



# Van Gogh Museum Annual Report 2023

Van  
Gogh  
Museum

Amsterdam

Van Gogh Museum

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Annual Report 2023

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Director Emilie Gordenker and  
Managing Director Rob Groot.

The Van Gogh Museum marked its fiftieth anniversary in 2023 with a lively celebratory programme. The anniversary year kicked off with a tribute to the Van Gogh family: the exhibition *Choosing Vincent* told the story of the museum and its international renown through the eyes of Vincent, Theo, Jo and her son Vincent (‘the engineer’). A national public relations campaign heralded the museum’s ‘birthday’ celebrations on 2 June. This campaign, which was launched in March and supported by the VriendenLoterij, was called ‘Congratulations with a Van Gogh’. It asked: who deserves to win a Vincent van Gogh painting, a reproduction that is almost indistinguishable from the actual work? Nominations for potential winners were sent in from all around the country. To qualify the nominees had to be volunteers who are vital to their community centre, association or foundation. Our major anniversary exhibition opened on 12 May: *Van Gogh in Auvers. His Final Months*, which was lauded in the press as an

‘overwhelming exhibition’ and truly a ‘once-in-a-lifetime experience’. This was the first significant retrospective focusing on Van Gogh’s oeuvre from the last two months of his life, and included exceptional loans from museums and private collections.

The actual celebration took place on Friday, 2 June, exactly fifty years after the Van Gogh Museum first opened its doors. The day began with an event attended by the Van Gogh family, former directors of the museum Ronald de Leeuw, John Leighton and Axel Rüger, museum donors and sponsors as well as the fifty winners of the ‘Congratulations with a Van Gogh’ competition. During the official ceremony on Museumplein, members of the Royal Concertgebouw Orchestra played their version of Don McLean’s song *Vincent*. Emilie Gordenker and Janne Heling (Chair of the Vincent van Gogh Foundation) presented Princess Beatrix with a sunflower, echoing events of fifty years ago when her mother Queen Juliana received a sunflower during the

opening of the museum. Following the ceremony, the party, including Princess Beatrix, were given an exclusive guided tour of the anniversary exhibition *Van Gogh in Auvers*.

The sunflower also played a leading role in the afternoon, when Museumplein was transformed into a sea of the yellow flowers for the Sunflower Art Festival. Visitors and people passing by were offered their own sunflower, and were invited to join a range of activities: bicycle decorating, printing bags or T-shirts, or enjoying street theatre acts and orchestral music. In the evening, there was a special anniversary edition of the monthly Vincent on Friday event, with music, dance, stories and films by former Vincent on Friday programmers and artists, who are now established names. The day was brought to a close with a spectacular drone performance by Studio DRIFT on Museumplein. Created especially to mark the Van Gogh Museum’s fiftieth anniversary, the show featured 200 drones, which brought Van Gogh’s art to life in the night sky. This special day was supported by the VriendenLoterij, Hotel Okura Amsterdam, Takii Europe B.V., Van Lanschot Kempen, DHL and the PACCAR Foundation.



Emilie Gordenker, Director of the Van Gogh Museum, presents Princess Beatrix with a sunflower.

*Van Gogh along the Seine* opened on 12 October, the first exhibition to focus on Asnières (a suburb of Paris) as a destination for painters. The exhibition explored why this location held such appeal for Van Gogh and his contemporaries in their quest to find new, modern ways of painting.

2023 was also a celebratory year at The Mesdag Collection in The Hague: in May, the museum marked the 120th anniversary of Hendrik Willem Mesdag and Sientje Mesdag-van Houten gifting their exquisite collection to the Dutch State with a special exhibition. *Sharing the Spotlight. The Mesdags in their Museum* included all of the works from the museum’s collection made by the Mesdags themselves, complemented by work by French and Dutch artists from their collection. A special day full of activities, such as guided tours and drawing workshops, took place on 13 May. The entrance to The Mesdag Collection was renovated this year, and the campaign ‘Meet the Mesdags’ was rolled out, helping to raise awareness of this special couple, their collection and the museum.

Despite the fact that attendance at museums and theatres is yet to return to pre-COVID pandemic levels, nearly 1.7 million people visited the Van Gogh Museum in 2023. This is a notable increase of 24% compared to the previous year, when the effects of the pandemic were still palpable. The Van Gogh Museum strives to achieve a balance between accessibility and the best possible visitor experience; it is for this reason that it has capped daily attendance. As a result all available tickets were sold out nearly every day from March onwards. Even so, large numbers of visitors were able to (re)discover the life and work of Vincent van Gogh. The target of attracting a larger Dutch audience

in the anniversary year was achieved with more than 341,000 Dutch visitors (20%; in 2022 18%).

The ambitions outlined in our current Strategic Plan, introduced in 2021, are clearly working. In terms of accessibility and inclusion, activities for young adults during Vincent on Friday, regular events during which the museum remains open on Friday evenings, is having an effect, as does the varied programming aimed at new visitors to the museum. The *Beeldbrekers* (ReFramers), a passionate group of young adults, also offer their expertise to help improve inclusivity at the museum. They contribute to programmes, exhibitions and collaborations with partners that engage with the young adult target group. The museum is working to make the building and the collection more accessible to visitors with a physical or sensory disability. Those who are unable to make their way through the museum independently are welcome to bring a companion with them free of charge. Special activities are offered for the elderly, and for young people with mental health problems.

The mental health programme *Open up with Vincent* was developed further in 2023. The museum aims to make a positive contribution to the open discussion of mental health through this programme, which is based on Vincent van Gogh's art and life story. It shows that art can play a positive role in preventing or alleviating psychological complaints. The programme consists of activities including mindfulness sessions, yoga lessons and painting workshops, held at the museum and at locations elsewhere. Teaching materials are also available for primary and secondary schools. *Open up with Vincent* was developed in collaboration with young adults, health institutions and professionals specialising in mental health.

In order to offer younger visitors an original introduction to Vincent van Gogh and his art, in its anniversary year, the museum collaborated with The Pokémon Company International. In many ways the project far exceeded expectations, which resulted in explosive growth of primarily (young) adult visitors. Unfortunately several incidents with visitors and scalpers forced us to withdraw distribution of the 'promo card' at the museum before project's end.

The organisation is in a sound financial position: in 2023, the Van Gogh Museum recorded a positive financial result of € 2.8 million. Visitor numbers were higher than forecast, and the spend per visitor in the museum shops was higher than in previous years. As a result, the museum shops achieved turnover of € 10 million as early as August; nearly the total turnover for the shops for the whole of 2022. In the medium to long term, there are concerns regarding how the major renovations to the museum in 2028-2029 will be funded. The associated expenses and investments, combined with the general increase in costs and the reduced accommodation subsidy, represent a significant challenge in the years ahead.

The museum was awarded a new BREEAM certificate in November 2023. The Van Gogh Museum achieved a 'Very Good' rating for the building and its management, and an 'Excellent' rating for its use. Congratulations to everyone who worked so hard to achieve this. Despite this encouraging result, it is vital that the museum continues to focus on reducing its carbon footprint in the years ahead.



The drone performance by Studio DRIFT on Museumplein.

Thanks to their enormous commitment, flexibility and resilience, the Van Gogh Museum staff succeeded in making 2023 a remarkable year. We are always grateful for everything they do, but during this year more than ever: without their dedication, the fiftieth anniversary would not have got off the ground, let alone become such a success. We also thank both new and repeat visitors to the museum. The Vincent van Gogh Foundation, owner of the core of the Van Gogh Museum collection, was of great support to the directors, and remained closely involved throughout this special year for them. We also thank the Supervisory Board

for their expert and encouraging advice. The structural support of the Ministry of Education, Culture and Science is vital in enabling the Van Gogh Museum to continue to fulfil its mission. And we deeply thank our main partners ASML, DHL and the VriendenLoterij, partners, funds and foundations, sponsors, donors and friends: without their support, exhibitions, acquisitions and remarkable projects would not have been – and will not be – possible.

Emilie Gordenker, Director  
Rob Groot, Managing Director



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The Van Gogh Museum in 2023:  
an overview

## Visitors

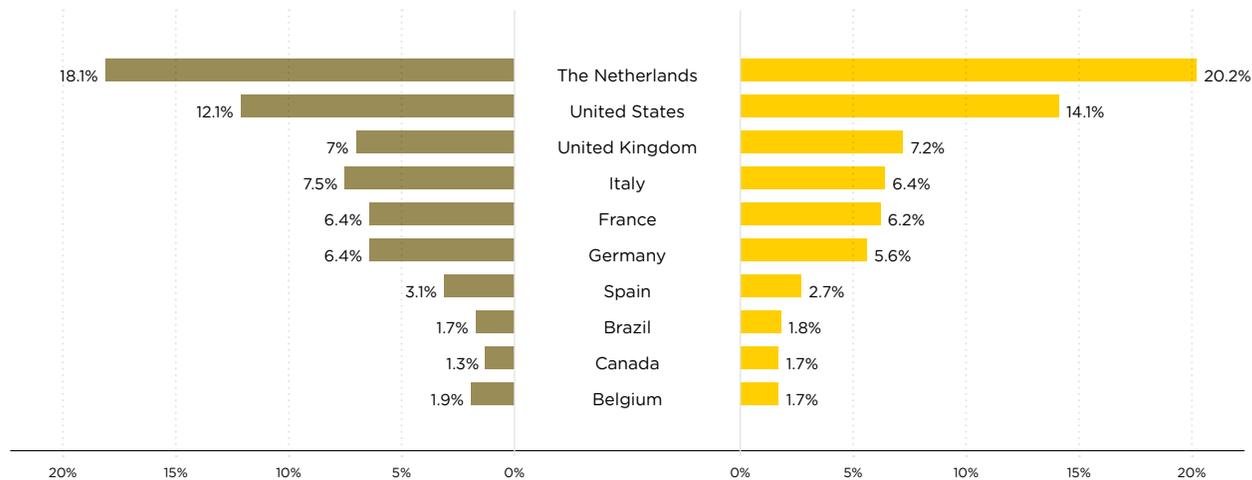
In 2023, the Van Gogh Museum received nearly 1.7 million visitors. This is a notable increase of 24% compared to the previous year, when more than 1.3 million people visited the museum. From March onwards, tickets to the museum were often sold out a week or more in advance, largely due to demand from international visitors. The museum has made a conscious decision to cap the number of available tickets per day. As a result visitor numbers were lower than before the coronavirus pandemic (2.14 million visitors in 2019), but this measure helped to make sure each visitor had a positive experience.

The immense appeal of the summer exhibition *Van Gogh in Auvers. His Final Months* and the autumn collaboration with Pokémon were both instrumental in the dramatic growth in Dutch

visitor numbers. The share of Dutch families and of Dutch visitors aged between 18 and 45 also doubled compared to 2022.

*Van Gogh in Auvers* not only attracted additional Dutch visitors, but also achieved the highest visitor satisfaction rating since the museum started this measurement. General visitor satisfaction – expressed in the Net Promoter Score (NPS) – was 79% throughout the exhibition period. That being said, the NPS for the entire year did not exceed that of 2022 (70%). The primary explanation for this is the lower recommendation score from visitors who specifically came to the museum for the Pokémon collaboration; while disappointment linked to sold-out merchandise and the behaviour of other visitors also had a negative impact.

## Many Dutch visitors in the anniversary year of 2023



Share per country in percentages.  
The scores of 2022 on the left and 2023 on the right.



The exhibition *Van Gogh in Auvers* presented more than fifty paintings and thirty drawings and sketches by Vincent van Gogh.

## Exhibitions and presentations at the Van Gogh Museum

The Van Gogh Museum kicked off its anniversary year on 10 February with the exhibition *Choosing Vincent. Portrait of a Family History*. That the museum even exists, let alone could celebrate its fiftieth anniversary, is largely thanks to the dedication of the Van Gogh family. Curator Lisa Smit told the family's story through the eyes of Vincent, Theo and his wife Jo, and their son Vincent. Many masterpieces and lesser-known gems enabled visitors to see and hear how the family's choices transformed the works in their possession into a world-famous museum collection.

A major exhibition opened at the museum in May: *Van Gogh in Auvers. His Final Months*, organised in collaboration with Musée d'Orsay (Paris). Curator Nienke Bakker and her Dutch and French colleagues united loans from all over the world for this exhibition. Fifty paintings and more than twenty drawings from Auvers-sur-Oise

### Free culture for Amsterdam residents

In November, the amsterdam&partners '1+1 culture' campaign offered Amsterdam residents a free second ticket to a film, concert, theatre performance or museum. The Van Gogh Museum participated in the campaign for the first time this year, and received 332 Amsterdammers through the campaign. '1+1 culture' encourages Amsterdam residents to visit familiar and new cultural locations, and is another way for the museum to contribute to improving accessibility to cultural institutions.



A timeline guided visitors through the exhibition *Choosing Vincent*, from Vincent van Gogh's birth to the foundation of the Van Gogh Museum.



The exhibition *Van Gogh along the Seine* featured works that Van Gogh painted in Asnières, alongside works by four of his contemporaries, who also worked in the same area.

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#### Reactions from visitors to *Van Gogh in Auvers*

'The temporary exhibition was highly emotive. I felt Vincent's pain and sadness through his paintings. It was a memorable experience.'

'The top floor genuinely reduced me to silence, it was a well-considered and daring move on your part. Thank you for taking up a standpoint for artists/'normal' people who take their own lives.'

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#### Reactions from visitors to *Van Gogh along the Seine*

'The exhibition *Van Gogh along the Seine* not only introduces you to a series of exquisite paintings, but is also accompanied by an interesting story and helped along by an attractive design. Bravo!'

'The Seine temporary exhibition was excellent, it was by far my favourite part. I really enjoyed the exhibitions, particularly where Van Gogh was shown in the context of other artists.'

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were displayed together for the first time: *Van Gogh in Auvers* was a once-in-a-lifetime opportunity. Van Gogh was enormously productive in Auvers-sur-Oise; his time in the northern French village represented a short but crucial phase in his artistic development. A number of Van Gogh's most renowned masterpieces are from this period, including the world-famous *Wheatfield with Crows* (Van Gogh Museum, Amsterdam) and *Doctor Paul Gachet* (Musée d'Orsay, Paris). The exhibition featured a spectacular series of ten panoramic landscapes from Van Gogh's final weeks, including *Fields near Auvers-sur-Oise* (Belvedere Museum, Vienna) and *Undergrowth with Two Figures* (Cincinnati Art Museum, USA).

The presentation *Dr Gachet & Van Gogh* went on display in the print cabinet in the Rietveld Building at the same time. Vincent van Gogh first experimented with the technique of etching while in Auvers-sur-Oise. Guided by his doctor, Paul Ferdinand Gachet, who also had an affinity with art, Van Gogh made his first (and only) etching – a portrait of Gachet. He used black ink for the print, but also experimented with different colours. All nine prints were on display in this presentation, which was compiled by Associate Curator Sara Tas.

The final exhibition of the anniversary year was also highly acclaimed. The pioneering exhibition *Van Gogh along the Seine* explored for the first time how the area along the Seine near Asnières, to the north-west of Paris, was crucial to the artistic development of Van Gogh and his contemporaries: Paul Signac, Georges Seurat, Emile Bernard and Charles Angrand. The area inspired all five artists, leading to developments in their use of colour and painting technique. Researcher Bregje Gerritse curated this exhibition, in collaboration with colleagues from The Art Institute of Chicago.



The Pokémon presentation at the Van Gogh Museum, with six paintings by Pokémon artists who were inspired by Van Gogh's works.

### Pokémon and the Van Gogh Museum

The collaboration between The Pokémon Company and the Van Gogh Museum, which launched on 28 September, became an international sensation. The aim of the partnership was to introduce a younger Dutch audience to Vincent van Gogh and his art. The project was prepared in great secrecy: a presentation with six paintings by Pokémon artists, inspired by the works of Van Gogh, a Pokémon Adventure treasure hunt through the museum for children aged six and above, and online teaching materials for older primary and younger secondary schoolchildren. Vincent greatly admired everything Japanese, and Japanese prints taught him a new way

of looking at the world. Schoolchildren learned about the relationship between Van Gogh and Japanese artists, and how inspiration can work both ways.

The campaign however also proved popular with (young) adults, who came to the museum solely for the limited-edition Pokémon promo card, in order to sell the card directly for profit. Following several incidents in which a small group of individuals created unsafe situations, the decision was taken to stop issuing the special Pikachu x Van Gogh Museum promo card at the museum from 14 October onwards. The presentation and treasure hunt ran until 7 January 2024, and the teaching materials remained available after this date.

### The Mesdag Collection brand campaign

The Van Gogh Museum used both the renovation of The Mesdag Collection entrance area and the European Heritage Days to launch a brand campaign, aimed at raising awareness of the Mesdags, their collection and the museum. The brand story was encapsulated in the title *Meet the Mesdags. Their Story. Their Collection. Their Lives. Get to Know a Pioneering Artist Couple*. The campaign revealed how Hendrik Willem Mesdag and Sientje Mesdag-van Houten were ahead of their time, that they were both significant players in the Dutch art world, and how they together opened the first museum for contemporary art in The Hague.

The brand campaign ran from 28 August to 25 September, generating visibility in the region of The Hague. Since the campaign, the museum has received 22% more visitors compared with the same period in 2022, and website visits increased by 28%. These insights were used to fine-tune the campaign, which was reintroduced in December.

### Exhibition at The Mesdag Collection

In 2023, The Mesdag Collection received 9,389 visitors (up from 7,300 visitors in 2022), of which 918 were schoolchildren. The 120th anniversary of The Mesdag Collection was marked by the exhibition *Sharing the Spotlight. The Mesdags in their Museum*. Hendrik Willem Mesdag and Sientje Mesdag-van Houten amassed their impressive



The exhibition *Sharing the Spotlight* at The Mesdag Collection.

collection throughout their lives. In their museum for contemporary art, which they opened in 1887 on the Laan van Meerdervoort in The Hague, they displayed work by their friends and by artists whom they admired, as well as their own work. 'We know all too well what is good, and what is not. Otherwise my wife and I would never have been able to bring that unique museum together', said Hendrik Willem. The Mesdags' preferences and interests helped to make the collection so personal. The exhibition included portraits of their friends, as well as paintings associated with notable moments in their career. All of the works by the Mesdags themselves were also on display, exhibited alongside works by French and Dutch artists from their collection.

## Research

During prominent exhibitions such as *Van Gogh in Auvers*, the museum organises symposia, inviting experts and specialists from the Netherlands and abroad to share their research results and discuss new insights. On 5 July, a select group came together for a dedicated expert meeting at the Van Gogh Museum. The session continued in the evening with a private visit to the exhibition. The symposium *Van Gogh in Auvers-sur-Oise* was held for a wider audience the following morning. Bregje Gerritse, Teo Meedendorp, Sara Tas, Louis van Tilborgh and Laura Prins introduced their research for the exhibition and the accompanying catalogue. The concluding question and discussion session proved popular. The expert meeting *Dr Gachet & Van Gogh. Experiments in Etching* was held on 6 July. A total of fifteen participants, including specialists in 19th-century prints, printmakers and Van Gogh experts, gathered in the exhibition to engage with the prints and develop new insights.

On 12 October (the eve of the opening of *Van Gogh along the Seine*), the museum organised an expert meeting, inviting a group of forty international experts and lenders to visit the exhibition before it opened and discuss topics in more depth. Following an introduction in the Auditorium by Bregje Gerritse, curator of the exhibition, the programme continued in the galleries. The team of catalogue authors – Jacquelyn Coutré, Jena Carvana, François Lespinasse, Charlotte Hellman, Joost van der Hoeven and Richard Thomson – led the lively discussions.

On 7 June, the Van Gogh Museum and tech agency Q42 launched the Van Gogh Museum Collection Catalogues. This online platform for the museum's collection catalogues makes the catalogues available to a worldwide audience,

with a focus on Dutch and international academics. The new academic catalogue exploring Theo and Vincent van Gogh's extensive art collection was published at the same time: *Contemporaries of Van Gogh 1: Works Collected by Theo and Vincent*. In-depth essays, high-quality visuals and scholarly entries offer further insight into the collection. DOI links have also been included, in order to help ensure that the texts always remain available. On 9 November, the museum won two Lovie Awards for this project, in the categories *Art, Design and Heritage* and *Websites & Mobile Sites: Cultural Institutions*.

In the past year, two parts of the collection were added to the collection database, including comprehensive descriptions: sculpture (67 records) and applied art & miscellany (387 records). The finishing touches were also added to the descriptions of the coins and medals collection; bringing the project, which launched in 2018, to offer long lasting access to the collection to an end. All objects with a museum status, with the exception of the collection of letters and documents, have now been digitised. The comprehensive digitisation project Van Gogh Worldwide ([www.vangoghworldwide.org](http://www.vangoghworldwide.org)) was also completed in 2023. This public platform offers art historical and technical details about all of Vincent van Gogh's works. Having the information conveniently arranged and accessible in one location makes the platform ideal for researchers. The project was initiated by the RKD – The Dutch Institute for Art History, the Kröller-Müller Museum and the Van Gogh Museum, and information was added to the platform thanks to collaboration with a large number of international museums, individuals and research institutes – primarily the Cultural Heritage Agency. The project is supported by the Vincent van Gogh

Foundation and the Mondriaan Fund. The platform is managed by the RKD; the management team will be responsible for the further development of the platform, and will invite museums to share any updates.

The Van Gogh Museum is an international centre of expertise on Van Gogh, and is frequently asked to offer its opinion regarding the authenticity of artworks. An overwhelming number of applications in recent years made it imperative to alter the procedure and make it exclusively available by working through accredited art dealers and auction houses. Following the launch of the new authentication procedure in October 2023, the museum no longer accepts authentication requests directly from members of the public. Automation of the application procedure helped to make the administration of applications more efficient.

Provenance research has also gained importance in recent years. The provenance research project was launched in spring 2023, aimed at researching, justifying and registering the provenance of objects with a museum status under the management of the Van Gogh Museum. An important part of this process involves assessing the provenance status of works in the period 1933 to 1945.

## Conservation and restoration

ASML has been the Van Gogh Museum's Partner in Science since 2019. In addition to supporting the museum's restorers and curators in their research into the materials used by Vincent van Gogh, the ASML research department is also building a Condition Assessment Scanner (CAS). This machine will assist efforts to assess and monitor the painted surface of paintings. A first prototype has been built and initial testing using mock-ups of paintings can now begin.

The museum is collaborating with Eindhoven University of Technology (TU/e) to develop algorithms to detect and monitor cracks and tears in the paint. New methods are also being devised for the improved digital visualisation and comparison of images and research data. In 2023, two open-source applications were launched (Butterfly Viewer and Registrar) in line with the partnership policy of supporting the field of heritage research in a wider context.

One of the many works treated by the conservation team in 2023 was the new acquisition *Portrait of Eugène Benon* (1882), by Pierre Puvis de Chavannes. The painting was treated comprehensively: the removal of the heavily yellowed varnish not only revealed the original colours, but also subtle details of the brushwork and painting technique, such as the use of a palette knife on the subject's forehead. The painting will go on display in the museum in January 2024, in its original frame, which was also restored.



Initial testing of the CAS prototype using mock-up paintings.



Edouard Vuillard, Trial proof of *The Seamstress (La couturière) 9*, c. 1893-1896. Van Gogh Museum, Amsterdam (purchased with support from the Vrienden-Loterij)

### Acquisitions

The Van Gogh Museum added a number of acquisitions to its collection in 2023. A total of twenty-eight objects were acquired in 2023, five were gifted to the museum, and four objects were offered on long-term loan.

Additions to the print collection include two drawings and eight proofs of *The Dressmaker* by Edouard Vuillard, which offer an intimate glimpse into the sewing workshop in Vuillard's family apartment at 346s rue Saint-Honoré, in Paris. Vuillard depicted his sister Marie in these prints, recognisable in her chequered dressing gown. The museum is home to an extensive collection of innovative prints by Nabis artists, the group to which Vuillard belonged. This new acquisition brings the museum a step closer to having the artist's complete graphic oeuvre in its collection.

The Van Gogh Museum had long hoped to add a characteristic painting by Jean-François Millet to its collection. In November 2023, it finally succeeded: the acquisition of *Peasant Spreading Manure* (1851) enables the museum to show how important Millet was to Van Gogh, and to many other 19th-century artists.

This year, the Van Gogh Museum Library acquired a collection of sales catalogues from the Parisian artists' supplies manufacturer and dealer Bourgeois Aîné, from the period 1899 to 1903. Vincent van Gogh was familiar with the store, and his letters to his brother Theo reveal that he was impressed with the quality of Bourgeois Aîné's products. This source is of particular interest to researchers, as it shows what was on the market at the time, which pigments were available and what they were called.



Jean-François Millet, *Peasant Spreading Manure*, 1851. Van Gogh Museum, Amsterdam (purchased with support from the Vrienden-Loterij and the members of the Yellow House Circle)



Vincent van Gogh, *Old Man Drinking Coffee*, 1882. Van Gogh Museum, Amsterdam (on loan from Monique Hageman)

The museum was delighted to receive a truly remarkable work in its anniversary year: a rediscovered lithograph of *Old Man Drinking Coffee*. There are three prints of this lithograph; the whereabouts of one of the three was unknown for a long time, until it came up for auction. The new owner, Monique Hageman, who has worked as a research assistant at the museum since 1986, has offered the lithograph to the Van Gogh Museum on long-term loan, and will ultimately gift the work to the museum. The promised gift means that the Van Gogh Museum now has a complete print run in its collection. Van Gogh made this series of lithographs in 1882 in The Hague. The man in the lithograph, with the distinctive face and the imposing sideburns, is Adrianus Jacobus Zuyderland, a resident of the Old Men's Home in The Hague. The three lithographs, together with the preparatory drawing, offer a unique insight into Van Gogh's artistic process.

### Education

The Van Gogh Museum offers an educational programme that is inspiring, well-considered and tailored to various target groups, of all ages. This year, it included Family Days during the school holidays, with free activities such as workshops and the drawing cart, including drawing lessons from an artist in the galleries. The museum also offers a number of regular activities: family guided tours, an audio tour for families with children aged 6 to 12, and three different treasure hunts (4-6 years old, 6 years and above, and 12 years and above).

The Van Gogh Museum's audio tour, available in eleven languages, offers visitors the opportunity to become better acquainted with Van Gogh and to gain a new perspective on his work as well as guidance in temporary exhibitions. In 2023, 36% of visitors used an audio tour, and their experiences were positive.



Family Days are organised during the school holidays, with activities including painting workshops.

In 2023, the digital educational platform *Van Gogh at School* (created in collaboration with LessonUp) enabled 663 teachers in more than 24 countries to give 8,562 lessons. Free interactive whiteboard lessons on the life and work of Vincent van Gogh are available in Dutch, English and French. Teaching materials from *The Vincent van Gogh Atlas Junior Edition* were added to the platform this year. And as part of the collaboration with Pokémon, teaching materials were made for older primary and younger secondary schoolchildren. These lessons introduce the relationship between Van Gogh and Japanese artists, and how inspiration can work both ways. In approximately three months, the interactive whiteboard lessons were played more than 1,400 times around the world.

The *Van Gogh Goes to School* outreach programme gave a total of 337 guest lessons at schools in deprived neighbourhoods within 60 kilometres of the Van Gogh Museum in 2023. The lessons reached 7,419 schoolchildren, who would otherwise be less likely to engage with art and culture.

The educational programme *Heart for Art*, which launched in New York in September 2022, rolled out in another four large American cities: Houston, Detroit, Philadelphia and Los Angeles. The programme, developed by DHL and the Van Gogh Museum, uses the art and life story of Vincent van Gogh to inspire children with limited access to art education. The lessons stimulate their creative development and invite them to discuss significant themes from Vincent's life,

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### Podcast

The podcast *Van Gogh and the Path to World Fame* was made as part of the anniversary exhibition *Choosing Vincent*. In six episodes, radio producer and Van Gogh enthusiast Frank van der Lende is joined by Van Gogh experts and family members to explore how he became a world-famous artist, and the role played by his family in this regard. In 2023, the podcast was played a total of 25,740 times.

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such as identity, chasing dreams and dealing with setbacks. To date, more than 22,000 children have participated, far exceeding expectations. Educators from the Van Gogh Museum trained teachers in the USA. The participating schools received the specially developed teaching materials and a Van Gogh Museum Edition: a high-quality 3D reproduction of a work by Vincent van Gogh. *A Heart for Art* pilot launched in Argentina in December, in collaboration with partner Amigos del Bellas Artes.

Painting workshops were organised at The Mesdag Collection in The Hague in October, which introduced participants to the museum's collection and to the working methods of the Mesdags and their contemporaries. Participation

in the free guided tours during the European Heritage Days exceeded expectations; a total of more than fifty visitors took part.

### Inclusive and diverse

The Van Gogh Museum continues to make improvements in the field of inclusivity and diversity. In order to remain relevant to a diverse audience, the museum's inclusivity policy focuses on young visitors and young Amsterdam residents, people with accessibility issues and vulnerable elderly people. Between 2017 and 2021, a number of projects as part of the research programme *Van Gogh Connects* helped establish how the museum can become more relevant to the diverse group of young adult Amsterdammers. Now that the research programme has been completed, the findings will be implemented in the organisation in the next phase of *Van Gogh Connects*.

In this regard, the Beeldbrekers (ReFramers) help the museum to broaden its horizons. This group of young adult students and (young) professionals asks critical questions and finds new ways of telling Van Gogh's story to contemporary audiences, so that the museum remains relevant and topical, and a place where as many people as possible feel at home. One of the Beeldbrekers' initiatives in 2023 was *Past/Future*, an eleven-stop route through the museum in which they responded to the art of Vincent van Gogh, the building and the changes from 1973 to now. The Beeldbrekers also put forward ideas for the future of the museum. A new group of Beeldbrekers started in September. They programmed their own edition of Vincent on Friday, on 24 November. Working in close collaboration with the museum, the Beeldbrekers determined the title and description of the evening, the programme, the ambience and the design.

Various outreach projects are also organised as part of *Van Gogh Connects*, and the museum collaborates with partners to engage with young adults. This year, the Van Gogh Museum once again partnered with the Amsterdam Fashion College for an educational programme BUREAU YAN, helping young talent to develop in the field of sustainable fashion. The talent development project *Vincent goes North*, in collaboration with Stichting Dock, Stichting Amsterdamse Helden, Common Culture and the City of Amsterdam, also continued with a series of workshops (see also p. 76). The results of the outreach programmes were presented during Vincent on Friday. Fonds 21 supports *Van Gogh Connects* and the Beeldbrekers.

The museum's inclusivity policy also focuses on people with accessibility issues and vulnerable elderly people. There are still many people for whom a visit to the museum is not a matter of course, due to physical or mental considerations. A range of projects have been designed for them, such as the mental health programme *Open up with Vincent*. This programme was developed in collaboration with young adults, health institutions and mental health professionals. Art comforted Vincent and gave him hope, and he openly talked about his psychological complaints. Academic research has now confirmed that art can indeed help improve health and general well-being. With mindfulness sessions, painting workshops and teaching materials for primary and secondary schools, the museum actively contributes to the discussion of mental health. Since February, visitors with colour vision deficiency have been able to borrow EnChroma glasses, which make the colours in the paintings appear brighter and more saturated, and help them to see more depth and details in colour.

In 2023, eight special days for the elderly were held for people who have difficulty visiting the museum independently. The elderly visitors and their companions have the opportunity to participate in a programme linked to the permanent collection or a temporary exhibition, allowing them to become acquainted with the life and work of Vincent van Gogh at their leisure. A total of more than 250 elderly people participated in these special days.

The Museum Plus Bus has been running for fifteen years, and remains popular. The bus takes elderly people who are unable or barely able to leave the house without assistance to a museum. In 2023, the Museum Plus Bus visited the Van Gogh Museum on eighteen occasions. The travelling exhibition *Highlights on Tour*,



ReFramer Ryosuke Asao at one of the eleven locations in the museum where the presentation *Past/Future* was on display.



Mindful art viewing sessions are organised as part of *Open up with Vincent*, inviting visitors to take new perspectives and truly see the art.

which the Museum Plus Bus launched during the coronavirus pandemic, is extremely popular. Impact research conducted by independent research agency Ruigrok revealed that these presentations – featuring reproductions of masterpieces from participating museums – were an accessible means of stimulating and inspiring vulnerable elderly people.

On 19 June, the Van Gogh Museum organised the fourth edition of the *Connection Day*. To mark the fiftieth anniversary of the Van Gogh Museum, Hyundai – Partner in Mobility – and the museum offered elderly visitors a special programme inviting them to experience the museum at their own pace.

As part of its inclusivity policy, The Mesdag Collection has introduced a range of programmes aimed at reaching target groups for whom a visit to the Van Gogh Museum can be problematic. The Mesdag Collection now offers low-stimulus openings throughout the year. These openings are especially for people who are unable to visit the museum during regular opening hours due

to sensory sensitivity, for example as a result of acquired brain injury, burnout, autism or sensory processing sensitivity. During low-stimulus openings, there are fewer people at the museum, the lighting is adjusted to minimise the transition from daylight, and audio fragments and music are turned off. Live-streamed guided tours are available for people who are physically unable to visit the museum, giving them the opportunity to enjoy the art from home and to ask the tour guide questions.

### Digital

The Van Gogh Museum made steady progress in the digital field in 2023. The museum sought new partners and means of reaching existing and desired audiences, and of improving access to the collection. The three-part online video series *Van Gogh Experts Explain* was made for visitors interested in finding out more about the themes explored in the exhibition *Van Gogh in Auvers*. In this series, curators and researchers from the Van Gogh Museum explained how Vincent van Gogh spent his final months. The video series introduces the extraordinary number of works that he made in this period, what inspired him, and how he felt. *Van Gogh Experts Explain* was purchased 916 times via the museum website.

Compositions by Remko Kühne were shared in four episodes on YouTube. For the project *Hear the Painting*, Kühne was inspired by the connection between painting and sound. What do you hear when you see Van Gogh's paintings? The composer created new music based on four of Van Gogh's artworks. The second series was released in autumn, with another four compositions. Three episodes of *I spy with my little eye* are also available on YouTube, short films in which children appraise works by Van Gogh. In each episode, four children are invited to view a

painting and say what they see. This series shows that art is for everyone, not just for connoisseurs. What you see is never 'wrong'; viewing art is about being curious and discovering new things.

In 2023, there were more than 9.1 million visits to the website [www.vangoghmuseum.nl](http://www.vangoghmuseum.nl) (up from 8.6 million in 2022). The museum reached more than 217 million people via its social media channels. In November, the Van Gogh Museum Instagram account achieved the milestone of 2.5 million followers.

### Press and publicity

The special anniversary year enabled the museum to generate substantial media interest in both the Netherlands and abroad. Throughout the year, exhibitions, publications and events linked to the Van Gogh Museum and The Mesdag Collection were covered in a range of Dutch media (newspapers, news and art magazines, online, radio and television).

Both the Dutch and international press published positive reviews about *Choosing Vincent*. A clear highlight was the substantial, exquisitely designed interview 'The Future with Vincent' in *de Volkskrant*, in which Janne Heling and Willem van Gogh introduced the Van Gogh family's enduring involvement with the museum. *Het Parool* praised the exhibition, as did *NRC Handelsblad*, *Trouw*, *De Telegraaf* and *AD*. Major articles on the exhibition were also published in international media including the *Daily Telegraph*, *Il Sole 24 Ore*, the *Financial Times* and *L'Echo*.

International recognition of *Van Gogh in Auvers* and *Van Gogh along the Seine* followed with positive reviews in publications including *El País*, *The Art Newspaper*, *L'Echo*, *The New European* and *Artlyst*. *Der Tagesspiegel* published two items on *Van Gogh along the Seine*. There was interest from Italy with reviews in *Il Settimanale*, *Arte e Dossier*, *Doppiozero*,

*Il Sole 24*, *Nomade Culturale*, *La Tribune de l'Art*, alongside coverage on RAI Radio 3. During Museum Night, *AT5 Nieuws*, *Het Parool* and *De Telegraaf* all extensively covered both the exhibition *Van Gogh along the Seine* and the associated presentation of photography on the Amsterdam ferries.

The museum expanded its new media network considerably through contact and collaboration with influencers – the people behind social media accounts with large numbers of followers. This year, popular influencers joined newspaper and news magazine journalists on the *Van Gogh in Auvers* press trip. A number of successful events and receptions were organised specifically for this group with partners including the Conservatorium Hotel and De L'Europe Amsterdam. The exhibition *Van Gogh along the Seine* opened with a successful press preview, during which influencers including Curtis Penning (2.6 million followers), Carolien Spoor (120,000 followers), Sterre Marith (45,000 followers) and Jeangu Macrooy (31,000 followers) were among the first to visit the exhibition. These new contacts highlighted the exhibitions during the anniversary year, helping the museum to reach the new target audience of young Dutch people.

### Publications

The anniversary year also gave rise to a varied programme of publications. At the beginning of the year, the museum produced *Choosing Vincent. From Family Collection to Van Gogh Museum*, accompanying the exhibition *Choosing Vincent*. This anniversary publication explains how Vincent and Theo van Gogh's art collection remained together and was given its own museum thanks to their descendants. It tells the story of doubt, setbacks and triumph, and includes many highlights as well as remarkable but less well-known works from the collection.

### Anniversary campaign: 50 Years of Inspiration

The Van Gogh Museum pulled out all the stops in celebrating its fiftieth anniversary, and did so throughout the Netherlands. A national campaign on television, in newspapers, via online channels and outdoor advertising invited everyone to join the museum in celebrating fifty years of inspiration. In the 'Congratulations with a Van Gogh!' campaign, the museum presented fifty inspirational Dutch people with their own Van Gogh Museum Edition: high-quality 3D reproductions of works by Vincent van Gogh that are almost indistinguishable from the original paintings. A free Sunflower Art Festival was organised in Amsterdam on 2 June. The celebrations in 2023 were simply impossible to ignore. The mass media anniversary campaign resulted in a significant increase in brand values, visit intention and the number of tickets sold to Dutch visitors. The museum formed an emotional connection with Dutch people, and promoted the Van Gogh Museum as the home of inspiration.



Thousands of sunflowers were handed out during the Sunflower Art Festival. Visitors could participate in a number of workshops and enjoy street theatre performances.

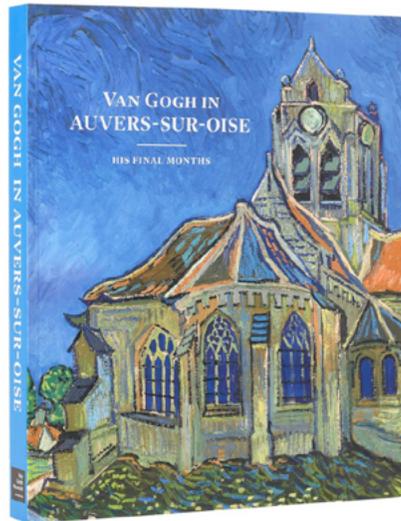


The Zeefdrukmakers were on hand at the Sunflower Art Festival to print T-shirts and bags for visitors.



Visitors painted their own version of Van Gogh's *Sunflowers* at the Sunflower Art Festival.

The exhibitions *Van Gogh in Auvers* and *Van Gogh along the Seine* were accompanied by eponymous catalogues featuring illuminating essays by international researchers and curators. *Van Gogh in Auvers-sur-Oise. His Final Months* was published in three languages (Dutch, French and English), in a print run of no fewer than 50,000 copies. The catalogue won the MGIP Book Bronze Award at the Frankfurter Buchmesse, in the category 'Design, Photography and Art'. The museum is delighted with this international recognition from experts in the field of art books for the publication's excellent editorial and production quality. The pioneering publication *Van Gogh and the Avant-Garde: Along the Seine* for the first time reveals the unmistakable influence that the Parisian suburbs had on art in the late 19th century.



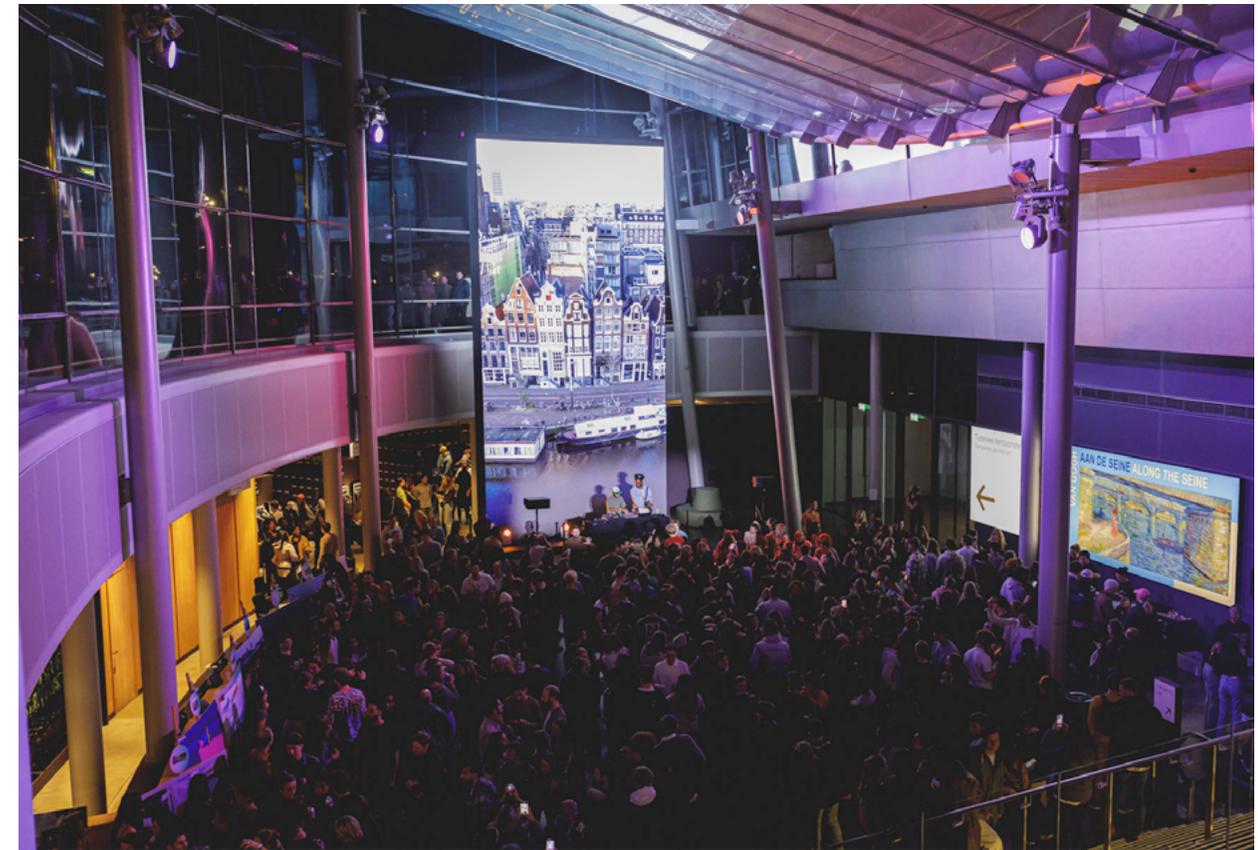
The catalogue *Van Gogh in Auvers-sur-Oise* won the MGIP Book Bronze Award at the Frankfurter Buchmesse.

In 2023, the biography of Jo van Gogh-Bonger by Senior Researcher Hans Luijten also received a prestigious prize. At a ceremony in Richmond (Virginia), the biography was awarded the annual 'Art in Literature: The Mary Lynn Kotz Award'. The jury acclaimed the 'abundant and profound book'. Luijten was delighted with the award, saying in his speech of thanks: 'Jo has honoured Vincent's legacy. She, such a passionate reader of biographies, is now honoured with her own biography, which today is itself honoured with this fine award. This gives me incredible satisfaction'.

### Events and collaborations

Vincent on Friday events take place on Friday evenings, when the museum stays open in order to offer visitors a range of special activities. The 'My Chosen Family' programme took place on 24 February, during the exhibition *Choosing Vincent*. While the exhibition told the story of Vincent van Gogh's biological family, this evening focused on friendships that feel like family. Guests played family games, listened to an intimate concert and made family pictures in the photo corner.

During the exhibition *Van Gogh in Auvers. His Final Months*, the Van Gogh Museum collaborated with production company Nowhere on a programme exploring the light and dark sides of life. During the last two months of his life in Auvers, Van Gogh made an enormous number of works, while struggling with his ever-worsening mental health. He ultimately decided to end his own life. This evening focused on the ups and downs of life, the importance of mental health and of being connected with others. There were workshops and spoken-word performances, and visitors could dance in Club Vincent or take time to reflect in a low-stimulus space to meditative music by Bruno Sitton.



Museum Night was popular in 2023.



At the last Vincent on Friday of the year, visitors discovered how to restore peace and balance in a hectic world teeming with contrasts and stimuli that are constantly vying for attention.

On Saturday, 4 November, the Van Gogh Museum celebrated the 24th edition of Museum Night Amsterdam with a tribute to the city's contrasts. From the centuries-old monumental canal houses to sleek industrial parks and skyscrapers, from street artists to students and from expats to born and bred Amsterdammers. The evening featured live barrel-organ music from Ruud van Brienen, as well as performances by the Amsterdam-based band Baby's Berserk and jazz musician Anatolii Postnikov. Contemporary artists and composers brought the evening to life with soundtracks, workshops and illustrations inspired by the city.

On 5 April, the museum announced that UMA Concepts was to become its new hospitality partner. In order to optimise visitor experience as a whole, the museum strives to improve its hospitality, the quality of the catering and how visitors perceive the offering. Ilse Lugard and Tobias Overgoor, the founders of UMA Concepts, have gained years of experience organising catering and events at the museum. This new partnership sees the introduction of a complete concept for hospitality and catering at the museum, with the emphasis on a warm welcome, quality and sustainability. UMA Concepts has opened the new Rietveld Café, and also took over the staff restaurants during the summer holidays. The museum's new hospitality partner will start running the museum's restaurant in autumn 2024.

### Entrepreneurship

The museum collaborates with a number of licensing partners to develop unique, sustainable products, tailored to a particular market or culture, and always based on the Van Gogh Museum's collection and Van Gogh's story. Several projects were recognised with special awards.

On 23 March, an independent jury awarded the SBI Industry Awards to the most impactful sustainable initiatives in the Netherlands. MUD Jeans and the Van Gogh Museum won the SBI Industry Award in the 'Partnerships' category for their first collection of recycled denim. This collection is inspired by Van Gogh's letters, his handwriting and a number of his works. The jury praised the 'well executed partnership, which unites two target groups: cultural and sustainable consumers'.

The museum was awarded another notable prize on 12 June: a Licensing International Excellence Award in the 'Best Brand - Art, Design, Museum' category. This award represents international recognition for the museum's outstanding performance in the field of brand licensing. In its anniversary year, the museum was nominated for a total of five Licensing International Excellence Awards: welcome recognition for everyone who worked hard on the licensing partnerships.

On 24 February, the Van Gogh Museum's official 3D experience opened at the Campo Argentino de Polo in Buenos Aires, following a successful stop in Santiago (Chile). The *Meet Vincent van Gogh Experience* offers a six-part journey through the life of Vincent van Gogh, inspired by the Van Gogh Museum's unique collection of letters. The Experience was popular with the residents of Buenos Aires and was praised by the media.

The museum collaborated with sustainable sneaker brand CARIUMA to create a collection that captures the beauty of our planet while reminding us of the importance of making daily decisions that protect and nourish nature. Four sneaker designs in the style of Van Gogh were launched to mark the museum's anniversary, inspired by *Sunflowers*, *Wheatfield with Crows* and the special flower design that was created for the Van Gogh Museum's fiftieth anniversary.



MUD Jeans and the Van Gogh Museum won the SBI Industry Award in the 'Partnerships' category for their collaboration in 2022.



The Van Gogh Museum collaborated with sustainable sneaker brand CARIUMA.

### Staff

A safe working environment is of vital importance to all staff. And in its role as employer, the museum is responsible for ensuring such an environment. In 2023, the entire staff completed an e-learning programme on desirable behaviour via Van Oss & Partners. This interactive training programme addressed example situations and possible responses. Through initiatives such as this, the museum hopes to contribute to gaining better insights into our (unconscious) behaviour and to ensuring a pleasant and safe working environment.

The month of November was focused on mental and physical health, career, personal development and job satisfaction. The Human Resources (HR) Team organised a range of activities for staff throughout the organisation: workshops and digital inspiration sessions exploring subjects including vitality, neuro-linguistic programming (NLP), LinkedIn and working parents. Staff also had the opportunity to join yoga classes, sing in the museum's pop-up choir and walk with colleagues.

Staff members who work in the museum received new uniforms, provided by company clothing from Suit Up. Vincent's comment that 'Colour expresses something in itself' underpins the design, and each garment has a sustainability hallmark, or is made from organic cotton or recycled materials.

(Agency) staff were invited to complete a questionnaire in the summer months. There was an impressive 70% response rate, indicative of staff engagement. The feedback helped the organisation to pinpoint positive points and identify work to be done. Concrete action items have been formulated in collaboration with staff, and the museum will work towards achieving a positive culture change.

## Sustainability

The Van Gogh Museum is dedicated to preserving its collection for future generations. The museum also aims to inspire others and to encourage them to play their part in tackling climate change, thereby generating a positive impact on the environment. The Van Gogh Museum is committed to the Sustainable Development Goals: the seventeen global goals for sustainable development for 2023 that were determined by the United Nations in 2015. The museum's sustainability policy 2023-2030 was launched in October, and the sustainability targets and themes for 2030 were determined and recorded in an ambition document. The value wheel was also developed: a useful tool that outlines the various themes and the associated (measurement) indicators.

In order to realise its sustainability ambitions, the Van Gogh Museum is collaborating with PHI Factory. This specialised consultancy agency helps the museum work towards a circular economy by drafting a pragmatic action plan, for example by making the shop range more sustainable. Umbrellas and foldable bags are now made from recycled polyester, and magnets and postcards are no longer wrapped in plastic. Steps have also been taken in the area of building management, such as making the air conditioning equipment more sustainable and installing LED lighting. Moving forward, the museum will quantifiably monitor whether it is achieving its sustainability and development goals.

## Building management

The Van Gogh Museum's fiftieth anniversary was good reason to refresh the museum building: no radical renovations, but rather several changes to help optimise visitor experience in and around the museum. The entrance area (now called the Atrium) was renovated and now has a large and attractive LED wall. The shopping facilities and the cloakroom have been fully refurbished. The restaurant was also renovated: new kitchen equipment was installed, and the interior had a redesign. The restaurant is now an appealing, spacious area where visitors can relax and enjoy a varied menu. A coffee bar has also been opened in the Atrium: the ideal place for visitors to purchase refreshments as they either prepare for or reflect on their visit. The presentation of the permanent collection has also been updated, with fresh colours and fewer distractions on the walls, such as screens, signs and reproductions.

In November 2023, the museum was awarded a new BREEAM certificate, achieving a 'Very Good' rating for the building and its management, and an 'Excellent' rating for its use. The museum received additional recognition for its comprehensive system for monitoring factors including energy usage, water, CO2, the configuration of installations and indoor climate fluctuations. The concrete sustainability targets have been outlined in an ambition document, which addresses CO2 emissions, energy, use of materials, circularity, waste management, climate adaptation, health, social engagement and collaboration. The shop range has been made more sustainable and exhibition materials are now recycled.

Refurbishment of the entrance, Museum Shop and coffee corner at The Mesdag Collection was completed at the end of September, as well as of the galleries with educational facilities. The museum entrance is now bright and stylish, and more in line with the museum galleries.



The new LED wall in the Atrium is clearly visible from the outside.

As well as offering additional space for educational activities, the garden galleries now introduce visitors to the Mesdags and their collection.

### Financial position

2023 was a successful year with regards to the Van Gogh Museum's financial position.

The recovery of the tourism industry and the return of visitors after the coronavirus pandemic have exceeded expectations, and conversion rates and spend per visitor in the museum shops were higher than usual.

This has led to a positive result of € 2.8 million.

This sum will be added to the general reserve to cover any future setbacks. The museum faces financial challenges moving forward. Significant investment will be required in the years ahead, including in installations and a number of structural alterations, to ensure that the museum building remains suitable for exhibiting the collection and receiving millions of visitors in the future. Due to its high self-earning capacity, the museum has so far been able to safeguard its continuity as well as the preservation and management of its collection and buildings.

The recent reduction in the management and maintenance subsidy, combined with the major renovations of the museum building scheduled for 2028-2029, presents new financial challenges.

These are compounded by socio-economic developments, such as cost increases. The financial results for 2023 are explained in more detail in chapter 6: Financial report.

### Works Council

This year, the Works Council focused on monitoring and advising the directors regarding the high workload (especially due to the anniversary year. In 2023, the Works Council met with the directors six times. A member of the Supervisory Board joined two of the meetings. The Works Council also met with a delegation of the Supervisory Board once. The Feedback Group, which comprises members from across the organisation, once again provided the Works Council with valuable insights regarding topical matters within the various departments.

Recurring subjects on the agenda included the requests for advice regarding the ATM schemes (working hours management), the whistle-blower scheme, the ICT Service Desk and Operations Streamlining, and the employee questionnaire. The culture change was also discussed during the 'Article 24 meeting', partly due to the results of the questionnaire.

### Van Gogh Europe

The Van Gogh Museum is closely involved with the Van Gogh Europe Foundation; a collaboration between European locations and collections associated with the life and work of Vincent van Gogh. Van Gogh Europe strives to make Van Gogh's cultural heritage accessible to a diverse audience, in order to inspire, unite and engage current and future generations. In 2023, Van Gogh Europe welcomed a new partner: The National Gallery in London. In May, the foundation's first seminar, entitled *Art, Culture and Mental Well-being*, was held at Atelier Néerlandais in Paris. Speakers from all Van Gogh Europe countries introduced different perspectives on the subject. The seminar is the result of an educational collaboration between Van Gogh Europe, the ISC Paris Business School and

KU Leuven in Brussels. The new Van Gogh Europe Route app was launched during the two-day congress *In the Footsteps of Vincent van Gogh*, held in November in Emmen. The app offers an enjoyable introduction to the places where Van Gogh lived and worked, and is free to download in Dutch, French and English via the Van Gogh Europe website. The app was developed thanks to the generous support of the Embassy of the Kingdom of the Netherlands in Paris and the Vincent van Gogh Foundation.



3

Partners and  
Donors

The Van Gogh Museum was delighted to welcome many new donors and corporate partners in 2023, in part driven by the museum's fiftieth anniversary. There was a notable increase in the number of private donors, who are united in the Sunflower Circle, Theo van Gogh Circle and Yellow House Circle, and the museum also welcomed new Corporate Circle members. The generosity of all existing and new donors enabled the museum to involve the whole country in its anniversary celebrations, while continuing academic projects and making new acquisitions for its collection. The successful anniversary event on 2 June was supported by a number of corporate partners, particularly the VriendenLoterij, which contributed to making it a memorable day. The museum was very happy to thank them during the celebrations. The Van Gogh Museum is deeply grateful to everyone who supports the museum, in whatever form. Several notable contributions, collaborations and activities in 2023 are highlighted below. A complete overview of all of the Van Gogh Museum's partners and donors is available on pp. 44-47.

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'We are proud that, thanks to the participants of the VriendenLoterij, we were able to offer additional support for an exquisite opening and the various exhibitions in the anniversary year. And as icing on the cake, that we were able to thank inspirational volunteers with a Van Gogh Museum Edition. Many a community centre and sports club canteen have now been brought to life with a high-quality 3D reproduction of a masterpiece by Vincent van Gogh!'

**Jonne Arnoldussen,**  
Managing Director of the Vrienden-  
Loterij

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'Born and bred in Brabant, Vincent van Gogh pushed the frontiers of painting. He was a pioneer, with a keen interest in how physical processes impacted his art. As an innovative company from Brabant, we are proud to contribute to research into Van Gogh's work. We use science and technology to connect the past and the future, and we help to preserve Vincent's work for future generations so that they can also continue to be inspired by his art and life story.'

**Peter Wennink,**  
President & CEO of ASML

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## Highlights

### Founder

The contribution made by the Vincent van Gogh Foundation for the anniversary exhibition *Choosing Vincent* supported the production of the associated publication and podcast. The foundation also acquired a notebook owned by critic and writer Gustave Coquiot (1865-1926) for the museum's collection.

### Main partners

As the Van Gogh Museum's Partner in Science, ASML collaborates with the museum to research methods of optimising the preservation of Vincent van Gogh's world-famous paintings. The partnership between the Van Gogh Museum and ASML is also focused on facilitating educational activities that allow pupils to experience the vital importance of science and technology

for art and culture. To celebrate the museum's fiftieth anniversary, ASML launched the campaign video *Why we Preserve*. The video, which was released on 30 March (Vincent van Gogh's birthday), asked visitors about their experiences of art, and how it moves them.

DHL Global and the Van Gogh Museum collaborate in *Heart for Art* (see also p. 22), an educational programme that uses the art and life story of Vincent van Gogh to inspire children from communities with limited access to art education.

In 2023, the Van Gogh Museum once again received a substantial contribution from the VriendenLoterij for the acquisition of new works. This year, with the support of the VriendenLoterij and the members of the Yellow House Circle, the museum added a characteristic painting by Jean-François Millet to its collection. In addition, the museum received a highly generous contribution from the VriendenLoterij to support the anniversary celebrations on 2 June.



The *Heart for Art* educational programme, in collaboration with DHL, at a HISD school in Houston.

## Partners

CS Digital Media (CSDM) became a Van Gogh Museum partner in 2023. As part of this partnership, CSDM will use its digital advertising screens in the Amsterdam metro to promote the Van Gogh Museum and its Vincent on Friday programme to a young adult audience.

To mark the fiftieth anniversary of the Van Gogh Museum, Hyundai and the museum organised a special edition of the Connection Day for elderly visitors (see also p. 25).

The outdoor advertising opportunities offered by JCDecaux enabled the Van Gogh Museum to promote its anniversary activities to Amsterdam residents and the many (international) visitors to the city.

The focus of the partnership with Van Lanschot Kempen, which was extended in 2023, is on creating enduring digital content to accompany the temporary exhibitions. The podcast series *Van Gogh and the Path to World Fame*, video series *Van Gogh Experts Explain: His Final Months* and the short film accompanying the exhibition *Van Gogh along the Seine* were all realised this year. Van Lanschot Kempen also supported the anniversary edition of Vincent on Friday on 2 June.

## Sponsors

De L'Europe Amsterdam collaborates closely with the Van Gogh Museum to unite Dutch and international guests at an inspirational location. Chef Bas van Kramen and his team from Restaurant Flore were responsible for this year's Yellow House Dinner, while Vincent's Dinner was catered for by chef Jop Schippers and the team from Brasserie Marie.

Takii Europe B.V. – one of the world's leading breeders of vegetables and flowers – provided the sunflowers for the museum's anniversary celebrations and the Sunflower Art Festival. Tens of thousands of sunflowers were handed out to passers-by during the festival, transforming Museumplein into a sea of sunflowers.



Ramsey Nasr recites his poems, inspired by Van Gogh's letters, during the annual Vincent's Dinner.

## Corporate Circle

Throughout 2023, the Van Gogh Museum focused on strengthening relations with the members of its Corporate Circle. Representatives of the museum visited a number of members and organised the annual Corporate Circle event, which was hosted by main partner ASML. In 2023, the museum welcomed three new Corporate Circle members: ARTEX AG, Cartier, and Schaap & Citroen Juweliers. NTV Europe rejoined the Corporate Circle.

The museum congratulates Kikkoman Foods Europe on its 25th anniversary, and was delighted to host the celebrations of this milestone. American Express supported the Van Gogh Museum with an additional contribution to support the ReFramers. Hotel Okura Amsterdam provided lunch, inspired by Van Gogh's works, at the anniversary celebrations on 2 June.

A Corporate Circle reception for the museum's Japanese relations was held at the Sompo Museum in Tokyo on 18 October. The evening focused on the opening of the exhibition *Van Gogh and Still Life: from Tradition to Innovation*.

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'We encouraged some friends to join the Yellow House Circle with us, and we traced Vincent's footsteps on a trip to Amsterdam and Arles this autumn. Everyone fell in love with Vincent during the trip, as well as with the museum team, who so beautifully shared Vincent's stories with us.'

**Mrs Jan and Mr Charles Davis**  
Yellow House Circle members

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## Vincent's Circles

The Van Gogh Museum has four donor circles: Vincent's Friends, the Sunflower Circle, the Theo van Gogh Circle and the Yellow House Circle. This year, the museum was pleased to welcome many new Sunflower Circle members (37) and Yellow House Circle members (13). The donations from the circles of donors helped the museum to acquire a painting by Millet (the Yellow House Circle), to train junior researchers and curators (the Theo van Gogh Circle) and to realise the exhibition *Van Gogh along the Seine* (the Sunflower Circle). Activities for the members were organised throughout the year, including the Yellow House Circle Dinner (on location next to Van Gogh's masterpieces) and art trips to Arles and Vienna. The special Yellow House Circle art trip *In the Footsteps of Vincent van Gogh* was organised for a group of new members from the United States.

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'We are pleased to contribute as members of the Theo van Gogh Circle. The many activities that you organise help us to feel more connected with the Van Gogh Museum and the Circle.'

**Maarten and Henriëtte Mol,**  
Theo van Gogh Circle members

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## Funds and foundations

Fonds 21 has made the long-term *Van Gogh Connects* programme possible since 2017. This phase of the project is focused on making art and culture accessible to a diverse audience, and on improving social opportunities for young people. One of the ReFramers' initiatives in 2023 was *Past/Future*, which was on display in the permanent collection (see p. 23).

The anniversary exhibition *Van Gogh in Auvers. His Final Months* was supported by the VriendenLoterij, the Mondriaan Fund, the Blockbusterfonds, the Cultuurfonds, the Gerda Henkel Stiftung and Stichting Zabawas. The Gerda Henkel Stiftung also contributed to the research into the significance of Dr Paul Gachet as a collector of 19th-century art and as a patron of Van Gogh's work. The Bennink Foundation supported the long-term outreach programme *Van Gogh Goes to School*, in which museum educators visit schools in deprived neighbourhoods to introduce schoolchildren to the work and life of Vincent van Gogh.

## Bequests

The Van Gogh Museum is the initiator and part of *Nalaten aan cultuur* (Bequeath to Culture), a platform dedicated to raising awareness of the option of including a cultural institution in one's will. At the end of October 2023, the national campaign was rolled out during the third dedicated 'Bequeath to Culture Week'. The legators who have indicated that they have included the Van Gogh Museum in their wills are united in the Jo van Gogh-Bonger Circle, giving the museum the opportunity to thank them during their lifetime.

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The Van Gogh Museum Fund administers donations, the contribution from the VriendenLoterij and the named funds. The objective of the fund is to advance and support the activities of the Van Gogh Museum Foundation in the broadest sense of the word.

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'We thoroughly enjoyed collaborating with the Van Gogh Museum. In the research project we supported, which focused on Dr Paul Gachet, some 400 unpublished letters and no fewer than 350 paintings, drawings and prints were analysed. This research provided invaluable insights into the closing stages of Van Gogh's life in Auvers-sur-Oise. We are delighted that it proved possible to present the research findings to the general public in the form of the marvellous exhibition *Van Gogh in Auvers*.'

**Dr Angela Kühnen,**  
Member of the Executive Board of  
the Gerda Henkel Stiftung

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The exhibition *Van Gogh in Auvers* explored the connection between Dr Paul Gachet and Van Gogh.



The presentation *Dr Gachet & Van Gogh* included the various prints of Van Gogh's only etching (*Portrait of Doctor Gachet*, 1890), from the museum's collection.

# Overview of partners and donors

Ministry of Education, Culture and Science

## Founder

Vincent van Gogh Foundation

## Founding partner

Sompo Japan Insurance Inc.

## Main partners

ASML

DHL

VriendenLoterij

## Partners

CS Digital Media

DHL Express

Heineken N.V.

Hyundai Motor Netherlands B.V.

JCDecaux

Van Lanschot Kempen

## Sponsors

Accenture

American Express

Bloomberg L.P.

De L'Europe Amsterdam

Intratuin Amsterdam

KLM Royal Dutch Airlines

Takii Europe B.V.

## Van Gogh Museum Corporate Circle Patrons

ABN AMRO

Accenture

American Express

AON

Arcagna

ARTEX AG

ARTVENTURA

ASML

ASSA ABLOY

AXA XL Nederland

Bazelmans Audio Visual

Bloomberg L.P.

Cartier

CêlaVita

Champagne Taittinger

Cisco

Conservatorium Hotel

CS Digital Media

CXN Freight Systems, Inc.

De L'Europe Amsterdam

DHL Express

Euroclear

Heineken N.V.

HIZKIA

Hokkaido Shimbun Press

Hotel Okura Amsterdam

Hyundai Motor Netherlands B.V.

ICBC

Intratuin Amsterdam

JCDecaux

Kikkoman Foods Europe B.V.

KLM Royal Dutch Airlines

Lincoln International

Loyens & Loeff N.V.

Meerdervoort Vastgoedfondsen

Mizuho Bank Europe N.V.

Nippon Television Europe

Nomura Nederland N.V.

NTV Europe

Royal Talens

Schaap & Citroen Juweliers

Smart WorkPlace

Sompo Japan Insurance Inc.

Takii Europe B.V.

Takiya Co., Ltd.

The Asahi Shimbun

The Chunichi Shimbun

The Tokyo Shimbun

UMA Concepts B.V.

Van Lanschot Kempen

## Funds and foundations

Bennink Foundation

Blockbusterfonds

Creative Industries Fund NL

Cultural Participation Fund

Cultuurfonds

Fonds 21

Fonds Sluyterman van Loo

The Getty Foundation

Gerda Henkel Stiftung

Lang Leve Kunst Fonds

Mondriaan Fund

Rembrandt Association

Stichting RCOAK (Roomsche Catholijk Oude Armen  
Kantoor)

Stichting Zabawas

Turing Foundation

Vincent van Gogh Foundation

The Van Gogh Museum also thanks the funds and foundations that this year pledged to support projects in the years ahead, and the funds and foundations that wish to remain anonymous.

## Named funds

*Mijorumer Fonds*

The aim of this fund is to contribute financially to the Van Gogh Museum's educational programmes, projects and resources. This contribution allows the museum to realise the *Van Gogh Goes to School* project.

*Für Elise-VGM Fonds*

The aim of this fund is to contribute to making the Van Gogh Museum in Amsterdam accessible to as diverse an audience as possible, in order to enrich and inspire people. The fund facilitates research and helps improve (digital) access to the sub-collections of paintings and drawings not by Van Gogh, and Japanese prints.

*Van Gogh Museum Junior Curators' Fund*

The aim of this fund is to facilitate the appointment and training of junior curators at the Van Gogh Museum, preferably those who have recently graduated.

*Mr. Cornelis Roozen Fonds*

The aim of this fund is to support the acquisition and/or restoration of works that are (regularly) exhibited at the museum, or to contribute to the production of (Dutch) catalogues accompanying exhibitions at the museum.

And the named funds that wish to remain anonymous.

## Special donations

*PACCAR Foundation*

A substantial contribution from the PACCAR Foundation supported the renovation of spaces including the education studio at the museum.

*Howard and Roberta Ahmanson*

Howard and Roberta Ahmanson extended their generous support, enabling the Van Gogh Museum to continue training a junior researcher into a Van Gogh expert in 2023.

## Vincent's Circles

*Yellow House Circle Life Members*

Mark Pigott KBE KStJ

Ms Cordia-van der Laan

*Yellow House Circle*

Mr and Mrs Abraham

Howard and Roberta Ahmanson

Arte House

Mr and Mrs Attanasio

Georgea Costa Netto and Hendrik Jan Blom

Mr and Mrs Cheung Chung Kiu

Mr and Mrs Davis

Mr Dugan

Job and Susi Dura-Zijderveld

Mr Errera

The Fanzhi Foundation for Art and Education

Mr and Mrs Fentener van Vlissingen

Jan and Ariëtte Haars

Mr B.P. Haboldt

Mr and Mrs De Heus-Zomer

Mr and Mrs Houthouse

Mr and Mrs Howard

Mr and Mrs Kirkdoffer

Ms C. Koster

Ms Kozuki

Mr J. Lee  
Mr and Mrs Lee  
Mr H. Lieve †  
Mr E. Nijkerk  
Orentreich Family Foundation  
Mr and Mrs Robertson  
Piet van der Slikke and Sandra Swelheim  
Ms Stratan Dragnea  
Mr and Mrs Warburg  
Ms E. Wessels van Houdt †  
Ms Rosaline W.Y. Wong  
Mr † and Mrs Wurfbain-van Schelle  
Ms E. Yu  
Mr and Mrs Van Zadelhoff  
Ms Ziel

And the benefactors who wish to remain anonymous.

*Theo van Gogh Circle*

Lilian and Hein Beuth  
Blom-de Wagt Foundation  
Mr J. Brenninkmeijer and  
    Ms G. Brenninkmeijer-Kristiansen  
Ms C.A. Collier  
Ju Pais and Walter Overbeek  
Mr H.A. van Rijbroek  
Stichting Saphir  
Mr D. Stolp and Ms A. Hamminga  
Mr A. Verlinde and Mr O. Hoes

*Sunflower Circle*

M.B. Adopai  
Anytime  
Mr J. Baud and Ms F. Charbon  
Aad van den Berg  
Josh Berman  
Mr S. Boon  
Roger van Boxtel and Judith van Emmerik  
Julia Braeger  
Ms P. de Bruin and Mr G.A. de Rijk  
Christie's  
Cobra Café  
Mr H.F. Cohen  
Todd M. Cooper  
Mr P. da Costa  
Mr and Mrs Demuyneck

Mr A.J. Dijkstra  
Mr P. van Duinen  
Rukshana Edwards  
Sharyn Feller and David Harris  
Deborah Fritz  
Joseph Frumkin and Debra Mayer  
Yuko Fuse  
Mr and Mrs Gerritse-Tuinema  
Mr and Mrs Van Gerwen  
Jeroen Goeman Borgesius  
Helen Scheidt Gronauer  
Hans and Manuscha de Haan-Koelega  
Mr A.C. van der Harst and Ms M.T. Tricoit  
Mr F.J. ter Heide  
Ms J. Hortulanus  
Mr H. Jäggi  
Ms D. de Jong and Mr G. van Zinnicq Bergmann  
Joanne Kellermann  
Peter Kouwenberg and Ellen Schippers  
Kuijpers  
Mr H. Laauwen and Ms S. van den Brink  
Randi Charno Levine  
Lumina Learning Nederland – Theo ten Hagen  
    and Karolien Klerkx  
Mr J. Maas and Ms T.A. Maas-de Brouwer  
Diane Macy  
Prethee Martina  
Mr and Mrs Mees-van Ree  
Ms H. van der Meij-Tcheng  
Monica Melkert-León – Artomas  
Mr R. Meppelink  
Mr H.G. Meulmeester  
Mr T. Noordoven  
Ms E.N. Nordmann and Mr J.R. Wikler  
Norton Rose Fulbright  
Ms C. Paauwe-Meijer  
Ms C. Padula-Govaert  
Partners at Work  
Ms W. van Riet  
Mr P.H. van Rijn and Ms E. Patijn  
Mr and Mrs Salomons  
Mr Adrian Sassoon  
Mr M.R.W. Scherpenhuijsen Rom  
Katharina Schlaipfer  
Mr and Mrs Schmetz  
R. Schreuder

Mr C. Schreurs  
Michael Smith  
Sotheby's  
Marian Spier  
Mr K. Stelling  
Ms J.C.B. Straatman  
Mr P.F.W. Strengers  
Mr and Mrs Tas  
Ty Taylor  
Mr P. Tieleman  
Bryan and Yasmin Trach  
Mr A.O. Veron  
Jan and Jannemieke Verstijnen  
Bas Visée and Annette Moll  
Martijn Voorhuis and Nicolette Brink  
Ms S. Vorst  
Ester de Vreede  
Mr P. Wakkie  
Ms A.T.R. Wielinga-Venker  
Ms M. Wigger  
Mr and Mrs Van Wijnbergen

And the benefactors who wish to remain anonymous.

*Vincent's Friends*

The museum also thanks all friends of the museum  
who made donations via the museum's website.



4

Supervisory  
Board update

## Composition

In 2023, the composition of the Supervisory Board was as follows:

- Mr J. (Jaap) Winter  
(Chair, resigned March 2023)
- Mrs J.E.M. (Jacobina) Brinkman  
(Chair, from 24 March 2023, appointed until February 2025)
- Mr H.J. (Hendrik Jan) Roel  
(member, appointed until November 2024)
- Ms M. (Maurine) Alma  
(member, appointed until June 2026)
- Ms M. (Marian) Spier  
(member, appointed until August 2028)
- Ms L. (Laurence) des Cars  
(member, appointed until February 2027)
- Mr M. (Martijn) Snoep  
(member, appointed until August 2027)

In 2023, Jaap Winter resigned from the Supervisory Board, and Jacobina Brinkman subsequently assumed the role of Chair. Hendrik Jan Roel was appointed as the Treasurer and the Chair of the Audit Committee. As of 1 February 2023, Laurence des Cars, Director of the Louvre in Paris, was formally appointed as a member of the Supervisory Board. Martijn Snoep, Chair of the Board of the Netherlands Authority for Consumers and Markets (ACM), was appointed as a member of the Supervisory Board as of 1 August 2023. In July 2023, Marian Spier was reappointed as a member of the Supervisory Board for an additional four years.

## Subjects

The Supervisory Board had four standard meetings with the directors in 2023, during which they were informed regarding the general state of affairs at the Van Gogh Museum, based on detailed internal director's reports. The Supervisory Board has also been notified regarding the following subjects:

- The progress of renovations to the museum building, and linked to this, the major renovations planned for 2028-2029. The museum is being presented with new financial challenges due to the recent reduction in the subsidy for management and maintenance, combined with the large-scale maintenance that is still required.
- The new exhibition policy, and the exhibition programme for the years ahead.
- Recent developments and plans that contribute to diversity and inclusion, including the activities of the ReFramers, the educational programmes, the collaborations with permanent partners and Vincent on Friday.
- The results of the staff questionnaire and the programme that has been launched to achieve culture change.
- The growth in member numbers of Vincent's Circles.
- The necessary action taken in the field of ICT, including retraining staff, measures to combat cyberattacks, acquisition of IT services and the use of cloud solutions.
- The sustainability strategy, which was formulated in 2023. In the years ahead, the Supervisory Board will be involved with the implementation of the strategic goals regarding sustainability.

The annual strategic session was focused on the *Strategic Plan 2025-2028*. The current strategic goals were assessed together with the directors, and work began on formulating updated strategic goals. Members of the Supervisory Board attended meetings between the directors and the Works Council.

## In closing

The Supervisory Board would like to thank the Vincent van Gogh Foundation, the State and all of the Van Gogh Museum's partners and donors. In 2023, their (financial) support was once again vital for the continuity of the museum. The Supervisory Board reserves a special word of thanks for the directors and all staff at the Van Gogh Museum, because it is largely thanks to their energy and dedication that the fiftieth anniversary year was such a resounding success.

Jacobina Brinkman, Chair



5

Mission and  
history

## Mission

The Van Gogh Museum inspires a diverse audience with the life and work of Vincent van Gogh and his time.

## Core values

The Van Gogh Museum is authentic, in connection and original.

## Vision

The Van Gogh Museum is at the forefront, is current and relevant. We choose our own path, push boundaries and want to be an original example for – and especially with – others.

## History

Following Vincent van Gogh's death in July 1890, the many artworks passed to his beloved brother Theo van Gogh. Theo died in January 1891, six months after his brother. The collection subsequently passed to Theo van Gogh's widow, Jo van Gogh-Bonger, and her son, Vincent Willem van Gogh. When Jo died in 1925, Vincent Willem ('the engineer') inherited the entire collection. In 1962, with the consent of the State of the Netherlands, Vincent Willem transferred the complete collection (paintings, drawings and letters) to the Vincent van Gogh Foundation. In return, the State undertook to build the Van Gogh Museum, to ensure that the collection remains accessible to everyone forever.

The Van Gogh Museum opened its doors in 1973, and is home to the world's largest collection of works by Van Gogh, with 205 paintings, 500 drawings, almost all of his letters (more than 800) and a large amount of relevant documentary material. The Van Gogh Museum is also responsible for a sub-collection owned by the State, on behalf of the State of the Netherlands. The museum collection also contains paintings, drawings and several sculptures from the period 1840-1920 by Van Gogh's friends and contemporaries, by artists who inspired him, and by those whom he inspired. The Van Gogh Museum is home to a singular collection of internationally renowned late 19th-century printed art and a collection of Japanese ukiyo-e prints.

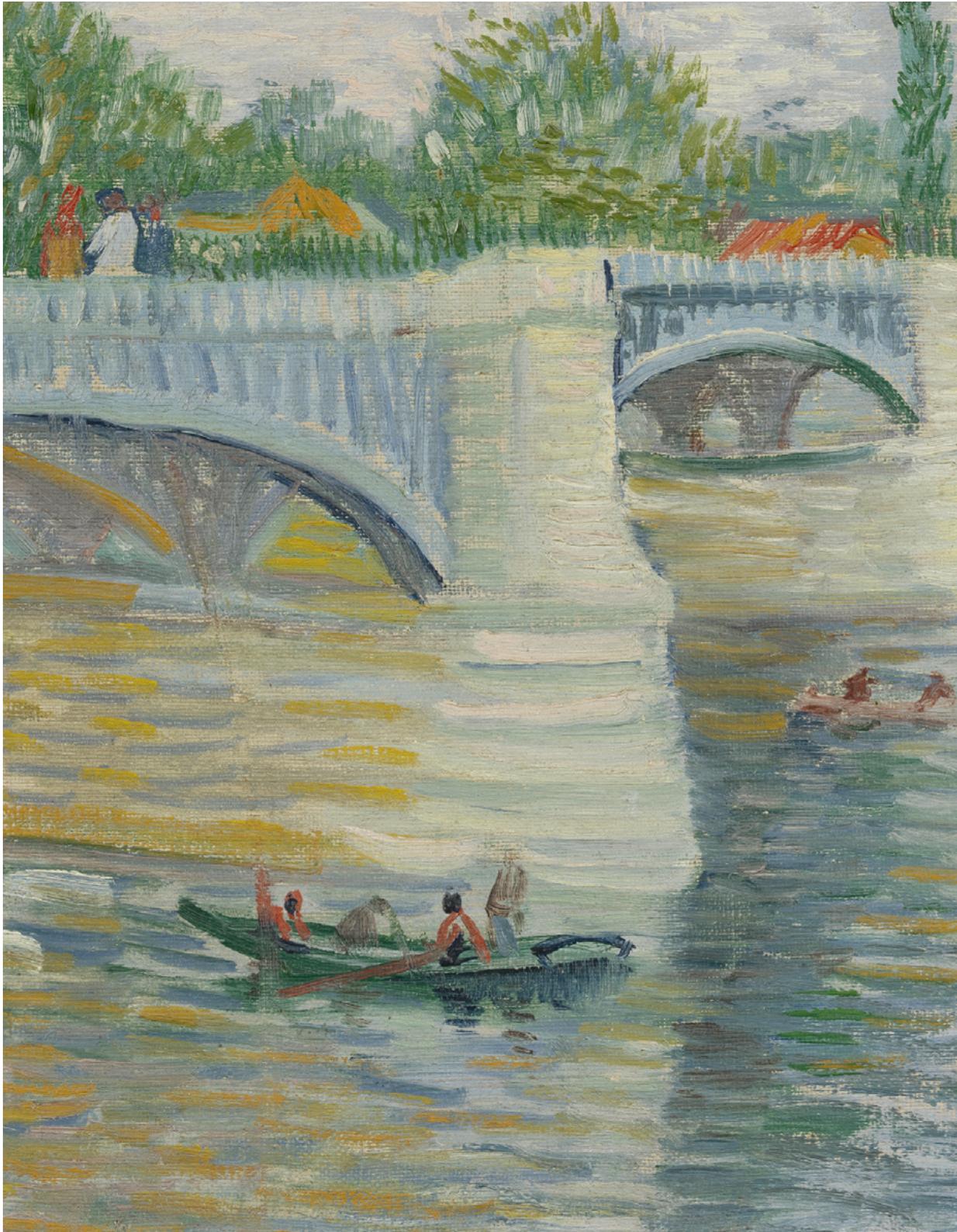
The Mesdag Collection in The Hague houses the remarkable collection of 19th-century art amassed by renowned marine painter Hendrik Willem Mesdag and his wife Sientje Mesdag-van Houten. The Mesdag Collection and the Van Gogh Museum together form the 'Van Gogh Museum Foundation, formerly Rijksmuseum Vincent van Gogh / Rijksmuseum H.W. Mesdag'. This collection features 19th-century masterpieces from the French Barbizon painters and the Hague School. The collections of both museums complement each other and offer a comprehensive overview of late 19th-century art.



The Van Gogh Museum



The Mesdag Collection



6

Financial report

Total income in 2023 was € 66.8 million. This is considerably higher than in 2022 (€ 58.6 million), due to higher self-generated income (direct and indirect income and contributions from private funds). This income increased by approximately € 13.9 million compared to 2022, as the result of higher visitor numbers (1,686,766 visitors in 2023; 1,364,023 visitors in 2022) and increased retail turnover. The recovery of the tourism industry and the return of visitors after the coronavirus pandemic has exceeded expectations, and conversion rates and spend per visitor in the museum shops were higher than usual. The museum did not receive any incidental subsidies this year (in 2022: € 6.6 million in compensation for coronavirus measures). The Van Gogh Museum's expenses in 2023 were € 68 million: € 14.1 million higher than in 2022. This increase corresponds with the higher visitor numbers in 2023 (staff and cost of goods sold), higher energy costs and higher exhibition costs compared to the previous year. The financial result, consisting of interest income and interest expenses, was € 1.4 million positive in 2023 (in 2022: € 2.5 million negative). This is mainly due to a positive result on the investment portfolio and interest income on the liquid assets.

In total, this led to a positive result of € 2.8 million for the Van Gogh Museum in 2023 (in 2022: € 5.6 million positive). The entirety of this positive result will be added to the general reserve.

The complete financial statements, including explanatory notes, are available on the Van Gogh Museum website: <https://www.vangoghmuseum.com/en/about/organisation/annual-report>.

## Balance sheet as at 31 December 2023

(after appropriation of profit)

	31 December 2023	31 December 2022
	EUR	EUR
<b>Fixed assets</b>		
Intangible fixed assets	-	127,939
Tangible fixed assets	12,727,733	9,950,062
Financial fixed assets	17,469,505	16,361,384
	<b>30,197,238</b>	<b>26,439,385</b>
<b>Current assets</b>		
Inventories	3,327,761	2,600,997
Receivables	6,056,584	7,636,178
Cash and cash equivalents	47,302,199	45,161,925
	<b>56,686,544</b>	<b>55,399,100</b>
	<b>86,883,782</b>	<b>81,838,485</b>
<b>Equity</b>		
General reserve	36,986,755	31,390,472
Legal reserve PP10	274,024	
Allocated reserves	13,281,051	16,349,500
	<b>50,541,830</b>	<b>47,739,972</b>
<b>Acquisition fund</b>	<b>1,019,737</b>	<b>3,604,974</b>
<b>Provisions</b>	<b>17,992,795</b>	<b>15,454,210</b>
<b>Long-term liabilities</b>	<b>4,365,149</b>	<b>5,520,399</b>
<b>Current liabilities</b>	<b>12,964,271</b>	<b>9,518,930</b>
	<b>86,883,782</b>	<b>81,838,485</b>

## Statement of income and expenses 2023

	Balance 2023 EUR	Balance 2023 EUR	Balance 2022 EUR
<b>Income</b>			
Direct revenues	32,099,630	28,891,643	24,767,434
Indirect revenues	21,871,568	15,398,013	15,555,321
Contributions from private resources	2,230,818	1,776,860	1,971,371
Structural government subsidies	10,741,591	9,828,328	9,702,977
Incidental government subsidies	-	-	6,584,035
<b>Total income</b>	<b>66,943,607</b>	<b>55,894,844</b>	<b>58,581,138</b>
<b>Expenses</b>			
Personnel costs	30,927,829	29,004,864	25,499,347
Amortization of intangible and depreciation of tangible fixed assets	2,115,240	2,488,280	2,624,944
Other operating costs	35,157,522	31,983,147	25,733,880
<b>Total expenses</b>	<b>68,200,591</b>	<b>63,476,291</b>	<b>53,858,171</b>
<b>Operating result</b>	<b>-1,256,984</b>	<b>-7,581,447</b>	<b>4,722,967</b>
Balance of financial income and expenses	1,427,017	-	-2,476,952
<b>Result from ordinary operations before tax</b>	<b>170,033</b>	<b>-7,581,447</b>	<b>2,246,015</b>
Corporate income tax	-20,726	-	-74,070
<b>Result from ordinary operations after tax</b>	<b>149,307</b>	<b>-7,581,447</b>	<b>2,171,945</b>
Share in result participations	67,314	-	108,099
Change in acquisition fund	2,585,237	2,212,000	1,397,212
Extraordinary income	-	-	1,880,000
<b>Result after tax</b>	<b>2,801,858</b>	<b>-5,369,447</b>	<b>5,557,256</b>

## Categorial and functional operating accounts 2023

	categorial ↓	functional →	Total	Public activities	Collection management	General management
<b>Own income</b>						
1 Public income in the Netherlands (2+3):	25,714,034	25,713,990	44	-		
2 Ticket sales	25,599,273	25,599,229	44	-		
3 Other public income	114,761	114,761	-	-		
4 Public income abroad	-	-	-	-		
5 <b>Total Public Income (1+4)</b>	<b>25,714,034</b>	<b>25,713,990</b>	<b>44</b>			
6 Sponsor income	4,278,966	1,777,409	2,501,557	-		
7 Co-producer compensation	-	-	-	-		
8 Other direct income	2,106,630	2,055,419	51,211	-		
9 <b>Total other direct income (6+7+8)</b>	<b>6,385,596</b>	<b>3,832,828</b>	<b>2,552,768</b>			
10 <b>Total Direct income (5+9)</b>	<b>32,099,630</b>	<b>29,546,818</b>	<b>2,552,812</b>			
11 Indirect income	21,871,568	21,853,098	-8,479	26,949		
12 Private resources - private individuals incl. Associations of friends	398,343	192,530	205,813	-		
13 Private resources - companies	17,213	4,713	12,500	-		
14 Private resources - private funds	1,815,262	1,652,851	162,411	-		
15 Private resources - charity lotteries	-	-	-	-		
16 <b>Total contributions from private resources (12+13+14+15)</b>	<b>2,230,818</b>	<b>1,850,094</b>	<b>380,724</b>			
17 <b>Total own income (10+11+16)</b>	<b>56,202,016</b>	<b>53,250,010</b>	<b>2,925,057</b>	<b>26,949</b>		
18 Income in kind	-	-	-	-		
19 Total structural OCW (20+21+22+23)	10,741,591	8,635,072	1,194,818	911,701		
20 OCW: Regulation re specific cultural policy (public activities)	1,742,336	1,742,336	-	-		
21 OCW: Heritage Act re housing	8,238,581	6,892,736	434,144	911,701		
22 OCW: Heritage Act re collection management	760,674	-	760,674	-		
23 OCW: Framework for operating subsidies for research and science	-	-	-	-		
24 Total structural Province	-	-	-	-		
25 Total structural Township	-	-	-	-		
26 Total structural public subsidy other	-	-	-	-		
27 <b>Total structural subsidies (19+24+25+26)</b>	<b>10,741,591</b>	<b>8,635,072</b>	<b>1,194,818</b>	<b>911,701</b>		
28a Incidental public subsidies OCW emergency measure exploitation	-	-	-	-		
28b Incidental public subsidy NOW	-	-	-	-		
28c Incidental public subsidy TVL	-	-	-	-		
29 <b>Total subsidies (27+28)</b>	<b>10,741,591</b>	<b>8,635,072</b>	<b>1,194,818</b>	<b>911,701</b>		
<b>TOTAL INCOME (17+18+29)</b>	<b>66,943,607</b>	<b>61,885,082</b>	<b>4,119,875</b>	<b>938,650</b>		
<b>EXPENSES</b>						
1 Personnel expenses	30,927,829	17,354,619	6,778,380	6,794,830		
2 Housing expenses	10,529,226	8,629,487	703,323	1,196,416		
3 Depreciation	2,115,240	523,608	403,293	1,188,339		
4 Acquisitions	2,662,180	-	2,662,180	-		
5 Other expenses	21,966,116	16,720,523	2,442,778	2,802,815		
<b>TOTAL EXPENSES (1+2+3+4+5)</b>	<b>68,200,591</b>	<b>43,228,237</b>	<b>12,989,954</b>	<b>11,982,400</b>		
6 <b>Balance from ordinary activities (Total income - Total expenses)</b>	<b>-1,256,984</b>	<b>18,656,845</b>	<b>-8,870,079</b>	<b>-11,043,750</b>		
7 Balance of interest income / expenses	1,427,016	-2,844	-	1,429,861		
8 Movements acquisition fund	2,585,237	-	2,585,237	-		
9 Income tax	-20,726	-20,726	-	-		
10 Extraordinary income	-	-	-	-		
11 Result of subsidiary	67,314	-	67,314	-		
<b>Operating result to be distributed (6+7+8+9+10+11)</b>	<b>2,801,858</b>	<b>18,633,275</b>	<b>-6,217,528</b>	<b>-9,613,889</b>		
99 Allocation General Administration	-	-8,662,753	-951,136	9,613,889		
<b>EXPLOITATION RESULT (6+7+8+9+99)</b>	<b>2,801,858</b>	<b>9,970,522</b>	<b>-7,168,664</b>	<b>-</b>		



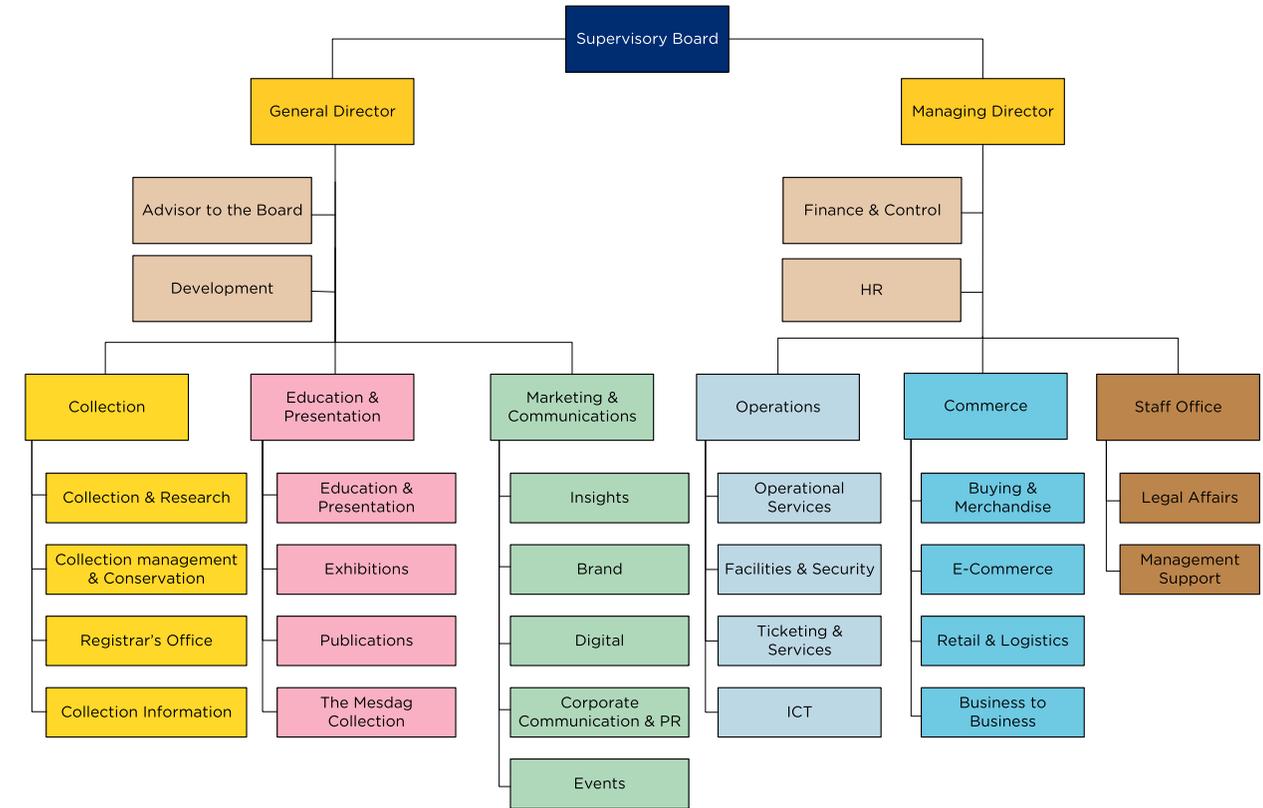
# I. Overview of the organisation

In 2023, the Board of the Van Gogh Museum consisted of Director Emilie Gordenker and Managing Director Rob Groot. In addition to the members of the Board, the Management Team consisted of: Marije Vellekoop (Head of Collection), Amanda Vollenweider (Head of Education & Presentation), Yvonne Nassar (Head of Marketing & Communications), Jort Slingerland (Head of Operations), Jacqueline van Diessen (Head of Commerce) and Babette Meerdink-Schenau (Executive Secretary and Head of the Staff Office). Willem van Gogh is Advisor to the Board.

## Members of the Works Council

Azeglio Bartolucci  
 Janire Braat Y Mendia (until 2023)  
 Geeta Bruin  
 Rianne van Dam  
 Ellen Dekker  
 Marjorie Grames (from December 2023)  
 Nouschka Hommes  
 Charlotte Kösters  
 Natalie Kuik (from March until December 2023)  
 Eelco Mirck  
 Bratislav Radivojević  
 Anita van Stel (not a member, Administrative Secretary)

# Organisation chart 2023



## Supervisory Board

Mr J. (Jaap) Winter  
(Chair, resigned March 2023)  
Primary position: Partner at Phyleon  
leadership & governance  
External appointments: Chair of the Erasmus University  
Rotterdam Supervisory Board (June 2020); Chair  
of the Board of Royal Schiphol Group N.V.; Member  
of the Board at Stichting Continuïteit A.S.R. Nederland;  
Professor of International Corporate Law at the  
University of Amsterdam; Professor of Corporate Law,  
Governance and Behaviour at the VU Amsterdam.

Mrs J.E.M. (Jacobina) Brinkman  
(Chair, from 24 March 2023,  
appointed until February 2025)  
Primary position: Partner at PwC  
External appointments: Chair of the Women Inc.  
Supervisory Board; Member of the Board of Trustees  
and Chair of the Audit Committee of Stadsherstel  
Amsterdam.

Mr H.J. (Hendrik Jan) Roel  
(member, appointed until November 2024)  
Primary position: CFO of CitizenM  
External appointments : Member of the Board  
of Trustees and Chair of the Audit Committee  
of Hotelschool The Hague; Member of the Supervisory  
Board and Chair of the Audit Committee of GSI  
Nederland.

Ms M. (Maurine) Alma  
(member, appointed until June 2026)  
Primary position: Chief Marketing Officer  
at Just Eat Takeaway.com  
External appointments: Member of the Coolblue B.V.  
Supervisory Board; Member of the Nimbus Ventures  
Advisory Board.

Ms M. (Marian) Spier  
(member, appointed until August 2028)  
Primary position: CEO of IAMarian  
External appointments: Member of the Governance  
Committee of Van Doorne; Member of the Seed Capital  
Advisory Committee; Member of the Board of the  
VandenEnde Foundation; Vice-Chair of the SIDN Fonds;  
Founder of FEM-START.

Ms L. (Laurence) des Cars  
(member, appointed until February 2027)  
Primary position: Director of Musée du Louvre  
External appointments: Member of the Board of  
Trustees of France Muséums; Chair of the France  
Muséums Scientific Committee; Deputy Chair of  
the Louvre Abu Dhabi acquisitions commission; Chair of  
the Board of Trustees of the Louvre Lens; Member of  
the Board of Trustees of the École du Louvre; Member  
of the Board of Trustees of the Chancellerie des  
Universités; Member of the Board of Trustees of the Cité  
de la musique – Philharmonie of Paris; Member of the  
Board of Trustees of the Musée des impressionnismes  
of Giverny; Member of the Board of Trustees of the  
Musée Clemenceau Foundation; Member of the RMN-GP  
Strategic Orientation Council; Member of the BNF  
acquisitions commission; Member of the Scientific  
Committee of the Festival de l'histoire de l'art; Member  
of the Scientific Committee of the Cahiers de l'École  
du Louvre; Chair of the Bizot Group.

Mr M. (Martijn) Snoep  
(member, appointed until August 2027)  
Primary position: Chair of the Board of the Netherlands  
Authority for Consumers and Markets (ACM)  
External appointments: Deputy Judge at the Court  
of Appeal Amsterdam; Vice-Chair of the Royal  
Concertgebouworkest; Member of the Board of Trustees  
of the Europa Institute, Leiden University; Member  
of the Societal Advisory Board School of Law, Utrecht  
University; Member of the Scientific Council, Global  
Competition Law Centre, College of Europe, Bruges;  
Member of the Board of the Aruba Fair Trade  
Authority (AFTA).

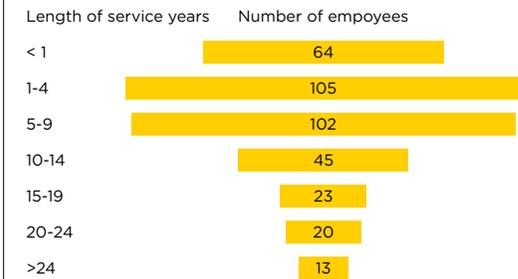
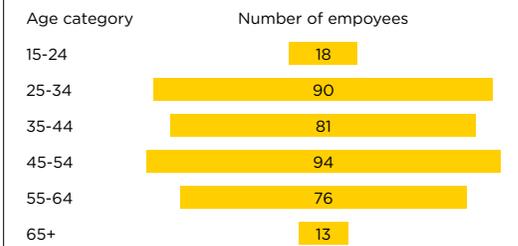
## Vincent van Gogh Foundation

Ms J. (Janne) Heling (Chair)  
Mr V.W. (Willem) van Gogh (Secretary)  
Ms M.C. (Machteld) van Laer-Cramer (Treasurer)  
Ms C.A.M.E. (Christianne) Matthijssen (Member  
of the Board)

## II. Staff

Overview of staff composition at  
the Van Gogh Museum Foundation  
as at 31-12-2023

Number of FTE	319
Number of employees	372
Full-time employees	45%
Part-time employees	55%



### III. Acquisitions

#### Acquisitions

Emile Bernard (1868-1941), *Breton Women Feeding Pigs (Bretonnes nourrissant les cochons)* from the series *Bretonneries*, 1889, zincograph and watercolour on paper, 24.5 × 32 cm, Van Gogh Museum, Amsterdam, p3090S2023

Emile Bernard (1868-1941), *Breton Women Hanging Laundry (Bretonnes étendant le linge)* from the series *Bretonneries*, 1889, zincograph and watercolour on paper, 25 × 32.7 cm, Van Gogh Museum, Amsterdam, p3091S2023

Maxime Maufra (1861-1918), *The Wave (La vague)*, 1894, etching and aquatint on paper, 40.3 × 57 cm, Van Gogh Museum, Amsterdam, p3092S2023

Armand Séguin (1869-1903), *The Café (Le café)*, 1893, colour etching and roulette on paper, 54.6 × 36.5 cm, Van Gogh Museum, Amsterdam, p3093S2023

Charles Villemin (active 1835-1849), *Interior of Lemercier's Lithographic Printing House (Intérieur de L'Imprimerie lithographique de Lemercier)*, c. 1835-1849, colour lithograph on paper, 47.3 × 55.7 cm, Van Gogh Museum, Amsterdam, p3070S2023

Gustave Coquiot (1865-1926), *Notebook of Gustave Coquiot*, 1922, pencil and pen in ink on paper in a painted binding, 17 × 10.7 cm, Van Gogh Museum, Amsterdam (Vincent van Gogh Foundation), b9127V2023

Unknown, Scrapbook of the Van Gogh Family (Elisabeth van Gogh-Bruijns and her Children Anne, Willem, Hendrik and Johan van Gogh), images cut from prints, pasted on paper in a binding, in a cover, 19.9 × 31.5 cm, Van Gogh Museum, b9128S2023

Jean-François Millet (1814-1875), *Peasant Spreading Manure (Paysan répandant du fumier)*, 1851, oil on canvas, 37.3 × 55.2 cm, Van Gogh Museum, Amsterdam (purchased with support from the VriendenLoterij and the members of the Yellow House Circle), s0553S2023

Marie Bracquemond (1840-1916), *The Apple Picker (Cueilleuse de pommes)*, 1880, pencil on cardboard, 31.3 × 23.5 cm, Van Gogh Museum, Amsterdam, d1232S2023

Edouard Vuillard (1868-1940), Trial proof of *The Seamstress (La couturière)* 10, c. 1893-1896, colour lithograph and colour woodcut possibly with watercolour and ink on paper, 19.7 × 25.6 cm, Van Gogh Museum, Amsterdam (purchased with support from the VriendenLoterij), p3089S2023

Edouard Vuillard (1868-1940), Trial proof of *The Seamstress (La couturière)* 9, c. 1893-1896, colour lithograph and colour woodcut on paper, 20 × 25.6 cm, Van Gogh Museum, Amsterdam (purchased with support from the VriendenLoterij), p3088S2023

Edouard Vuillard (1868-1940), Trial proof of *The Seamstress (La couturière)* 4, c. 1893-1896, lithograph on paper, 29.8 × 39.2 cm, Van Gogh Museum, Amsterdam (purchased with support from the VriendenLoterij), p3083S2023

Edouard Vuillard (1868-1940), Trial proof of *The Seamstress (La couturière)* 3, c. 1893-1896, lithograph on paper, 32.6 × 38.3 cm, Van Gogh Museum, Amsterdam (purchased with support from the VriendenLoterij), p3082S2023

Edouard Vuillard (1868-1940), Preparatory drawing for *The Seamstress (La couturière)* 1, c. 1893-1896, pencil and watercolour on paper, 19.3 × 31.9 cm, Van Gogh Museum, Amsterdam (purchased with support from the VriendenLoterij), d1223S2023

Edouard Vuillard (1868-1940), Trial proof of *The Seamstress (La couturière)* 5, c. 1893-1896, lithograph on paper, 28.6 × 38.8 cm, Van Gogh Museum, Amsterdam (purchased with support from the VriendenLoterij), p3084S2023

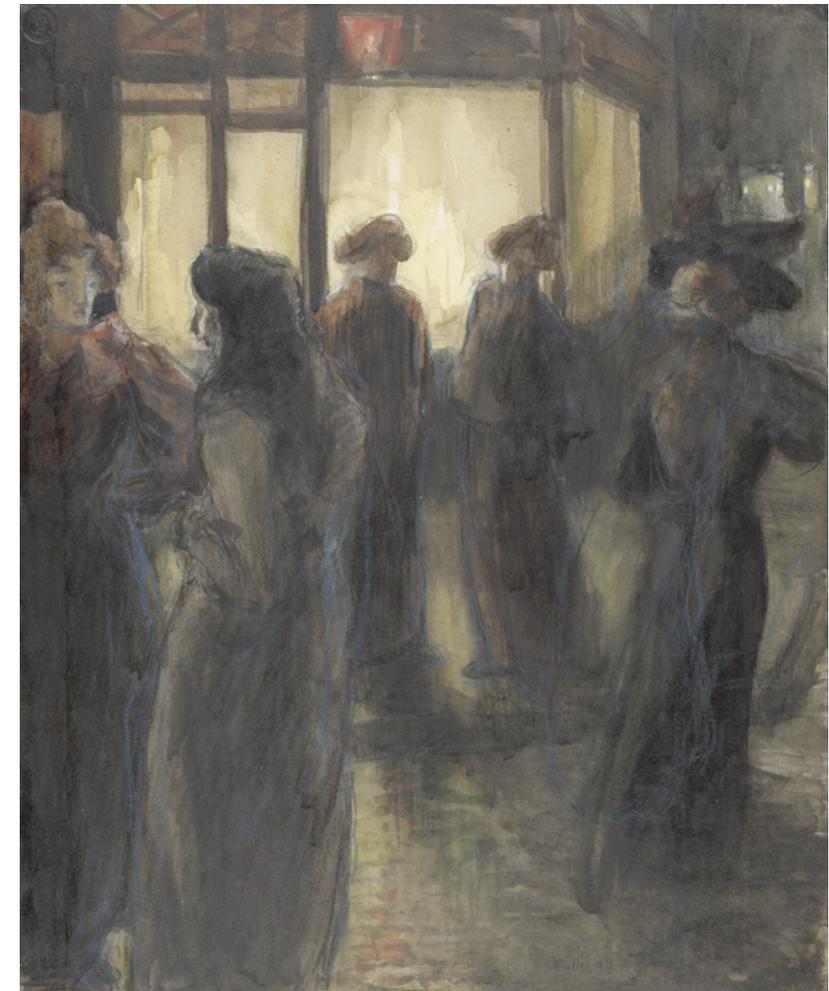
Edouard Vuillard (1868-1940), Trial proof of *The Seamstress (La couturière)* 8, c. 1893-1896, colour lithograph and colour woodcut on paper, 25.2 × 32.8 cm, Van Gogh Museum, Amsterdam (purchased with support from the VriendenLoterij), p3087S2023

Edouard Vuillard (1868-1940), Trial proof of *The Seamstress (La couturière)* 7, c. 1893-1896, colour lithograph and colour woodcut on paper, 24.5 × 32.2 cm, Van Gogh Museum, Amsterdam (purchased with support from the VriendenLoterij), p3086S2023

Edouard Vuillard (1868-1940), Trial proof of *The Seamstress (La couturière)* 6, c. 1893-1896, lithograph and watercolour on paper, 25.9 × 32.8 cm, Van Gogh Museum, Amsterdam (purchased with support from the VriendenLoterij), p3085S2023

Edouard Vuillard (1868-1940), Preparatory drawing for *The Seamstress (La couturière)* 2, c. 1893-1896, coloured pencil on paper, 22.5 × 28.3 cm, Van Gogh Museum, Amsterdam (purchased with support from the VriendenLoterij), d1224S2023

Alfredo Muller (1869-1939), *The Milliners' Departure (La Sortie des modistes)*, 1899, watercolour, coloured pencil, chalk and varnish on paper, on panel, 58.8 × 48 cm, Van Gogh Museum, Amsterdam, d1225S2023



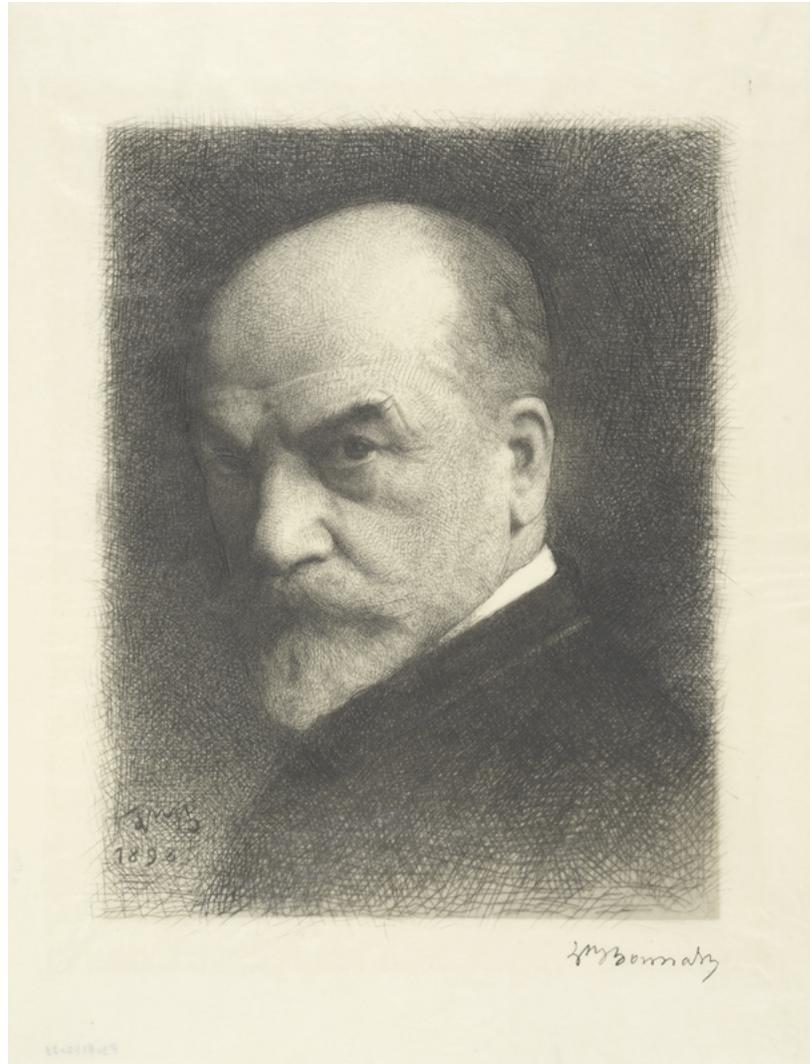
Alfredo Muller, *The Milliners' Departure (La Sortie des modistes)*, 1899. Van Gogh Museum, Amsterdam.

Léon Bonnat (1833-1922), *Self-Portrait of Léon Bonnat*, 1898, etching and drypoint on parchment, 38.8 × 29.8 cm, Van Gogh Museum, Amsterdam, p3081S2023

Ker-Xavier Roussel (1867-1944), Preparatory drawing for *Two Women in a Landscape (Deux femmes dans un paysage)*, non-published print from the series *Paysages*, c. 1897-1900, chalk on paper, 30.2 × 48.2 cm, Van Gogh Museum, Amsterdam, d1227S2023

Ker-Xavier Roussel (1867-1944), Preparatory drawing for *Summer Outing in Villeneuve-sur-Yonne*, non-published lithograph, 1898, pencil and pastel (crayon) on paper, 30.3 × 47.8 cm, Van Gogh Museum, Amsterdam, d1226S2023

Ker-Xavier Roussel (1867-1944), Preparatory drawing for *Women in the Countryside (Femmes dans la campagne)* from the series *Paysages*, 1897, pastel (crayon) on paper, 22.7 × 30.4 cm, Van Gogh Museum, Amsterdam, d1231S2023v



Léon Bonnat, *Self-Portrait of Léon Bonnat*, 1898. Van Gogh Museum, Amsterdam.

Ker-Xavier Roussel (1867-1944), Preparatory drawing for *Figures in a Landscape*, non-published print from the series *Paysages*, chalk on paper, 30.9 × 48.3 cm, Van Gogh Museum, Amsterdam, d1229S2023

Ker-Xavier Roussel (1867-1944), Preparatory drawing for *Bathing Women on a Riverbank*, non-published print from the series *Paysages*, pencil and ink on paper, 30.2 × 48 cm, Van Gogh Museum, Amsterdam, d1228S2023

Ker-Xavier Roussel (1867-1944), Preparatory drawings for *Bathing Figures on a Riverbank (recto)* and *Women with Children in a Landscape (verso)*, non-published prints from the series *Paysages*, pastel (crayon) and chalk on paper, 30.7 × 47.3 cm, Van Gogh Museum, Amsterdam, d1230S2023

Ker-Xavier Roussel (1867-1944), Preparatory drawings for *Women in the Countryside (Femmes dans la campagne)* from the series *Paysages*, 1897, pastel (crayon) on paper, 22.7 × 30.4 cm, Van Gogh Museum, Amsterdam, d1231S2023



Paul Gauguin, *The Little Cat (Le petit chat)*, 1888. On loan from a private collection.

#### Long-term loans

Paul Gauguin (1848-1903), *The Little Cat (Le petit chat)*, 1888, oil on jute, 73 × 26 cm, on loan from a private collection, s0588B2023

Vincent van Gogh (1853-1890), *Old Man Drinking Coffee*, 1882, lithograph and watercolour on paper, 53.9 × 37.2 cm, Van Gogh Museum, Amsterdam (on loan from Monique Hageman), p0587B2023

Booths, Plate from Jo van Gogh-Bonger's Tableware Set, 1850-1925, earthenware, 2 × 21.1 cm, Van Gogh Museum, Amsterdam (Vincent van Gogh Foundation), v0405V2023

Unknown, Jo van Gogh-Bonger's Wicker Basket for Post and Visiting Cards, undated, wicker, c. 52 × 14 cm, Van Gogh Museum, Amsterdam (Vincent van Gogh Foundation), v0404V2023

## Gifts

Eugène Deshayes (1828-1890),  
*At the Viewpoint, Montmartre*  
(*Au point de vue, Montmartre*),  
c. 1870, lithographic crayon on  
paper, 38.5 × 50.9 cm, Van Gogh  
Museum, Amsterdam (gift of Jutta  
and Jörg Wittenberg), d1233S2023



Eugène Deshayes, *At the Viewpoint, Montmartre (Au point de vue, Montmartre)*, c. 1870. Van Gogh Museum, Amsterdam (gift of Jutta and Jörg Wittenberg)

Unknown, Wood Block (working  
title), undated, wood with oil paint,  
12.2 × 13.4 cm, Van Gogh Museum,  
Amsterdam, v0408S2023

Unknown, Wood Block (working  
title), undated, wood with printing  
ink, 4.6 × 8.5 cm, Van Gogh  
Museum, Amsterdam, v0406S2023

Unknown, Wood Block (working  
title), undated, wood with printing  
ink, 6.7 × 8.8 cm, Van Gogh  
Museum, Amsterdam, v0407S2023

Louise-Yvonne Salonne (1903-1990),  
Wood Block with Illustration for  
*Bonne Soeur des Chemins* by  
Florian Le Roy, c. 1927, wood with  
printing ink, 7.4 × 10.2 cm, Van Gogh  
Museum, Amsterdam, v0409S2023

## IV. Exhibitions and presentations

### Van Gogh Museum

#### Exhibitions

*Choosing Vincent:*  
*Portrait of a Family History*  
10-02-2023 – 11-04-2023

*Van Gogh in Auvers.*  
*His Final Months*  
12-05-2023 – 03-09-2023

*Van Gogh along the Seine*  
13-10-2023 – 14-01-2024

#### Presentations

*Dr Gachet & Van Gogh*  
12-05-2023 – 03-09-2023

*Past/Future*  
30-06-2023 – 18-12-2023

*Pokémon in the Van Gogh Museum*  
28-09-2023 – 07-01-2024

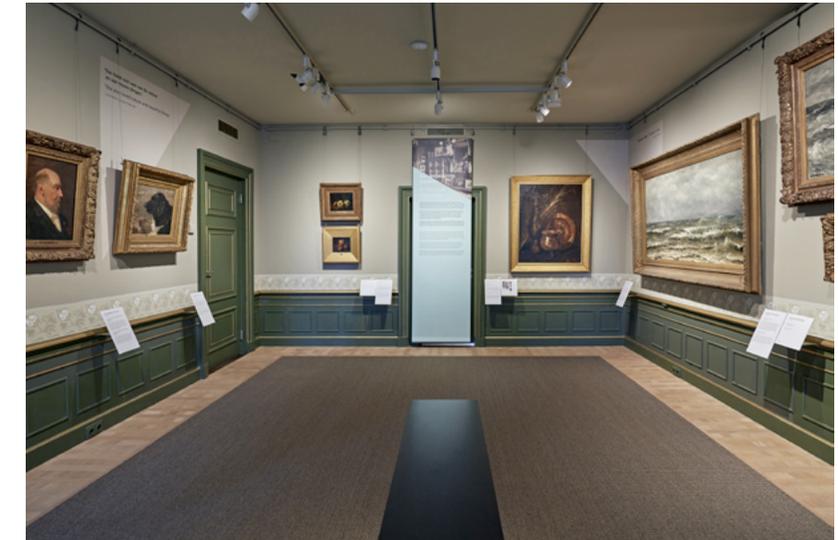
### The Mesdag Collection

#### Exhibitions

*Sharing the Spotlight.*  
*The Mesdags in their Museum*  
31-03-2023 – 09-07-2023

#### Presentations

*The Hague Gasworks:*  
*Van Eeden & Van Gogh*  
16-12-2022 – 12-03-2023



The exhibition *Sharing the Spotlight*  
at The Mesdag Collection.

## V. Research projects

Authenticity research  
Teio Meedendorp, Bregje Gerritse,  
Nienke Bakker, Louis van Tilborgh,  
Marije Vellekoop, Monique Hageman,  
Hannie Diependaal,  
Oda van Maanen, Kathrin Pilz,  
Saskia van Oudheusden  
External: Muriel Geldof (RCE)

Research project into Van Gogh's  
canvas: *Thread count project*  
Teio Meedendorp, Kathrin Pilz,  
Bregje Gerritse, Louis van Tilborgh  
External: Don Johnson (Rice  
University, Houston), William  
Sethares (University of Wisconsin)

Research in preparation of  
the collection catalogue  
*Vincent van Gogh – Paintings 3:  
Arles, Saint-Rémy and Auvers*  
Louis van Tilborgh, Teio  
Meedendorp, Nienke Bakker,  
Bregje Gerritse, Monique Hageman,  
Hannie Diependaal, Oda van  
Maanen, Kathrin Pilz,  
Saskia van Oudheusden  
External: Muriel Geldof (RCE)  
Supervisor: Marije Vellekoop

Research in preparation  
of the collection catalogue  
*Contemporaries (paintings and  
drawings)*  
Joost van der Hoeven, Lisa Smit,  
Fleur Roos Rosa de Carvalho,  
Renske Suijver, Sara Tas, Franka  
Blok  
Supervisor: Joost van der Hoeven

Research into Emile Bernard –  
Painting techniques (1885-1904)  
René Boitelle

Research into Isaac Israëls  
René Boitelle, Saskia van  
Oudheusden

Research into Arnold Koning  
Oda van Maanen

Doctoral research *Biography  
of V.W. van Gogh*  
Roelie Zwikker  
Supervisor: Marije Vellekoop  
Promotors: Prof. Hans Renders  
and Dr Peter de Ruyter (Biography  
Institute, University of Groningen)

Doctoral research *The Reception of  
Vincent van Gogh in Paris 1886-1914:  
Art Dealers, Collectors, Critics and  
Contemporary Artists*, University of  
Amsterdam – ASH  
Bregje Gerritse  
Promotors: Dr Rachel Esner  
(University of Amsterdam),  
Prof. J. Louis van Tilborgh  
(University of Amsterdam/  
Van Gogh Museum) and  
Prof. Gregor M. Langfeld  
(Open University/University of  
Amsterdam).

Research *From Proof to Perfection:  
reconstructing the collaboration  
between artist and lithographer for  
the print series by the four Nabis  
artists, published by Vollard (1896-  
1900)*  
Fleur Roos Rosa de Carvalho  
Financially supported by The Paper  
Project, an initiative of The Getty  
Foundation and the IFPDA  
Foundation  
Supervisor: Marije Vellekoop

Research *The Importance of  
Dr Paul Gachet (1828-1909)  
for Van Gogh and the Van Gogh  
Museum*  
Sara Tas  
Financially supported by the  
Gerda Henkel Stiftung

Provenance research into  
*Contemporaries paintings*  
Julia Krikke, Sophia Thomassen  
Supervisors: Sophia Thomassen/  
Marije Vellekoop

Research in preparation for  
the exhibition and publication  
*Van Gogh in Auvers-sur-Oise:  
His Final Months*  
Nienke Bakker, Louis van Tilborgh,  
Teio Meedendorp, Bregje Gerritse,  
Sara Tas  
External: Emmanuel Coquery  
(Musée d'Orsay), Wouter van der  
Veen (Institut Van Gogh, Auvers-  
sur-Oise)

Research in preparation for  
the exhibition and publication of  
*Van Gogh and the Avant-Garde:  
Along the Seine*  
Bregje Gerritse, Joost van der  
Hoeven, Teio Meedendorp  
External: Jacquelyn N. Coutré  
(The Art Institute of Chicago),  
Jena K. Carvana (The Art Institute  
of Chicago), Charlotte Hellman  
(Les Archives Paul Signac), François  
Lespinnasse, Richard Thomson  
(University of Edinburgh)

Research in preparation for  
the exhibition and publication  
*Matthew Wong | Vincent van Gogh*  
Joost van der Hoeven  
External: Richard Shiff (University  
of Texas, Austin), John Yau  
(freelance poet, art critic and  
curator), Sofia Silva (art writer  
and artist)

Research in preparation for  
the academic publication  
*Van Gogh Museum Studies*  
Joost van der Hoeven, René Boitelle  
and external researchers (on hold)  
Supervisor: Marije Vellekoop

VGM Archives – research into  
and publication of the letters  
in the collection  
Hans Luijten  
Supervisor: Marije Vellekoop

Content update: vangoghletters.org  
Nienke Bakker, Hans Luijten  
External: Huygens ING

## VI. Educational activities

### Education

In 2023, 6,243 pupils from years 6, 7 and 8 visited the Van Gogh Museum using the Museumpleinbus.

This year, the digital educational platform *Van Gogh at School* (created in collaboration with LessonUp) enabled 663 teachers in more than 24 countries to give 8,562 lessons.

The *Your Story, My Story* educational programme for intermediate vocational educational (MBO) institutions reached seven classes of students. As part of the *Van Gogh Goes to School* outreach programme, a total of 337 guest lessons were given at schools in deprived neighbourhoods within 60 kilometres of the Van Gogh Museum.

Following the launch in New York in 2022, the *Heart for Art* educational programme was rolled out in another four large American cities. More than 22,000 children have now participated in the programme.

As part of the *Cultuurmenu*, The Mesdag Collection introduces primary school pupils in year 3 to various items from the collection. A total of 918 pupils visited the museum for this programme.

### Families

Family Days were organised during the school holidays, with guided tours, children's workshops, drawing carts, read-aloud sessions and XL colouring pages.

### Mental health

As part of *Open up with Vincent*, a teachers' afternoon was organised on Blue Monday (16 January), in collaboration with Museum van de Geest. Six mindful art viewing sessions were organised, and the first three yoga lessons were held in autumn. A special art project was launched in October, in collaboration with Levvel (a mental welfare organisation supporting young people in Amsterdam).

The team from *Open up with Vincent* introduced the programme and gave workshops during the 'Celebrate Strength' congress, organised by Thrive Amsterdam (19 January), as well as at the art and mental health symposium organised by Museum van de Geest on 9 October. The museum's guides completed training on Stigma Awareness and Slow Looking (at Art).

For the exhibition *Van Gogh in Auvers*, the Ivonne van de Ven Foundation (experts by experience) helped the museum to place additional focus on Van Gogh's state of mind in Auvers, including his suicide.

### Young adults and Van Gogh Connects

Two ReFramers completed guide training at the Reinwardt Academie. One of these ReFramers has become a Van Gogh Museum guide, as has another ReFramer with previous experience as a guide.

Four ReFramers curated *Past/Future*, an eleven-stop route through the museum in which they responded to Van Gogh's art, the building and the changes from 1973 to now. A total of 30,000 visitors engaged with *Past/Future*.

A video artwork by ReFramer Ahmed Emin Batman was screened during Vincent on Friday on 30 June, capturing the aftermath of the devastating earthquakes in Turkey. The new group of ReFramers started in September, and programmed their own edition of Vincent on Friday (24 November).

As part of *Van Gogh Connects*, workshops are offered on location. The museum collaborates with various partners for this outreach programme, which reached 4,448 participants in 2023.

### Vincent on Friday

Six editions of Vincent on Friday were organised in 2023, either inspired by the temporary exhibitions or the permanent collection. There were two notable collaborations: with the HipHopHuis (from Rotterdam) and with production company Nowhere (from Amsterdam). Performers this year included: Sor, Gotu Jim, Mezrab, Yung Nnelg, Comfy Community, Alien Mag, Passion DEEZ, No Plexus and Cyborg DNA. A total of 6,854 visitors attended the Vincent on Friday events.

Vincent on Friday was also behind the programming for Museum Night, which was focused on urbanity, inspired by *Van Gogh along the Seine*. The museum received 6,500 visitors on Museum Night.

### The elderly

Continuation of participation in the *Digital 'tear-off calendar'*, an initiative of the Kröller-Müller Museum for elderly people and their carers.

Continuation of participation in the *Highlights on Tour* initiative, in which reproductions from the collections of participating museums went on display at homes for the elderly.

The Museum Plus Bus travelled to the Van Gogh Museum sixteen times.

The Van Gogh Museum made two contributions to *Totzo!*, a magazine produced by the Museum Plus Bus. The magazine was distributed to 40,000 elderly people.

Eight special days for the elderly were organised in 2023; a total of more than 250 elderly people participated in the programme *Van Gogh Meets: museum visit with activities and extra supervision (70+)*.

Hyundai and the Van Gogh Museum organised the fourth edition of the Connection Day for elderly visitors (19 June).

### Accessibility

In 2023, there were four sign-language guided tours of the permanent collection and the temporary exhibitions.

A number of painting workshops were organised at The Mesdag Collection in October.

The Mesdag Collection started offering low-stimulus openings. There were four such openings this year, attended by eight visitors. The free guided tours during the European Heritage Days attracted 51 visitors.



The museum organises painting workshops for all ages.

## VII. Museum publications

### Exhibition catalogues

*Choosing Vincent: From Family Collection to Van Gogh Museum*  
Lisa Smit and Hans Luijten (eds.),  
Fleur Roos Rosa de Carvalho,  
Anita Vriend and Roelie Zwikker  
Publisher: Van Gogh Museum  
Trade edition: THOTH Publishers  
Design: Joseph Plateau, Amsterdam  
Languages: English, Dutch

*Van Gogh in Auvers-sur-Oise: His Final Months*  
Nienke Bakker, Emmanuel Coquery,  
Teio Meedendorp and Louis van  
Tilborgh (eds.), Bregje Gerritse,  
Sara Tas and Wouter van der Veen  
Publishers: Van Gogh Museum,  
Musée d'Orsay  
Trade editions: TIJDSBEELD  
Publishing, Editions Hazan,  
Thames & Hudson  
Distribution: Rubinstein,  
Exhibitions International  
Design: Janpieter Chielens  
Languages: English, French, Dutch

*Van Gogh and the Avant-Garde: Along the Seine*  
Bregje Gerritse and Jacquelyn N.  
Coutré (eds.), Jena K. Carvana,  
Charlotte Hellman, Joost van der  
Hoeven, François Lespinasse,  
Teio Meedendorp and  
Richard Thomson  
Publishers: Van Gogh Museum,  
The Art Institute of Chicago  
Trade editions: THOTH Publishers,  
Yale University Press  
Design: Julian Kleyn,  
Studio Berry Slok, Amsterdam  
Languages: English, Dutch

### Educational and academic publications

*Contemporaries of Van Gogh 1: Works Collected by Theo and Vincent*  
Joost van der Hoeven (ed.),  
Franka Blok, Nina Reid, Fleur Roos  
Rosa de Carvalho, Lisa Smit,  
Renske Suijver and Sara Tas  
Online catalogue available on  
[catalogues.vangoghmuseum.com](http://catalogues.vangoghmuseum.com)  
Digital platform: Q42  
Digital design: DEPT®  
Language: English



The exhibition catalogue *Van Gogh and the Avant-Garde. Along the Seine* in the museum's Bookshop.

## VIII. Conservation treatments

### Paintings

#### Van Gogh Museum

Inv. no.	Object data	Treatment	Restorer
s0436M1992	Odilon Redon, <i>Street in Samois</i> , 1888	Removal of varnish, removal of overpainting, retouching.	R. Boitelle
s0451N1995	Isaac Israëls, <i>Woman Reading next to Van Gogh's Sunflowers</i> , 1915-1920	Consolidation and localised regeneration of varnish.	R. Boitelle
s0552S2022	Pierre Puvis de Chavannes, <i>Portrait of Eugène Benon</i> , 1882	Consolidation and treatment of deformation, removal of mould and superficial dirt, securing stretcher bars, removal of varnish, revarnishing, retouching.	R. Boitelle
s0553S2023	Jean-François Millet, <i>Peasant Spreading Manure</i> , 1851	Localised varnish saturation, retouching.	R. Boitelle
s0457V1996	Ernest Quost, <i>Garden with Hollyhocks</i> , 1886-1890	Removal of superficial dirt, removal of varnish, retouching.	O.V. van Maanen
s0108V1962	Vincent van Gogh, <i>Farmhouse</i> , 1890	Removal of superficial dirt, removal of varnish.	O.V. van Maanen
s0371V1994	Johan Cohen Gosschalk, <i>Portrait of Vincent van Gogh</i> , 1907-1908	Removal of superficial dirt, saturation of scratches in varnish, revarnishing, filling, retouching.	O.V. van Maanen
s0011V1962	Vincent van Gogh, <i>Shoes</i> , 1886	Consolidation of paint layers.	O.V. van Maanen
s0136V1973	Vincent van Gogh, <i>Flying Fox</i> , 1884	Consolidation of paint layers.	O.V. van Maanen
s0050V1962	Vincent van Gogh, <i>Iris</i> , 1890	Consolidation of paint layers.	O.V. van Maanen
s0106V1962	Vincent van Gogh, <i>Wheatfield under Thunderclouds</i> , 1890	Consolidation of paint layers, removal of varnish, removal of paste and wax residues, removal of old fillings and overpainting, refilling, retouching, removal of right-hand stretcher frame, securing loose stretcher bars, installation of new type of protection for back of painting.	S. van Oudheusden
s0149V1962	Vincent van Gogh, <i>Wheatfield with Crows</i> , 1890	Consolidation of paint layers, removal of superficial dirt, refilling and retouching, reduction of overpainting, installation of new type of protection for back of painting.	S. van Oudheusden
s0080V1962	Vincent van Gogh, <i>Path in the Woods</i> , 1887	Consolidation of paint layers, removal of superficial dirt, removal of old facing and varnish residues.	S. van Oudheusden

Inv. no.	Object data	Treatment	Restorer
s0057V1962	Vincent van Gogh, <i>View from Theo's Apartment</i> , 1887	Consolidation of paint layers.	S. van Oudheusden
s0126V1962	Vincent van Gogh, <i>Horse Chestnut Tree in Blossom</i> , 1887	Consolidation of paint layers, refilling and retouching, removal of fly faeces and worst varnish accumulation.	S. van Oudheusden
s0070V1962	Vincent van Gogh, <i>Still Life with Vegetables and Fruit</i> , 1884	Consolidation of canvas edge, removal of superficial dirt, filling and retouching, reduction of lustre differences in varnish.	S. van Oudheusden
s0129V1962	Vincent van Gogh, <i>Women on the Peat Moor</i> , 1883	Consolidation of paint layers, consolidation of canvas edges, filling and retouching, installation of new type of protection for back of painting.	S. van Oudheusden
s0053V1962	Vincent van Gogh, <i>Cottages</i> , 1883	Consolidation of paint layers, filling and retouching, installation of new type of protection for back of painting.	S. van Oudheusden
s0112V1962	Vincent van Gogh, <i>Reminiscence of Brabant</i> , 1890	Filling lacunas in wooden panel, flattening canvas and resealing to panel.	K. Pilz
s0148V1962	Vincent van Gogh, <i>Olive Trees on a Hillside</i> , 1889	Removal of superficial dirt.	K. Pilz
s0548S2019	Vincent van Gogh, <i>Peasant Burning Weeds</i> , 1883	Consolidation of paint layers, removal of varnish, reduction of overpainting, retouching, revarnishing.	K. Pilz
s0105V1962	Vincent van Gogh, <i>View of Auvers-sur-Oise</i> , 1890	Localised consolidation, removal of loose canvas, securing stretcher bars, dusting back of painting, securing stretcher frame, retouching, installation of new type of protection for back of painting.	M. Engel (external)

#### The Mesdag Collection

Inv. no.	Object data	Treatment	Restorer
hwm0330	Antoine Vollon, <i>Evening Landscape</i> , in or before 1889	Varnishing, retouching.	R. Boitelle
hwm0126	Jules Dupré, <i>Evening</i> , c. 1875-1880	Removal of superficial dirt, removal of varnish, revarnishing, retouching.	R. Boitelle
hwm0061	Camille Corot, <i>Landscape with a Horseman</i> , c. 1865-1870	Removal of superficial dirt, removal of varnish, retouching.	R. Boitelle
hwm0063	Camille Corot, <i>Landscape with an Angler</i> , c. 1865-1870	Removal of superficial dirt, removal of varnish, retouching.	R. Boitelle
hwm0300A	Julius J. van de Sande Bakhuyzen, <i>Moors near Rolde</i> , in or before 1896	Removal of superficial dirt, removal of varnish.	R. Boitelle

Inv. no.	Object data	Treatment	Restorer
hwm0238	Sientje Mesdag-van Houten, <i>Beekhuizen near Arnhem</i> , before 1891	Consolidation, removal of superficial dirt, reduction of lustre differences, retouching.	H. Diependaal
hwm0066	Camille Corot, <i>Moonlight</i> , c. 1855	Removal of superficial dirt, removal of varnish, revarnishing, retouching.	H. van Putten (external)
hwm0123	Jules Dupré, <i>Normandy Cottages</i> , c. 1865-1870	Removal of superficial dirt, removal of varnish, revarnishing, retouching.	H. van Putten (external)

## Works on paper

### Van Gogh Museum

#### Treated works on paper by N. Lingbeek

b0601V1962, b5271M/1994, d0693V/1962, d0774V1962, d1181n2012, d1182n2012, d1185n2012, d1187n2012, d1188n2012, d1222S2022, d692V1962, n0264V1962, n0278V1962, n0282V1962, n0283V1962, n0288V1962, n0290V1962, n2755.007N2012, p0036V1962, p0202V1962, p0302V1982, p0467V1962, p0468V1962, p0469V1962, p0470V1962, p0471V1962, p0472V1962, p0587B2022, p0693V1962, p0956S1998, p1036V2000, p1037V2000, p1044V2000, p1048V2000, p1059V2000, p1060V2000, p1093V2000, p1097V2000, p1124V2000, p1126V2000, p1162V2000, p1166V2000, p1167V2000, p1168V2000, p1169V2000, p1170V2000, p1172V2000, p1173V2000, p1174V2000, p1175V2000, p1176V2000, p1177V2000, p1331V2000, p1476V2000, p1477V2000, p1478V2000, p1723V2000, p1731V2000, p1743V2000, p2489-f S2006, p2489-p S2006, p2708.002S2013, p2708.011S2013, p3092S2023, t0098V1962, t0581V1962, t0585V1962, t0585V1962, t0598V1962, t0606V1962, t0642V1962, t0643V2962

### The Mesdag Collection

Inv. no.	Object data	Treatment	Restorer
hwm0804	H.W. Mesdag, <i>Fishing Boat (recto) and Sketch of Dirk ten Cate (verso)</i> , c. 1846-1915	Removal of support sheet (rubber cement), removal of adhesive residue, repairing damage.	N. Lingbeek
hwm0024	J.W. Bilders, <i>Tree Trunk</i> , c. 1826-1890	Frame, dustproof with climate buffer.	N. Lingbeek

## Frames

### Van Gogh Museum

Inv. no.	Object data	Treatment	Restorer	Notes
s0457V1996	Ernest Quost, <i>Garden with Hollyhocks</i> , 1886-1890	Consolidation, cleaning, filling, retouching.	A. van Lelyveld (external)	The painting will be reframed in 2024.
s0287V1966	Herman van der Weele, <i>Flock of Sheep in a Landscape</i> , c. 1867-1930	Consolidation and improvement of corners, cleaning, filling, retouching.	R. Velsink (external)	

Inv. no.	Object data	Treatment	Restorer	Notes
s0552S2022	Pierre Puvis de Chavannes, <i>Portrait of Eugène Benon</i> , 1882	Consolidation, cleaning, addition of missing ornaments in corners, retouching.	R. Velsink (external)	Original frame.
s0361M1972	Joseph J. Isaacson, <i>Boaz and the Kinsman</i> , 1905	Treatment of deformations, improving joints, cleaning front.	J.P. Folkers (external)	

### The Mesdag Collection

Inv. no.	Object data	Treatment	Restorer
hwm0123	Jules Dupré, <i>Normandy Cottages</i> , c. 1865-1870	Consolidation, cleaning, filling, retouching.	A. van Lelyveld (external)
hwm0066	Camille Corot, <i>Moonlight</i> , c. 1855	Consolidation, cleaning, filling, retouching.	A. van Lelyveld (external)
hwm0300A	Julius J. van de Sande Bakhuyzen, <i>Moors near Rolde</i> , in or before 1896	Consolidation, cleaning, filling, retouching.	A. van Lelyveld (external)
hwm0130	Johannes van Essen, <i>In the Dunes</i> , c. 1872-1936	Consolidation, cleaning, filling, retouching.	A. van Lelyveld (external)
hwm0217	Anton Mauve, <i>Pig Pen</i> , c. 1865	Consolidation, cleaning, filling, retouching.	A. van Lelyveld (external)
hwm0244	S. van Mesdag-van Houten, <i>Still Life with Apples and Grapes</i> , 1882	Consolidation, filling, retouching.	A. van Lelyveld (external)

## Objects

### The Mesdag Collection

Inv. no.	Object data	Treatment	Restorer	Notes
hwm0705	Unknown, <i>Model of a Tjalk (De jonge Klaas)</i> , c. 1800-1899	Cleaning.	P. Buys (external)	Including original display case.

## IX. Overview of outgoing loans

In 2023, 125 objects were loaned to 20 institutions. The loans comprised: 62 paintings, 27 drawings, 16 prints, 19 letters and 1 artefact.

### The Art Institute of Chicago, Chicago

*Van Gogh and the Avant-Garde: Along the Seine*  
2023-05-14 to 2023-09-04  
d0353V1962, d0357V1962, d0420V1962, d0635V1962, d0649V1962, s0055V1962, s0077V1962, s0086V1962, s0134V1962, s0367V1994, s0381M1986, s0489S1998, s0540S2016, s0524S2012

### Detroit Institute of Arts, Detroit

*Van Gogh in America*  
2022-10-02 to 2023-01-22  
s0001V1962, s0028V1962, s0029V1962, s0096V1962, s0120V1962

### Drents Museum, Assen

*Van Gogh in Drenthe*  
2023-09-11 to 2024-01-07  
d0386M1977, d0810M1986, hwm0066, hwm0123, hwm0126, s0053V1962, s0129V1962, s0548S2019

### Fondation Vincent van Gogh Arles, Arles

*Action / Gesture / Paint: a global story of the women of abstraction 1940-1970*  
2023-05-01 to 2023-09-01  
s0079V1962, s0118V1962  
*Studio of the South*  
2023-11-17 to 2024-05-12  
s0033V1962

### Kunsthalle Bremen, Bremen

*Birthday Guests: From Monet to Van Gogh*  
2023-10-07 to 2024-02-04  
s0503S2001

### The Metropolitan Museum of Art, New York

*Van Gogh's Cypresses*  
2023-05-15 to 2023-08-27  
b0601V1962, b0644V1962, b0709V1962, d0168V1962, d0197V1962, d0337V1962, d0438V1962, d0445V1962, s0112V1962, s0147V1962, s0148V1962

### Musée d'Arts de Nantes, Nantes

*Le voyage en train*  
2022-10-21 to 2023-02-05  
s0381M1986

### Musée d'Orsay, Paris

*Van Gogh in Auvers-sur-Oise*  
2023-09-25 to 2024-01-28  
b0687V1962, b0722V1962, b0818V1962r, b1020V1962, b1021V1962, b1022V1962, b1276V1962, b1277V1962, b1481V1962, b1494V1962, b1993V1980, b3052aV1982, b3052bV1985, b3265aV1966, b3265bV1966, b3266V1966, d0190V1962, d0210V1962, d0214V1962, d0217V1971, d0218V1971, d0219V1962, d0220V1962r, d0227V1962, d0332V1962, d0414V1962, d0427V1962, p0466V1962, p0473V1962, s0088V1962, s0105V1962, s0106V1962, s0107V1962, s0108V1962, s0109V1962, s0149V1962, s0168V1962, s0195V1962

### Museo Nacional del Prado, Madrid

*Reversos. Donde no llega la luz (Versos. Where light does not reach)*  
2023-11-07 to 2024-03-03  
s0160V1962

### Museum Barberini, Potsdam

*Impressionism in Holland*  
2023-07-08 to 2023-10-22  
hwm0023, hwm0216

### Museum Folkwang, Essen

*Chagall, Matisse, Miró. Made in Paris*  
2023-09-01 to 2024-01-07  
p0992V2000, p1166V2000, p1167V2000, p1168V2000, p1169V2000, p1170V2000, p1171V2000, p1172V2000, p1173V2000, p1174V2000, p1175V2000, p1176V2000, p1177V2000, p1178V2000

### The National Gallery, London

*After Impressionism*  
2023-03-25 to 2023-08-13  
s0175V1962

### Österreichische Galerie Belvedere, Vienna

*Klimt. Inspired by Van Gogh, Rodin, Matisse...*  
2023-02-03 to 2023-05-29  
s0037V1962, s0038V1962, s0067V1962, s0094V1962, s0420M1991, v0091V1993

### Petit Palais, Musée des Beaux-Arts de la Ville de Paris, Paris

*Sarah Bernhardt (1844-1923)*  
2023-04-14 to 2023-08-27  
d1220S2021

### Royal Academy of Arts, London

*Impressionists on Paper: Degas to Toulouse-Lautrec*  
2023-11-25 to 2024-03-10  
d0169V1962r, d0374V1975, d0422V1962

### Seiji Togo Memorial Sompo Japan Nipponkoa Museum of Art, Tokyo

*Van Gogh and Still Life: From Tradition to Innovation*  
2023-10-17 to 2024-01-21  
s0011V1962, s0020V1962, s0050V1962, s0070V1962, s0089V1962, s0121V1962, s0123V1962, s0136V1973, s0181V1962, s0235V1962, s0451N1995

### Singer Museum, Laren

*La Méditerranée, La Grande Bleue*  
2023-09-13 to 2024-01-08  
s0455V1996

### Stedelijk Museum Alkmaar, Alkmaar

*Van Gogh, Cézanne, Le Fauconnier & the Bergense School*  
2023-04-29 to 2023-09-03  
s0080V1962, s0126V1962, s0153V1962

### Toledo Museum of Art, Toledo (Ohio)

Loan in kind for *Van Gogh in Auvers-sur-Oise*  
2023-05-12 to 2024-02-04  
s0065V1962

## X. Long-term loans by the Van Gogh Museum to other museums

### Fondation Vincent van Gogh Arles, Arles

*Nature Human – Human Nature*

2022-11-01 to 2023-10-31

Vincent van Gogh, *Trees*, s0078V1962

### Groninger Museum, Groningen

Herman Collenius, *Vanitas: Lady World*, hwm059A

### Kunstmuseum, The Hague

Carel Adolph Lion Cachet, *Easel*, v0097M1994

### Museum De Lakenhal, Leiden

2019-06-15 to 2024-06-15

Floris Verster, *Poppies*, s0413M1990

Jan Vijlbrief, *Clearing in the Woods*, s0429M1992

### The Noordbrabants Museum, 's-Hertogenbosch

Permanent collection at the Noordbrabants Museum

2022-2024

2022-09-01 to 2024-09-01

Vincent van Gogh, *Head of a Woman*, s0072V1962

Vincent van Gogh, *Basket of Potatoes*, s0152V1962

### Rijkmuseum Twenthe, Enschede

Theodor Poeckh, *Portrait of a Woman*, s0433M1992

### VU Amsterdam

Kurt Laurenz Metzler, poster board and two sculptures,

v014M1975

## XI. Long-term loans to the Van Gogh Museum

### Denver Art Museum

Gustave Doré, *Couple and Two Children Sleeping*

*on a London Bridge*, d0376B2013

### Nelly Agassi, Courtesy of the artist and Dvir Gallery

Nelly Agassi, *Sea you*, v0585B2020

### Private collections

Artist unknown, *Trees and Shrubs in the Garden*

*of the Institution*, d0378B2014

Kees van Dongen, *Mina Tandja*, s0293B2011

Henri Fantin-Latour, *Basket with Grapes and an Apple*,

s0016B1990

Paul Gauguin, *The Little Cat (Le petit chat)*, s0588B2023

Vincent van Gogh, letter from Vincent van Gogh

to H.G. Tersteeg, b0265B2003

Vincent van Gogh, *Old Man Drinking Coffee*,

p0587B2023

Edvard Munch, *Fertility*, s0519B2016

Odilon Redon, *The Nebula (Face with Aureole)*,

d0132B1994

Odilon Redon, *Peach*, s0586B2022

Erik Wensma, *Easel*, v0264B2003

### Remonstrantse Gemeente Leiden

Jacob and Pieter Keur, *De gansche H. Schrifture* [...]

(Bible of Theodorus van Gogh), b0100B1989

### Rijksmuseum Amsterdam

Auguste Boulard, *The Meal*, s0075B1991

Gustave Courbet, *Apples*, s0079B1991

Charles-François Daubigny, *October*, s0183B1999

Honoré Daumier, *The Reading*, s0084B1991

Eugène Delacroix, *The Agony in the Garden*, s0086B1991

Jules Dupré, *The Broad Way*, s0008B1986

Henri Fantin-Latour, *Flowers from Normandy*,

s0089B1991

Jean-François Millet, *Girl carrying Water*, s0093B1991

Théodule Ribot, *Woman Sewing*, s0096B1991

### Stedelijk Museum Amsterdam

Jean-Baptiste-Camille Corot, *Young Woman*

*with a Mandolin*, s0140B1996

Edgar Degas, *The Tub*, v0148B1996

Matthijs Maris, *Head of a Sheep*, s0143B1996

Anton Mauve, *Woodcutters*, s0138B1996

Théodore Rousseau, *The Forest of Fontainebleau*,

s0144B1996

### Zeeuws Museum, Middelburg

Anthon van Rappard, *Tile Painters*, s0379B2014

## XII. External appointments

### External appointments: management

Emilie Gordenker	Vice President of Stichting Fulbright Commission the Netherlands Member of the Advisory Board, Nexus Institute Member of the Board of Advisors and member of the Restoration Assessment Committee, Rembrandt Association Member of the Haagsche Schouw Member of the Bizot Group Committee of Recommendation, Kees van Dongen exhibition, Singer Laren
Rob Groot	Member of the Advisory Board, Hospitainer BV

### External appointments: staff

Edwin Becker	Chair of the Becker Foundation, Roermond Member of the Steering Committee of the IEO (International Exhibition Organizers) Chair of the Scientific Council, Royal Museums of Fine Arts of Belgium, Brussels Member of the Jury, Tim Killiam Prize Member of the Jury, <i>Painting of the Year</i>
Geeta Bruin	Member of the KOG Paintings Committee Project Manager at Het Noordbrabants Museum, for the exhibition <i>Brueghel: The Family Reunion</i> Member of the Supervisory Board of Stichting de Vrolijkheid
Hannie Diependaal	Freelance restorer
Gundy van Dijk	Secretary at Museum Plus Bus Member of the Museum De Voorde Supervisory Board, Zoetermeer Member of the Board of Stichting Stil Verleden Secretary at Stichting De Muze, Abcoude Guest lecturer and evaluator, Reinwardt Academie Guest lecturer University of Glasgow
Bregje Gerritse	Doctoral research: <i>The Reception of Vincent van Gogh in Paris 1888-1914: Art Dealers, Collectors, Critics and Contemporary Artists</i> , University of Amsterdam Member of the Board of Stichting SOUK
Willem van Gogh	Member of the Board of Stichting Für Elise, Nihon no Hanga Museum, Amsterdam Member of the Board of United Way The Netherlands
Michiel Goosen	Chair of the Museum Archives Taskforce
Jordy Howldar	Licensing activities for Copernicus Beer (payment in product) and potential licensing activities for other companies
Oda van Maanen	Member of the Certification Committee for Trainee Conservators on the Conservation and Restoration of Cultural Heritage Master's at the University of Amsterdam

Teio Meedendorp	Member of the Board of <i>Kunstlicht</i> , Academic Journal for Visual Art, Visual Culture and Architecture
Anniek Meinders	Member of the Culture Council Hilversum
Yvonne Nassar	Member of the Board of the Dutch & Japanese Trade Federation (Dujat)
Saskia van Oudheusden	Member of the Research Group Conserving Wax-Resin Lined Paintings, Amsterdam (University of Amsterdam)
Martijn Pronk	Member of the Digital Strategy Advisory Board, National Library of Israel Member of the Board of Stichting Allard Pierson
Fleur Roos Rosa de Carvalho	Member of the Board of ESNA (European Society for Nineteenth-Century Art)
Heleen Ruijg	Member of the Board of the Van Rijn Circle of the Rembrandt Association
Wite de Savornin Lohman	Member of the Board of the Caius Circle of the Rembrandt Association Member of the Board of Van Loon 672, Museum van Loon
Louis van Tilborgh	Professor of Art History, specialising in Van Gogh, University of Amsterdam Editor of <i>Simiolus: Netherlands Quarterly for the History of Art</i> Member of the Board of Advisors, Rembrandt Association
Marije Vellekoop	Member of the Board of the Research School for Art History, Amsterdam Member of the Van Gogh Worldwide Steering Committee
Amanda Vollenweider	Member of the Van Gogh Worldwide Steering Committee
Laurine van de Wiel	Member of the Programmaraad van Cultuurmarketing Member of DIN Circle (Data & Insights Network) Member of the Board of Stichting Kunstpubliek
Ilias Zian	Advisor at Amsterdam 750 Member of the Board of Stichting Moving Arts Project Member of the Board of Stichting ArtWorlds Chair of the Art and Culture Committee, Pride Amsterdam

### XIII. Publications by employees

Name	Co-authors	Title	Publisher
Nienke Bakker		'Charmed by flowers'	<i>Van Gogh in Auvers-sur-Oise: His Final Months</i> (exh. cat.), Van Gogh Museum, Musée d'Orsay, pp. 80-95
		'Timeless portraits: on melancholy and youth'	<i>Van Gogh in Auvers-sur-Oise: His Final Months</i> (exh. cat.), Van Gogh Museum, Musée d'Orsay, pp. 116-133
Bregje Gerritse	Jacquelyn N. Coutré	'Five artists along the Seine: an introduction'	<i>Van Gogh and the Avant-Garde: Along the Seine</i> (exh. cat.), Van Gogh Museum, The Art Institute of Chicago, pp. 24-27
		'Van Gogh's painting campaign in Asnières'	<i>Van Gogh and the Avant-Garde: Along the Seine</i> (exh. cat.), Van Gogh Museum, The Art Institute of Chicago, pp. 66-93
	Sara Tas	'The first signs of recognition'	<i>Van Gogh in Auvers-sur-Oise: His Final Months</i> (exh. cat.), Van Gogh Museum, Musée d'Orsay, pp. 178-191
Joost van der Hoeven		'Bernard and Asnières: backdrop for a stormy beginning'	<i>Van Gogh and the Avant-Garde: Along the Seine</i> (exh. cat.), Van Gogh Museum, The Art Institute of Chicago, pp. 130-151
		'Emile Bernard, <i>Fragment of a Venus</i> (recto), <i>Figures in a Street</i> (verso), c. 1886'	<i>Contemporaries of Van Gogh 1: Works Collected by Theo and Vincent</i> , Van Gogh Museum doi.org/10.58802/FFGF3882
		'Emile Bernard, <i>Fisherman and Boat</i> , 1885-86'	<i>Contemporaries of Van Gogh 1: Works Collected by Theo and Vincent</i> , Van Gogh Museum doi.org/10.58802/ODUV2684
		'Emile Bernard, <i>Breton Woman with Child</i> , 1886'	<i>Contemporaries of Van Gogh 1: Works Collected by Theo and Vincent</i> , Van Gogh Museum doi.org/10.58802/SZQH9898
		'Emile Bernard, <i>Boy Sitting in the Grass</i> , 1886'	<i>Contemporaries of Van Gogh 1: Works Collected by Theo and Vincent</i> , Van Gogh Museum doi.org/10.58802/MMPF8131
		'Emile Bernard, <i>Portrait of Bernard's Grandmother</i> , 1887'	<i>Contemporaries of Van Gogh 1: Works Collected by Theo and Vincent</i> , Van Gogh Museum doi.org/10.58802/KWHK9874

Name	Co-authors	Title	Publisher
		'Emile Bernard, <i>Vase of Flowers and Cup</i> , 1887'	<i>Contemporaries of Van Gogh 1: Works Collected by Theo and Vincent</i> , Van Gogh Museum doi.org/10.58802/QCRM8382
		'Emile Bernard, <i>Adoration of the Shepherds</i> , 1888'	<i>Contemporaries of Van Gogh 1: Works Collected by Theo and Vincent</i> , Van Gogh Museum doi.org/10.58802/IVZN2220
		'Drawings Sent to Van Gogh in September 1888'	<i>Contemporaries of Van Gogh 1: Works Collected by Theo and Vincent</i> , Van Gogh Museum doi.org/10.58802/FXQQ3161
Hans Luijten		'Van Gogh's ideal promoter. Jo van Gogh-Bonger's mission'	<i>Choosing Vincent: From Family Collection to Van Gogh Museum</i> (exh. cat.), Van Gogh Museum, THOTH Publishers, pp. 68-85
Teio Meedendorp		'Postcards along the Seine'	<i>Van Gogh and the Avant-Garde: Along the Seine</i> (exh. cat.), Van Gogh Museum, The Art Institute of Chicago, pp. 50-65
		'A rural village in all its aspects'	<i>Van Gogh in Auvers-sur-Oise: His Final Months</i> (exh. cat.), Van Gogh Museum, Musée d'Orsay, pp. 58-79
		'Drawing in Auvers-sur-Oise'	<i>Van Gogh in Auvers-sur-Oise: His Final Months</i> (exh. cat.), Van Gogh Museum, Musée d'Orsay, pp. 96-115
	Louis van Tilborgh	'Catalogue of paintings from Auvers-sur-Oise'	<i>Van Gogh in Auvers-sur-Oise: His Final Months</i> (exh. cat.), Van Gogh Museum, Musée d'Orsay, pp. 202-218
Fleur Roos Rosa de Carvalho		'Uplifting, not lofty. Vincent and Theo van Gogh's collection of reproductions and illustrations'	<i>Choosing Vincent: From Family Collection to Van Gogh Museum</i> (exh. cat.), Van Gogh Museum, THOTH Publishers, pp. 42-67
Lisa Smit		'Collected with love. How Vincent and Theo van Gogh assembled the core of the museum's collection'	<i>Choosing Vincent: From Family Collection to Van Gogh Museum</i> (exh. cat.), Van Gogh Museum, THOTH Publishers, pp. 12-41
		'MOPP Exhibited'	<i>Max Oppenheimer. Expressionist Pioneer</i> (exh. cat.), Leopold Museum

Name	Co-authors	Title	Publisher
Renske Suijver		'Devotees of Nature. Nineteenth-Century Dutch Landscape Painting from an International Perspective'	<i>Clouds and Light. Impressionism in Holland</i> (exh. cat.), Museum Barberini
		'Ernest Quost, <i>Garden with Hollyhocks</i> , 1886-90 and <i>The New Season (La saison nouvelle)</i> , c. 1882'	<i>Contemporaries of Van Gogh 1: Works Collected by Theo and Vincent</i> , Van Gogh Museum doi.org/10.58802/KQWP8568
		'Christian Mourier-Petersen, <i>Tulip Field</i> , 1889'	<i>Contemporaries of Van Gogh 1: Works Collected by Theo and Vincent</i> , Van Gogh Museum doi.org/10.58802/LSGO5000
		'Paintings by Victor Alfred Paul Vignon'	<i>Contemporaries of Van Gogh 1: Works Collected by Theo and Vincent</i> , Van Gogh Museum doi.org/10.58802/VCTE6107
		'Paintings and drawings by De Bock, c. 1880'	<i>Contemporaries of Van Gogh 1: Works Collected by Theo and Vincent</i> , Van Gogh Museum doi.org/10.58802/OJAS6628
		'Paintings and drawings by Hans Heyerdahl'	<i>Contemporaries of Van Gogh 1: Works Collected by Theo and Vincent</i> , Van Gogh Museum doi.org/10.58802/DPMZ4956
Sara Tas	Bregje Gerritse	'The first signs of recognition'	<i>Van Gogh in Auvers-sur-Oise: His Final Months</i> (exh. cat.), Van Gogh Museum, Musée d'Orsay, pp. 178-191
		'Drawings by Joseph Jacob Isaacson'	<i>Contemporaries of Van Gogh 1: Works Collected by Theo and Vincent</i> , Van Gogh Museum doi.org/10.58802/VCEP2577
	Maite van Dijk, Nina Reid	'Armand Guillaumin, <i>Self-Portrait with Palette</i> , 1878 and <i>Portrait of a Young Woman</i> , 1886'	<i>Contemporaries of Van Gogh 1: Works Collected by Theo and Vincent</i> , Van Gogh Museum doi.org/10.58802/YWAB3388

Name	Co-authors	Title	Publisher
Louis van Tilborgh		'Vincent van Gogh's final months'	<i>Van Gogh in Auvers-sur-Oise: His Final Months</i> (exh. cat.), Van Gogh Museum, Musée d'Orsay, pp. 14-33
		'A short biography of unbearable suffering: Van Gogh's self-chosen end'	<i>Van Gogh in Auvers-sur-Oise: His Final Months</i> (exh. cat.), Van Gogh Museum, Musée d'Orsay, pp. 162-177
	Teio Meedendorp	'Catalogue of paintings from Auvers-sur-Oise'	<i>Van Gogh in Auvers-sur-Oise: His Final Months</i> (exh. cat.), Van Gogh Museum, Musée d'Orsay, pp. 202-218
Anita Vriend		'Sober palace of light. Ten years of architectonic growth'	<i>Choosing Vincent: From Family Collection to Van Gogh Museum</i> (exh. cat.), Van Gogh Museum, THOTH Publishers, pp. 106-130
Roelie Zwikker		'A living and lively Van Gogh Museum. Private collection becomes public property'	<i>Choosing Vincent: From Family Collection to Van Gogh Museum</i> (exh. cat.), Van Gogh Museum, THOTH Publishers, pp. 86-105

# Credits

The Van Gogh Museum Annual Report 2023 was drafted in collaboration with the museum's directors and employees.

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## Van Gogh Museum

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## The Mesdag Collection

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It is thanks to the support of our main partners that we are able to fulfil our mission of inspiring a diverse audience with the life and work of Vincent van Gogh and his time.

## Beeldverantwoording

All details of works are by Vincent van Gogh and held in the Van Gogh Museum collection. They are the property of the Vincent van Gogh Foundation and are on permanent loan to the museum.

Cover: detail of *Wheatfield under Thunderclouds*, 1890  
p. 4: detail of *View of Auvers-sur-Oise*, 1890  
p. 10: detail of *Bank of the Seine*, 1887  
p. 36: detail of *Vase of Flowers*, 1890  
p. 48: detail of *Landscape at Twilight*, 1890  
p. 52: detail of *Exterior of a Restaurant in Asnières*, 1887  
p. 56: detail of *The Bridge at Courbevoie*, 1887  
p. 62: detail of *Daubigny's Garden*, 1890

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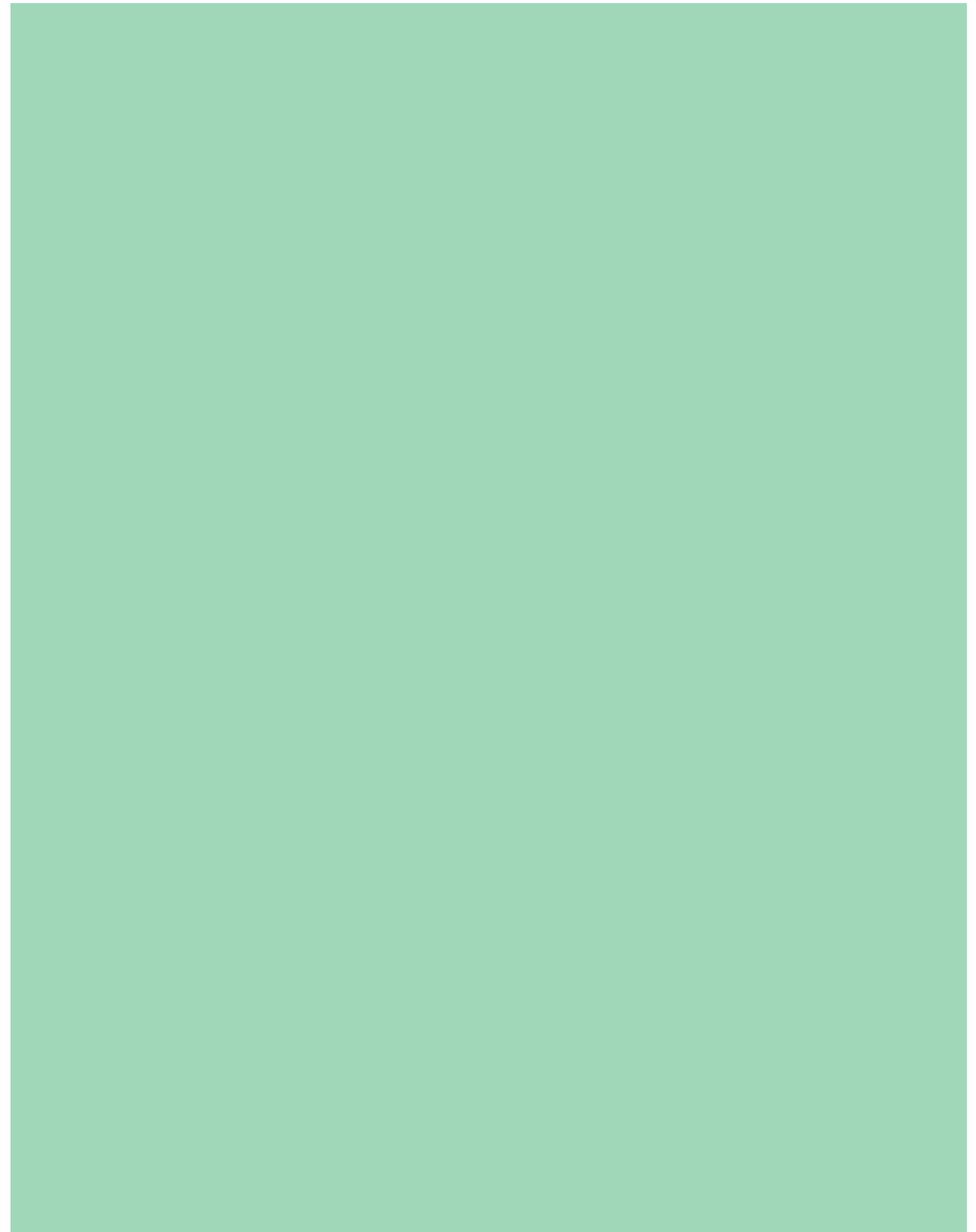
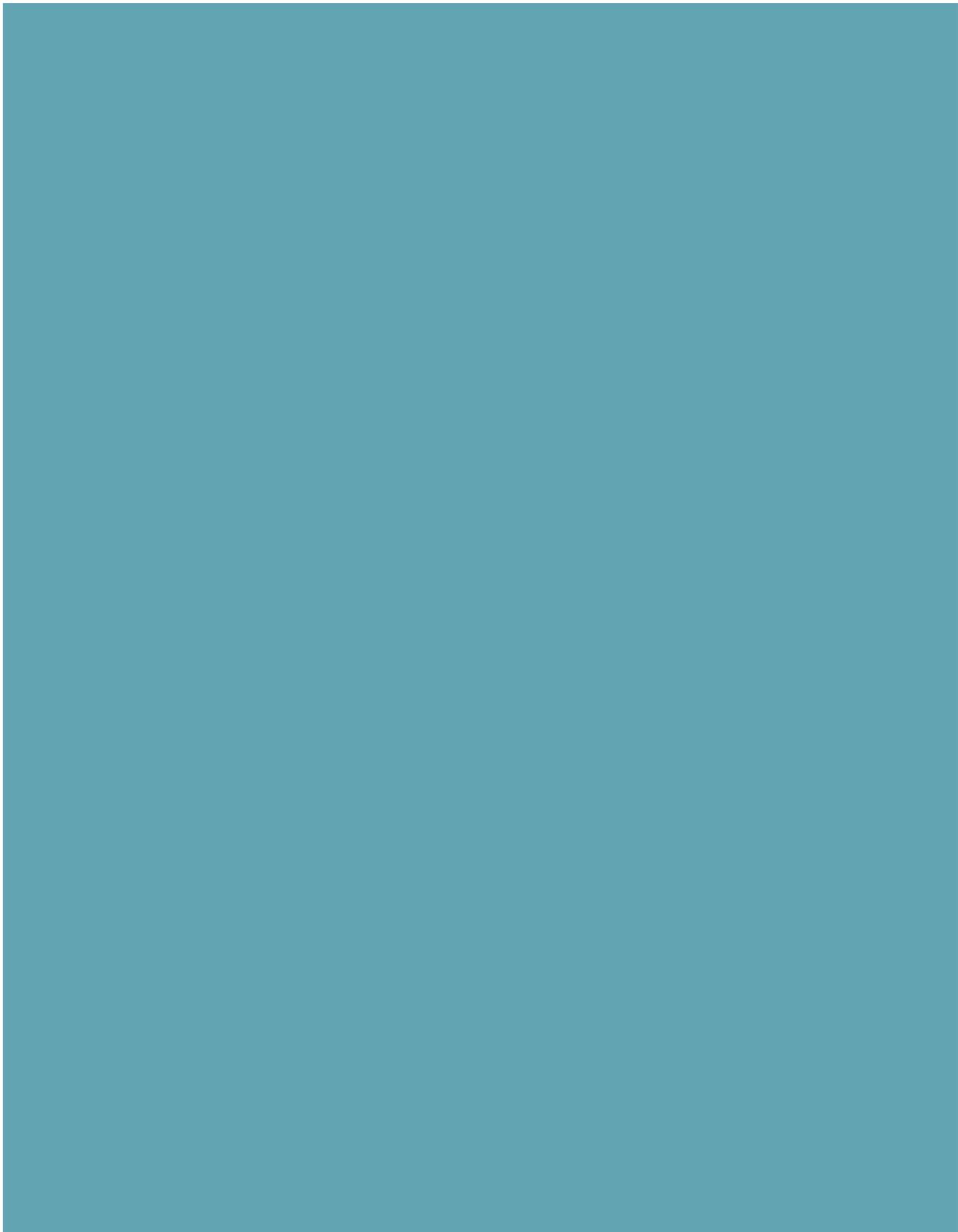


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