



**VanGogh  
EUROPE**

**ANNUAL  
REPORT  
2025**

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## 1. Chair's Note

The year 2025 marked an important phase of consolidation, strategic focus and deepened collaboration for Van Gogh Europe. As a foundation with a clear and distinctive profile, we continue to serve as a trusted point of reference for institutions, public authorities and commercial partners engaging with Vincent van Gogh's heritage across the Netherlands, Belgium, the United Kingdom and France. Our network, now comprising 24 heritage and museum partners and four associated partners, reflects both the geographical breadth and the shared commitment that define our organisation.

Rather than pursuing expansion in numbers alone, 2025 was characterised by strengthening the quality, governance and sustainability of our collaboration. The continued growth of the network in recent years made it necessary to sharpen our organisational structure and prioritise our activities with greater clarity. With the active involvement of our partners, we advanced the implementation of our Strategic Plan 2025–2028 and further embedded the work of our three thematic working groups dedicated to Heritage (including the European Heritage Label trajectory), Education, and Marketing & Communications. These groups have become vital platforms for shared expertise, joint initiatives and long-term planning.

Our annual meetings in 2025, both online and in person, demonstrated the vitality of the network. The online partner meeting in April provided space for exchange on exhibitions, research, residencies, tourism initiatives and educational programming across the network. In October, our Annual Partners Meeting in Belgium built further on the themes introduced in London in 2024, adding new perspectives on Van Gogh's time in Belgium and actively engaging Brussels and Antwerp, two cities not yet represented in our network. By doing so, we not only deepened our understanding of Van Gogh's European story, but also underlined our ambition to foster new connections and future partnerships.

Throughout the year, we continued to promote our partners' exhibitions, research and public programmes through our shared communication channels, ensuring that the diversity of activities within the network remains visible to broad and international audiences. At the same time, collaborative projects, ranging from educational initiatives and research partnerships to mental health and heritage programming, illustrated the growing cohesion and shared vision within the network.

I would like to express my sincere gratitude to all partners for their openness, expertise, constructive feedback and commitment. The strength of Van Gogh Europe lies not only in the richness of its locations, but in the willingness of its members to collaborate across borders and disciplines.

2025 was a year of meaningful growth, not measured in numbers, but in strengthened relationships, clearer governance and a shared sense of direction. Together, we continue to ensure that Van Gogh's legacy remains a living, inspiring and unifying force throughout Europe.

### **Alice Childs**

*Van Gogh House London*

*Interim Chair, Van Gogh Europe*

## 2. The organisation: board and partners

### Van Gogh Europe Foundation

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

### Van Gogh Europe’s Mission

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

All partners embrace the mission. Van Gogh Europe has a board and 24 official partners. The network consists of 16 Heritage Partners, 6 Promotional Heritage Partners, and 2 Research & Educational Partners, representing 24 locations across four countries.

In 2025, the board was comprised of:

- **Amanda Vollenweider** chair (Head of Presentations & Programme, Van Gogh Museum) until May 2025.
- **Alice Childs** interim chair (Van Gogh House London), taking over from Amanda Vollenweider from May 2025.
- **Ellen ter Hofstede** treasurer (Head of Visitor Services Department, Drents Museum)
- **Astrid Hertog** board member (Head of Presentations & Programme, Van Gogh Museum), started in June 2025.
- **Anne-Sophie Foron** board member (Head of Visitors Department & Communications, Fondation Vincent van Gogh Arles)
- **Caroline Dumoulin** board member (Chargée de mission - valorisation scientifique des collections)
- **Magalie Bouchet** board member (Director of Culture, Paris-Departement de Val d’Oise), started October 2025.

### Board member retirement schedule

Name	Assumed	Up for re-election
Alice Childs – Interim Chair	2025	2028
Ellen ter Hofstede - Treasurer	2022	Retirement 1 April 2026
Astrid Hertog	2025	2028
Anne-Sophie Foron	2019	2028
Caroline Dumoulin	2023	2026
Magalie Bouchet	2025	2028

**HERITAGE PARTNER ORGANISATIONS****The Netherlands****Van Gogh Museum**

Home to the world's largest collection of works by Vincent van Gogh (paintings, drawings and letters), the Van Gogh Museum is a major partner in the network. The Van Gogh Museum is one of the three founding partners of Van Gogh Europe. Amanda Vollenweider (Senior Manager Education and Presentation, Van Gogh Museum) has been Chair of the Van Gogh Europe board since December 2023 until May 2025, who is succeeded by Astrid Hertog. Astrid has been a board member of VGE ever since. Pleunie de Wild (Project Manager, Van Gogh Museum) stepped down this year, with Yasemin Bagci taking over her duties. Yasemin has terminated her role as project manager per October 2025.

**Kröller-Müller Museum**

The Kröller-Müller Museum in Otterlo is home to the world's second largest collection of works by Vincent van Gogh, with almost 90 paintings and more than 180 drawings. Marjan Reitsma (Head of Marketing and Development) represents the Kröller-Müller Museum in the Van Gogh Europe network. The Kröller-Müller Museum is one of the founding members of the Van Gogh Europe Foundation, alongside the Van Gogh Museum and Van Gogh Brabant.

**Het Noordbrabants Museum**

Het Noordbrabants Museum is the only museum location in the south of the Netherlands to house original works by Vincent van Gogh. They tell the story of the artist's origin in Brabant and his great fascination for rural life. For him, this was the True Life. A wall projection shows images of Van Gogh's works from his Brabant and French periods. Het Noordbrabants Museum in 's-Hertogenbosch has 12 works by Van Gogh in its collection. The museum is also part of the Van Gogh Brabant network. Helewise Berger is the representative of Het Noordbrabants Museum (Head of Marketing and Communication).

**Drents Museum**

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

**Van Gogh House Drenthe**

In the autumn of 1883 Van Gogh spent three months in the northern province of Drenthe. The landscape left a permanent impression on the artist and he made several paintings and sketches in this period. The room where Van Gogh stayed can be visited in the Van Gogh House in Nieuw-Amsterdam/Veenoord. A film takes the visitor back to 1883. Visitors can view Southeast Drenthe from that time through the artist's eyes. The house in which Van Gogh lived while in Drenthe (the autumn of 1883) is located in Nieuw-Amsterdam. Daniëlle van Ark represents the Van Gogh House Drenthe.

**Van Gogh House Zundert**

The Vincent van GoghHuis stands on the spot where the artist was born. Reminders of Van Gogh's youth and the influence it had on the life of the future artist are brought to life in this cultural centre. In addition to a permanent presentation 'Vincent van Gogh – the roots of a master', his influence on 20th and 21st century artists is portrayed in temporary exhibitions. The Vincent van GoghHuis Zundert (Vincent van Gogh's birthplace) is a part of Van Gogh Brabant and the Van Gogh Europe network. Ron Dirven (Director of the Vincent van GoghHuis Zundert) is the artistic representative for the Brabant heritage locations.

**Belgium****Maison Van Gogh de Cuesmes**

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

**France****Fondation Vincent van Gogh Arles**

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

**La Maison du docteur Gachet, Auvers-sur-Oise**

The House of Dr Gachet was one of the most important places for Van Gogh in Auvers-sur-Oise. Its unique position in its surroundings as well as in art history makes it an indispensable destination for those who wish to follow the painter's steps, thoughts and inspiration in the village. In 2023, the house has been completely refurnished and brought back to the atmosphere it offered in 1890. Magalie Bouchet (Director of Culture at Val d'Oise) represents this heritage location.

**Chateau Auvers, Auvers-sur-Oise**

The Château of Auvers is featured in one of Van Gogh's last masterpieces, *Landscape at Twilight*. Magalie Bouchet (Director of Culture at Val d'Oise) represents this heritage location.

**Van Gogh Roots**

The precise location of Van Gogh's final masterpiece, *Tree Roots*, was discovered in Auvers-sur-Oise in 2020. Visitors can learn all about Vincent's final days on a guided tour and experience what it is like to stand in the exact same location where he painted for the last time. Jean-François and Hélène Serlinger are the proud owners of the roots that inspired Van Gogh's final work and the non-profit organisation Van Gogh Roots. They became part of Van Gogh Europe at the beginning of 2022.

**Musée d'Orsay**

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

**Asnières-sur-Seine**

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

**Musée Estrine**

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

Elisa Farran (Director) represents the museum in the Van Gogh Europe network.

**Saint-Paul-de-Mausole**

Vincent van Gogh received psychiatric treatment in the Saint-Paul-de-Mausole hospital in Saint-Rémy-de-Provence from May 1889 to May 1890. He was given his own studio, was much admired by the staff and was the only patient who was allowed to go outside the building. Van Gogh produced about 100 drawings and 150 paintings in and around the institution, including *Irises*, *Wheatfield with Reaper*, *Starry Night* and numerous paintings of olive trees and cypresses. The area surrounding this historic location, in particular the monastery and the Roman chapel, are just as the artists would have known them. His room has been reconstructed and can be visited. Jean Marc Boulon is the representative of this organisation.

**The UK****Van Gogh House London**

From 1873 to 1874, Van Gogh lived on Hackford Road in London. After extensive renovations, the house reopened in March 2019. It now offers artist residences and exhibitions of contemporary art. Alice Childs (Creative Director), the owner of the Van Gogh House, became a member of Van Gogh Europe in 2018.

**The National Gallery, London**

Located in London's Trafalgar Square, The National Gallery is one of the greatest art galleries in the world and is free to visit. Founded by British Parliament in 1824, it exists to bring people and paintings together. The Gallery houses the nation's collection, including works by Vincent Van Gogh. The National Gallery is a major partner in the network and is represented by Simon Magill, Deputy Head of Marketing and Communications.

**PROMOTIONAL HERITAGE PARTNERS ORGANISATIONS****The Netherlands****NBTC Holland**

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

**Marketing Drenthe**

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

**Van Gogh Brabant**

Van Gogh Brabant is the regional heritage and tourism initiative that highlights Vincent van Gogh's deep roots in the province of North Brabant, where he was born, grew up and developed his early artistic identity. It promotes the many sites, landscapes, monuments and museums linked to his life and work, inviting visitors to follow his footsteps through places like Zundert, Etten-Leur and Nuenen and experience the landscapes that inspired his art. Van Gogh Brabant also works within the Van

Gogh Sites Foundation and in collaboration with European Van Gogh partners to preserve, share and celebrate his Brabant legacy. Caroline Belt (Director of Van Gogh Brabant and Director of the Van Gogh Heritage Sites Foundation) is the representative of Van Gogh Brabant.

**Van Gogh Village Museum in Nuenen**

Vincent van Gogh lived in Nuenen for two years (from December 1883 until November 1885). The artist produced a quarter of all his works in Nuenen. He drew and painted mostly weavers and peasants in the fields but also went out regularly to capture the surroundings. His first masterpiece *The Potato Eaters* was produced here. Nuenen can be seen as an outdoor museum with 24 buildings and locations in the countryside that have a direct link with Van Gogh's work and stay. You will get to learn about Van Gogh as a person and follow his development as a painter in the Vincent. Modern audio-visual techniques will make you think you are back in the time of Brabant's most famous artist. Simone van der Heiden (Director of Van Gogh Village Museum in Nuenen) is the representative for Van Gogh Europe.

**Belgium****Mons Region Tourist Office**

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

**France****Tourist Office Intercommunal Alpilles en Provence, Saint-Rémy-de-Provence**

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

**RESEARCH AND EDUCATIONAL PARTNERS****France****Van Gogh Academy**

The Van Gogh Academy is an international non-profit organisation dedicated to deepening and sharing knowledge about Vincent van Gogh's life and art through research, education and immersive experiences. It offers expert-led courses, lectures, cultural gatherings and guided explorations that follow Van Gogh's footsteps and illuminate his techniques, inspirations and artistic development. Based in Auvers-sur-Oise — where Van Gogh spent his final months and created many important works — the Academy strives to preserve and enliven his legacy by connecting people more closely with the places and contexts that shaped his creative journey.

**Institut Van Gogh, Auvers-sur-Oise**

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

### 3. Strategy

A new strategic plan for 2025–2028 was developed in 2024. Every partner has embraced this new strategy in the coming years. There are six focus points, which have been further elaborated upon in 2025.

#### Organisation

**1. In 2025, the board has been committed to further professionalising the governance and project management of the Van Gogh Europe Foundation.**

**GOAL: Clearer responsibilities and formalise collaborations.**

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

**2. In 2025, we have focused on consolidating the current partner base and improve the quality of activities within the network.**

**GOAL: From quantity to quality.**

- Two network meetings have been organised annually: one online and one on location at one of the network partners.
- We have reinforced knowledge sharing methods among partners.
- We have assessed our current partners' wishes regarding the network.
- We have defined the responsibilities and criteria of network partners.
- Organizing a seminar with an educational focus for our partners every other year.
- Organizing major conference around a specific theme when there is a special occasion, like a jubilee year, inviting partners and organisations with a shared interest in the theme.

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

**GOAL: Official status creates better chances for funding opportunities.**

- Communicating the value of the network to relevant authorities within Europe.
- Commercial parties will be able to contact Van Gogh Europe.
- Applying to join a European label (the European Heritage Label) to obtain a quality label, increasing the network's visibility. We have set up a working group for applying for the heritage label.

#### Education

**4. Continuing educational projects and explore new opportunities to inspire younger generations with Van Gogh's heritage.**

- Maintaining our current educational projects, adjusting the number of projects to fit the available hours.
- In line with our cultural ANBI status, participation in these projects will be free. However, travel and accommodation costs will be charged.

- Developing new, joint educational projects about Van Gogh and his heritage, ensuring joint promotion of these initiatives.
- Encouraging the sharing and reuse of existing educational content from our partners to extend programmes.
- Setting up a working group for education.

### **Marketing and Promotion**

#### **5. Evaluating our work with tourism partners and investigate new revenue models.**

**GOAL: A healthier financial mix.**

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

#### **6. Creating a communication plan to enhance the promotion of all partners.**

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

- Continuing to promote Van Gogh's heritage and story.
- Evaluating the current channels to make them more effective, including Facebook, Instagram, LinkedIn and the website.
- Evaluating Promotional materials, and providing the partners with regularly updated promotional tools.
- Creating more interaction and interplay between the partners to reinforce all the partners' activities. As a group, we can create more collectively than as individual units; the whole is greater than the sum of its parts.

### **Implementation**

Depending on the emphasis and challenges, the board has prioritised certain goals and the involvement of related partners.

#### 4. Board and partner meetings, location visits and activities

In 2025, we had valuable opportunities to meet and share information and knowledge. Most board meetings were online. The board and partners met each other during our live meeting in Belgium in October 2025.

##### Board meetings

<b>4 March 2025</b>	Online board meeting and presentations by students of the University of Amsterdam, Amsterdam Business School
<b>31 March 2025</b>	Online board meeting (about finance)
<b>24 September 2025</b>	Online board meeting (about new division of partners and contributions)
<b>2 October 2025</b>	Online board meeting
<b>December 2025</b>	Online board meeting (about Heritage Label)

##### Staff

In 2025 we had to say farewell to our Chair Amanda Vollenweider, who left the Van Gogh Museum in connection with a new position in another museum. Board member Alice Childs agreed to take on the temporary chairmanship until the Van Gogh Museum could appoint a new chair. Astrid Hertog has been added as a temporary board member from the Van Gogh Museum.

Our temporary project manager Pleunie de Wild ended her contract in spring and the board found a new project manager in the person of Yasemin Bagci, who remained in the role until the end of 2025. The process for a new project manager began in autumn. Cécile Schulte will take up this position starting 1 January, 2026.

##### Partner meetings, location visits and activities

###### 24 April 2025 – Online partner meeting

On 24 April 2025, Van Gogh Europe hosted an online partner meeting with 20 partners and four students from Amsterdam Business School. Following a welcome by the board, partners each shared brief updates highlighting major exhibitions, new acquisitions, fundraising efforts, artist residencies, heritage projects, tourism initiatives, and educational collaborations across the network.

Several institutions reported on upcoming exhibitions (including projects related to Kiefer, the Roulins family, and *The Potato Eaters*), new artistic leadership, collection developments, and regional programming linking heritage, landscape and well-being.

Working groups provided updates on the European Heritage Label application, education initiatives, and marketing & communications, followed by a financial update from the treasurer.

Plans for the autumn live meeting were previewed, and the session concluded with an inspirational presentation by UvA students presenting their “Live Like Vincent” concept, reinforcing the network’s collaborative and forward-looking spirit.

**Auvers-sur-Oise, location visit**

On 28-30 July, Emilie Gordenker and Rob Groot, Directors of the Van Gogh Museum and advisor to the board, Willem van Gogh, great-grandson of Theo van Gogh travelled to Auvers-sur-Oise to commemorate the 135-year anniversary of Van Gogh's death.

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

**6, 7 & 8 October – Van Gogh Europe Annual Live Meeting in Mons, Brussels & Antwerp**

The 2025 Annual Partners Meeting of Van Gogh Europe took place from 6 to 8 October in Mons, Brussels and Antwerp, bringing together partners for three days of exchange, inspiration and strategic development. Building on the themes introduced during the 2024 London meeting and aligned with the Strategic Plan 2025–2028, this edition added new perspectives from Belgium and placed special emphasis on Vincent van Gogh's formative years in the country, a chapter of his life that is less widely known than his time in the Netherlands and France. By hosting sessions in Brussels and Antwerp, two cities not yet part of the network, Van Gogh Europe also actively sought to strengthen relationships with local institutions and authorities, with the ambition of expanding the network in the future.

The programme opened in Mons at the CAP/Museum of Fine Arts, where partners were welcomed by the Board and local hosts. Alongside board announcements and partner updates, participants visited the exhibition *The Song of the Earth. Hockney, Munch, Van Gogh* and received insights into Van Gogh's stay in Belgium and the artist-in-residence programme at the Van Gogh House in Cuesmes. A panel discussion explored the theme of supporting artistic talent and asked how today's cultural ecosystem can avoid "missing" future artists such as Van Gogh, highlighting the importance of residencies and regional creative networks.

The second day, hosted at the Dutch Embassy in Brussels, focused on strategic alignment and collaboration. Following a welcome by the Deputy Head of Mission, the Board shared reflections on the network's direction, accompanied by financial and communications updates. The three working groups, Heritage, Education and Marketing, presented their progress and future plans, reinforcing the shared commitment to strengthening joint initiatives. The afternoon featured inspirational project presentations, including academic collaborations with KU Leuven, the artistic vision of the Fondation Vincent van Gogh Arles, new research on Van Gogh's final weeks, and a national Dutch initiative connecting mental health, nature and Van Gogh's heritage. The day concluded with a walking tour, *In the Footsteps of Van Gogh*, further grounding the meeting in Belgium's historical context. An optional third day in Antwerp deepened the Belgian focus, with a session at the Royal Academy of Fine Arts examining research and programming collaborations between Zundert and Antwerp. The meeting closed with a tour of the Academy, symbolically connecting Van Gogh's artistic development to contemporary education and research.

Across all three days, the meeting fostered dialogue, strengthened partnerships and generated new ideas for collaboration in education, marketing and heritage. By highlighting Belgium's place within Van Gogh's story and actively engaging institutions beyond the current network, the 2025 Annual Partners Meeting demonstrated Van Gogh Europe's commitment to growth, cooperation and the continued relevance of Vincent van Gogh's legacy across borders.



*Group picture of the VGE network in Mons, Belgium – 6 October 2025.*

### **Working groups**

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

In 2025, the working groups met online several times to discuss the progress of their project.

### **European Heritage label**

The goal of the Heritage Label (EHL) Working Group is to obtain a European Heritage Label for Van Gogh-related sites. The group consists of members from Van Gogh Brabant, Mons Region (Belgium), Van Gogh Roots and Val d'Oise (France). This collaboration aims to highlight the cultural and historical significance of Van Gogh's heritage across Europe.

In 2025, Van Gogh Europe advanced preparations for a joint transnational application for the EHL, which aims to:

- Highlight the European significance of cultural heritage
- Improve accessibility, particularly for younger audiences
- Strengthen the quality of interpretation and visitor experience
- Foster cooperation within a network of over 60 labelled European heritage sites

For VGE, the label offers an opportunity to strengthen collaboration across the network, increase international visibility, and access European funding opportunities (despite no structural funding). The Cultural Heritage Agency of the Netherlands (RCE) supports the application, with the Van Gogh Museum acting as formal applicant. Preparation started in 2025 and will continue into 2026 with support from an external advisor. Key milestones include national submission in October 2026, EU submission in March 2027, and a potential award in 2028.

### **Education**

The Education Working Group aims to strengthen collaboration within Van Gogh Europe in the field of education. In 2025, the group defined a shared focus on Vincent van Gogh's letters, working closely with students, teachers, and schools to develop educational projects at a local level based on this material. These projects use Van Gogh's letters as a starting point to encourage students to reflect on

themselves and to express their emotions through writing. Developed within local educational contexts, they are then shared across the network to enrich practices, support the development of new initiatives, and foster exchanges between students from different countries. The group currently includes Van Gogh London (England), Fondation Vincent van Gogh Arles (France), and Vincent van Gogh Huis Zundert (the Netherlands), and invites other members of the network to engage in similar projects with local schools.

### **Marketing Communications**

The goal of the Marketing and Communications Working Group is to develop a communication plan to enhance the promotion strategy for Van Gogh Europe. The group includes members from the Kröller-Müller Museum and the Van Gogh Museum Amsterdam. In 2025, the members met frequently to discuss strategies for enhancing educational initiatives and sharing best practices. The resulting plan will focus on creating a more cohesive and impactful promotional approach for Van Gogh-related sites.

### **Van Gogh Europe NL**

The goal of the Van Gogh Europe NL Working Group is to strengthen the collaboration between the Dutch Van Gogh Europe (VGE) partners. The working group includes a spokesperson from every Dutch partner. This year, the working group met frequently to explore a connecting narrative of Van Gogh in the Netherlands.

## **5. New partnerships**

In 2025, we began exploring new partnership opportunities for Van Gogh Europe. These partnerships are expected to strengthen our network and enhance collaborative efforts across the cultural sector. Ongoing discussions are taking place with key cultural institutions, including:

- Boijmans van Beuningen Rotterdam
- Dordrechts Museum
- VisitBrussels
- Koninklijk Museum voor Schone Kunsten, Antwerp
- Koninklijk Museum voor Schone Kunsten, Brussels
- Koninklijke Academie voor Schone Kunsten, Antwerp
- Courtauld Gallery, London

## **6. Educational projects**

### **March 2025 – Amsterdam Business School Presentations**

In February 2025, Amanda Vollenweider (Chair Van Gogh Europe, Senior Manager Education and Presentation) gave a presentation about Van Gogh Europe and Education in the Van Gogh Museum.

In March 2025, the Van Gogh Europe network had the pleasure of seeing six innovative ideas presented by 30 MSc Business Administration students from the University of Amsterdam in the 'Strategies in Art & Entertainment' business lab and online. The focus of the Amsterdam Business School's assignment is to balance the tensions between Van Gogh Europe's non-profit ideals and profit-generating initiatives. The assignment is to develop a new commercial initiative that complements Van Gogh Europe's mission and is in line with the objectives of the partners in the network.

## 7. Ongoing projects

### **Van Gogh Europe App**

Over the past year, the app has been not used frequently, the new project manager will look at the usage more in the upcoming year.

### **Website and social media**

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

#### **Instagram**

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

#### **LinkedIn**

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

#### **Website VGE**

The website has become outdated and has not been very active in 2025. In the new year, the website usage will be assessed and updated.

## 8. Financial Report

**VAN GOGH EUROPE FOUNDATION**
**BALANCE PER 31 DECEMBER 2025**

**ASSETS**

	31-12-2025 in Euro	31-12-2024 in Euro
<b>Inventaris</b>	2.440	2.780
<b>Short assets</b>		
Debtors	0	6.050
To receive	117	386
Taxes to receive	<u>1.108</u>	<u>10.806</u>
	1.225	17.242
<b>Liquid assets</b>		
ABN bankaccount	2.880	2.775
ABN savings account	<u>43.000</u>	<u>27.995</u>
	45.880	30.770
	<u>49.545</u>	<u>50.792</u>

**LIABILITIES**

	31-12-2025 in Euro	31-12-2024 in Euro
Balance	35.874	29.960
Reservation Heritage Label	10.000	5.000
<b>Debt Capital</b>		
Creditors	0	13.082
Already received contribution	2.500	2.500
Costs to pay	<u>1.171</u>	<u>250</u>
	3.671	15.832
	<u>49.545</u>	<u>50.792</u>

## EXPLANATION BALANCE 31 DECEMBER 2025



	31-12-2025 in Euro	31-12-2024 in Euro
<b>Inventaris</b>		
Merkenbureau voor 2024-2033	2.440	2.780
<b>Debtors</b>		
To receive per 31 december 2025	0	6.050
<b>To receive</b>		
Vooruitbetaalde kosten	0	244
Rente spaarrekening	117	142
	<u>117</u>	<u>386</u>
<b>To receive VAT</b>	<b>10.806</b>	<b>10.806</b>
<b>Balance</b>		
Results previous years	29.960	25.639
Result this year	5.914	4.321
	<u>35.874</u>	<u>29.960</u>
Reservation Heritage Label in 2024	5.000	<b>5.000</b>
Reservation Heritage Label in 2025	5.000	
	<u>10.000</u>	
<b>Creditors</b>		
Van Gogh Museum	12.608	12608
La rotonde du monde	474	474
	<u>13.082</u>	<u>13.082</u>
<b>In 2025 received contribution for 2026</b>		
Val d'Oise	2.500	2.500
<b>Costs to pay</b>		
Website		
Administration	250	250
	<u>250</u>	<u>250</u>

RESULTS 2025



	2025 Euro Realised	2025 Euro Estimation	2024 Euro Realised
<b>Income</b>			
Contribution partners	51.500	51.500	54.000
<b>Total income</b>	<b>51.500</b>	<b>51.500</b>	<b>54.000</b>
<b>Costs</b>			
Projectmanagement/general overhead	39.255	45.010	38.630
Marketing and PR	1.331	2.000	2.814
Projects	<u>0</u>	<u>0</u>	<u>3.235</u>
<b>Total costs</b>	<b>40.586</b>	<b>47.010</b>	<b>44.679</b>
<b>Unforeseen</b>		<u>2.000</u>	
<b>RESULT</b>	<b><u>10.914</u></b>	<b><u>2.490</u></b>	<b><u>9.321</u></b>
Result separation:			
Reservation Heritage label	-5.000		-5.000
Balance	<u>-5.914</u>		<u>-4.321</u>
	<b>-10.914</b>		<b>-9.321</b>

**EXPLANATION RESULTS 2025**  
 in Euro


	2025 Realised	2025 Estimation	2024 Realised
<b>Contributions partners</b>			
Van Gogh Museum (Amsterdam)	5.000	5.000	5.000
Kröller-Müller Museum (Otterlo)	5.000	5.000	5.000
Musée d'Orsay (Paris)	5.000	5.000	5.000
Noord-Brabantmuseum (Den Bosch)	2.500	2.500	5.000
Drents Museum (Assen)	2.500	2.500	2.500
National Gallery London (London)	2.500	2.500	2.500
Centraal Museum Utrecht (Utrecht)	0	0	2.500
Fondation Vincent van Gogh (Arles)	2.500	2.500	2.500
<b>Partners</b>			
Van Goghuis Drenthe/Municipality of Emmen (Drenthe)	2.500	2.500	2.500
Van Gogh House in Hackford Road, London (Elm Lane, London)	2.500	2.500	2.500
Municipality of Val d'Oise (Auvers sur Oise: Dr. Gachet House/Chateau Auvers-sur-Oise/Van Gogh Graves)	2.500	2.500	was paid in 2023
Saint Paul de Mausole, Musée Estrine, Musée des Alpilles, Saint-Rémy-de-Provence (Saint-Rémy-de-Provence)	2.500	2.500	2.500
Municipality of Mons (Mons: Maison Van Gogh de Cuesmes)	2.500	2.500	2.500
Van Gogh Roots (Auvers-sur-Oise)	1.000	1.000	1.000
<b>Local Heritage Partners</b>			
Visit Brabant/Van Gogh Brabant(Brabant, VG Huis Zundert/VG Village Nuenen/Church Ettenleur and other VG locations in Noord-Brabant)	5.000	5.000	5.000
Visit Mons/Office de Tourisme (Van Gogh Hous Cuesmes and Wasmes/Marcasse mine)	2.500	2.500	2.500
Ville d'Asnières/Asnières-sur-Seine	2.500	2.500	2.500
NBTC (Dutch Bureau of Tourism and Congresses)	1.000	1.000	1.000
Marketing Drenthe/Van Gogh Drenthe (all the Van Gogh locations in Drenthe and Drents Museum + Van Gogh Huis Nieuw-Amsterdam)	1.000	1.000	1.000
Atout France (Paris)	0	0	1.000
<b>&amp; Educational Partners</b>			
Van Gogh Academy Paris	1.000	1.000	
<b>Total income from partners Van Gogh Europe</b>	<b>51.500</b>	<b>51.500</b>	<b>54.000</b>

**Costs**

***Projectmanagement and general overhead***

Out of pocket expenses annual meeting	4.662	4.590	4.194
Managing costs van Gogh Museum	29.917	35.000	30.000
Editing- and translationcost annual report	150	850	0
Costs related to regulations, brand protections, etc. (€3395 for 10 years)	360	650	615
VAT differences (income and costs)	1.041	870	868
Domain registrations of 5 urls for 2 years	300	300	0
Administration, office, assurance and bankcosts	2.825	2.750	2.953
	<b>39.255</b>	<b>45.010</b>	<b>38.630</b>

***Marketing and PR***

Public relations (corporate)		500	0
Support, updates website and webhosting	1.331	1.500	2.814
	<b>1.331</b>	<b>2.000</b>	<b>2.814</b>

***Projects***

Congres 2023, 14+15 November 2023			<b>3.235</b>
Unforeseen		2.000	
Total costs	<b>40.586</b>	<b>47.010</b>	<b>44.679</b>

<b>Result</b>	<b>10.914</b>	<b>2.490</b>	<b>9.321</b>
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