Van Gogh Europe Foundation

Realised 2022 and estimation 2023

| <u>Contributions partners</u>  | 2020     | 2021     | 2022     | 2023       |
|--|----------|----------|----------|------------|
|  | Realized | Realized | Realized | Estimation |
| <b>Museums with a Van Gogh Collection</b>  |          |          |          |            |
| Van Gogh Museum  | € 5.000  | covid    | covid    | € 5.000    |
| Kröller-Müller Museum  | € 5.000  | covid    | covid    | € 5.000    |
| Noord-Brabantmuseum  | € 5.000  | covid    | covid    | € 5.000    |
| Drents Museum  | € 2.500  | covid    | covid    | € 2.500    |
| Centraal Museum Utrecht, vanaf juli  |          |          | € 2.500  | € 2.500    |
| Musée d'Orsay (started in 2021)  |          | € 5.000  | € 5.000  | € 5.000    |
| National Gallery   |          |          |          | € 2.500    |
| <b>Museums without a Van Gogh Collection</b>                                       |          |          |          |            |
| Fondation Vincent van Gogh Arles   | covid    | € 2.500  | € 2.500  | € 2.500    |
| <b>Heritage locations</b>  |          |          |          |            |
| Van Gogh Brabant/Visit Brabant   | € 5.000  | covid    | € 5.000  | € 5.000    |
| Van Goghuis Drenthe & Veenpark (Gemeente Emmen)                                    | € 2.500  | covid    | € 2.500  | € 2.500    |
| Van Gogh House in Hackford Road, London (Elm Lane)                                 | covid    | € 2.500  | € 2.500  | € 2.500    |
| Maison dr. Gachet Val d'Oise   |          |          | € 2.500  | € 2.500    |
| Saint Paul de Mausole, Musée Estrine, Musée des Alpilles, Saint Remy-de-Provence   | covid    | € 2.500  | € 2.500  | € 2.500    |
| Maison Van Gogh de Cuesmes & Maison Van Gogh de Colfontaine (via Pole Museal Mons) | € 2.500  | covid    | € 2.500  | € 2.500    |



|   |                 |                 |                 |                  |
|---|-----------------|-----------------|-----------------|------------------|
| City of Asnières (paid dec 2021 for 2022)   |                 |                 | € 2.500         | € 2.500          |
| <b>Promotions partnes</b>   |                 |                 |                 |                  |
| Visit Mons (Office du Tourisme Mons)  | covid           | € 2.500         | € 2.500         | € 2.500          |
| <b>Associated partners</b>  |                 |                 |                 |                  |
| Atout France (started in june 2021)   |                 | € 1.000         | € 1.000         | € 1.000          |
| NBTC, vanaf sept  |                 |                 | € 1.000         | € 1.000          |
| Marketing regio Emmen, vanaf sept   |                 |                 | € 1.000         | € 1.000          |
| Van Gogh Roots Auvers   |                 |                 | € 1.000         | € 1.000          |
| Total income from partners Van Gogh Europe  | € 27.500        | € 16.001        | € 54.000        | € 56.500         |
| Balance previous years  | € 39.745        | € 27.819        | € 9.043         | € 14.552         |
| <b>Total budget partners</b>  | <b>€ 67.245</b> | <b>€ 43.820</b> | <b>€ 63.043</b> | <b>€ 71.052</b>  |
| Because of the covid-closing of the musea and activities, it was decided to contribute one time for the year 2020 plus 2021 |                 |                 |                 |                  |
| <b>Fundraising activities</b>   |                 |                 |                 |                  |
| Preparation app from Ned. Ambassade Parijs  |                 |                 |                 | € 24.750         |
| Vincent Foundation for app  |                 |                 |                 | € 15.000         |
| <b>Total funds for app</b>  |                 |                 |                 | <b>€ 39.750</b>  |
| Province Drenthe Congress 2023  |                 |                 |                 | € 75.000         |
| ISC Business School Paris (for Seminar)   |                 |                 |                 | € 1.000          |
| <b>Total fundraisings activities</b>  |                 |                 |                 | <b>€ 115.750</b> |
| <b>Total budget</b>   |                 |                 |                 | <b>€ 186.802</b> |

| Costs   | 2020            | 2021            | 2022            | 2023             |
|---|-----------------|-----------------|-----------------|------------------|
|   | Realized        | Realized        | Realized        | Estimation       |
| <b>Projects</b>   |                 |                 |                 |                  |
| Congress 23   |                 |                 |                 | € 75.000         |
| Van Gogh Europe app                                     |                 |                 |                 | € 39.750         |
| Seminar Paris   |                 |                 |                 | € 6.000          |
| Partnerdiner VGE 25th May 2023                          |                 |                 |                 | € 2.700          |
|   |                 |                 |                 | € 123.450        |
| <b>Projectmanagement and general overhead</b>           |                 |                 |                 |                  |
| Managing costs paid by van Gogh Museum                  | € 31.200        | € 31.200        | € 31.200        | € 31.200         |
| Editing- and translationcost annual report              | € 701           | € 681           |                 | € 1000           |
| Costs regulations, brandprotections etc.                | € 260           | € 260           | € 290           | € 290            |
| VAT differences (income and costs)                      | € 2.852         |                 | € 1.302         | € 1700           |
| Domain registrations of 5 urls for 2 years              | € 639           |                 | € 260           | € 260            |
| Administration, office, insurance and bank-costs        | € 794           | € 966           | € 2.861         | € 3.500          |
|   | € 36.446        | € 33.107        | € 35.913        | € 37.950         |
| <b>Marketing and PR</b>                                 |                 |                 |                 |                  |
| Public relations (corporate)                            |                 |                 | € 220           | € 1.000          |
| Update Van Gogh Europe brochure, translations and print |                 |                 | € 5.370         | € 6.000          |
| Support, updates website and webhosting                 | € 2.980         | € 1.670         | € 6.988         | € 15.000         |
|   | € 2.980         | € 1.670         | € 12.578        | € 22.000         |
| <b>Total Costs</b>                                      | <b>€ 39.426</b> | <b>€ 34.777</b> | <b>€ 48.491</b> | <b>€ 183.400</b> |
| <b>RESULTS</b>  | <b>€ 39.426</b> | <b>€ 39.426</b> | <b>€ 39.426</b> | <b>€ 39.426</b>  |

1)Costs for projectmanagement by project manager from the Van Gogh Museum. This budget is being used for projects of Van Gogh Europe, travel costs of the Chair and project manager of Van Gogh Europe, office costs and translations.