

**VANGOGH
EUROPE**

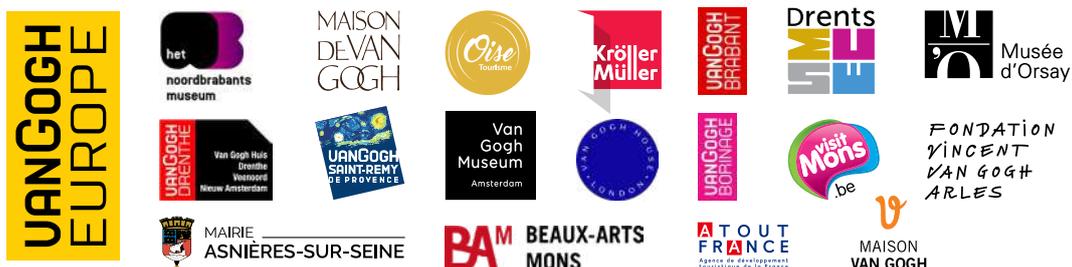
VAN GOGH EUROPE
ANNUAL REPORT 2021



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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 | INSITUT 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



Cover: Vincent van Gogh, *Portret van Joseph Roulin*, februari-maart 1889. Kröller-Müller Museum, Otterlo

1. Foreword by Alain van der Horst

'I do believe in civilization, even in this day and age, but only in the kind that's based on true love of humanity. Anything that costs human lives I find barbarous, and I have no respect for it'. Vincent van Gogh to his brother Theo on 22 July 1883.

As I write this foreword and look back on 2021, another difficult year is overshadowed by an horrific war in Ukraine, on the European continent.

Inspired by the powerful quote above, I would like to emphasise in this presentation of Van Gogh Europe's annual report 2021 how valuable it is to be able to work together across borders, despite cultural differences and backgrounds, on what binds us together. In our case, this is our love for the life story, perseverance, strength and work of Vincent van Gogh.

I am proud that all partners of Van Gogh Europe have been able to find and inspire each other throughout the past year. Contrary to what everyone had hoped, 2021 turned out to be largely dominated by the worldwide COVID crisis. Government measures to contain the pandemic in France, the United Kingdom, Belgium and the Netherlands differed considerably but they resulted in shared concerns about health, visitors and operations at heritage sites and museums. Once again, the board members and joint partners had no choice but to conduct all their meetings online.

Nevertheless, our focus has always been on the future, and most sections of our network are enthusiastically preparing for the special Van Gogh year of 2023, during which various partners will celebrate their anniversary, and which we will celebrate together. Creative ideas, activities, exhibitions, meetings and exchanges have been devised, developed and set in motion.

Van Gogh Europe has parted company with Elisabeth Boelrijk (former Director of Marketing & Business Development of the Kröller-Müller Museum), who has been involved in the management of the Van Gogh Europe Foundation since the network's inception. I would like to thank her once again for her great commitment and dedication. Furthermore, I am delighted that Van Gogh Europe has found a new treasurer in Ellen ter Hofstede (Head of Public Affairs at the Drents Museum).

I would also like to thank project manager Sarah Dekker, whose efforts have led to successful collaborations and exchanges with the International Business School ESSEC and the ICS Business School in Paris. Last year, the list was expanded to include the University of Leuven in Belgium. Thanks to this interaction, Van Gogh Europe actively inspires a young generation and new audiences with the life and work of Vincent van Gogh.

In the summer of 2021, at about the time of the commemoration of the anniversary of Van Gogh's death in Auvers-sur-Oise, a nice publicity follow-up was given to the discovery, a year earlier, of the exact location—found thanks to newly discovered visual material—where Van Gogh painted his last masterpiece, *Tree Roots*.

The educational platform of the Van Gogh Museum was developed in French, and is called Van Gogh à l'école. It offers free digital lessons about Van Gogh for primary and secondary school pupils. The announcement of these extensive and varied lessons has been received with particular enthusiasm by the French-speaking Van Gogh Europe partners.

Moreover, to our delight, the Van Gogh Europe network has been expanded by the addition of two new partners: the tourism organisation Atout France signed on as its first associate partner last summer and, at the end of the year, we were also able to welcome the city of Asnières-sur-Seine as a new partner. A warm welcome to both of them!

In conclusion, I would like to thank all partners in France, the United Kingdom, Belgium and the Netherlands for their commitment, and express my feelings of hope and confidence that 2022 will bring many good things for each of us and for our European network as a whole.

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 14 official partners. The network comprises a total of 10 heritage locations and eight museums, in 16 cities spread over four countries.

In 2021, the Board comprises: Alain van der Horst, Chair (Head of Corporate Communication & PR, Van Gogh Museum), Elisabeth Boelrijk, Treasurer (Head of Marketing & Business Development, Kröller-Müller Museum) until December 2021, Anne-Sophie Foron, Secretary (Head of Visitors Department and Communications, Fondation Vincent van Gogh Arles), and the following members of the Board: Livia Wang (Creative Director, Van Gogh House London), Philippe Goninet (President of the Tourist Office, Saint-Rémy) until 20th of April 2021 and Natacha Vandenberghe (Director of Culture and Tourism, Mons).

The members of the board do not receive any financial compensation.

Retirement schedule for board members

	Assumed	Up for re-election	Remark
Phillipe Goninet	2016	2019	Left in April 2021
Elisabeth Boelrijk	2011	2015, 2018, 2020	Left in December 2021
Natacha Vandenberghe	2016	2019	
Livia Wang	2019	2022	
Anne-Sophie Foron	2019	2022	
Alain van der Horst	2020	2023	

THE NETHERLANDS

Van Gogh Europe has seven partners in the Netherlands:

1. Van Gogh Brabant

The Van Gogh Church in Etten-Leur, the Vincent van GoghHuis in Zundert (Vincent van Gogh's birthplace) and the Van Gogh Village and Vincentre in Nuenen.

The Van Gogh Brabant representative is Frank van de Eijnden (Director of Van Gogh Brabant, Director of the Van Gogh Sites Foundation and Operational Director of the Van Gogh National Park). Van Gogh Brabant is one of the three founding members of the Van Gogh Europe Foundation.

2. Het Noordbrabants Museum

Het Noordbrabants Museum in 's Hertogenbosch has several original Van Gogh paintings in its collection. The museum is part of the Van Gogh Brabant network.

The representative from Het Noordbrabants Museum is Head of Marketing and Communication, Stella Nulens.

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.

Elisabeth Boelrijk (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. Elisabeth Boelrijk joined the Board as Treasurer in 2012.

4. Drents Museum

In 2018, the Drents Museum (in Assen) joined our collective. The museum's collection includes Van Gogh's paintings *The Peat Barge* (1883) and *Peasant Burning Weeds* (1883), the latter of which was acquired jointly with the Van Gogh Museum in November 2019.

Ellen ter Hofstede (Head of Public Affairs and Partners) represents the Drents Museum within Van Gogh Europe.

5. Van Gogh Huis Drenthe and Veenpark

The house in which Van Gogh lived during his stay in Drenthe (autumn 1883) is located in Nieuw-Amsterdam. The nearby Barger-Compascuum is home to the Veenpark, which explores the world of peat – a subject to which Van Gogh often returned.

Harrie Keuter (Director of the Veenpark) represents both parties in Van Gogh Europe.

6. Van Gogh Museum Amsterdam

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

Alain van der Horst (Head of Corporate Communication & PR) is Chair of the Van Gogh Europe Board.

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

7. Atout France

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

BELGIUM

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

8. 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 where Van Gogh lived during his stay in the Borinage.

Director of the Tourist Office, Natacha Vandenberghe, is a member of the Van Gogh Europe Board.

9. Maison Van Gogh de Cuesmes

Van Gogh lived in two houses during his stay in the Borinage (1878-1880). Both houses welcome visitors. Caroline Dumoulin (Scientific Consultant) and Xavier Roland (Director of BAM - Beaux-Arts-Mons) represent one of those houses, Maison Van Gogh de Cuesmes, within Van Gogh Europe.

FRANCE

Four of our partners can be found in France.

10. 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.

11. Tourist Office, Saint-Rémy

The Tourist Office in Saint-Rémy is our promotional partner, representing 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; both museums offer visitors information on Van Gogh's stay in the town.

Philippe Goninet (President of the Tourist Office) was a member of the Board and is focused on the tourism industry. He resigned at the end of April 2021 from the Van Gogh Europe board and network. Elisa Farran, director of the Musée Estrine succeeded Goninet as representative from Saint-Rémy-de-Provence.

12. Institut Van Gogh, Auvers-sur-Oise

The institute is located in the Auberge Ravoux, where Van Gogh spent the last phase of his life and where he eventually died. The graves of Vincent and his brother Theo van Gogh are not far from the auberge. Director Dominique Janssens represents Institut Van Gogh in the network.

13. Musée d'Orsay

Musée d'Orsay is home to an impressive collection of works by Vincent van Gogh. All 24 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) will represent the museum in meetings and at events.

THE UNITED KINGDOM

Our final partner is located in the United Kingdom.

14. 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 May 2018. Livia became a member of the Board in April 2019.

3. Board meetings and partner meetings

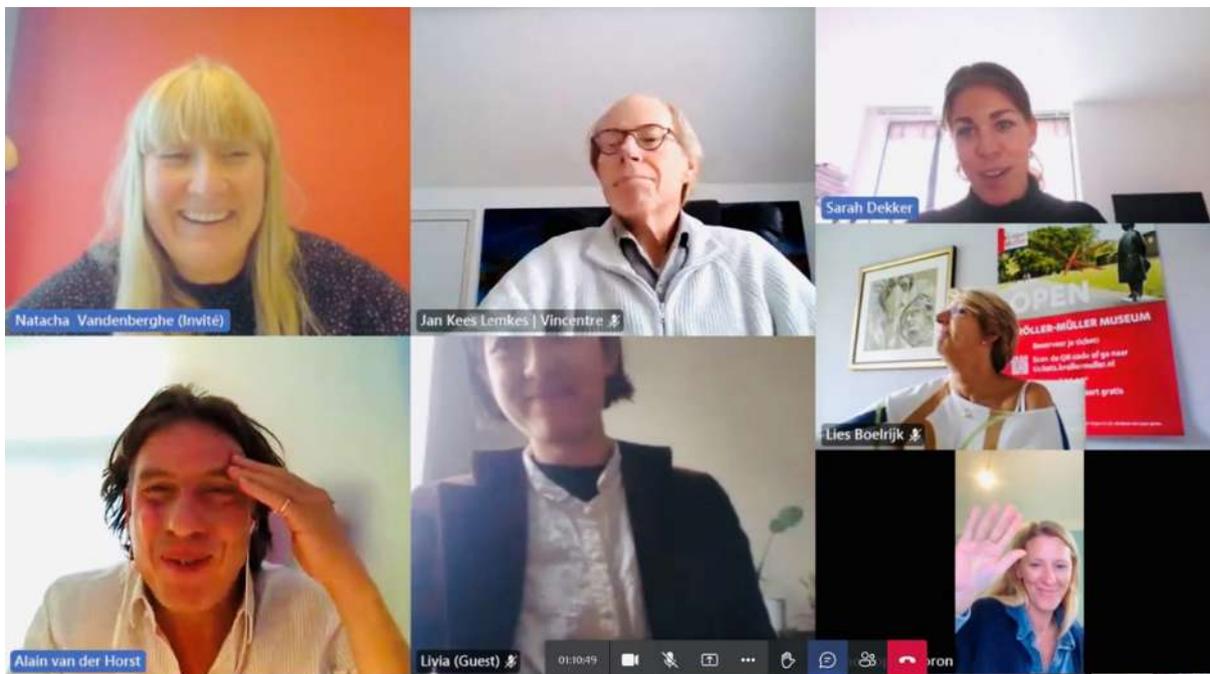
Unfortunately, the coronavirus pandemic prevented any live meetings of the board and partners in 2021. However, this has not prevented the board members from being in regular contact with each other. In 2021, there were three digital board meetings. The agenda included plans to clarify and professionalise structures and processes within the network, the composition of the board, the retirement schedule and, above all, the activities for the Van Gogh year in 2023.

The board decided to definitively focus its attention on the development of a special Van Gogh Europe app and the organisation of two international Van Gogh conferences: in the spring of 2023 in France and in the autumn of that year with our partners in Drenthe, the Netherlands. More about this later.

At the end of 2021, we had to say goodbye to treasurer Elisabeth Boelrijk, who left the Kröller-Müller Museum after almost eleven years to become director of the University Fund Wageningen (UFW). Elisabeth has contributed to the Van Gogh Europe network with great passion and knowledge; she was involved in its founding in 2012, and subsequently became its treasurer. We are extremely grateful to her for all her work, insight and enthusiasm.

The board of Van Gogh Europe immediately created a vacancy within the network for the position of treasurer and is delighted to announce that Elisabeth Boelrijk will be succeeded by Ellen ter Hofstede. Ellen has been a member of the Van Gogh Europe network since 2018 as the representative of the Drents Museum Assen, and started in the role of treasurer at the beginning of 2022.

All board meetings were followed within a few days by digital partner meetings, at which almost all partners were present.



Online Board meeting upper left to right: Natacha Vandenberghe, Jan Kees Lemkes, Sarah Dekker.
Middle: Elisabeth Boelrijk
Under left to right: Alain van der Horst, Livia Wang, Anne-Sophie Foron.

4. Location visits

A special day was scheduled for 19 May 2021: Emilie Gordenker, director of the Van Gogh Museum since February 2020, chairman Alain van der Horst and project manager Sarah Dekker visited the Van Gogh Europe location in Nuenen, Brabant. There, they met Jan Kees Lemkes (Chair of the Van Gogh Village and Vincentre, Nuenen) and Frank van den Eijnden (director Van Gogh Brabant), and enjoyed a fantastic tour by enthusiastic guides Gerard Netten and Peter van Overbruggen of all the special Van Gogh locations in Nuenen, including the Vincentre, Nune Ville, the Vicarage, the Verger's House, the Van Gogh monument and the church. After lunch, the party visited the Opwetten watermill, which was painted by Van Gogh, and went for a walk in the vicinity of the Roosdonck windmill.



Left to right: Frank van den Eijnden, Sarah Dekker, Alain van der Horst, Gerard Netten, Emilie Gordenker, Jan Kees Lemkes, Peter van Overbruggen.

NB: Not long after our visit, we learned that, sadly, Gerard Netten had passed away. Gerard was a very enthusiastic and passionate Van Gogh expert and guide in Nuenen, and will be greatly missed.

In late June 2021, Alain van der Horst and Sarah Dekker visited the Van Gogh Europe locations in the south of France. As a result of the Covid-19 pandemic, Alain had not been able to meet any of the French partners in person until then (more than a year after he became chairman).

The working visit took them to the Fondation Vincent van Gogh Arles, where they saw the exhibition Laura Owens & Vincent van Gogh, which included exceptional work by the American artist and seven paintings by van Gogh. From Arles, they travelled on to Saint-Rémy-de-Provence to visit the Saint-Paul-de-Mausole, the psychiatric hospital where Vincent stayed for a year after the ear incident in Arles. The programme also included a visit to the Estrine Museum, as well as a meeting with the entire management team and our partners. The trip ended with a working visit to Institut/Maison de Van Gogh in Auvers, and a meeting in Asnières-sur-Seine to discuss a possible partnership



Visit to the Laura Owens & Vincent van Gogh exhibition at the Fondation Vincent van Gogh Arles on the 19th of June 2021.

5. New partners

Despite the challenges presented by the second year of the coronavirus pandemic, the Van Gogh Europe network has welcomed two new partners.

In the summer of 2021, Atout France joined as our very first associated partner. Associated partners do not take part in meetings but do exchange knowledge, content and promotions. Atout France is a Tourism Development Agency dedicated to promoting France in neighbouring countries, and therefore a very welcome partner for the Van Gogh Europe network. After the pandemic, tourism is expected to pick up steadily, and to be focused on neighbouring countries. This means that Atout France can make a very positive contribution to the promotion of our French van Gogh locations, as well as strengthening bonds with our immediate neighbours, which is important for the other Van Gogh Europe countries.

At the very end of 2021, Van Gogh Europe signed a partnership contract with the municipality of Asnières-sur-Seine, a location that had been on Van Gogh Europe's wish list for some time. With the announcement of a planned exhibition at the Van Gogh Museum in the anniversary year of 2023 of the paintings that Van Gogh made in Asnières during his stay in Paris, the urgency to complete the arrangement increased. We are therefore very pleased to have signed the agreement and to have started the collaboration in 2022. Barbara Treutenaere, Vice-Mayor of Asnières for Communication, Social Networking and International Relations, will represent the municipality within Van Gogh Europe.



City park Maréchal Joffre in Asnières-sur-Seine, which will become a special Van Gogh destination in the near future.

6. Van Gogh Europe activities

Discovery of historical photograph confirms exact location 'Tree Roots'

In the summer of 2021, an uncovered historical photograph confirms the exact location of Vincent van Gogh's last painting 'Tree Roots'. This was revealed by our partner in Auvers-sur-Oise, Institut Van Gogh. Van Gogh painted 'Tree Roots' a few hours before he committed suicide.

Last year, the location in Auvers-sur-Oise was discovered by Wouter van der Veen, the scientific director of the Institut Van Gogh. He found a postcard dating from 1900-1910 featuring a scene including tree trunks and roots growing on a hillside. The reveal of this discovery took place at the end of July in 2020 and got news coverage from all over the world. The press event was a wonderful collaboration between Van Gogh Europe partners, the Van Gogh Museum and the Institut Van Gogh Auvers and meant a lot of publicity for the Van Gogh Europe network.

The new discovered image was noticed on the [Pontoise Museum blog](#), earlier this year. The photograph shows certain elements not found on the postcard.



*The historical photo that confirms the exact location of Vincent van Gogh's painting 'Tree Roots'.
The photo was discovered at the Pontoise Museum blog.*

Researchers of the Institut Van Gogh and the Van Gogh Museum can now affirm with absolute certainty the location where Van Gogh painted his last work.

The news was revealed on 28 July 2021 at the Auberge Ravoux in the presence of Emilie Gordenker (director Van Gogh Museum) and several members of the van Gogh family and the Vincent van Gogh Foundation.

Van Gogh Worldwide

The RKD – Netherlands Institute for Art History and the Van Gogh Europe partners, Van Gogh Museum and the Kröller-Müller Museum are the three founding partners of Van Gogh Worldwide. They each possess detailed information on Van Gogh's work, and they have pooled their expertise to make data available in digital form. The platform has been constructed in collaboration with a large number of partners including museums, private individuals and research institutions, especially the Cultural Heritage Laboratory of the Cultural Heritage Agency of the Netherlands.

The digital platform Van Gogh Worldwide is a unique, innovative platform publishing information to a high academic standard, and brings together art-historical and technical information about the work of Vincent van Gogh (1853-1890). In the first phase (in 2020), the project focused on all paintings, drawings and prints by Vincent van Gogh in the Netherlands (included all the Van Gogh works from Van Gogh Europe partners): over 300 paintings and around 900 works on paper. In the second phase data for works located in foreign collections will also be added to the platform. A total of about 2000 works by Van Gogh are currently known. This first phase has been successfully completed.

In mid-2021, a start was made on connecting works by Vincent van Gogh that are in foreign museums. In 2021, the first half of these museums were written to (eighty of them, including the large museums in the USA and all European museums), and discussions were held with fifty museums about joining Van Gogh Worldwide. The final result (planned for 2023) will be a worldwide platform that includes all works by van Gogh whose whereabouts are known and will offer the opportunity to optimise research into his work. All works owned by Van Gogh Europe partners will eventually be included in the database.

Van Gogh à l'école

Thanks to a grant from the Stavros Niarchos Foundation in 2015, the Van Gogh Museum developed in collaboration with Lesson-Up, the digital educational platform Van Gogh at School. The platform, available in Dutch and English, enables teachers of pupils aged between 4 and 18 all over the world to give lessons in class, exploring the life and work of Vincent van Gogh. Lessons can be displayed directly on a digiboard or using a beamer. The lessons consist of various elements, such as images, videos, assignments, interactive quiz questions and class instructions.

Since the outbreak of the Covid-19 virus, teachers and children have been forced to stay at home. Many teachers have been developing extra skills to create online lessons for their pupils. Lessons on Vincent van Gogh seem to have inspired them too: since the lockdown of schools in March 2020, the use of Van Gogh at School lessons was sixfold compared to the months before. We have decided to build new features in the platform that makes direct access for the pupils possible. Especially around Vincent's birthday, 30th March, the increase of lesson items viewed is impressive in all statistics.

Thanks to support from the Stavros Niarchos Foundation, the Van Gogh Museum has been able to have the lessons available on this digital platform translated into French to reach an even wider audience. Since 2021, these lessons have also been available on social media and on the Van Gogh Europe website, as the Van Gogh Museum and Van Gogh Europe share a commitment to education. Both bodies strongly believe that every child deserves access to the work and life of Vincent van Gogh, wherever they are in the world. We see children as our future visitors and believe that the digital route is the ideal way to reach children and young people who might otherwise never get to visit one of our museums. In this way, the platform contributes to social inclusion.

The official launch of the French educational platform, Van Gogh à l'école, took place in March 2022.

7. Focus on Europe

ESSEC Business School

Van Gogh Europe began a collaboration with the ESSEC (École Supérieure des Sciences Economiques et Commerciales) Business School in Cergy, France in September 2021. This prestigious business school is ranked number seven among European business schools and is one of the most selective grandes écoles in Europe, with campuses in Singapore and Morocco. Project Manager Sarah Dekker was asked to give a lecture on Art and Welfare. This was part of a larger programme for which Professor and Head of Management Department of the ISC Business School, Paris Sabine Bacouel-Jentjens and art therapist, author and award-winning documentary maker Iléna Lescaut also gave lectures. Sarah told the students about the influence of art on Vincent van Gogh's health, and how his health affected his art. After the lectures, the students formed themselves into groups to discuss various themes, such as violence, mental health and gender in relation to art.



Sarah Dekker during her lecture for the ESSEC Business School on 8 September 2021.

ISC Business School and KU Leuven project

As in previous years, we collaborated with the ISC Business School in Paris in 2021. But this year was extra-special, as we also joined forces with the KU Leuven. In late October 2021, students and professors of the KU Leuven and ISC took part in an exchange programme and enjoyed an inspiring week. The theme of the cooperation project was Art and Sustainability. Professor Ingrid Moldrez and her colleague Kim Ceulemans gave an extensive lecture on sustainability. On behalf of Van Gogh Europe, Sarah Dekker gave a lecture about Van Gogh and his love of nature. In the days following the lecture, the students worked on assignments, undertook an interesting tour of the van Gogh collection at the Musée d'Orsay and worked in groups on their ideas for sustainability in combination with works by Vincent van Gogh. For both partners of the Van Gogh Europe network this was a very inspiring collaboration with remarkable, creative and instructive results, which were presented in December 2021.

Finally, Sarah Dekker gave a lecture at the Digital Marketing department of the ISC, which is led by Professor Catherine Lejealle, in November 2021. During this lecture, the students were involved in the soft launch of the digital platform Van Gogh à l'école. In addition to being asked to think about ways in which the platform could be promoted on social media, they were also asked to consider whether the lessons could be useful in the education of other French-speaking countries, such as Belgium, Luxembourg, Switzerland and Canada. The students were divided into groups and each group worked on a recommendation for each country. The results, which the various groups presented to each other, their lecturers and Sarah in December, proved to be of great value to the Van Gogh Museum and Van Gogh Europe, and a number of recommendations were immediately taken up.

The Van Gogh Europe Board has decided to continue the collaboration with the ISC Business School in 2022.

7. Activities 2023

Van Gogh Europe app

The Van Gogh Europe network would like to make a long-cherished wish come true in 2023 by developing a special app. The board has submitted an application for this to the Dutch Cultural Embassy in Paris and was awarded a wonderful subsidy at the end of 2021.

The idea is to create an innovative Van Gogh Europe: Follow van Gogh app, which will serve as a guide along the lengthy route that Vincent van Gogh travelled in his life, and which will be accessible to a worldwide audience. The app will offer six different routes in six languages. The app will allow us to make the Van Gogh Europe route digitally accessible to a broad, diverse and inclusive audience from different cultures and generations.

The app will tell the story of Vincent the traveller and Vincent the European. You can follow him from Z to A: from his birthplace (Zundert in the Dutch province of Brabant), via the twenty places in Europe where he lived or worked to his final resting place in Auvers-sur-Oise. The app will be a guide to the story and journey of Vincent van Gogh and will touch on the themes of perseverance, friendships, (self-) development and inspiration. These are topical themes that will allow us to reflect on our own development, using van Gogh's life story as a starting point.

The app can be used in two different ways. When you visit a van Gogh location, you can use it to walk a special route and thus follow in Vincent's footsteps. Through the app, you will receive additional and more in-depth information by means of images, paintings, text, music and spoken audio clips. But if you don't have the opportunity to travel to Europe, or if you want to get inspired for a future visit, you can also use the app at home and visit the Van Gogh Europe locations digitally.

The app will be developed in 2022 and officially launched in 2023.

The development of this app is an innovative, promising and inspiring process, but also an intensive and expensive one. In order to raise the remaining funds needed for the development of the app, the Foundation is working on applications to other (international) funds.

Congress and seminar

In 2021, exploratory discussions started about organising a conference for museum professionals in the Netherlands, and an educational seminar in France for and with students. Both will take place next year, in collaboration with all the Van Gogh Europe partners, with the aim of making 2023 a special and successful anniversary year. The preparations are well under way and the plans will be finalised in 2022.

8. Social media

During the coronavirus pandemic, Van Gogh Europe and its partners primarily focused on online activities. In the first lockdown, Project Manager Sarah Dekker started more systematically posting images of Vincent van Gogh's paintings and accompanying information, as well as information and images related to all Van Gogh Europe locations. These posts on Instagram and Facebook were made two to three times a week, and the effect was tangible: 1,917 followers at the end of February 2020 grew to more than 3,000 followers exactly a year later. On Facebook we grew with almost 130 followers. This growth can be partly credited to improved and systematic online visibility, as well as to the valuable recommendations made by the students at the ISC Business School in Paris.

In 2021, we reached a stable number of followers of about 3400 on Instagram, and 7650 on Facebook. We saw a huge increase in followers from Thailand on Instagram, and the proportion of followers between the ages of eighteen and twenty-four increased from 6% in 2020 to 17.7% in 2021. Attracting a younger fan base was one of the goals Van Gogh Europe had set itself in 2021.

9. Financial report

Van Gogh Europe Foundation Financial report 2021 and Estimated budget 2022

<u>Contributions partners</u>	2019	2020	2021	2022
	Realized	Realized	Realized	Estimated
Museums with a Van Gogh Collection				
Van Gogh Museum	€ 5.000	€ 5.000	covid	€ 5.000
Kröller-Müller Museum	€ 5.000	€ 5.000	covid	€ 5.000
Noord-Brabantmuseum	€ 5.000	€ 5.000	covid	€ 5.000
Drents Museum	€ 2.500	€ 2.500	covid	€ 2.500
Musée d'Orsay (started in 2021)			€ 5.000	€ 5.000
Museums without a Van Gogh Collection				
Fondation Vincent van Gogh Arles	€ 5.000	covid	€ 2.500	€ 2.500
Heritage locations				
Van Gogh Brabant/Visit Brabant	€ 5.000	€ 5.000	covid	€ 5.000
Van Goghuis Drenthe & Veenpark (Gemeente Emmen)	€ 2.500	€ 2.500	covid	€ 2.500
Van Gogh House in Hackford Road, London (Elm Lane)	€ 2.500	covid	€ 2.500	€ 2.500
Institute Van Gogh/Auberge Ravoux & Musée Daubigny, Maison dr. Gachet ²⁾				?
Saint Paul de Mausole, Musée Estrine, Musée des Alpilles, Saint Remy-de-Provence	€ 5.000	covid	€ 2.500	€ 2.500
Maison Van Gogh de Cuesmes & Maison Van Gogh de Colfontaine (via Pole Museal Mons)	€ 2.500	€ 2.500	covid	€ 2.500
City of Asnières (paid dec 2021 for 2022)				€ 2.500
Promotions partnes				
Visit Mons (Office du Tourisme Mons)	€ 2.500	covid	€ 2.500	€ 2.500
Associated partners				
Atout France (started in june 2021)			€ 1.000	€ 1.000
Total income from partners Van Gogh Europe	€ 42.500	€ 27.500	€ 16.000	€ 46.000
Balance previous years	€ 43.228	€ 39.745	€ 27.820	€ 9.043
Total budget partners	€ 85.728	€ 67.245	€ 43.820	€ 55.043
Fundraising activities				
Preparation application EU-project	€ -	€ -	€ -	€ 24.750
Total budget	€ -	€ -	€ -	€ 79.793

Because of the covid-closing of the musea and activities, it was decided to contribute one time for the year 2020 plus 2021.

<u>Costs</u>	2019	2020	2021	2022
	Realized	Realized	Realized	Estimated
Projectmanagement and general overhead				
Out of pocket expenses annual meeting	€ 2.719	€ -		€ 2.500
Projectmanagement/projectmanager1)	€ 17.200	€ 31.200	€ 31.200	€ 31.200
Travelexpenses projectmanager	€ 453	€ -		€ -
Editing- and translationcost annual report	€ 287	€ 701	€ 681	€ 750
Costs regulations, brandprotections etc.	€ -	€ 260	€ 260	€ 260
VAT differences (income and costs)		€ 2.852		€ 1.000
Domain registrations of 5 urls for 2 years		€ 639		€ 640
Translationcosts Aments Articles of Association		€ 411	€ -	€ -
Administration and bankcosts	€ 930	€ 383	€ 966	€ 1.000
	€ 21.589	€ 36.446	€ 33.107	€ 37.350
Marketing and PR				
Application EU project				€ 24.750
Public relations (corporate)	€ 221		€ -	€ 250
Support, updates website and webhosting	€ 1.463	€ 2.980	€ 1.670	€ 1.750
Follow Van Gogh (No Dutch no Glory), facebook & instagram	€ 5.000	€ -	€ -	
Extension Follow Van Gogh with Hackford Road and Drents Museum	€ 1.550	€ -	€ -	
	€ 8.234	€ 2.980	€ 1.670	€ 26.750
Productdevelopment/additional marketing activities				
Update trademanuel, sales and trade activities	€ -	€ -	€ -	
Update Van Gogh Europe brochure, translations and print	€ 16.160	€ -	€ -	
	€ 16.160	€ -	€ -	
Total costs	€ 45.983	€ 39.426	€ 34.777	€ 64.100
Balance 31-12-2021 and estimated for 2022	€ 39.745	€ 27.820	€ 9.043	€ 15.693
Estimated for 2022 without new partners				

1) Projectmanagement by Sarah Dekker for 12 hours a week

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 | INSITUT 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

