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‘The more I think about it the more I feel that there’s nothing more genuinely artistic than to love people.’

Vincent van Gogh to his brother Theo, Arles 1888
The Van Gogh Museum (hereinafter: VGM) reflects on a successful 2019. We once again welcomed more than 2.1 million visitors from 110 different countries. Visitor satisfaction was higher than ever, and the museum has the most engaged online fan base of the entire international museum world. We made several notable acquisitions and teamed up with a new main partner.

Early in the year, it was announced that Axel Rüger was to depart the VGM after 13 years as Director. As of 1 June, he became Secretary and CEO at the Royal Academy of Arts in London. With Rüger at its helm, the VGM boomed on the domestic and international stages. In May, Rüger was awarded the Silver Medal of the City of Amsterdam in recognition of his extraordinary services to the city – an honour that gave additional lustre to his departure.

In the interim period prior to the appointment of the new Director, Managing Director Adriaan Dönszelmann took charge of the museum. In October, the Supervisory Board announced the appointment of Emilie Gordenker as new Director of the Van Gogh Museum from 1 February 2020. Gordenker had previously been Director of the Mauritshuis in The Hague since 2008. In the years ahead, she will continue to build on the Van Gogh Museum’s successes, focusing on the balance between the artistic and commercial aspects, and the further diversification of the museum’s programming and visitors.

Milou Halbesma, Director of the Public Affairs sector, departed the museum at the end of 2019. As of 1 February 2020, she became the new Director of the VandenEnde Foundation. Halbesma was Director of Public Affairs since 2013 and during her time at the museum, successfully raised awareness of the vital importance of accessibility. It was under her leadership that a new online ticketing system was introduced, making the infamous queues at the entrance to the museum a thing of the past.

The museum was saddened to hear of the death of Johan van Gogh, aged 95, on 21 February 2019. He was the grandson of Vincent’s brother, the art dealer Theo van Gogh, and the oldest surviving descendent of the founder of the VGM, Vincent Willem van Gogh (‘the Engineer’). From 1984 to 1995, Johan van Gogh was Chairman of the Vincent van Gogh Foundation – which owns the works from the family collection. He played an important role in forging the unique relationship between the Vincent van Gogh Foundation and the VGM – an alliance that today remains as strong as ever.

After reaching retirement age in December, Willem van Gogh decided to continue working for our museum in the years ahead as Advisor to the Board. In this role, Willem assists the museum by strengthening its national and international networks – for example, by representing the Board at official events. He works closely with colleagues from Development and Museum Affairs to maintain relations with museum supporters, particularly major collectors and donors. Willem also assists Van Gogh Museum Enterprises, such as with the promotion of the Meet Vincent van Gogh Experience. Many colleagues know Willem from the staff guided tours, which he holds three times a year. Willem is a member of the Board of the Vincent van Gogh Foundation, which owns the family collection at our museum. He is also a member of the Boards of United Way the Netherlands and Nihon no hanga, a Japanese print museum in Amsterdam. Willem is the eldest great-grandson of Vincent’s brother Theo.
Exhibitions

Hockney – Van Gogh: The Joy of Nature

David Hockney’s (b. 1937) world-famous Yorkshire landscapes went on display in the Netherlands for the first time. The blockbuster exhibition Hockney – Van Gogh: The Joy of Nature (1 March – 26 May 2019) demonstrated the influence of Vincent van Gogh on Hockney’s work.

One of the highlights of the exhibition was The Arrival of Spring in Woldgate, East Yorkshire in 2011 (twenty eleven) (Centre Pompidou, Paris), consisting of 32 canvases and measuring 9.75 metres wide by 3.66 metres high. In March 2019, this monumental work was spectacularly brought to life in Arrival of Spring LIVE, an audiovisual performance during which an image of the artwork was projected onto the Museumplein side of the museum. The exhibition attracted nearly 360,000 visitors, of which 137,000 were Dutch, making it one of the most popular exhibitions ever at the Van Gogh Museum among Dutch visitors. All available tickets sold out more than two weeks before the exhibition closed.

Jean-François Millet: Sowing the Seeds of Modern Art

The exhibition Jean-François Millet: Sowing the Seeds of Modern Art (4 October 2019 – 12 January 2020) explored just how modern and progressive Millet’s work was for his time. Works by numerous 19th- and early 20th-century international artists, such as Camille Pissarro, Edgar Degas, Paul Cézanne, Jan Toorop, Edvard Munch, Kazimir Malevich and Salvador Dalí, were exhibited alongside paintings, drawings and pastels by Millet, illustrating the significant international impact of the French artist. The Angelus (1857–59), one of Millet’s best-known works, was loaned from Musée d’Orsay in Paris especially for this exhibition. This iconic painting had never before been on display in the Netherlands. The exhibition attracted a total of 149,476 visitors.

Van Gogh and the Sunflowers

The summer exhibition was dedicated to one of Vincent van Gogh’s most famous paintings: Sunflowers (1889). Van Gogh and the Sunflowers (21 June – 1 September 2019) presented the results of recent technical research conducted on the painting, which Van Gogh considered...
to be one of his best works. Using information gained during the research, artist Charlotte Caspers painted reconstructions of two details from Sunflowers, providing a realistic impression of just how radiant the original colours must have been. Especially for this exhibition, the reverse of Sunflowers was exhibited for the first time. This revealed the wooden slat with original nails, which Van Gogh himself added to the top of the canvas. Van Gogh and the Sunflowers achieved one of the highest ever visitor ratings. More than 8 out of 10 visitors rated the exhibition as ‘very good’ or ‘excellent’, making it our second highest rated exhibition ever, after Van Gogh & Japan in 2018.

Print Cabinet
Two presentations were displayed in the Print Cabinet in the Kurokawa Wing of the museum. Unique Impressions: the Experiments of Camille Pissarro (1 March – 26 May 2019) featured a selection of the impressive acquisition of 91 prints by Pissarro. From Proof to Perfection: Edouard Vuillard’s print series ‘Paysages et Intérieurs’ (4 October 2019 – 8 January 2020) displayed the 13 lithographs from Vuillard’s masterful print series. As part of the presentation, students from the Gerrit Rietveld Academie created contemporary interpretations of Vuillard’s work printed on textiles.

Van Gogh Inspires
In a series entitled Van Gogh Inspires, the Van Gogh Museum displays alternating presentations of modern and contemporary art to explore how subsequent generations of artists have been inspired by Van Gogh. In 2019, there were presentations featuring work by Pieter Laurens Mol, Matthew Day Jackson and Jason Brooks.

The Mesdag Collection
In 2019, The Mesdag Collection (hereinafter: TMC) in The Hague – part of the Van Gogh Museum Foundation – presented Mesdag & Colenbrander: A Shared Fascination with Ceramics (8 March – 23 June 2019). This exhibition focused on the Mesdags’ extensive collection of Colenbrander ceramics. The exhibition was exceptionally well received, and attracted 4,755 visitors. Running concurrently with the Millet exhibition at the VGM, TMC presented Jean-François Millet and the Hague School (13 September 2019 – 5 January 2020). Jean-François Millet (1814–1875) was a pioneering force when it came to realistic portrayals of the harsh peasant life, making him a shining example for many Hague School artists, such as Jozef Israëls, Anton Mauve and Matthijs Maris. This was the first exhibition to focus on how these Dutch artists were inspired by Millet. In part thanks to Jean-François Millet: Sowing the Seeds of Modern Art at the VGM, this proved to be a highly popular exhibition, attracting 5,715 visitors.

Exhibition outside the museum
In March 2019, Vincent van Gogh: His Life in Art (10 March – 27 June 2019) opened at the Museum of Fine Arts in Houston. Featuring more than 50 paintings and drawings, ranging from early sketches to later oil paintings, the exhibition offered a fascinating overview of Van Gogh’s artistic development. The VGM and the Kröller-Müller Museum in Otterlo, together home to the world’s largest collection of Van Gogh’s works, supplied the majority of the loans for this remarkable retrospective. For the complete list of outgoing loans, please see the appendices Overview of outgoing loans (p. 82) and Long-term loans by the Van Gogh Museum to other museums (p. 92).
Collection, research and conservation

Sunflowers research and conservation
Vincent van Gogh painted five versions of a large bunch of sunflowers in a vase – paintings that can now be found at museums all around the world. Starting in 2016, an international team of experts conducted extensive research on the versions of Sunflowers from August 1888 (The National Gallery, London) and January 1889 (Van Gogh Museum, Amsterdam). The results of this research were recorded in Van Gogh’s Sunflowers Illuminated: Art Meets Science. The academic publication, which was presented during the Van Gogh and the Sunflowers symposium on 21 June, is the first volume in the new series Van Gogh Museum Studies.

The research into the painting in the VGM collection yielded a great deal of information regarding the condition of the work and the materials that Van Gogh used. One of the conclusions was that the painting is stable, but fragile; which is why the decision was taken to keep the masterpiece at the museum and no longer release it on loan. During the final phase of the research into the condition of the painting, it underwent minor treatment in the museum’s conservation studio in order to preserve the work for future generations in the best possible manner.

Recovered paintings
In 2019 Van Gogh’s View of the Sea at Scheveningen (1882) and Congregation Leaving the Reformed Church in Nuenen (1884–85) returned to the museum’s permanent collection. The paintings were stolen from the VGM in 2002 and recovered in Italy in 2016. On their return, the paintings were thoroughly examined and restored, and given new frames. The works went back on public display at the museum in April 2019.

Biography and diaries of Jo van Gogh-Bonger
All for Vincent: The Life of Jo van Gogh-Bonger was published in Dutch this year. This long-awaited biography, written by Senior Researcher Hans Luijten, provides a detailed account of the life story of Jo van Gogh-Bonger (1862–1925), the wife of Theo and sister-in-law of Vincent van Gogh. The publication is the result of years of research into her remarkable life. To mark the publication of the biography, a themed wall was installed at the museum for two months, presenting the pivotal role of Jo’s efforts for Van Gogh’s reputation. A digital edition of Jo’s diaries was also published on www.bongerdiaries.org. Part of the Van Gogh Museum Archives project, this website makes a new group of sources from the museum collection available online, following the prior publication of Van Gogh’s letters.

Long-term Collection Accessibility
As part of the Long-term Collection Accessibility (Duurzame Collectie Ontsluiting, DCO) project, in 2019, three sub-collections were extensively described and made available in the VGM collection database: reproduction prints, including Van Gogh’s collection of magazine illustrations, drawings and graphic art (prints that are not available on the museum’s print website). Work also started on charting the origin of the collection, which represents a notable step towards making the entire VGM collection accessible in the long term.

Van Gogh Worldwide
The VGM is a founding partner of Van Gogh Worldwide, together with the RKD – Netherlands Institute for Art History and the Kröller-Müller Museum. This remarkable project unites data about Van Gogh’s oeuvre from sources all around the world into a single digital portal, which can be accessed by curators, conservators, students and other professionals for scholarly research, or by individuals interested in finding out more about the artist. In 2019, a digital platform was developed that uses Linked Open Data to offer access to research information relating to all of Van Gogh’s works.

Acquisitions

Acquisitions in 2019
In 2019, the museum added notable works to its collection, including the first painting by Van Gogh to be acquired since 1977. The museum jointly acquired Peasant Burning Weeds (1883) with the Drents Museum in Assen. The painting was acquired with support from the BankGiro Loterij, Mondriaan Fund, Rembrandt Association (with the additional support of its Thema-fonds Impressionsisme/Claude Monet Fonds and the Prins Bernhard Culturefonds), Vincent van Gogh Foundation, the Province of Drente, Beringer Hazewinkel Foundation, Stichting Steunfonds Drents Museum and Stichting Vrienden van het Drents Museum. An earlier highlight was the acquisition of an impressive pastel by Edgar Degas (Woman Bathing, c. 1886). The VGM also acquired an Impressionistic still life by Gustave Caillebotte (Plate of Peaches, c. 1882), a colourful landscape with a house by Gabriele Münter (House in the Winter Sun, c. 1909) – the first painting by Münter in the Dutch State Art Collection – and a significant letter that Vincent van Gogh wrote from the asylum in Saint-Rémy in February 1890 to poet, author and critic Albert Aurier in response to the latter’s comprehensive and laudatory appraisal of his work. Please see the appendices Acquisitions (p. 68) and Gifts (p. 71) for the complete list of additions to the collection.

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Public affairs and marketing

Museum visitors and ratings
The VGM welcomes nearly 6,000 visitors every day. In 2019, the museum attracted a total of 2,134,778 visitors from 110 different countries. The largest group of visitors was Dutch (16%). Thanks to programmes such as Van Gogh Meets, Vincent on Friday, Van Gogh Connects and Feeling Van Gogh, the VGM is reaching increasing numbers of elderly visitors, young adults and visitors with a physical disability. The museum remained popular with young visitors: more than 11% of visitors were under 18 years old. Visitor satisfaction regarding crowding in the galleries significantly improved in 2019, and research revealed that the preference for the VGM this year was the highest ever recorded (Visitor Research Report VGM 2019, 7 February 2020, Kantar). The Net Promoter Score of the VGM remained at the same high level of 63 points.

Fan base
The considerable engagement of VGM enthusiasts is not only reflected in the visitor numbers, but can also be witnessed outside the museum’s walls: in February 2019, the VGM became the first museum in the Netherlands to achieve the milestone of 1 million Instagram followers. The museum therefore ranks alongside the world’s largest museums, such as The Museum of Modern Art in New York and the Louvre in Paris. The VGM is forecast to reach 1.5 million Instagram followers in February 2020. On all social media channels, including Facebook, Instagram and Twitter, the number of engagements doubled from 2018 to more than 24 million. We are justifiably proud that the VGM has the most engaged online fan base of the entire international museum world.

Van Gogh Connects
In early 2017, the VGM teamed up with partner Fonds 21 to explore how the museum could become more relevant and appealing to the growing group of young adults in Amsterdam with bicultural roots, which resulted in the four-year learning pathway Van Gogh Connects. On 28 June 2019, two years after the launch of the programme, a meeting of experts was organized to take stock of the results to date and to identify the steps towards an inclusive society for the years ahead. The meeting was attended by representatives from 50 cultural institutions and other stakeholders.
Licensing and wholesale
Benefitting from the global popularity of Vincent van Gogh, Van Gogh Museum Enterprises is entering into agreements with licensing partners all around the world. In 2019, licensing achieved outstanding growth: 40% compared to 2018. This growth was focused on South Korea and China, while initial contracts were signed in the United Kingdom. There were excellent collaborations with The Skateroom, BN International and Beddinghouse. Monopoly x Van Gogh Museum was launched at the end of the year, a fine example of how education and commerce can be combined. Wholesale also had a successful 2019, with record turnover of 1 million euros, thanks in part to the Meet Vincent van Gogh Experience in Barcelona and Seoul, and a collaboration with the Museum of Fine Arts in Houston.

Masterpieces publication
In 2019, the completely renewed book Masterpieces in the Van Gogh Museum was published in 11 languages – a collaboration between the Buying & Merchandise, Collection & Research and Publications Departments. The comprehensively revised Masterpieces explores the stories behind a selection of more than 100 highlights from the museum collection. The book uses paintings, drawings and letters, including several recent acquisitions, to outline the latest insights into the life and work of Van Gogh, and places the artist in the context of his contemporaries (corresponding with the presentation of the permanent collection at the museum).

Van Gogh Museum Enterprises

Meet Vincent van Gogh Experience
In spring 2019, the Meet Vincent van Gogh Experience stopped off in Barcelona and Seoul. This travelling, interactive 3D exhibition enables the museum to offer a complete experience to Van Gogh fans from all around the world at multiple locations at the same time. The Experience in Barcelona welcomed 160,000 visitors and in Seoul, it attracted a total of 75,000 visitors. With these two new and successful Experience locations, the VGM once again made significant progress in its cultural entrepreneurship in 2019.

Pop-up tour
The VGM is always exploring new ways of enriching and inspiring as many people as possible through Van Gogh’s art. The Van Gogh Museum Editions Pop-up tour offers visitors far away from the museum in Amsterdam the opportunity to explore Van Gogh’s world. In addition to merchandise, Van Gogh Museum Editions are also on sale: high-quality 3D reproductions that are almost impossible to tell from the original artworks with the naked eye. In 2019, a successful Pop-up opened its doors in Houston.
Partners

Van Gogh Europe
The Van Gogh Europe Foundation connects the places where Vincent van Gogh lived or worked with museums in Europe that house or exhibit his work. A total of 4 countries, 15 cities, 10 heritage locations and 7 museums have now joined the network. In May 2019, Milou Halbesma (at the time, Director of Public Affairs at the VGM) was appointed as Chair of the foundation. Halbesma’s appointment represents an explicit shift to a focus on the international positioning of Van Gogh Europe, and to further improve access to the locations, collections and heritage linked to Vincent van Gogh in Europe.

Fundraising

Supporters
The generous contributions and efforts of private benefactors, sponsors, corporate partners, funds and foundations are essential to the museum. It is thanks to their support that the museum is able to organize exhibitions, secure major acquisitions, develop educational activities and research projects, and to provide (digital) access to sub-collections. Thanks to our enduring partnerships, remarkable projects have been realized to keep the legacy of Vincent van Gogh alive. We are extremely grateful to all of our partners, large and small, for their support. In particular, we would like to acknowledge the generosity of our main partners. Since 1998, the BankGiro Loterij has provided a substantial contribution towards the acquisition of new works for the collection. Following on from our successful collaboration since 2013, wealth manager Van Lanschot became a main partner of the museum in 2019. Also this year, high-tech company ASML became the museum’s Partner in Science for a period of five years, a long-term collaboration in which state-of-the-art technology and Van Gogh’s search for colour and light will play a lead role.

We reflect on a successful 2019, in which we saw continued growth in the numbers of partners, funds and donors, and in the membership of our private circles of friends. This year, we once again received generous support from the Vincent van Gogh Foundation, owner of the majority of the VGM collection. We thank the Supervisory Board and Advisory Council for their involvement and dedication, particularly in the appointment of Emilie Gordenker. Finally, we extend our thanks to all VGM staff for their efforts and enthusiasm, which enable the museum to realize its remarkable ambitions.

Adriaan Dönszelmann
Managing Director and in 2019, acting Director

Organization

Guided tours
In light of new legislation, from 2020, the museum will work with intermediaries to arrange guided tours at the museum, instead of dealing directly with freelance guides and instructors. The VGM’s focus remains on offering high-quality educational guidance. As a result of these changes, additional staff members were appointed and processes revised in 2019.

Reopening of the Bookshop
The new VGM Bookshop was officially opened in January. In a bright, inviting space inspired by Van Gogh’s The Bedroom, the shop presents a wide range of books for all ages, from the latest children’s books to academic reference publications. The Bookshop enables the VGM to offer its visitors the chance to delve even deeper into the life and work of Van Gogh and his contemporaries. The accessibility and improved visibility of the shop resulted in a significant increase in sales in 2019.

Finance & Control
The VGM is growing and becoming increasingly international and digitally focused. In order to face the challenges associated with these developments with regard to finance and compliance, the Finance & Control Department was established on 1 October 2019. This new, streamlined department represents a significant step towards quality improvement at the museum.
‘I don’t know the future, Theo — but — I do know the eternal law that everything changes.’

Vincent van Gogh to his brother Theo, Nuenen 1885
Museum affairs

The Museum Affairs sector is responsible for managing, exhibiting and providing access to the valuable and unique collections of the VGM and TMC. This sector organizes captivating exhibitions, manages, preserves and expands the museum collection, arranges loans, plans educational projects and conducts first-rate scientific research.

The Museum Affairs sector comprises the departments of Collection & Research, Collection Management & Restoration, Collection Information, Education & Interpretation, the Registrar’s Office and the Exhibitions Team, as well as TMC in The Hague.

Exhibitions

The VGM complements the presentation of its permanent collection with a varied programme of temporary exhibitions. The museum organizes two major exhibitions in the Exhibition Wing every year, in addition to a more modest summer presentation. The Rietveld Building hosts smaller exhibitions featuring work by contemporary artists.

Hockney – Van Gogh: The Joy of Nature

1 March – 26 May 2019

The exhibition Hockney – Van Gogh: The Joy of Nature illuminated the common ground between David Hockney and Vincent van Gogh. The vivid paintings, drawings, sketchbooks, videos and iPad drawings by Hockney (b. 1937) were presented in a monumental, scintillating exhibition. These iconic works by Hockney had never before been on public display in the Netherlands. One of the highlights was the colossal The Arrival of Spring in Woldgate, East Yorkshire in 2011 (twenty eleven) (Centre Pompidou, Paris). This highly popular exhibition attracted some 357,000 visitors.

The exhibition was accompanied by a richly illustrated catalogue. As part of the exhibition, the VGM brought Hockney’s The Arrival of Spring in Woldgate to life in a live audiovisual performance on Amsterdam’s Museumplein. The spectacle, supported by Van Lanschot, featured light art from video artist collective Blauwe Uur and music by harpist Remy van Kesteren.
Jean-François Millet: Sowing the Seeds of Modern Art
4 October 2019 – 12 January 2020
Jean-François Millet: Sowing the Seeds of Modern Art was the first exhibition to explore the enormous international impact of Jean-François Millet (1814–1875) on modern art. Featuring 128 works, 108 of which were loaned from collections from all around the world, the exhibition revealed just how progressive Millet’s work was and how important he was to numerous modern artists, such as Vincent van Gogh, Claude Monet, Winslow Homer, Kazimir Malevich and Salvador Dalí. As part of the exhibition, one of Millet’s best-known and most pioneering works, The Angelus (1857–1859, Musée d’Orsay, Paris) went on display for the first time in the Netherlands. The Musée d’Orsay also loaned the famous work The Gleaners to the exhibition.

Jean-François Millet: Sowing the Seeds of Modern Art was a collaboration with the Saint Louis Art Museum, and was realized thanks to the exceptional support of the Musée d’Orsay. The exhibition, which attracted a total of 149,476 visitors, was accompanied by an eponymous, colourful catalogue featuring essays by contributors including the exhibition curators: Simon Kelly (Curator and Head of the Modern and Contemporary Art Department at the Saint Louis Art Museum) and Maite van Dijk (Senior Curator of Paintings at the Van Gogh Museum).

Van Gogh and the Sunflowers
21 June – 1 September 2019
The summer exhibition Van Gogh and the Sunflowers focused on one of Van Gogh’s most iconic works: Sunflowers from 1889. The presentation illuminated the fascinating genesis of the painting and introduced the latest research into the materials and techniques used, and the condition of the work. The reverse of the painting – with the wooden slat added by Van Gogh – was on view for the first time. Painted reconstructions of details from the work revealed the original, bright colours. New educational resources were also introduced, focused on learning by doing. For example, visitors were invited to adjust the format of the painting in order to see how this affected the composition. Audience research has revealed that using these resources increased understanding of Van Gogh’s working methods, and...
that 8 out of 10 visitors either viewed or used the resources. The exhibition featured highlights from the collection and several drawings by Van Gogh that are rarely displayed due to their fragility and sensitivity to light. Two loaned works were also exhibited: Van Gogh’s painting *Zinnias in a Maiolica Jug* (1888, private collection), on display for the first time in the Netherlands, and *Woman in Profile before Van Gogh’s ‘Sunflowers’* by Isaac Israëls (1916–20, Museum de Fundatie, Zwolle).

The exhibition was accompanied by the popular edition *Van Gogh and the Sunflowers: A Masterpiece Examined*. On 21 June 2019, the VGM organized an international symposium introducing the research conducted into *Sunflowers*, during which the scholarly publication *Van Gogh’s Sunflowers Illuminated. Art Meets Science* (the first volume in the new *Van Gogh Museum Studies* series) was launched.

Van Gogh Dreams
21 June – 1 September 2019

*Van Gogh Dreams* - a narrative installation that invites visitors to enter the mind and heart of Van Gogh - returned to the museum for its second summer in 2019. Light, colour and sound were used to create a sensory experience exploring Van Gogh’s turbulent period in Arles in the south of France. The installation, which tells Vincent’s story without displaying artworks, first opened in 2018 and in 2019 it was rated as ‘excellent’ or ‘very good’ by an impressive 71% of visitors; a significant rise compared to the previous year.

Recovered Paintings Restored
17 April – 15 September 2019

A special presentation in the permanent collection was devoted to the two recovered paintings: *View of the Sea at Scheveningen* (1882) and *Congregation Leaving the Reformed Church in Nuenen* (1884–85). The two works by Van Gogh were stolen from the VGM in 2002 and recovered - with minor damage - in 2016. Following conservation treatment, the paintings initially went back on public display on a separate presentation wall, and have now returned to the permanent collection.

Acquisitions made during Axel Rüger’s directorship
8 May – 3 June 2019

To mark the departure of Director Axel Rüger, the museum exhibited a special presentation featuring a selection of notable acquisitions made during his time at the VGM. A total of 13 paintings, drawings and prints by a range of artists were selected to reflect on Rüger’s 13-year directorship. In captions accompanying the exhibits, members of museum staff explained why the specific work was their favourite.

Print Cabinet
The Print Cabinet in the Kurokawa Wing of the VGM hosts presentations of works from the museum’s extensive collection of prints and drawings.

**Unique Impressions: the Experiments of Camille Pissarro**
1 March – 26 May 2019

Camille Pissarro (1830–1903) was one of the leading representatives of Impressionist printing. Vincent van Gogh was a great admirer of his work. *Unique Impressions* featured a selection of Pissarro’s finest experimental prints, revealing the extent of his artistic invention. The presentation was inspired by the acquisition of a group of 91 prints by Pissarro.

**From Proof to Perfection: Edouard Vuillard’s print series ‘Paysages et Intérieurs’**
4 October 2019 – 8 January 2020

*Paysages et Intérieurs*, a series of 13 colour lithographs, is one of the highlights of the oeuvre of French artist Edouard Vuillard (1868–1940). This presentation in the Print Cabinet used proofs to trace Vuillard’s design process: from rough sketches to the final print. Work by students from the Gerrit Rietveld Academie was displayed just outside the Print Cabinet: modern translations of the patterns and dark silhouettes in Vuillard’s work, printed on large swathes of fabric.
Van Gogh Inspires
To this day, Van Gogh continues to inspire other artists. In a series entitled Van Gogh Inspires, the museum presents several small, alternating presentations every year, featuring solely modern or contemporary artworks.

Van Gogh Inspires: Pieter Laurens Mol
30 January – 17 June 2019
The work of graphic artist Pieter Laurens Mol (b. 1946) often features references to artworks by Vincent van Gogh. Both artists are originally from Brabant, and this presentation explored the significance of these shared beginnings to Mol, and of his memories of his native region. The artist selected the featured works especially for the presentation.

Van Gogh Inspires: Matthew Day Jackson
19 June – 14 October 2019
The American artist Matthew Day Jackson (b. 1974) was inspired by a painting of sunflowers by Van Gogh that was lost in Japan during the Second World War. With the blackened work Destroyed by Fire (2015), Jackson showed how Van Gogh’s painting might have looked shortly before it went up in flames.

Van Gogh Inspires: Jason Brooks
18 October 2019 – 20 January 2020
The British artist Jason Brooks (b. 1968) created two new works inspired by Vincent van Gogh especially for this presentation: I am and The Poet’s Death. Van Gogh was also the inspiration for the third exhibited work, To John Clare. Brooks’s work invites viewers to slow their experience of looking, paying attention to the details. As in Van Gogh’s works, everything in Brooks’s paintings is carefully considered.

Exhibition outside the VGM: Vincent van Gogh: His Life in Art
10 March – 27 June 2019
This year, the retrospective Vincent van Gogh: His Life in Art went on display at the Museum of Fine Arts in Houston, featuring a number of works loaned from the VGM and the Kröller-Müller Museum. The exhibition united more than 50 of Van Gogh’s masterpieces from his 10-year career as a painter, and proved to be highly popular with visitors. For the complete list of outgoing loans, please see the appendices Overview of outgoing loans (p. 82) and Long-term loans by the Van Gogh Museum to other museums (p. 92).

Collection, research and conservation
Sunflowers research
The first half of 2019 was focused on research into Van Gogh’s Sunflowers. The VGM collaborated with the National Gallery in London, the University of Amsterdam, the Cultural Heritage Agency (RCE), the University of Antwerp and Shell Nederland on the research and the scholarly publication. Both the publication and the access to the mobile equipment used to examine the painting, the MOLAB platform (CNR-ISTM/SMAArt in Perugia, Italy, and the Nicolaus Copernicus University in Toruń, Poland), were financially supported by the European research platform IPERION CH.

Sunflowers symposium
An international team of specialists examined Van Gogh’s world-famous painting Sunflowers using the latest scientific techniques. The results of research into the versions of Sunflowers in the VGM collection and the National Gallery in London, conducted in collaboration with experts from the universities of Antwerp, Perugia and Toruń, were presented during a symposium on 21 June 2019 – also the official opening of the Sunflowers exhibition. Van Gogh’s Sunflowers Illuminated Art Meets Science, the publication introducing the research results, was launched during the symposium. Marije Vellekoop (Head of Collection & Research at the Van Gogh Museum) presented the first copies to professor, lead researcher and co-editor Ella Hendriks, and to Costanza Miliani, representing the research team. Van Gogh’s Sunflowers Illuminated is the first part of a new, English-language scholarly series entitled Van Gogh Museum Studies.

Research into Jo van Gogh-Bonger
All for Vincent. The Life of Jo van Gogh-Bonger, written by Senior Researcher Hans Luijten, was published in Dutch in September. The biography was the result of years of research into Jo van Gogh-Bonger, the wife of Vincent’s brother Theo van Gogh. It was Jo who would ultimately make Vincent van Gogh famous. The richly illustrated book was an instant success: a second print was released before the year was out. A presentation in the museum revealed Jo’s impact on the work of Vincent van Gogh and the VGM. As part of the Van Gogh Museum Archives project, Jo’s diaries were digitized at www.bongerdairies.org. The four diaries are fully searchable and complete with annotations and supporting illustrations.
Olive Groves symposium
In November 2019, the VGM collaborated with the Dallas Museum of Art to organize a symposium in New York reviewing the results of research into olive groves in Van Gogh’s work. This research was conducted in advance of an exhibition and publication exploring the subject. The exhibition will go on display at the VGM in the summer of 2021 before travelling onwards to Dallas.

Please see the appendices for a complete list of Research projects (p. 76).

Long-term Collection Accessibility
This year, three sub-collections were extensively described and made available in our collection database: the collection of reproduction prints, including Van Gogh’s collection of magazine illustrations and reproductions associated with the annual Salon exhibition in Paris (2,500 items), drawings by contemporaries of Van Gogh (800 works); and graphic art that is not part of the museum’s print website (900 prints). A total of 4,200 objects have therefore been digitized, which is notable progress. Work also started on meticulously charting the origins of the collection (160 paintings and 40 sculptures).

Van Gogh Worldwide
In 2019, a digital platform was developed providing access to research data relating to all of Vincent van Gogh’s works: Van Gogh Worldwide. This portal will feature all available art-historical and technical information about Van Gogh’s works, and will be open both to researchers and the general public. Van Gogh Worldwide will be launched late in 2020, offering all available information about Van Gogh’s works in Dutch collections (more than 300 paintings and some 900 works on paper). Information relating to works in other collections will subsequently be added to the platform. The VGM is a founding partner of this project, together with the RKD – Netherlands Institute for Art History and the Kröller-Müller Museum. Van Gogh Worldwide is generously supported by the Vincent van Gogh Foundation and the Mondriaan Fund.

Conservation
2019 was another fine year for conservation at the VGM: significant treatment was conducted on a number of works, the results of which were subsequently shared with the public. Following extensive technical research, the two Van Gogh paintings that were recovered in 2016 – View of the Sea at Scheveningen (1882) and Congregation Leaving the Reformed Church in Nuenen (1884–85) – underwent conservation treatment. Varnish was removed from both paintings, and damage to View of the Sea at Scheveningen incurred during the theft was repaired using a 3D-printed mould.

Conservation treatment on the two paintings recovered in 2016

Workshop for vocational students at the Van Gogh Museum

Inclusivity

Van Gogh Connects
Launched in 2017, Van Gogh Connects is a four-year learning pathway supported by Fonds 21 in which the museum explores how it can become more relevant to the growing number of young adults in Amsterdam with bicultural roots. Research conducted by the Impact Centre Erasmus (Erasmus University Rotterdam) focuses on the social impact of the pilots introduced as part of the project. At a well-attended meeting of experts in June 2019, the results of two years of Van Gogh Connects were reviewed. Impact measurements from the 16 pilots from years 1 and 2 revealed that the VGM can become more relevant to the target group by focusing on Van Gogh’s life story. Inclusivity within the organization itself has also proved to contribute to attracting new audiences. Several pilots, in particular the programme to involve vocational students with the museum and the collaboration with the ‘Beeldbrekers’ (a group of young adults working as a think tank), are being embedded in the organization.

Thorough examination of Sunflowers (1889) enabled the museum to select the best strategy for conservation of the work and its preservation for future generations. During the conservation treatment, a layer of wax, which had been added in the late 1990s and had gained a matt, whitish quality over the years, was removed. Several discoloured retouchings from an earlier restoration could not be removed as they were under a layer of varnish, so new retouchings were added on top of the old ones.

Please see the appendices for the complete list of Conserved works (p. 80).

Collection management

As a result of loans and parts of the museum being closed, there was a great deal of movement of artworks in the collection in 2019. Paintings were reframed in accordance with the latest insights, and frames were conserved with excellent results. Monitoring has improved factors that directly impact the collection, such as light, relative moisture, temperature and vibration. Research programmes examining these factors have also been launched, in collaboration with universities, the Cultural Heritage Agency (RCE), TNO and ASML. ASML also became the museum’s Partner in Science for the coming five years, and will make a substantial contribution to launching fundamental research into the aforementioned areas.
Overview of 2019

Featuring guidance for and stories from visitors with a mobility, hearing or visual impairment.

Examine the accessibility of exhibitions and the accessible application of the museum's what it is like to visit the museum with a disability. In 2019, internal meetings were held to accessibility at the VGM, annual training sessions are held in which employees experience In order to enable all members of staff to draw on their own expertise to contribute to

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Support within the museum
The VGM’s inclusivity policy is focused on young people and young residents of Amsterdam, but also on those with a physical disability and elderly people who are unable to visit the museum independently. The Van Gogh Connects learning pathway works as a catalyst to enhance inclusivity at the VGM. In order to boost support within the museum for inclusivity, a meeting of experts was organized to introduce the programme and the results. Furthermore, 22 internal ambassadors have been appointed. These ‘Connectors’ work towards a more inclusive VGM within their own team and professional field, and help to make inclusivity a subject of discussion.

Accessibility

Feeling Van Gogh
The VGM is dedicated to being accessible to visitors with a physical disability. Feeling Van Gogh is an interactive programme developed especially for blind and partially sighted visitors, and their sighted friends, family and companions. With the support of the Bartiméus Fonds, a bust of Van Gogh was installed in the museum in 2019, thereby adding another tactile element to the programme. The VGM also collaborates with Musea in Gebaren (Museums in Signs) to offer programmes for sign language users. In October, additional activities for the elderly, sign language guided tours and guided tours for blind and partially sighted visitors were organized, as part of the Week tegen Eenzaamheid (‘Loneliness Awareness Week’), Accessibility Week and World Sight Day respectively.

Accessibility research
In 2019, Nationale Vereniging de Zonnebloem conducted follow-up research into accessibility at the VGM and carried out an initial assessment at TMC. The research revealed that accessibility at the VGM had improved dramatically since the previous assessment, and minor areas for improvement were centred on the provision of information and the installation of additional signage. Suggested improvements at TMC were focused on the provision of information before and during the visit, and on how disabled visitors are addressed; physical impediments were also discovered in the museum, which could be removed.

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Programmes and activities

Van Gogh Goes to School
The VGM aims to introduce Van Gogh to every child in the Netherlands. We therefore offer education not only at the museum, but also online and on location. In 2019, our digital lessons were viewed more than 27,000 times, and our museum teachers gave a total of 224 lessons at schools in deprived neighbourhoods as part of the Van Gogh Goes to School programme. More than 61,500 pupils visited the VGM, and 252 pupils visited TMC.

Van Gogh Meets
The VGM is keen to make a difference in an ageing world. In 2019, specially trained instructors held a total of 57 workshops on location for elderly people. The museum also hosted twenty-three 70+ days, seven 70+ studio workshops, and welcomed 1,187 elderly visitors via the Museum Plus Bus. For these activities, the VGM collaborates with various partners: Cordaan, De Zonnebloem, Stichting Vier het Leven, Combibell, Stadsdorpen, Resto VanHarte and Museum Plus Bus. In 2019, the Nationaal Ouderenfonds, Dynamo, the City District of Zuid, Civic, Brentano and Esan all became new partners. The online publication How the Van Gogh Museum helps people grow older in good health was released in July 2019 (accessible via www.vangoghmuseum.nl/en/organisation/inclusion-and-accessibility/age-friendly-van-gogh-museum).

Unravel Van Gogh
The web application Unravel Van Gogh allows users to discover how Van Gogh worked and how the VGM preserves his work for future generations. For example, in 2019, the conservation treatment conducted on the two works recovered in 2016 was made available in the app. How the VGM preserves his work for future generations. For example, in 2019, the preservation of Unravel Van Gogh in the permanent collection, in the exhibition Van Gogh and the Sunflowers and in the Meet Vincent van Gogh Experience, combined with the accessibility of the web application, meant that the VGM has been able to reach hundreds of thousands of people with the stories behind the works in the collection. The app won three prizes in 2019: Webby 2019, the European Design Award 2019 and the Red Dot Award 2019.
**Overview of 2019**

Vincent on Friday

VGM’s Vincent on Friday marked a milestone in 2019: with its inimitable evening programme, the museum has been actively inspiring young adults in Amsterdam for 15 years. A total of 7 editions of Vincent on Friday were organized, in co-creation with makers and organizations including Bodil Jane, the Gerrit Rietveld Academie, Appelsap, Hard/Hoofd and Skatepark NOORD. Themes included discovering your own handwriting, identity and the influence of Vincent van Gogh on David Hockney.

Museum Night

This year’s Museum Night – with the theme of identity – attracted 7,911 visitors to the museum. The programme featured successful collaborations with organizations including RIGHTABOUTNOW INC., The Alkebulan Project, Woorden Worden Zinnen and RadioRadio. Visitors could also visit a ‘Signing Bar’, in collaboration with Musea in Gebaren. Museum Night was realized in association with the ‘Beeldbrekers’, a think tank comprising young adults recruited from the Van Gogh Connects programme.

Family Days

During the autumn school half-term holidays, we organized Family Days, especially for families with children. There were theatrical guided tours, treasure hunts, Vincent’s travelling case and ‘painting rabbits’ workshops, inspired by the new family wall featuring Van Gogh’s Landscape with Rabbits.

Van Gogh’s letters

The long-term project started in 2018 to make Van Gogh’s letters more accessible is now bearing fruit: in June 2019, the letters podcast won a BNR Dutch Podcast Award. A plan was also launched for improving the presentation of the letters in the permanent collection. In advance of the letters exhibition in 2020, in November 2019, the VGM invited people to share their own favourite letters. In the exhibition, Van Gogh’s greatest letters will be complemented by these examples from ‘everyday’ people.

Skatepark NOORD

Since 2017, pilots have been launched in order to further lower the participation threshold for young adults. In 2019, the museum successfully collaborated with Skatepark NOORD. Artist and skater Floor van het Nederend painted his personal interpretation of Van Gogh’s Wheatfield with a Reaper (1889) on a 6 x 20-metre wall. His creative process was recorded in a documentary, which is now available on the VGM’s YouTube channel. Following a celebratory opening at the skatepark, attended by the VGM, Skatepark NOORD co-curated the September edition of Vincent on Friday.
Guided tours
In light of revised legislation and an increased focus on high-quality educational guidance at the museum, the decision has been taken to work with intermediaries starting in 2020, instead of with freelance guides and workshop instructors. In 2019, preparations were made for the changes and relevant processes were revised.

Multimedia guide
In 2019, 33.2% of VGM visitors (708,087) used the multimedia guide (available in 11 languages): a notable increase of 6% compared to 2018. The special multimedia guide for the exhibition Hockney – Van Gogh: The Joy of Nature was a huge success, and was especially popular with Dutch visitors. During the exhibition, Dutch visitors used three times as many guides (more than 30,000) than in the same period in 2018. In this period, the percentage of Dutch multimedia guide users increased from 6% to 16%.

Acquisitions and loans
Acquisitions
In 2019, the museum was once again able to add a number of remarkable works to its collection. The most striking acquisition was made in collaboration with the Drents Museum: Peasant Burning Weeds (1883) by Vincent van Gogh. This work from the early years of Van Gogh’s artistic career forms a significant connection between his early works from The Hague and Drenthe and his later figures from Nuenen. An impressive pastel by Edgar Degas was also acquired (Woman Bathing, c. 1886). Other exceptional acquisitions included an important letter from Van Gogh to art critic Albert Aurier, a still life by Gustave Caillebotte (Plate of Peaches, c. 1882) and a colourful landscape by Gabriele Münter (House in the Winter Sun, c. 1909).

Please see the appendices Acquisitions (p. 68) and Gifts (p. 71) for the complete list of additions to the collection.

Loans
The loan of two paintings by Van Gogh to the VGM allowed for a special temporary expansion of its collection. Self-Portrait with Bandaged Ear (1889) and La Crau with Peach Trees in Blossom (1889) from the Courtauld Gallery in London stayed on at the VGM after the exhibition Van Gogh & Japan in 2018 – due to renovations at the Courtauld – and remained on public display in the context of our permanent collection. La Crau with Peach Trees in Blossom has now left the museum, but Self-Portrait with Bandaged Ear will remain at the VGM until September 2020.

In 2019, the VGM loaned works to a number of European and international exhibitions, including the annual loans to the Fondation Vincent van Gogh Arles, the Rijksmuseum Amsterdam and Het Noordbrabants Museum in Den Bosch. A considerable group of works also travelled to the major exhibitions Making Van Gogh at the Städel Museum in Frankfurt and Van Gogh and Britain at Tate Britain in London. Outside Europe, the museum loaned works for exhibitions including Vincent van Gogh: His Life in Art at the Museum of Fine Arts in Houston.

For the complete list of loans, please see the appendices Overview of outgoing loans (p. 82), Long-term loans to the Van Gogh Museum (p. 90) and Long-term loans by the Van Gogh Museum to other museums (p. 92).

Collection information
Projects
The Content Management project was launched in 2019. The information structure in the ZyLab database has been simplified and the metadata has been improved and enriched. In collaboration with museum conservators, work started on the implementation of ConservationSpace, a tool that makes it possible to structure data collected during a collection survey in a database, and to make this information available for reports. The Van Gogh Worldwide project moved to the next phase, both regarding content and technical considerations. A new version of the internal image bank Cumulus – called Portals – was launched in the autumn, improving searchability and availability of collection images for everyone working at the museum. The VGM shared its expertise regarding collection information, including documentation, digitization and intellectual property, in a number of presentations in the Netherlands and around the world.
The Mesdag Collection

The Mesdag Collection in The Hague is home to the remarkable collection of 19th-century art amassed by the renowned seascape painter Hendrik Willem Mesdag and his wife Sientje Mesdag-van Houten. Since 1990, TMC has been managed by the Van Gogh Museum Foundation. The collections of both museums complement each other and offer a comprehensive overview of late 19th-century art. Two exhibitions are organized at TMC every year.

Exhibitions

The Sensation of the Sea: In honour of Bas Jan Ader
14 September 2018 – 6 January 2019
The year kicked-off with the final week of The Sensation of the Sea, an exhibition in which guest curator Joanna De Vos united the works of contemporary artists including Bill Viola and Nan Goldin with 19th-century art. The exhibition attracted 4,272 visitors.

Mesdag & Colenbrander: A Shared Fascination with Ceramics
8 March – 23 June 2019
The spring exhibition at TMC focused on ceramics. Photographers and art and design collectors Erik and Petra Hesmerg were the guest curators for the exhibition Mesdag & Colenbrander: A Shared Fascination with Ceramics. The ceramics of Theo Colenbrander (1841-1930) are instantly recognizable: the palette with vivid colour combinations, the striking designs with swirling lines and intriguing patterns are his trademarks. Hendrik Willem and Sientje Mesdags' collection of Colenbrander ceramics is one of the finest in the Netherlands. When Mesdag died in 1915, some of the private collection was sold. This exhibition brought part of this collection back to the former home of the Mesdags, in part thanks to loans from the Kunstmuseum Den Haag and the Rijksmuseum Amsterdam.

Mesdag & Colenbrander was a great success; we welcomed 4,755 visitors, and in Dutch newspaper NRC, journalist Arjen Ribbens tipped Mesdag & Colenbrander as one of the five best design exhibitions of 2019. The publication Mesdag & Colenbrander that accompanied the exhibition was written by Titus M. Eliëns, specialist in Dutch applied arts, and featured photography by Erik and Petra Hesmerg.

Jean-François Millet and the Hague School
13 September 2019 – 5 January 2020
Running concurrently with the Millet exhibition at the VGM, Jean-François Millet and the Hague School was presented at TMC. Jean-François Millet (1814–1875) is renowned as being the definitive peasant painter. His dignified portrayal of the harsh peasant life was pioneering, and went against the tradition of the time. The style of his monumental paintings and pastels was also highly modern. This was the first exhibition to explore how Hague School painters, such as Jozef Israëls, Anton Mauve and Willem Roelofs, were inspired by Millet’s distinctive visual language, monumental poses and radical compositions.
Around the time of the opening of their Museum Mesdag in 1887, Hendrik Willem and Sientje Mesdag purchased four paintings, three pastel drawings and various prints by Millet to exhibit in the museum. The collection amassed by the Mesoags at the time is still one of the largest collections of Millet’s work of any Dutch museum. The fragile pastel Haystacks (1867–68), and also etchings by Millet and watercolours by Mauve, are rarely put on public display due to their sensitivity to light, and were exhibited for the first time in years. The exhibition also featured loans from Dutch and international museums. During Jean-François Millet and the Hague School, Millet’s imposing painting Hagar and Ishmael from TMC went on display at the VGM. A photograph by celebrated photographer Hellen van Meene – inspired by Millet’s work – was shown in the empty space at the museum in The Hague.

In part thanks to the connection with the VGM programming and the extensive publicity campaign, this fascinating exhibition attracted a large number of visitors: 5,715. TMC welcomed a total of 13,339 visitors in 2019.

Culture by the Sea

Culture by the Sea, a campaign launched in 2018 and led by The Hague Marketing Bureau, continued in 2019. This initiative helps cultural institutions in The Hague to highlight the city’s wealth of collections, exhibitions and experiences. TMC is joined in the campaign by institutions including the Residentie Orkest, the Nederlands Dans Theater, Het Nationale Theater, Kunstmuseum Den Haag (formerly the Gemeentemuseum), the Mauritshuis, Museum Voorlinden, Museon and the Haags Historisch Museum.

New curator

As of 1 January 2019, Renske Suijver succeeded Maite van Dijk as Curator at TMC. Suijver was previously Associate Curator at the VGM. She is responsible for the permanent collection and the production of exhibitions and publications, with a focus on making TMC accessible to a broader audience.

Public affairs

The activities of the Public Affairs sector are focused on disseminating the VGM’s artistic treasures and expertise to a wide range of target groups, both Dutch and international, and on improving access to everything that the museum has to offer. This sector comprises the following departments: Marketing, Press, Development, Visitor Services, Publications, Events and Digital Communication.

Visitors – physical and online

Visitor numbers and ratings

In terms of visitor numbers, the enormous appeal of the VGM was sustained in 2019. The museum welcomed 2.1 million visitors, the same number as the previous year. There was a particular focus on the maximum number of visitors and their distribution throughout the building, which resulted in higher visitor ratings. In the third quarter of 2019, the ‘preference for the VGM’ (“How strong is your preference for the VGM compared to other large or medium-sized museums anywhere in the world?”) was the highest ever recorded. 43% of all visitors had an ‘extremely strong’ to ‘very strong’ preference for the VGM. The votes recorded on the HappyOrNot terminal revealed that the average visitor left the museum more satisfied. The Net Promoter Score of the VGM remained at the same high level of 63 points.

Ticket sales

In 2019, nearly 93% of visitors entered the museum in possession of a ticket with a start time, compared to 84% in 2018. This benefits both visitors and the museum in a number of ways: entrance is trouble-free, without notable waiting times at the door, and there are fewer bottlenecks in the museum. Online ticket sales were expanded in 2019 with the addition of a special ticketing system designed for groups, holders of an I amsterdam City Card and group contractors.

Languages on the shop floor

This year, the VGM launched language training for colleagues working in Visitor Services, Facilities, Retail and Security. The language training sessions are geared towards welcoming visitors and showing them the way, with a focus for each language on cultural considerations specific to the country in question. This programme is part of the VGM’s efforts to improve hospitality, inclusivity and collaboration at the museum.

Own media and channels

In 2019, the VGM website received more than 8,300,000 visits from 229 countries. The number of Facebook followers increased from 4,750,000 to 5,100,000, and there were 10,500,000 engagements. The number of Instagram followers grew from 938,000 to 1,475,000, with 14,500,000 engagements. This made the museum the world’s most socially engaging museum in 2019. The museum’s digital projects were awarded various prizes, including two Dutch Interactive Awards and a GLAMi Award.

Email promotion

In addition to the regular museum newsletters, exhibitions in 2019 were the subject of additional promotion among visitors who had previously visited an exhibition. This special ‘ticketing email’ offered visitors the chance to book the multimedia guide in all available languages. The opportunity to be photographed against a Sunflowers background in the museum’s central hall proved highly popular with our visitors: more than 40,000 photos were taken, and more than half of users indicated that they would like to receive future email promotions to stay in touch with the VGM after their visit.
Activities linked to exhibitions

Hockney – Van Gogh: The Joy of Nature
One of the celebratory highlights of the year was the well-attended opening of the exhibition *Hockney – Van Gogh: The Joy of Nature*. The artist himself attended the VIP opening, giving additional lustre to the event. An extensive marketing campaign accompanied the opening. The interest shown in the exhibition by the Dutch and international press and the remarkable visit of David Hockney and his entourage to the museum was nothing short of spectacular, even resulting in a striking 11-page article (plus cover) in Volkskrant Magazine. Following his press conference, the artist became trapped in the lift at the Conservatorium Hotel and had to be rescued by the Amsterdam fire brigade, which added to the widespread media coverage.

On 20, 21 and 22 March, the VGM teamed up with partner Van Lanschot to pay tribute to spring with *Arrival of Spring LIVE*. Light art from video artist collective Blauwe Uur and live music from harpist Remy van Kesteren transformed Museumplein from a cool winter’s evening into a radiant early spring day. This special event was free of charge, and it proved to be highly mediagenic.

The exhibition was accompanied by the richly illustrated catalogue *Hockney – Van Gogh: The Joy of Nature*, published in collaboration with David Hockney Inc., Los Angeles. This was one of the best-selling catalogues ever produced by the museum: more than 30,000 copies were sold around the world. The book features an essay by art critic Hans den Hartog Jager and an interview with David Hockney in his London studio. Photographer Rineke Dijkstra created a unique portrait of the artist especially for the book and the exhibition.

Jean-François Millet: Sowing the Seeds of Modern Art
The campaign to promote the exhibition of work by Jean-François Millet focused primarily on Dutch visitors, and was communicated via online (video, display) and offline channels, including the VGM newsletter. The exhibition, which received highly positive reviews in the press, was accompanied by an eponymous, highly illustrated catalogue.

Van Gogh and the Sunflowers
Of all visitors over the summer period, 85% (432,728 visitors) saw *Van Gogh and the Sunflowers*, a remarkably high percentage. The exhibition also received the second highest rating ever: more than 8 out of 10 visitors thought the exhibition was ‘very good’ or ‘excellent’ – only *Van Gogh & Japan* in 2018 achieved a higher score. The exhibition had a positive impact on visitor experience; the accessible approach to passing on knowledge gave visitors additional food for thought, inspired them and reinforced the sense that they were actively learning something.

The exhibition was accompanied by the popular edition *Van Gogh and the Sunflowers: A Masterpiece Examined*. The scholarly publication *Van Gogh’s Sunflowers Illuminated. Art Meets Science* was also launched, the first volume in a new, English-language series entitled *Van Gogh Museum Studies*.
Events and receptions

In 2019, many successful events were held in the museum, as well as – for the first time – outside its walls. In September, a highly popular event was organized in collaboration with Skatepark NOORD. During the evening, the mural by Floor van het Nederend inspired by *Wheatfield with a Reaper* (1889) was unveiled to the public. We also organized successful events for supporters and sponsors at the museum, including a dinner located next to Van Gogh’s Sunflowers for Van Lanschot, and various events for members of the Global Circle. In addition to the annual Gala Dinner, 2019 saw the introduction of a new dinner for our supporters in The Sunflower Collective: The Sunflower Collective Dinner. Both dinners – with the theme of Vincent van Gogh’s letters – took place under the watchful eye of the artist in the Self-Portrait Gallery.

Activities outside the museum

Uitmarkt

We once again joined the Uitmarkt on Museumplein in 2019 to present our programme for the cultural year ahead. Jean-François Millet: *Sowing the Seeds of Modern Art*, the spring 2020 exhibition *in the Picture* and the summer exhibition *Van Gogh’s Greatest Letters* shared the limelight. A total of 3,000 sunflowers were presented to visitors to the VGM stand. The life-sized sunflower photo wall (in collaboration with Takii) was very popular with visitors.

Ajax victory celebrations on Museumplein

The VGM shares the city with numerous other Amsterdam icons: on the afternoon of 16 May 2019, Museumplein hosted victory celebrations for AFC Ajax to mark the team winning the national championship. Thousands of exuberant supporters attended the event and a crowded Museumplein congratulated the club on its achievements. Extensive precautions were taken, and the VGM closed its doors to visitors early in the afternoon. All involved reflected on an enjoyable afternoon without notable incidents. The event generated a great deal of positive publicity for Museumplein and the cultural institutions located on the square.

Publications

VGM publications present the results of the latest research into the collection, provide enthusiasts with information about the life and work of Van Gogh that inspires and enriches them, support the programme of exhibitions and introduce children to Van Gogh’s famous artworks. All publications are written by Van Gogh Museum specialists or by experts commissioned by the museum. Highlights from 2019 included the successful catalogue *Hockney – Van Gogh: The Joy of Nature*, the scholarly publication *Van Gogh’s Sunflowers Illuminated. Art Meets Science*, a completely renewed *Masterpieces in the Van Gogh Museum* in 11 languages, and the long-awaited biography *All for Vincent. The Life of Jo van Gogh-Bonger*.

DEPARTURE OF DIRECTOR AXEL RÜGER

Portret/Portrait 2006–2019 was published to mark the departure of Director Axel Rüger after 13 years at the museum. This Dutch/English publication offers a portrait of a museum in full bloom, reflecting on the many highlights of Rüger’s directorship, such as the opening of the new Entrance Hall in 2015, and introducing the most notable additions to the collection during his time at the museum.
Overview of 2019

Please see the appendices for a complete overview of our Supporters remarkable ambitions on a project-by-project basis.

It is thanks to our supporters that we are able to dedicate ourselves to our mission of enriching and inspiring as many people as possible with the life and work of Vincent van Gogh. 2019 was characterized by stable retention of and steady growth in the number of partners, funds, donors and members of our private circles of friends. This support is vital to the museum. Our friends reinforce the museum’s network, while one-off donations help the VGM to achieve its remarkable ambitions on a project-by-project basis. Please see the appendices for a complete overview of our Supporters (p. 72).

Van Gogh Europe

Under the title Van Gogh Europe, the VGM has been collaborating since 2012 with some 30 institutions in the Netherlands, Belgium, England and France to provide access to the many locations where Vincent van Gogh lived and worked. In 2019, Mirou Halbesma (at the time, Director of Public Affairs at the VGM) was appointed as Chair of this European network. The successful online campaign #FollowVanGogh was expanded to include new videos about London and a video about all of the partners. The mission was reformulated, the brochure was republished, and a new strategic plan and annual report were produced. The focus of the network is on educational projects, European reputation, the expansion of the network, improving online channels and the website, and on boosting the financial resources available to realize its ambitions.

Supporters

The VGM media presence – in terms of volume, quality and diversity of subjects – once again increased in 2019, in both traditional and non-traditional media, national and international. International partnerships with renowned institutes and brands has allowed the VGM to position itself even more emphatically as the leading knowledge institute on Van Gogh and home to the largest collection of his works. The successful opening of the Meet Vincent van Gogh Experience in Barcelona provided an additional boost to renewed media interest in the VGM’s mission. A notable highlight in early 2019 was the announcement that, following extensive examination, Sunflowers (1889) would require minor conservation treatment and would no longer be leaving the museum. The accompanying summer exhibition and the scholarly publication generated a great deal of specialized media coverage.

Other highlights included the overwhelming interest in the exhibition Hockney – Van Gogh: The Joy of Nature, and the return of the two Van Gogh works recovered in 2016 to public display at the museum following extensive conservation treatment. The auction of ‘Vincent’s revolver’ allowed the museum to shine as a veritable encyclopedia for journalists. Various collaborations with major documentary and film producers, such as ARTE and Sky Arts, were brought into being in 2019, and the long-awaited biography of Jo van Gogh-Bonger was launched to great media acclaim. Reviews for the autumn exhibition Jean-François Millet: Sowing the Seeds of Modern Art were especially favourable. Late in the year, the VGM had another surprise in store for the international media: the acquisition – together with the Drents Museum – of the early Van Gogh work Peasant Burning Weeds (1883).

Press

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Individual giving

Legacy

Jo van Gogh-Bonger Circle

In 2019, the VGM added two names to the circle created to honour Van Gogh enthusiasts who have mentioned the VGM in their will.

Major donors

In 2019, a number of loyal donors supported significant projects at the museum. The generous support of The Yellow House members Howard and Roberta Ahmanson facilitated a five-year programme to train a junior researcher at the museum to become a Van Gogh expert. Generous donations in 2019 also facilitated the acquisition of works to further enrich the collection, such as the support of The Yellow House members Mr and Mrs Cheung Chung Kiu, which made it possible for the museum to acquire a letter by Vincent van Gogh to Albert Aurier, and the indispensable support of the Triton Collection Foundation – another member of The Yellow House – for the acquisition of the pastel Woman Bathing (c. 1886) by Edgar Degas. The PACCAR Foundation also offered the museum generous and additional support in 2019 for the purchase of X-ray equipment to be used in the PACCAR Foundation Vision Studio, which was developed for this purpose. We are very grateful to all of our donors for their support.

Circles of friends

The Yellow House

New members from the Netherlands, the United States and the United Kingdom joined The Yellow House in 2019. The Yellow House was also pleased to welcome its first Life Member: Mr M.C. Pigott. This year, members of The Yellow House paid a memorable visit to Museum Voorlinden, where we were warmly welcomed by The Yellow House member Joop van Caldenborgh and his team. The annual The Yellow House Dinner with members, held on location next to a masterpiece at the museum, marked its fifth anniversary with a special edition. Renowned chef Bas van Kranen from the restaurant Bord’Eau created an outstanding menu for this superlative evening, which this year was once again fully sponsored by Hotel de l’Europe. In 2019, donations from members of The Yellow House were used for the acquisition of Woman Bathing by Edgar Degas from c. 1886.

The Sunflower Collective

The Sunflower Collective grew considerably in 2019: the number of patrons increased from 70 to 85, and for the first time, Asian donors from Japan and China joined the collective. Members travelled in Van Gogh’s footsteps for the third time, this year to London, where Vincent lived from 1873 to 1876. The year was brought to a celebratory close with the first The Sunflower Collective Dinner, during which passages from Vincent’s letters were read aloud. In 2019, donations from The Sunflower Collective were fittingly used for the realization of the successful summer exhibition Van Gogh and the Sunflowers.

Vincent's Friends

During the exhibition Hockney – Van Gogh: The Joy of Nature, we saw a considerable increase in the number of Vincent’s Friends, who were also specially invited to the celebratory opening of the exhibition. The Friends’ Evening held during the exhibition Jean-François Millet: Sowing the Seeds of Modern Art was also well attended.
Corporate Partnerships
In 2019, the VGM took giant leaps towards further raising the profile of the VGM and its relations with various companies. A successful edition of the Van Gogh Museum Global Circle Japan reception was held in Tokyo, and there were a number of successful collaborations, such as Arrival of Spring LIVE with Van Lanschot, Takii Celebrate Friendship and the follow-up to In the Footsteps of Vincent van Gogh with Hyundai. The VGM thanks Sompo Japan Nipponkoa for its enduring partnership.

Main partners
After five years as a museum partner, Van Lanschot extended its partnership with the VGM. As the result of an additional annual financial contribution, Van Lanschot became a main partner of the museum. In July, the VGM and ASML signed a five-year partnership contract. ASML therefore becomes the VGM’s third main sponsor, alongside the BankGiro Loterij and Van Lanschot.

Partners
Staying true to tradition, Takii kicked-off the summer by handing out sunflowers to passers-by and visitors to the VGM. On 28 November, our partner KLM opened the fully renovated KLM Crown Lounge at Amsterdam Airport Schiphol, with exclusive exposure for the VGM. Dümmen Orange and Hull & East Yorkshire were the proud partners of the Hockney exhibition. Vranken Pommery provided the champagne for all exhibition openings at the museum.

Global Circle
New Global Circle members are Bazelmans Audio Visual, Koninklijke Talens BV, Arcagna BV, Intratuin Amsterdam and IMAP Netherlands. The VGM thanks Hotel Okura Tokyo for sponsoring the Van Gogh Museum Global Circle Japan reception. In 2019, we bade farewell to the following members: Linkaters LLP, Dai Nippon Printing and Yakult Europe. The VGM thanks them for their years of support.

Funds and foundations
This year, the museum once again received generous support from a range of funds and foundations. Our partnership with the BankGiro Loterij – the Netherlands’ largest cultural lottery – is crucial for the enrichment of the collection. We are deeply grateful to the Vincent van Gogh Foundation for their generous financial contribution, as well as for their continued trust and support. In 2019, the Mondriaan Fund and the Rembrandt Association also made significant contributions to the museum.

Fonds 21 and the VGM intensified their collaboration for Van Gogh Connects, a four-year learning pathway in which the museum examines how it can become more relevant to young Amsterdam residents with a bicultural background. The Stichting Tull Universal supported the project Van Gogh Goes to School, which aims to improve contact with schoolchildren in deprived neighbourhoods. Improvements to our digital teaching platform were supported by the Stavros Niarchos Foundation.

For Van Gogh Meets: museum visits with activities and extra guidance (70+), the museum received support from Fonds Sluyterman van Loo and RCOAK. For Feeling Van Gogh, an interactive programme developed especially for blind and partially sighted visitors, the museum received support from the Bartiméus Fonds.

The museum was delighted with the contributions it received for the exhibition Hockney – Van Gogh: The Joy of Nature. Fonds 21, the Mondriaan Fund and the Prins Bernhard Cultuurfonds supported this exhibition, and Stichting Zabawas supported the video presentation in the exhibition.

Looking ahead to 2020, the Turing Foundation agreed to support the forthcoming Klimt exhibition with a considerable contribution.

We closed the year with a remarkable acquisition. In collaboration with the Drents Museum, the VGM jointly acquired Peasant Burning Weeds (1885) by Vincent van Gogh, with support from the BankGiro Loterij, Mondriaan Fund, Rembrandt Association (with the additional support of its Themafonds Impressionisme/Claude Monet Fonds and the Prins Bernhard Cultuurfonds), the Vincent van Gogh Foundation, the Province of Drenthe, Beininger Hazewinkel Foundation, Stichting Steunfonds Drents Museum and Stichting Vrienden van het Drents Museum.
Operations

The VGM positions itself as an authority in the field of museum operations, and aspires to become one of the most sustainable museums in Europe. The museum is dedicated to being an attractive employer. The Operations sector comprises the Facilities, Security, HR and ICT departments.

Activities

Learning organization
In 2019, the museum made significant progress towards becoming a learning organization: an organization that responds to relevant trends outside the museum’s walls and in which staff are constantly improving themselves. Prompted in part by the results of a staff survey, an increasing number of activities were organized, focusing on learning, development and inspiration.

Van Gogh Strengthens
The leadership programme Van Gogh Strengthens entered its second year in 2019. Managers focused on themes including innovation, inclusive leadership, effective communication and inspirational presentation. The first element of the programme, focusing on sustainable development, was completed late in 2019 and will be repeated in 2020.

Inspiration sessions
A number of inspiration sessions were once again organized by and for all staff members in 2019, with each event hosted by a different team. The sessions focused on sustainable operations, the world of the registrars, fundraising and licensing. The aim is to learn from each other and to improve everyone’s understanding of the organization as a whole. A second edition of the Van Gogh Works campaign was also launched, staff interviews and portraits were used to introduce a variety of people and positions at the museum to the outside world.

Inclusive employer
In 2019, several short workshops were organized for all interested staff members, exploring subjects such as giving feedback, communication skills and inclusivity. Parallel to the Van Gogh Connects programme, HR is focusing on becoming a more inclusive organization and employer. Steps were made towards attracting a diverse range of talent, on capitalizing on and retaining existing talent, and integrating inclusivity throughout the organization. The ‘Connectors’ were also appointed in 2019: internal ambassadors who promote inclusivity at the museum and draw on their own professional expertise to help consider how the museum can become more inclusive.

Please see the appendices for the Social annual report (p. 66).

Buildings

Sustainability
The VGM has great aspirations for improving the sustainability of the organization. In 2019, an integrated sustainability policy was developed, based on the United Nations Sustainable Development Goals. This policy helps the entire organization to make more sustainable choices and to serve as an example in this regard. The museum also works closely with its suppliers on sustainability. One concrete example is a new collaboration with Breedweer, a cleaning company with socially responsible and circular values.

Accommodation
The accommodation vision established in 2018 served as the starting point for the development of a long-term vision for each objective. The focus was on the integrated visitor experience, capacity optimization and maximum flexibility. Expert and external research is being conducted with various stakeholders in order to ensure that the building continues to cater to the museum’s ambitions in the future.

Renovation of offices at Museumplein 6
In September 2019, the offices in the Rietveld Building at Museumplein 6 were renovated, bringing them into line with the style of the offices at Gabriël Metsuistraat 8. The colours used were inspired by the VGM collection. The offices now have a more professional appearance, and the number of work stations has increased.

Security

Profiling
In 2019, work continued on further developing the Profiling Team. The VGM is acutely aware of its surroundings and the potential associated threats. We frequently collaborate with external partners to organize drills to prepare for various scenarios. In 2019, the deployment of profilers around the museum resulted in the timely identification of potential incidents. Progress was also made regarding security awareness training sessions.

(Anti-terrorism) drills
Last summer, the VGM, Rijksmuseum and Stedelijk Museum were the setting for large-scale anti-terrorism drills, allowing security staff to train in realistic scenarios. Joint exercises with external parties resulted in significant learnings and new insights, which have been integrated into daily operations. In autumn, the museum facilitated an exercise for the Ministry of Defence (Airborne Brigade), becoming a unique setting for a drill featuring units including tracker dogs.

ICT

ICT strategy
In 2019, the ICT Department started using the Scrum/Agile methodology, which resulted in greater transparency, clarity and efficiency. Following a security assessment, a new IT security plan was drafted. The implementation of this plan will continue into 2020. Work continued on a hybrid IT environment in 2019. During the planned partial closures, the Wi-Fi infrastructure in the VGM and TMC galleries was replaced. This improved stability, which in turn also benefits the multimedia guide. As part of the Van Gogh Personalizes project, digital developments were also realized to optimize contact with visitors and clients.

Information security
The field of information security is in rapid development on the international stage. While new digital technology offers excellent opportunities, the associated risks are becoming ever greater. Topical concerns such as ransomware are also a genuine threat to the VGM. The organization is therefore dedicated to information security and protecting personal data. 2019 saw continued investment in staff awareness programmes, including through work shops. The data classification plan was also determined and work subsequently started on an information sensitivity tool for staff.
Finance

Finance & Control
The new Finance & Control Department was established on 1 October 2019, facilitating a range of significant improvements in the fields of finance and compliance. With the exception of the roles of the heads of department, the remaining positions were unaffected. For an overview of financial affairs in 2019, please see the Financial statements (p. 62).

Van Gogh Museum Enterprises

Van Gogh Museum Enterprises BV (hereinafter: VGME) is responsible for the majority of the museum’s commercial activities. VGME develops products and services inspired by the life and work of Vincent van Gogh, and is always seeking new approaches to make his work accessible to as broad an audience as possible. Activities focus on local, global and digital dimensions. VGME is a vital part of the museum’s revenue structure.

Licensing and wholesale

2019 was a successful year for licensing, achieving growth of 40% compared to 2018. This growth was especially pronounced in South Korea and China, and initial contracts were signed in the United Kingdom. There was an outstanding collaboration with The Skateroom, which resulted in the launch of a collection of art skateboards featuring iconic works by Van Gogh. Some of the proceeds from the collaboration will contribute to a project initiated by Skateistan, a non-profit children’s organization. VGME also collaborated with BN International and Beddinghouse, and Monopoly x Van Gogh Museum was introduced late in the year: a partnership combining education and commerce. Recording turnover of 1 million euros, wholesale also had a successful 2019.

In 2019, the VGM participated in two trade fairs as part of efforts to position the museum as a professional and international partner: Licensing Expo in Las Vegas and Brand Licensing Europe in London.
Buying and merchandise

Merchandise sales once again increased in 2019. Alongside greater numbers of shop visitors, this revenue growth was also due to increased sales and a higher spend per transaction. The redesigned Bookshop, offering improved accessibility, achieved record sales. The catalogue accompanying the Hockney exhibition proved to be one of the best-selling catalogues ever produced by the museum. 2019 saw a range of successful product introductions. The organization remains focused on continued professionalization designed to boost future international growth.

E-commerce

Webstore sales once again increased in 2019, up 17%, with print on demand proving to be a significant growth area. 77% of all webstore customers are international, 23% are Dutch. In terms of conversion, the leading countries outside of the Netherlands are the United States, United Kingdom, Germany, France and Italy. In 2019, various online campaigns were launched to boost awareness of and conversion to the VGM webstore. Integrated and multichannel campaigns with themes such as Van Gogh at Home, Black Friday and Gifting introduced the target group to Vincent van Gogh from a variety of perspectives. Significant growth was also achieved through the sale of licensed products in the webstore.

Meet Vincent van Gogh Experience

The Meet Vincent van Gogh Experience uses life-sized projections, detailed reproductions, multimedia interactives and quotes from Van Gogh’s letters to introduce visitors to the story of the man behind the world-famous artist. In 2019, there were successful stops in Barcelona and Seoul. In Barcelona, the Experience welcomed 160,000 visitors, and in Seoul, it attracted 75,000 visitors.
The Works Council (WC) in 2019

Who?
In February a new Works Council started, with 11 members:

- Kay Bartelink
- Ayxela Badillo
- Gato Bash
- Peter Duijvestijn (secretary)
- Marjin Eijkenboom (vice chair)
- Jost van der Helm
- Marsha Ukema
- Barbara Bobrovnik
- Pepijn Schaafsma
- Pepijn Schaafsma (vice chair)
- Catherine Wolfs (vice chair)

Anita van Stal (not a member of the WC, administrative secretary)

Meetings
6 meetings a year with the Board of Directors and HR and 1 Article 24 meeting with the Board of Directors to discuss sustainability, the burden on expertise and limits to growth

2 WC meetings a month

Activities
3 requests for advice, regarding the revision of the organization of museum guides, financial governance and the appointment of the new Director

And ...
1 kick-off training session for the new Works Council, in which 3 spearheads were determined:
- limits to growth
- internal communications
- pillarisation

The Works Council also reported:
- The launch of a KlankbOrd (feedback) group in October, in which 15 colleagues participate
- The first edition of a bORrel (constructive after-work drinks) in November, during which colleagues from numerous different departments discussed various proposals

(c) Ymke Pas
'How wonderful it will be to sail down the Thames and across the sea, and then those friendly Dutch dunes and that small tower that one already sees from a great distance.'

Vincent van Gogh to his brother Theo, Isleworth 1876
Overview of the organization

Composition of the Supervisory Board
Professor J. (Jaap) Winter (Chair, appointed 09/2017; 09/2015 - 09/2023; second term)
Professor of International Company Law at the University of Amsterdam; Professor of Corporate Law, Governance and Behaviour at the VU Amsterdam; Distinguished Visiting Professor of Corporate Governance at the INSEAD Business School
Ancillary activities: member of the Van Gogh Museum Supervisory Board; member of the Board of the Goldschmeding Foundation; commissioner for Randstad.

Mr H. (Hein) van Beuningen (member of audit committee, appointed 11/2012 – 11/2020; second term) Member of the Board of Teslin Capital Management B.V.
Ancillary activities: member of the Van Gogh Museum Supervisory Board; member of the Board of the Carré Foundation.

Mr G. (Gary) Tinterow (01/2014 – 01/2022; second term)
Director of the Museum of Fine Arts, Houston, United States
Ancillary activities: member of the Van Gogh Museum Supervisory Board; President of the Houston Museum District Association.

Ms J.E.M. (Jacobina) Brinkman (Chair of audit committee, appointed 09/2017; 02/2017 – 02/2021; first term)
Partner at PwC
Ancillary activities: member of the Van Gogh Museum Supervisory Board; Chair of Women Inc; member of the Supervisory Board of NTR; member of the Performing Arts Fund NL; Supervisory Board; member of the Supervisory Board and Audit Committee of Stadsherstel Amsterdam.

Ms M. (Maurine) Alma (05/2018 – 05/2022; first term)
Chief Marketing Officer at Takeaway.com
Ancillary activities: member of the Van Gogh Museum Supervisory Board; member of the Board of Supervisory Directors Floramedia Group B.V.; member of the Supervisory Board of Diabetes Fonds.

Ms M. (Marian) Spier (07/2019 – 07/2023; first term)
CEO of IAMarian
Ancillary activities: member of the Van Gogh Museum Supervisory Board; member of the Stichting Het HEM Board of Directors; member of the Seed Capital Advisory Committee; member of the Rutgers Supervisory Board; member of the Board of Well Made Productions; Member of of the Board of VandenEnde Foundation; member of the Stichting ZAAM Supervisory Board, member of the Board of We Make The City, founder TEDxAmsrderdamWomen.

Composition of the Vincent van Gogh Foundation
Until 25 June 2019
Ms J. (Josien) van Gogh (Chair)
Mr V.W. (Willem) van Gogh LLM (member of the Board)
Ms S.E. (Sylvia) Cramer (member of the Board)
Mr A.P.M. (Sander) Bersee MSc (member of the Board)

From 25 June 2019
Ms J. (Josien) van Gogh (Chair)
Mr V.W. (Willem) van Gogh LLM (member of the Board)
Ms B. (Barbara) Vroom-Cramer LLM (member of the Board)
Ms C.A.M.E. (Christanne) Mattijssen LLM (member of the Board)
The consolidated income of the VGM group for 2019 was EUR 70.3 million, EUR 6.3 million higher than estimated and EUR 5.5 million higher than in 2018. At 2,134,778 the number of visitors was slightly below the 2018 level, when the VGM received a total of 2,161,160 visitors. The average admission fee revenue per visitor rose from EUR 14.16 to EUR 14.71 as a result of the increase in the price of admission tickets in 2018. On balance, lower visitor numbers but higher average admission fee revenue per visitor resulted in an increase of EUR 452,293 in entrance revenues in 2019 compared to 2018. The total admission fee revenue in 2019 was EUR 31.1 million, compared to 2018 EUR 30.6 million. Sales of multimedia tours remained excellent, amounting to EUR 3.3 million, and 33% of visitors took a multimedia tour 2019, compared to 30% in 2018. VGME sales in 2019 showed a good rise of EUR 1.9 million to a total of EUR 18.1 million.

Consolidated balance sheet as at 31 December 2019
(after appropriation of profit)

Fixed assets
- Intangible fixed assets
  - 3,500
- Tangible fixed assets
  - 14,896,630
- Financial fixed assets
  - 15,902,028
- Total assets
  - 30,792,158

Current assets
- Inventories
  - 2,817,191
- Receivables
  - 10,902,027
- Cash and cash equivalents
  - 19,092,562
- Total current assets
  - 32,417,806

Group equity
- 39,748,196

Financial statements

Consolidated statement of income and expenses 2019

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<thead>
<tr>
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<th>2019 EUR</th>
<th>Budget 2019 EUR</th>
<th>2018 EUR</th>
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<tr>
<td>Income</td>
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<td>Direct revenues</td>
<td>36,778,279</td>
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<td>Indirect revenues</td>
<td>20,764,242</td>
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<td>Other grants and contributions</td>
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<td>Total income</td>
<td>70,198,683</td>
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</tbody>
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Operating result

Sales revenue

Cost of sales

Gross profit

Other operating expenses

Operating result

Net interest income and expenses

Movements in the value of receivables which are part of the current assets and securities

Result from ordinary operations before tax

Tax on result

Result from ordinary operations after tax

Change in acquisition fund

Result after tax

Company balance sheet as at 31 December 2019
(after appropriation of profit)

Fixed assets
- Tangible fixed assets
  - 14,138,823
- Financial fixed assets
  - 20,227,529
- Total assets
  - 34,366,352

Current assets
- Receivables
  - 9,483,613
- Cash and cash equivalents
  - 16,992,893
- Total current assets
  - 26,476,506

Group equity
- 38,594,580

Equity
- General reserve
  - 28,205,505
- Special purpose reserve
  - 11,117,265
- Special purpose fund
  - 788,047
- Total equity
  - 39,410,817

Acquisition fund
- 1,762,586

Provisions
- 7,490,084

Non-current liabilities
- 1,099,534

Current liabilities
- 7,207,364

Total liabilities
- 60,843,258

Net assets
- 62,000,015
### Company statement of income and expenses for 2019

<table>
<thead>
<tr>
<th></th>
<th>Balance 2019</th>
<th>Budget 2019</th>
<th>Balance 2018</th>
</tr>
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<tbody>
<tr>
<td></td>
<td>EUR</td>
<td>EUR</td>
<td>EUR</td>
</tr>
<tr>
<td><strong>Income</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Ticket sales</td>
<td>31,053,673</td>
<td>29,830,963</td>
<td>30,601,589</td>
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<tr>
<td><strong>Total public revenues</strong></td>
<td>29,063,673</td>
<td>28,600,963</td>
<td>30,601,589</td>
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<tr>
<td>Sponsorship income</td>
<td>1,026,724</td>
<td>1,250,000</td>
<td>1,195,003</td>
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<tr>
<td>Other direct income</td>
<td>4,996,178</td>
<td>5,079,650</td>
<td>3,609,342</td>
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<tr>
<td><strong>Total direct revenues</strong></td>
<td>5,923,600</td>
<td>6,329,650</td>
<td>4,605,342</td>
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<tr>
<td>Indirect revenues</td>
<td>2,768,761</td>
<td>2,378,400</td>
<td>2,173,267</td>
</tr>
<tr>
<td><strong>Total indirect revenues</strong></td>
<td>2,768,761</td>
<td>2,378,400</td>
<td>2,173,267</td>
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<tr>
<td>Individuals inst. fixed associations</td>
<td>778,469</td>
<td>580,000</td>
<td>557,879</td>
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<td>Private funds / companies</td>
<td>2,037,156</td>
<td>1,720,000</td>
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<td>Charity lotteries</td>
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<td>2,060,000</td>
<td>2,074,178</td>
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<tr>
<td><strong>Total contributions from private funds</strong></td>
<td><strong>4,876,442</strong></td>
<td><strong>4,030,000</strong></td>
<td><strong>3,065,430</strong></td>
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<tr>
<td><strong>OCW Grants</strong></td>
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<td></td>
<td></td>
</tr>
<tr>
<td>OCW Heritage law part of accommodation function</td>
<td>5,782,151</td>
<td>5,413,546</td>
<td>5,296,658</td>
</tr>
<tr>
<td>OCW Heritage law part of collection fund</td>
<td>654,003</td>
<td>649,478</td>
<td>636,478</td>
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<tr>
<td>OCW Exploitation subsidies</td>
<td>1,495,642</td>
<td>1,484,390</td>
<td>1,457,886</td>
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<td><strong>Total subsidies</strong></td>
<td>7,931,800</td>
<td>7,546,414</td>
<td>7,201,212</td>
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<tr>
<td><strong>Total income</strong></td>
<td>52,095,412</td>
<td>48,080,227</td>
<td>48,555,754</td>
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<tr>
<td><strong>Expenses</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Personnel costs</td>
<td>22,436,511</td>
<td>21,258,201</td>
<td>20,627,425</td>
</tr>
<tr>
<td>Depreciation of tangible fixed assets</td>
<td>3,930,560</td>
<td>3,946,069</td>
<td>3,993,000</td>
</tr>
<tr>
<td>Accommodation costs</td>
<td>8,021,167</td>
<td>7,880,096</td>
<td>8,079,424</td>
</tr>
<tr>
<td>Acquisitions</td>
<td>10,874,330</td>
<td>2,060,000</td>
<td>2,717,265</td>
</tr>
<tr>
<td>Costs of permanent collection</td>
<td>3,547,961</td>
<td>3,946,232</td>
<td>3,054,823</td>
</tr>
<tr>
<td>Costs of temporary exhibitions</td>
<td>2,807,298</td>
<td>3,051,000</td>
<td>3,052,616</td>
</tr>
<tr>
<td>Cost for collection function</td>
<td>547,419</td>
<td>461,200</td>
<td>395,827</td>
</tr>
<tr>
<td>Scientific costs</td>
<td>267,588</td>
<td>439,000</td>
<td>204,204</td>
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<tr>
<td>General and overhead costs</td>
<td>4,487,715</td>
<td>4,179,039</td>
<td>3,769,730</td>
</tr>
<tr>
<td><strong>Total expenses</strong></td>
<td>56,432,260</td>
<td>45,947,496</td>
<td>41,703,646</td>
</tr>
<tr>
<td><strong>Operating result</strong></td>
<td>-4,336,848</td>
<td>-7,867,269</td>
<td>-3,147,892</td>
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<tr>
<td><strong>Net interest income and expenses</strong></td>
<td>755,590</td>
<td>68,000</td>
<td>58,459</td>
</tr>
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<td><strong>Result from ordinary operations</strong></td>
<td>-3,281,258</td>
<td>-2,998,761</td>
<td>-4,119,640</td>
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<tr>
<td><strong>Result from participation</strong></td>
<td>-527,789</td>
<td>-2,941,903</td>
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<tr>
<td><strong>Change in acquisition fund</strong></td>
<td>7,642,495</td>
<td>-</td>
<td>203,670</td>
</tr>
<tr>
<td><strong>Result</strong></td>
<td>3,827,448</td>
<td>2,988,761</td>
<td>6,610,279</td>
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</table>

### Company functional operating account 2019

<table>
<thead>
<tr>
<th></th>
<th>Total</th>
<th>Public activities</th>
<th>Collection management</th>
<th>General management</th>
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<tbody>
<tr>
<td><strong>Income</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Direct revenues</td>
<td>Public revenue</td>
<td>31,053,673</td>
<td>31,053,673</td>
<td>-</td>
</tr>
<tr>
<td></td>
<td>Sponsorship revenue</td>
<td>1,026,724</td>
<td>1,026,724</td>
<td>-</td>
</tr>
<tr>
<td></td>
<td>Other direct revenue</td>
<td>4,996,178</td>
<td>4,996,178</td>
<td>-</td>
</tr>
<tr>
<td></td>
<td>Indirect revenue</td>
<td>2,768,761</td>
<td>2,768,761</td>
<td>-</td>
</tr>
<tr>
<td><strong>Total revenues</strong></td>
<td>35,956,136</td>
<td>35,956,136</td>
<td>845,512</td>
<td>845,512</td>
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<tr>
<td><strong>OCW Grant</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>OCW Heritage Act accommodation portion</td>
<td>5,782,151</td>
<td>4,859,621</td>
<td>295,516</td>
<td>619,534</td>
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<tr>
<td>OCW Heritage Act collection management portion</td>
<td>654,003</td>
<td>654,003</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>OCW Operating grants</td>
<td>1,495,642</td>
<td>1,495,642</td>
<td>-</td>
<td>-</td>
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<tr>
<td><strong>Other grants and contributions</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>Grants from public funds</td>
<td>-</td>
<td>-</td>
<td>3,235,529</td>
<td>-</td>
</tr>
<tr>
<td>Contributions from private funds</td>
<td>4,876,442</td>
<td>1,643,513</td>
<td>3,235,529</td>
<td>-</td>
</tr>
<tr>
<td><strong>Total contributions</strong></td>
<td>12,014,276</td>
<td>8,208,541</td>
<td>4,805,748</td>
<td>619,534</td>
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<tr>
<td><strong>Total income</strong></td>
<td>48,369,432</td>
<td>47,168,447</td>
<td>4,185,748</td>
<td>1,086,017</td>
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<tr>
<td><strong>Expenses</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Personnel costs</td>
<td>22,436,511</td>
<td>21,258,201</td>
<td>20,627,425</td>
<td>-</td>
</tr>
<tr>
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<td>3,930,560</td>
<td>3,946,069</td>
<td>3,993,000</td>
<td>-</td>
</tr>
<tr>
<td>Accommodation costs</td>
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<td>7,880,096</td>
<td>8,079,424</td>
<td>-</td>
</tr>
<tr>
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<td>10,874,330</td>
<td>2,060,000</td>
<td>2,717,265</td>
<td>-</td>
</tr>
<tr>
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<td>3,946,232</td>
<td>3,054,823</td>
<td>-</td>
</tr>
<tr>
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<td>2,807,298</td>
<td>3,051,000</td>
<td>3,052,616</td>
<td>-</td>
</tr>
<tr>
<td>Cost for collection function</td>
<td>547,419</td>
<td>461,200</td>
<td>395,827</td>
<td>-</td>
</tr>
<tr>
<td>Scientific costs</td>
<td>267,588</td>
<td>439,000</td>
<td>204,204</td>
<td>-</td>
</tr>
<tr>
<td>General and overhead costs</td>
<td>4,487,715</td>
<td>4,179,039</td>
<td>3,769,730</td>
<td>-</td>
</tr>
<tr>
<td><strong>Total expenses</strong></td>
<td>56,432,260</td>
<td>45,947,496</td>
<td>41,703,646</td>
<td>-</td>
</tr>
<tr>
<td><strong>Total operating result</strong></td>
<td>-8,462,828</td>
<td>-7,867,269</td>
<td>-3,147,892</td>
<td>-</td>
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<tr>
<td><strong>Result from ordinary operations</strong></td>
<td>-4,872,864</td>
<td>24,302,194</td>
<td>-12,327,290</td>
<td>-16,077,753</td>
</tr>
<tr>
<td>Net interest income and expenses</td>
<td>765,698</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Change in acquisition fund</td>
<td>7,642,495</td>
<td>-</td>
<td>7,642,495</td>
<td>-</td>
</tr>
<tr>
<td><strong>Other result</strong></td>
<td>8,407,103</td>
<td>-</td>
<td>7,642,495</td>
<td>-</td>
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<tr>
<td><strong>Total operating result</strong></td>
<td>5,047,241</td>
<td>24,302,194</td>
<td>-12,327,290</td>
<td>-16,077,753</td>
</tr>
</tbody>
</table>

### Financial statements

64 Appendices
65 Financial statements
## Social annual report

### Van Gogh Museum Foundation

<table>
<thead>
<tr>
<th>Sector</th>
<th>Fte</th>
<th>Number of employees</th>
</tr>
</thead>
<tbody>
<tr>
<td>Management Staff</td>
<td>18.22</td>
<td>19</td>
</tr>
<tr>
<td>Museum Affairs</td>
<td>60.36</td>
<td>67</td>
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<tr>
<td>Public Affairs</td>
<td>67.73</td>
<td>89</td>
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<td>Operations</td>
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<td>111</td>
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<tr>
<td><strong>Total</strong></td>
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</table>

### Van Gogh Museum Enterprises

<table>
<thead>
<tr>
<th>Sector</th>
<th>Fte</th>
<th>Number of employees</th>
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<tr>
<td>VGME</td>
<td>47.93</td>
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### Management Staff

<table>
<thead>
<tr>
<th>Sector</th>
<th>Full-time</th>
<th>Part-time</th>
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<tbody>
<tr>
<td>Management Staff</td>
<td>14</td>
<td>10%</td>
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<tr>
<td>Museum Affairs</td>
<td>36</td>
<td>26%</td>
</tr>
<tr>
<td>Public Affairs</td>
<td>36</td>
<td>26%</td>
</tr>
<tr>
<td>Operations</td>
<td>52</td>
<td>38%</td>
</tr>
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<td><strong>Total</strong></td>
<td>138</td>
<td>100%</td>
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### Type of contract

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<th>Sector</th>
<th>Fixed-term contract</th>
<th>Permanent contract</th>
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<tr>
<td>Management Staff</td>
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<td>3%</td>
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<tr>
<td>Museum Affairs</td>
<td>16</td>
<td>25%</td>
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<tr>
<td>Public Affairs</td>
<td>23</td>
<td>36%</td>
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<tr>
<td>Operations</td>
<td>23</td>
<td>36%</td>
</tr>
<tr>
<td><strong>Total</strong></td>
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<td>100%</td>
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</table>

### Staff turnover

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<tr>
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<th>Incoming</th>
<th>Outgoing</th>
</tr>
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<tr>
<td>Management Staff</td>
<td>2</td>
<td>6%</td>
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<tr>
<td>Museum Affairs</td>
<td>4</td>
<td>11%</td>
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<tr>
<td>Public Affairs</td>
<td>17</td>
<td>49%</td>
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<tr>
<td>Operations</td>
<td>12</td>
<td>34%</td>
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<td><strong>Total</strong></td>
<td>35</td>
<td>100%</td>
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</table>

### Age

<table>
<thead>
<tr>
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<th>Number of employees</th>
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<td>15</td>
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<tr>
<td>25–34</td>
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<td>35–44</td>
<td>63</td>
</tr>
<tr>
<td>45–54</td>
<td>82</td>
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<tr>
<td>55–64</td>
<td>52</td>
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<tr>
<td>65+</td>
<td>2</td>
</tr>
<tr>
<td><strong>Total</strong></td>
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</tbody>
</table>

### Length of service in years

<table>
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<th>Number of employees</th>
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<tr>
<td>&lt; 1</td>
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<tr>
<td>1–4</td>
<td>124</td>
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<tr>
<td>5–9</td>
<td>58</td>
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<tr>
<td>10–14</td>
<td>36</td>
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<td>15–19</td>
<td>8</td>
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<tr>
<td>20–24</td>
<td>16</td>
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<tr>
<td>&gt; 24</td>
<td>11</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>286</td>
</tr>
</tbody>
</table>
Acquisitions

Pierre Bonnard (1867–1947), The Skaters (Les Patineurs), 1890–92, pencil, watercolour, ink and pen on paper, 29.7 × 45.5 cm, Van Gogh Museum, Amsterdam (purchased with support from the BankGiro Loterij), d1217S2019

François Bonvin (1817–1887), The Printmaker (Le graveur), 1861, etching and drypoint on paper, 48.8 × 32.9 cm, Van Gogh Museum, Amsterdam, p2967S2019

François Bonvin (1817–1887), Still Life with Etching Tools (Les outils du graveur), 1861, etching on paper, 43.8 × 30.2 cm, Van Gogh Museum, Amsterdam, p2968S2019

Gustave Caillebotte (1848–1894), Plate of Peaches, 1882, oil on canvas, 38 × 46.4 cm, Van Gogh Museum, Amsterdam (purchased with support from the BankGiro Loterij), s0546S2019

Edgar Degas (1834–1917), Woman Bathing, c. 1886, pastel crayon on paper on cardboard, 72.5 × 57.2 cm, Van Gogh Museum, Amsterdam (purchased with the support of the BankGiro Loterij, the Mondriaan Fund, the Triton Collection Foundation and the Members of The Yellow House Foundation), d1218S2019

Edgar Degas (1834–1917), Three Subjects (The Toilette; Marcellin Desboutin; café-concert) (Planche aux trois sujets (la toilette, Desboutin, café-concert)), 1876–78, lithograph on paper, 26.9 × 34.5 cm, Van Gogh Museum, Amsterdam (purchased with support from the BankGiro Loterij), p2964S2019

Edgar Degas (1834–1917), In Les Ambassadeurs: Mlle Bécat (Aux Ambassadeurs : Mlle Bécat), 1877–78, lithograph on paper, 35 × 27 cm, Van Gogh Museum, Amsterdam (purchased with support from the BankGiro Loterij), p2965S2019

Edgar Degas (1834–1917), My feeble charms appeared to move the King (De mes faibles attraits le Roi parut frappé), c. 1821, lithograph on paper, 26.7 × 18.5 cm, Van Gogh Museum, Amsterdam, p3021S2019

Eugène Delacroix (attributed to), My dear, (Et toi, mon chéri ?) from the series Les Lorettes Vieilles, Masques et Visages, 1853, lithograph on paper, 20 × 16 cm, Van Gogh Museum, Amsterdam, p2892S2019

Eugène Delacroix (attributed to), The Gods (Te atua) from the series Noa Noa, 1893–94, colour woodcut on paper, 25 × 40 cm, Van Gogh Museum, Amsterdam (purchased with support from the BankGiro Loterij), p2973S2019

Eugène Delacroix (attributed to), How about you, dearie? (Et toi, mon chéri ?) from the series Les Lorettes Vieilles, Masques et Visages, 1853, lithograph on paper, 20 × 16 cm, Van Gogh Museum, Amsterdam, p2892S2019

Eugène Delacroix (attributed to), Peasant Burning Weeds, 1883, oil on canvas on panel, 30.5 × 39.5 cm, Van Gogh Museum, Amsterdam / Drents Museum, Assen (purchased with support from the BankGiro Loterij, Mondriaan Fund, Rembrandt Association (with the additional support of its Themafonds Impressionisme/Claude Monet Fonds and the Prins Bernhard Cultuurfonds), Vincent van Gogh Foundation, Province of Drenthe, Stichting Beringer Hazeninkel, Stichting Stedensfonds Drents Museum and Stichting Vrienden van het Drents Museum), s0548S2019

Vincent van Gogh (1853–1890), Strip with three sketches of a Woman Walking, Viewed from the Back; a Sitting Man (en face) and a Sitting Woman (en profil), 1886, pencil on paper, 28.1 × 5.1 cm, Van Gogh Museum, Amsterdam (purchased with support from the BankGiro Loterij), d1216S2019

Vincent van Gogh (1853–1890), The Stairs (L’Escalier), 1883, oil on canvas on panel, 30.5 × 39.5 cm, Van Gogh Museum, Amsterdam / Drents Museum, Assen (purchased with support from the BankGiro Loterij, Mondriaan Fund, Rembrandt Association (with the additional support of its Themafonds Impressionisme/Claude Monet Fonds and the Prins Bernhard Cultuurfonds), Vincent van Gogh Foundation, Province of Drenthe, Stichting Beringer Hazeninkel, Stichting Stedensfonds Drents Museum and Stichting Vrienden van het Drents Museum), p3023S2019

Paul Gauguin (1804–1866), Brunette with Brandy (Une brune à l’eau de vie) from the series Par-ci, par-la, 1857, lithograph on paper, 20 × 16.1 cm, Van Gogh Museum, Amsterdam, p2986S2019

Paul Gauguin (1804–1866), After you, Sir! (Après vous, monsieur !) from the series Les Lorettes, 1843, lithograph on paper, 20.4 × 15.8 cm, Van Gogh Museum, Amsterdam, p2985S2019

Paul Gauguin (1804–1866), Mes files me ressemblent : elles n’aiment pas le lapin, 1846, lithograph on paper, 23.7 × 21.1 cm, Van Gogh Museum, Amsterdam, p2984S2019

Paul Gauguin (1804–1866), How about you, dearie? (Et toi, mon chéri ?) from the series Les Lorettes Vieilles, Masques et Visages, 1853, lithograph on paper, 20 × 16 cm, Van Gogh Museum, Amsterdam, p2892S2019

Paul Gauguin (1804–1866), Peasant Burning Weeds, 1883, oil on canvas on panel, 30.5 × 39.5 cm, Van Gogh Museum, Amsterdam / Drents Museum, Assen (purchased with support from the BankGiro Loterij, Mondriaan Fund, Rembrandt Association (with the additional support of its Themafonds Impressionisme/Claude Monet Fonds and the Prins Bernhard Cultuurfonds), Vincent van Gogh Foundation, Province of Drenthe, Stichting Beringer Hazeninkel, Stichting Stedensfonds Drents Museum and Stichting Vrienden van het Drents Museum), p3023S2019

Hans van G蹑 (1821–1885), Peasant Burning Weeds, 1883, oil on canvas on panel, 30.5 × 39.5 cm, Van Gogh Museum, Amsterdam / Drents Museum, Assen (purchased with support from the BankGiro Loterij, Mondriaan Fund, Rembrandt Association (with the additional support of its Themafonds Impressionisme/Claude Monet Fonds and the Prins Bernhard Cultuurfonds), Vincent van Gogh Foundation, Province of Drenthe, Stichting Beringer Hazeninkel, Stichting Stedensfonds Drents Museum and Stichting Vrienden van het Drents Museum), d1216S2019

Vincent van Gogh (1853–1890), Trié proof of The Chairs (L’Echelle), lithograph on paper, 36.7 × 27.6 cm, Van Gogh Museum, Amsterdam, p2987S2019

Paul Gauguin (1804–1866), From the series Les Lorettes, 1893–94, colour woodcut on paper, 32.3 × 23.6 cm, Van Gogh Museum, Amsterdam, p2988S2019

Paul Gauguin (1804–1866), The Magic Lantern (La Lanterne magique) from the series Les Artistes anciens et modernes, 1854, lithograph on paper, 45.1 × 31.4 cm, Van Gogh Museum, Amsterdam, p2989S2019

Théodore Géricault, The Giaour, 1820, lithograph on paper, 25.6 × 32.9 cm, Van Gogh Museum, Amsterdam, p3023S2019

Vincent van Gogh (1853–1890), Peasant Burning Weeds, 1883, oil on canvas on panel, 30.5 × 39.5 cm, Van Gogh Museum, Amsterdam / Drents Museum, Assen (purchased with support from the BankGiro Loterij, Mondriaan Fund, Rembrandt Association (with the additional support of its Themafonds Impressionisme/Claude Monet Fonds and the Prins Bernhard Cultuurfonds), Vincent van Gogh Foundation, Province of Drenthe, Stichting Beringer Hazeninkel, Stichting Stedensfonds Drents Museum and Stichting Vrienden van het Drents Museum), d1216S2019

Vincent van Gogh (1853–1890), The Magician (Le Magicien), 1853–90, Strip with three sketches of a Woman Walking, Viewed from the Back; a Sitting Man (en face) and a Sitting Woman (en profil), 1886, pencil on paper, 28.1 × 5.1 cm, Van Gogh Museum, Amsterdam (purchased with support from the BankGiro Loterij), d1216S2019

Henri Charles Guérard (1846–1897), 30 prints, woodcuts and other techniques, different dimensions, Van Gogh Museum, Amsterdam, p2990S2019 t/m p3019S2019

Adolphe Maillet (1861–1944), Nude Woman Lying on Her Stomach (Femme nue étendue à plat ventre), 1894, woodcut on paper, 18 × 29.3 cm, Van Gogh Museum, Amsterdam, p2969S2019

Gabriele Münter (1877–1962), House in the Winter Sun, c. 1909, oil on cardboard, 32.8 × 40.6 cm, Van Gogh Museum, Amsterdam (purchased with support from the BankGiro Loterij), s0547S2019

Ker-Kavier Roussel (1884–1903), Jean Roussel, 26 août 1896, 1896, colour lithograph on paper, 12.7 × 8.4 cm, Van Gogh Museum, Amsterdam, p2974S2019
Ker-Xavier Roussel (1848–1903), Trial proof of Figures Beside the Sea (Personnages au bord de la mer) from the series Paysages, 1900–41, colour lithograph and pastel crayon on paper, 40.9 × 51.7 cm, Van Gogh Museum, Amsterdam, p2975S2019

Ker-Xavier Roussel (1848–1903), Trial proof of Woman in Red, in a Landscape (Femme en rouge dans un paysage) from the series Paysages, 1900–41, colour lithograph and pastel crayon on paper, 40.5 × 52.9 cm, Van Gogh Museum, Amsterdam, p2976S2019

Ker-Xavier Roussel (1848–1903), Trial proof of Woman in a Striped Dress (Femme en robe à rayures) from the series Paysages, 1900–41, colour lithograph and pastel crayon on paper, 40.9 × 53.8 cm, Van Gogh Museum, Amsterdam, p2977S2019

Ker-Xavier Roussel (1848–1903), Trial proof of Women Bathing (Baigneuses) from the series Paysages, 1900–41, colour lithograph and pastel crayon on paper, 40.6 × 53.1 cm, Van Gogh Museum, Amsterdam, p2978S2019

Ker-Xavier Roussel (1848–1903), Trial proof of Cupids Playing Around a Nymph (Amours jouant auprès d'une nymphe) from the series Paysages, 1900–41, colour lithograph and pastel crayon on paper, 40.1 × 52.6 cm, Van Gogh Museum, Amsterdam, p2979S2019

Ker-Xavier Roussel (1848–1903), Trial proof of Women in the Countryside (Femmes dans la campagne) from the series Paysages, 1900–41, colour lithograph and pastel crayon on paper, 40.8 × 52.5 cm, Van Gogh Museum, Amsterdam, p2980S2019

Henri de Toulouse-Lautrec (1864–1901), Country Outing (Partie de Campagne), 1897, colour lithograph on paper, 39.8 × 51.5 cm, Van Gogh Museum, Amsterdam (purchased with support from the BankGiro Loterij), p2981S2019

Edouard Vuillard (1868–1940), Preparatory drawing for The Two Sisters-in-Law (Les deux belles-soeurs) from the series Paysages et intérieurs, 1896–99, pencil and chalk on paper, 15.6 × 9.9 cm, Van Gogh Museum, Amsterdam, d1214S2019

Edouard Vuillard (1868–1940), Trial proof of Interior with a Hanging Lamp (Intérieur à la suspension) from the series Paysages et intérieurs, colour lithograph on paper, 47 × 34 cm, Van Gogh Museum, Amsterdam, p3020S2019

Gifts

Letter from Vincent van Gogh to Albert Aurier, 1890, pen in ink on paper, 26.9 × 21.1 cm, Van Gogh Museum, Amsterdam (gift of Mr. and Mrs. Cheung Chung Kiu), b9119S2019

Letter from John Jacobsen to Hendrik Willem Mesdag on Antonio Mancini, 1893, pen in ink on paper, 26.3 × 21 cm, Van Gogh Museum, Amsterdam (gift from private collection), b920S2019

Letter from John Jacobsen to Sientje Mesdag on Antonio Mancini, Rome, 1893, pen in ink on paper, 26.3 × 21 cm, Van Gogh Museum, Amsterdam (gift from private collection), B921S2019

Fernand Cormon (1845–1924), Young Girl, 1894, black chalk on paper, 17.2 × 15.5 cm, Van Gogh Museum, Amsterdam (gift from private collection), d1215S2019

Henri Charles Manguin (1874–1949), Saint-Tropez, 1889–1943, pencil and watercolour on paper, 37.5 × 38.3 cm, Van Gogh Museum, Amsterdam (gift of the Rembrandt Association from the bequest of Kees and Noor Mout-Bouwman), d1213S2019
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The aim of this fund is to contribute financially to the Van Gogh Museum’s educational programmes, projects and resources. Thanks to this contribution, the Van Gogh Museum has been able to realise the Van Gogh Goes to School project. In 2019, the Mijorumer Fund was extended for a period of five years.

The Für Elise-VGM Fund
The aim of this fund is to contribute to making the Van Gogh Museum in Amsterdam accessible to as many people as possible in order to enrich and inspire them. The fund also aims to facilitate research and improve (digital) access to the sub-collections: paintings and drawings not by Van Gogh and Japanese prints.

The Van Gogh Museum Junior Curators’ Fund
The aim of this fund is to facilitate the appointment of junior curators at the Van Gogh Museum, preferably those who have recently graduated. In 2019, the Van Gogh Museum Junior Curators’ Fund was extended for a period of five years.

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

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A special thanks to all the friends of the museum:
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Library

Collection
- Number of books added to Adlib: 545, of which 718 are historical books (published before 1920).
- Number of restored books: 22 precious or exceptional books, including 6 sources to which Vincent van Gogh refers in his letters. In preparation for digitization.
- Number of digitized books: 15 sources to which Vincent refers in his letters.

Usage
- Number of registered external visitors: 425.
- Number of registered contact moments (loans and consultations): 3,800.

Notable acquisitions
- Eckermann-Chatrian (combination of Emile Eckermann and Charles Alexandre Chatrian); illustrée par Théophile Schuler; gravures par Pannemaker, Histoire d’un paysan 1789, 1792, 1793, 1794 à 1815, Paris 1869 (one volume containing 3 parts)

From Vincent van Gogh’s belongings. Signed with ‘Vincent’ on the French title page. On page 71 of the 1789 part, a sketch of a fox; on page 1 of the 1792 part, a sketch of a male head. The endpaper with sketches by Vincent van Gogh, which was originally part of this book, is now in the art collection.

- Léon Maillard, Menus & programmes illustrés: invitations, billets de faire part, cartes d’adresse, petites estampes du XVIIe siècle jusqu’à nos jours. Ouvrage orné de quatre cent soixante reproductions, d’après des documents originaux des Maylleurs artistes, Paris 1898

Number 44 from the numbered (25–50) deluxe edition on Chinese paper, with bound suite of the prints in two states.

- Octave Uzanne, L’art dans la décoration extérieure des livres, Paris 1898

With dedication from Octave Uzanne to an unknown receiver. Limited edition, this copy is unnumbered.

- Maurice de Vlaminck, En noir et en couleur: Vlaminck auteur et illustrateur, Paris 1962

Posthumously published loose-leaf publication of the work of Maurice de Vlaminck, with a facsimile of one of his manuscripts. De Vlaminck’s thoughts on art and artists, including Vincent van Gogh, his recollections of the Montparnasse art scene circa 1917 and his artistic legacy. With 17 poems by the artist.

Contains 5 colour lithographs, 10 black-and-white lithographs, 17 ‘têtes de chapitre’, 2 ‘œil-de-lampe’ woodcuts, with a portrait of the artist and a cover with lithography ‘in bistre’ in the text section. With a separate suite of 5 colour lithographs and 10 black-and-white lithographs, and a separate suite with separate printing per colour of one of the lithographs. Number 114 of a numbered print run of 298 pieces in total. Copy from a series of 75 copies on ‘grand vélin d’Arches’. Part of the suite is on ‘papier d’Arches’ and part is on ‘papier Rives’.

74 Appendices

75 Library
Research projects

Research in preparation for the exhibition Gauguin and Laval on Martinique, including expert meeting
Maite van Dijk, Joost van der Hoeven, René Botelle
Status: completed in autumn 2018, academic publication in progress (2021)

Research into Van Gogh’s Sunflowers
Nienke Bakker, René Botelle, Marije Vellekoop
External: Muriel Geldof, Suzan de Groot, Luc Megens (Cultural Heritage Agency), Ella Hendriks, Marchen van Bommel and Klaas-Jan van den Berg (University of Amsterdam), Wim Genuit (Shell Technology Centre), Costanza Milano, Letizia Monaco, (University of Perugia), Piotr Targowski, Magdalena Iwanicka (Nicolaus Copernicus University, Toruń), Koen Janssens, Geert van der Snickt and Frederick vanmeert (University of Antwerp), Catherine Higgitt and Christopher Riopelle (National Gallery, London)
Status: completed in summer 2019

Biography of Jo van Gogh-Bonger and accessibility of Jo van Gogh-Bonger’s diaries
Hans Luijten
Supervisor: Marije Vellekoop
Status: completed in September 2019

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

Research in preparation for 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
Status: in progress

Biography of V.W. van Gogh
Roelie Zwikker
Supervisor: Marije Vellekoop, Hans Luijten and Hans Renders (University of Groningen)
Status: in progress

Research into Van Gogh’s canvas: Threadcount project
Louis van Tilborgh, Teio Meedendorp, Kathrin Pilz, Bregje Gerritse
External: Ella Hendriks (University of Amsterdam), Muriel Geldof (RCE), Don Johnson (Rice University, Houston), Bill Sethares (University of Wisconsin)
Status: in progress

Research in preparation for the collection catalogue Contemporaries (paintings and drawings)
Joost van der Hoeven, Maite van Dijk, Fleur Roos Rosa de Carvalho, Renske Suijver
Supervisor: Marije Vellekoop
Status: in progress

Research in preparation for the exhibition Klimt in international context
Lisa Smit, Renske Suijver, Edwin Becker
External: Markus Fellinger (Belvedere, Vienna)
Status: in progress

Contribution to external research project Andries Bonger and Odilon Redon
Fleur Roos Rosa de Carvalho
External: Dario Gamboni, Fred Leeman, Merel van Tilburg
Status: in progress

Contribution to external research project Bayesian methods (Nicas)
Louis van Tilborgh
Status: in progress

Content update vangoghletters.org
Nienke Bakker, Hans Luijten
Status: in progress
Museum publications

Exhibition catalogues

Hockney – Van Gogh: The Joy of Nature
Hans den Hartog Jager
Publisher: Van Gogh Museum, in collaboration with Tijdsbeeld & Pièce Montée
Design: Studio Berry Slok
Language editions: Dutch, English
English co-edition: Thames & Hudson
Distribution Dutch edition: Rubinstein

Van Gogh and the Sunflowers: A Masterpiece Examined
Nienke Bakker and Ella Hendriks
Publisher: Van Gogh Museum, in collaboration with Tijdsbeeld & Pièce Montée
Design: Tijdsbeeld & Pièce Montée, Katrien Anny and Yanne Devos
Language editions: Dutch, English
Distribution Dutch edition: Rubinstein

Jean-François Millet: Sowing the Seeds of Modern Art
Simon Kelly and Maite van Dijk (eds.)
Van Gogh Museum / Saint Louis Art Museum
Publisher: THOTH
Design: Joseph Plateau
Language editions: Dutch, English
English co-edition: Yale University Press

Academic publications

Van Gogh’s Sunflowers Illuminated. Art Meets Science
Ella Hendriks and Marije Vellekoop (eds.)
Van Gogh Museum
Publisher: Amsterdam University Press
Design: Marjo Starink
Language edition: English

Alles voor Vincent. Het leven van Jo van Gogh-Bonger
(Hall for Vincent. The Life of Jo van Gogh-Bonger)
Hans Luijten
Van Gogh Museum
Publisher: Prometheus
Design: Suzan Beijer / Willem Morelis
Language edition: Dutch

The Mesdag Collection

Mesdag & Colenbrander
Titus M. Eliëns
Photography: Erik and Petra Hesmerg
Publisher: Van Gogh Museum
Design: Joseph Plateau
Series: The Mesdag Collection in Focus, volume 2
Language: Dutch / English
Distribution: Uitgeverij Waanders & de Kunst

Children’s books

Vincent and the Sunflowers
Barbara Stok, text and illustrations
Age: 3+
Publisher: Rubinstein in collaboration with the Van Gogh Museum
Design: Sonja van Hamel
Language editions: Dutch, English

Discover the World of Vincent van Gogh
René van Blerk and Nienke Bakker (eds.)
Age: 8+
Publisher: Van Gogh Museum in collaboration with Van Gogh Museum Enterprises
Design: Werkplaats Amsterdam
Language editions: Dutch, English, French
Distribution Dutch edition: Rubinstein

Other publications

Van Gogh Museum – Portrait/Portrait 2006–2019
Nicoline Baartman and Van Gogh Museum employees
Publisher: Van Gogh Museum
Design: Studio Berry Slok
Production support: Tijdsbeeld & Pièce Montée
Language: Dutch / English

Masterpieces in the Van Gogh Museum
Esther Darley, with a contribution by Renske Suijver
Design: Tijdsbeeld & Pièce Montée, Janpieter Chielens
Production support: Tijdsbeeld & Pièce Montée
Language editions: Dutch, English, French, German, Spanish, Portuguese, Italian, Russian, Chinese, Japanese, Korean

Meet Vincent van Gogh Experience
Meet Vincent (children’s book)
René van Blerk and Nienke Bakker (eds.)
Publisher: Van Gogh Museum Enterprises
Design: Werkplaats Amsterdam
Language editions: Spanish, Korean

Van Gogh Museum Annual Report 2018
Coordination: Van Gogh Museum Publications Department
Published as a digital publication (www.vangoghmuseum.nl/en/organisation/annual-report), as a web PDF, and in a limited print run of 45 copies
Website design: Kirra Reporting
Language editions: Dutch, English
Conserved works

**Paintings**

**Van Gogh Museum**
- Broughton, George Henry (1833–1905), God speed! Pilgrims Setting out for Canterbury, 1874, oil on canvas, 122 × 184 cm, S380M1996 [restoration by K. Kirsch]
- Gogh, Vincent van (1853–1890), Congregation Leaving the Reformed Church in Nuenen, 1884–85, oil on canvas, 41.5 × 32.2 cm, s3/V1962 [restoration by K. Pilz]
- Gogh, Vincent van (1853–1890), Sunflowers, 1889, oil on canvas, 95 × 73 cm, s3/V1962 [restoration by R. Botelle]
- Gogh, Vincent van (1853–1890), View of the Sea at Scheveningen, 1882, oil on paper on canvas, 36.4 × 51.9 cm, s416M1990 [restoration by S. van Oudheusden]

**The Mesdag Collection**
- Mancini, Antonio (1852–1930), The Sick Child, 1875, oil on canvas, 78 × 65 cm, hwm174 [conservation by H. van Putten]
- Mauve, Anton (1838–1888), Near Vries, c. 1880, oil on canvas on panel, 32.3 × 44.9 cm, hwm214 [restoration by S. van Oudheusden]

**Works on paper**

**Van Gogh Museum**
- Bonvin, François (1817–1887), The Printmaker (Le graveur), 1861, etching and drypoint on paper, 48.8 × 32.9 cm, p2967S2019 [conservation by N. Lingbeek]
- Bonvin, François (1817–1887), Still Life with Etching Tools (Les outils du graveur), 1861, etching on paper, 43.8 × 30.2 cm, p2968S2019 [conservation by N. Lingbeek]
- Gogh, Vincent van (1853–1890), Letter from Vincent van Gogh to Albert Aurier, 1890, pen and ink on paper, 26.9 × 211 cm, s919S2019 [conservation by N. Lingbeek]
- Veth, Jan (1864–1902), Millet in his Garden, 1890, lithography and letterpress printing on paper, 32.1 × 24.2 cm, t1370S2019 [conservation by N. Lingbeek]

**Frames**

**Van Gogh Museum**
- Gogh, Vincent van (1853–1890), Congregation Leaving the Reformed Church in Nuenen, 1884–85, 54 × 45 cm, s3/V1962 [new frame by G. Sainthill]
- Gogh, Vincent van (1853–1890), View of the Sea at Scheveningen, 1882, 50.5 × 66 cm, s416M1990 [new frame by G. Sainthill]
- Gogh, Vincent van (1853–1890), Peasant Burning Weeds, 1883, 42.9 × 52.3 cm, s548S2019 [new frame by G. Sainthill]
- Israelis, Jozef (1824–1911), Unloading Barges, 1902, 149 × 193 cm, s419S1991 [restoration by R. Velsink]

**The Mesdag Collection**
- Behrend-Croiset van der Kop, Johanna (1861–1943), Still Life, c. 1897, 58.2 × 49.8 cm, hwm21 [restoration by R. Velsink]
- Bianchi, Mosè (1836–1892), Choir Boys, 1877, 56.7 × 73 cm, hwm22 [restoration by R. Velsink]
- Blommers, Bernardus Johannes (1845–1914), Child at Play, 1878–94, 73 × 60.7 cm, hwm34 [restoration by R. Velsink]
- Bosboom, Johannes (1817–1891), The Choir of St Martin’s, Emmerich, 1850 and c. 1870–75, 77 × 60 cm, hwm41 [restoration by R. Velsink]
- Bosch, Etiene (1863–1933), London Bridge, 1896, 69.5 × 93.5 cm, hwm50 [restoration by R. Velsink]
- Botten, Charlotte (1870–1895), Drawings of Cats and Dogs, 1885–95, 74 × 92 cm, hwm54 [restoration by R. Velsink]
- Courbet, Gustave (1819–1877), Portrait, c. 1849–63, 81.2 × 74.6 cm, hwm78 [restoration by R. Velsink]
- Daubigny, Charles-François (1817–1878), Landscape, 1865–70, c. 45 × 70 cm, hwm101 [restoration by R. Velsink]
- Delacroix, Eugène (1798–1863), Raising of the Cross, c. 1815–63, 75 × 86 cm, hwm113 [restoration by R. Velsink]
- Fortuny y Marsal, Mariano (1838–1874), Anchorite, 1878, 67 × 83.5 cm, hwm131 [restoration by R. Velsink]
- Herkomer, Hubert von (1849–1914), Study of Reflections (Bavarian Peasant), 1877, 55.5 × 47.3 cm, hwm147 [restoration by R. Velsink]
- Houten, Barbara Elisabeth van (1862–1950), Dead Birds, c. 1877–1950, 66.8 × 79 cm, hwm149 [restoration by R. Velsink]
- Houten, Barbara Elisabeth van (1862–1950), Still Life with Pumpkins, c. 1877–1950, 89.5 × 101 cm, hwm150A [restoration by R. Velsink]
- Josselin de Jong, Pieter de (1861–1906), Jacob Maris, c. 1890, 52 × 43 cm, hwm166B [restoration by R. Velsink]
- Josselin de Jong, Pieter de (1861–1906), Ploughing, 1886, 47.5 × 38.5 cm, hwm166C [restoration by R. Velsink]
- Maris, Willem (1844–1910), Dutch Meadow, 1879, 69.3 × 85 cm, hwm204 [restoration by R. Velsink]
- Maris, Willem (1844–1910), White Cow by a Ditch, c. 1859–1910, 75 × 93.5 cm, hwm205 [restoration by R. Velsink]
- Martens, Willy (1856–1927), At the Well, c. 1895, 76 × 66 cm, hwm206 [restoration by R. Velsink]
- Mesdag, Hendrik Willem (1831–1915), North Sea, 1900, c. 75 × 110 cm, hwm232 [restoration by R. Velsink]
- Mesdag–van Houten, Sientje (1834–1909), Winter in the Forest, c. 1870–1909, 74 × 60.5 cm, hwm247 [restoration by R. Velsink]
- Mesdag–van Houten, Sientje (1834–1909), Pumpkins and Apples, c. 1870–1909, 50 × 73 cm, hwm248 [restoration by R. Velsink]
- Millet, Jean-François (1841–1875), Peasant and Donkey-Returning Home at Dusk, 1866–68, 53 × 62 cm, hwm266 [restoration by R. Velsink]
- Millet, Jean-François (1841–1875), Vineyard Labourer Resting, 1869, 92 × 106 cm, hwm268 [restoration by R. Velsink]
- Roehn, Charles (1814–1894), The Coronation of Charlemagne, 1881, 66.5 × 84.5 cm, hwm278 [restoration by R. Velsink]
- Rousseau, Théodore (1812–1867), A Wood at Sunrise, c. 1845, 64.2 × 79.5 cm, hwm294 [restoration by R. Velsink]
- Sande Bakhuyzen, Julius Jacobus van de (1835–1925), Moors near Rolde, before 1896, 38.4 × 49.3 cm, hwm300A [restoration by R. Velsink]
- Sande Bakhuyzen, Gerardina Jacoba van de (1826–1895), White Roses, c. 1842–95, 54.4 × 69.5 cm, hwm301 [restoration by R. Velsink]
- Storm van ’s Gravesande, Carel Nicolaas (1841–1924), Hamburg Harbour, 1896, 66.5 × 83.5 cm, hwm310 [restoration by R. Velsink]
- Vaarzon Morel, Wilhelm Ferdinand Abraham Isaac (1868–1955), In a Wood, c. 1883–1915, 77.5 × 67.5 cm, hwm321 [restoration by R. Velsink]
- Van Doesburg, Johannes Hendrik (1824–1903), On the Shore in Scheveningen, 1879, 491 × 76.5 cm, hwm338 [restoration by R. Velsink]
- Van Doesburg, Johannes Hendrik (1824–1903), Washing Place, c. 1882–88, 48 × 57 cm, hwm339 [restoration by R. Velsink]
### Overview of outgoing loans

<table>
<thead>
<tr>
<th>Number</th>
<th>Applicant</th>
<th>Exhibition / Collection</th>
<th>Location</th>
<th>Period</th>
<th>Object number</th>
<th>Artist</th>
<th>Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>UG2017-040</td>
<td>Kröller-Müller Museum, Otterlo</td>
<td>As kunst je lief is (For the love of art)</td>
<td>Otterlo Museum</td>
<td>2018-09-29 – 2019-02-04</td>
<td>s05352001</td>
<td>Vincent van Gogh</td>
<td>Windmills new Zaandam</td>
</tr>
<tr>
<td>UG2017-040</td>
<td>Kröller-Müller Museum, Otterlo</td>
<td>As kunst je lief is (For the love of art)</td>
<td>Otterlo Museum</td>
<td>2018-09-29 – 2019-02-04</td>
<td>s05416207</td>
<td>Munch, Edward</td>
<td>Fei Auebach</td>
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<tr>
<td>UG2016-032-02</td>
<td>Ny Carlsberg Glyptotek</td>
<td>Somehow. Into the Light</td>
<td>Copenhagen, Denmark</td>
<td>2018-10-09 – 2019-05-23</td>
<td>s0509V1999</td>
<td>Redon, Odilon</td>
<td>Closed Eyes</td>
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<tr>
<td>Number</td>
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<tr>
<td>LB2016-042</td>
<td>Tate Britain, London</td>
<td>The EV exhibition: Van Gogh and Britain</td>
<td>Tate Britain, London</td>
<td>2019-03-27 – 2019-08-11</td>
<td>10055V1962</td>
<td>Dent, Gustave</td>
<td>To a porte d’une maison de refuge, à Londres</td>
</tr>
<tr>
<td>LB2016-045</td>
<td>Tate Britain, London</td>
<td>The EV exhibition: Van Gogh and Britain</td>
<td>Tate Britain, London</td>
<td>2019-03-27 – 2019-08-11</td>
<td>10229V1962</td>
<td>Smart, William</td>
<td>&quot;The British Bourgeois&quot; from the series Heads of the People (Steen) from Life from the magazine The Graphic</td>
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<tr>
<td>LB2016-046</td>
<td>Tate Britain, London</td>
<td>The EV exhibition: Van Gogh and Britain</td>
<td>Tate Britain, London</td>
<td>2019-03-27 – 2019-08-11</td>
<td>10461V1962</td>
<td>Dalziel, Edward</td>
<td>Garden Sunday Afternoon, 1 PM, Waiting for the Public House to Open from the series London Sketches from the magazine The Graphic</td>
</tr>
<tr>
<td>Number</td>
<td>Applicant</td>
<td>Exhibition / Collection</td>
<td>Location</td>
<td>Period</td>
<td>Object number</td>
<td>Artist</td>
<td>Title</td>
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</tbody>
</table>

- **Number Applicant**: Identification number for the loan request.
- **Exhibition / Collection**: Details of the exhibition or collection.
- **Location**: Location of the exhibition or collection.
- **Period**: Date range for the loan.
- **Object number**: Reference number for the object.
- **Artist**: Name of the artist.
- **Title**: Title of the artwork.

**Overview of outgoing loans**

- **Location**: Museum, Den Bosch
- **Period**: 2019-09-21 – 2020-01-12
- **Object number**: Various numbers corresponding to different objects.
- **Artist**: Various artists including Vincent van Gogh.
- **Title**: Various titles of artworks by Vincent van Gogh.
## Long-term loans to the Van Gogh Museum

<table>
<thead>
<tr>
<th>Owner</th>
<th>Object number</th>
<th>Artist</th>
<th>Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>Denver Art Museum</td>
<td>d037682101</td>
<td>Doré, Gustave</td>
<td>Couple and Two Children sleeping on a London Bridge</td>
</tr>
<tr>
<td>Mauritshuis</td>
<td>c021069990</td>
<td>Israels, Isaac</td>
<td>Lady Under a Bridge</td>
</tr>
<tr>
<td>Musee d’Orsay, Paris</td>
<td>c038721905</td>
<td>Van Gogh</td>
<td>Two pipes and 4 of van Gogh’s tubes of paint</td>
</tr>
<tr>
<td>Naturumuseum Brabant</td>
<td>v057621909</td>
<td>Rackstraw Downes</td>
<td>Schoolgirl (cyclopsflag curriculum)</td>
</tr>
<tr>
<td>Naturals Biodiversity Center</td>
<td>v052202016</td>
<td></td>
<td>Stuffed bat with wings spread</td>
</tr>
<tr>
<td>Private collection</td>
<td>c057682014</td>
<td>Unknown</td>
<td>Trees and shrubs in the Garden of the Institution</td>
</tr>
<tr>
<td>Private collection</td>
<td>c046319990</td>
<td>Fantin-Latour, Henri</td>
<td>Basket with grapes and an apple</td>
</tr>
<tr>
<td>Private collection</td>
<td>c05282017</td>
<td>Sérusier, Paul</td>
<td>Young woman with a scarf</td>
</tr>
<tr>
<td>Private collection</td>
<td>c056822005</td>
<td>Bernard, Émile</td>
<td>Landscape at Pont-Aven</td>
</tr>
<tr>
<td>Private collection</td>
<td>c056822003</td>
<td>Werner, Erik</td>
<td>Essel</td>
</tr>
<tr>
<td>Private collection</td>
<td>c023820111</td>
<td>Dangier, Kees van</td>
<td>Mika Tandja</td>
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<tr>
<td>Private collection</td>
<td>c05162016</td>
<td>Munch, Edward</td>
<td>Fertility</td>
</tr>
<tr>
<td>Private collection</td>
<td>c05482001</td>
<td>Comans, Fernand</td>
<td>Young girl</td>
</tr>
<tr>
<td>Private collection</td>
<td>c05162994</td>
<td>Redon, Odilon</td>
<td>La Nébuleuse</td>
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<tr>
<td>Private collection</td>
<td>c05162002</td>
<td>Bosboom, Johannes</td>
<td>Castle Market in Scotland</td>
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<tr>
<td>Private collection</td>
<td>c05162002</td>
<td>Alma Tadema, Laurens</td>
<td>The Silent Councilor</td>
</tr>
<tr>
<td>Private collection</td>
<td>c02662013</td>
<td>Gogh, Vincent van</td>
<td>Letter from Vincent van Gogh to Hermanus Tentswag</td>
</tr>
<tr>
<td>Private collection</td>
<td>c052922017</td>
<td>Gogh, Vincent van</td>
<td>Sunet at Montmartre</td>
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<tr>
<td>Private collection</td>
<td>c05392018</td>
<td>Missag, Hendrik Willem</td>
<td>Savages</td>
</tr>
<tr>
<td>Private collection</td>
<td>c05402018</td>
<td>Artz, David Aldrich Constant</td>
<td>Mother and Child</td>
</tr>
<tr>
<td>Private collection</td>
<td>c05492018</td>
<td>Artz, David Aldrich Constant</td>
<td>Woman with basket</td>
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<tr>
<td>Remonstrantse Gemeente in Leiden</td>
<td>c010081989</td>
<td>Kaur, Jacob and Pieter</td>
<td>De gansche H. Schrifture [...](Bible of Theodorus van Gogh)</td>
</tr>
<tr>
<td>Rijksmuseum</td>
<td>c05611991</td>
<td>Decamps, Alexandre-Gabriel</td>
<td>Searching for truffles</td>
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<tr>
<td>Rijksmuseum</td>
<td>c05620999</td>
<td>Daugther, Charles-François</td>
<td>October</td>
</tr>
<tr>
<td>Rijksmuseum</td>
<td>c05620999</td>
<td>Courbet, Gustave</td>
<td>Winter landscape</td>
</tr>
<tr>
<td>Rijksmuseum</td>
<td>c056401991</td>
<td>Daumier, Honoré</td>
<td>The reading</td>
</tr>
<tr>
<td>Rijksmuseum</td>
<td>c056401991</td>
<td>Delacroix, Eugène</td>
<td>The Agony in the Garden</td>
</tr>
<tr>
<td>Rijksmuseum</td>
<td>c056401991</td>
<td>Fantin-Latour, Henri</td>
<td>Flowers from Normandy</td>
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<tr>
<td>Rijksmuseum</td>
<td>c057081991</td>
<td>Boudard, Auguste</td>
<td>The Meal</td>
</tr>
<tr>
<td>Rijksmuseum</td>
<td>c057481991</td>
<td>Courbet, Gustave</td>
<td>Appetite</td>
</tr>
<tr>
<td>Rijksmuseum</td>
<td>c053920191</td>
<td>Millet, Jean-François</td>
<td>Girl Carrying Water</td>
</tr>
<tr>
<td>Rijksmuseum</td>
<td>c050801991</td>
<td>Millet, Jean-François</td>
<td>View of Paris</td>
</tr>
<tr>
<td>Rijksmuseum</td>
<td>c054601991</td>
<td>Ribot, Théodore</td>
<td>Woman sewing</td>
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<tr>
<td>Rijksmuseum</td>
<td>c054601991</td>
<td>Dupré, James</td>
<td>The Breton Way</td>
</tr>
<tr>
<td>Stedelijk Museum Amsterdam</td>
<td>c044891994</td>
<td>Rousseau, Theophile</td>
<td>The forest of Fontainebleau</td>
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<tr>
<td>Stedelijk Museum Amsterdam</td>
<td>c044891994</td>
<td>Maris, Mathys</td>
<td>Head of a sheep</td>
</tr>
<tr>
<td>Stedelijk Museum Amsterdam</td>
<td>c044891994</td>
<td>Corot, Jean-Baptiste-Camille</td>
<td>Young woman with a mandolin</td>
</tr>
<tr>
<td>Stedelijk Museum Amsterdam</td>
<td>c05781999</td>
<td>Millet, Jean-François</td>
<td>Woman Carving Wood</td>
</tr>
<tr>
<td>Stedelijk Museum Amsterdam</td>
<td>c058191996</td>
<td>Rodin, Auguste</td>
<td>Bust of Madame Faralda</td>
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<tr>
<td>Stedelijk Museum Amsterdam</td>
<td>c05381999</td>
<td>Meunier, Antonin</td>
<td>Woodcutters</td>
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<tr>
<td>Stedelijk Museum Amsterdam</td>
<td>c046419996</td>
<td>Degas, Edgar</td>
<td>The Tub</td>
</tr>
<tr>
<td>Stedelijk Museum Amsterdam</td>
<td>c04481996</td>
<td>Renoir, Pierre-Auguste</td>
<td>The Judgment of Paris</td>
</tr>
<tr>
<td>Stedelijk Museum Amsterdam</td>
<td>c020031999</td>
<td>Alfabet, Auguste</td>
<td>Museum Visit</td>
</tr>
<tr>
<td>Ten Haaf Projects</td>
<td>c05622010</td>
<td>Sidey, Alfred</td>
<td>The Village Les Sablonis</td>
</tr>
</tbody>
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### Owner: The Samuel Courtauld Trust, The Courtauld Gallery, London

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<td>s053622018</td>
<td>Gogh, Vincent van</td>
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<td>s053722019</td>
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<td>The Apple Harvest</td>
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Long-term loans by the Van Gogh Museum to other museums

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<th>Museum</th>
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<th>Artist</th>
<th>Title</th>
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</thead>
<tbody>
<tr>
<td>Jewish Historical Museum, Amsterdam</td>
<td>0356V1994</td>
<td>Haan, Mayer de</td>
<td>Portrait of a Bearded Man</td>
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<tr>
<td>Jewish Historical Museum, Amsterdam</td>
<td>0366M1972</td>
<td>Isaacson, Joseph Isaacson</td>
<td>Boaz and the Kenan</td>
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<tr>
<td>Rijksmuseum Twenthe, Enschede</td>
<td>0442M1992</td>
<td>Poeckh, Theodor</td>
<td>Portrait of a Woman</td>
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<tr>
<td>Rijksuniversiteit, Amsterdam</td>
<td>0443M1975</td>
<td>Metzler, Kurt Laurenz</td>
<td>Poster board and two sculptures</td>
</tr>
<tr>
<td>Groninger Museum, Groningen</td>
<td>hm059A</td>
<td>Collierus, Herman</td>
<td>Vanitas: Lady World</td>
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</tbody>
</table>

Ancillary functions

Ancillary functions: management

**Name** | Ancillary functions
---|---
Adriaan Donszelmann | Collaborative partner with JINC
| Member of the Supervisory Board of the Montessori Schools, Amsterdam region
| Member President’s Institute
| Member of Club van Elf
| Member of the Rudolf Buurma Advisory Committee (TSA)
Axel Rüger | Member of the Advisory Board of Van Lanschot Kempen
| Trustee of Art Fund
| Member of BIZOT Group of International museum directors
| Member of Advisory Board of the Rembrandt Association
| Member of the jury for the Van Lanschot Art Prize

Ancillary functions: employees

**Name** | Ancillary functions
---|---
Edwin Becker | Chair of the Becker Foundation, Roermond
| Chair of Stichting BienNEELe, Roermond
| Chair of Stichting LABLaNd (scenographers collective)
| Member of the IEO (International Exhibition Organizers) Steering Committee
| Co-curator of Stichting Biënnale Roermond (Maand van de Mystique)
| Chair of the Scientific Council, Royal Museums of Fine Arts of Belgium, Brussels
Ann Blokland | Member of the jury for the Muse Awards (podcasts), American Alliance of Museums
| Member of the Museum Gouda Supervisory Board
| Exhibitions Project Manager at Het Noordbrabants Museum
| Member of the KOG Paintings Committee
| Member of the Board of Trustees, Arp Museum Bahnhof Rolandseck
| Associate Curator, Centre for European and American Art
Boudewijn Chalmers | Workshop instructor, Cultural marketing
| Guest Applied Psychology lecturer, Amsterdam University of Applied Sciences
| Exhibitions assistant, Het Noordbrabants Museum
Hannie Diependaal | Freelance restorer
| Chair of the Art Museums section at the Dutch Museum Association
| Member of the Board of the Art Museum section, Association of Dutch Art Historians (VNK)
| Member of the Board of the European Society of Nineteenth-Century Art
| Member of the Board of Trustees, Arp Museum Bahnhof Rolandseck
Bram Donders | Member of the Association of Dutch Art Historians (VNK) Fifth Anniversary Committee
| Member of the Editorial Team of academic journal Article
| Member of the Board of Stichting Zicht in Erfgooi
| Member of the Limburg Museum Supervisory Board
Nikola Eltkin | Member of the Board of Stichting Zicht in Erfgooi
Martin van Engel | UNESCO Nederland Committee Member
| Cultural Education Committee Member for the Amsterdam Arts Council
| Member of the Board of Stichting Für Elise, Nihon no hanga Museum, Amsterdam
| Member of the Board of United Way the Netherlands
Willem van Gogh | Chair of Van Gogh Europe
| Member of the Board of Stichting Monet in Zaandam
Alain van der Horst | Scientific Advisory Committee Mondrian Edition Project
Hans Luijten | Member of the Certification Committee for Trainee Conservators on the Conservation and Restoration of Cultural Heritage Master’s at the University of Amsterdam
Oda van Maanen | Chair of Van Gogh Europe
| Member of the Board of Stichting Monet in Zaandam
| Scientific Advisory Committee Mondrian Edition Project
| Member of the Certification Committee for Trainee Conservators on the Conservation and Restoration of Cultural Heritage Master's at the University of Amsterdam
<table>
<thead>
<tr>
<th>Name</th>
<th>Title</th>
<th>Location, town/city</th>
<th>Date</th>
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<tbody>
<tr>
<td>Nienke Bakker</td>
<td>Van Gogh's Enduring Legacy</td>
<td>Museum of Fine Arts, Houston</td>
<td>10 March 2019</td>
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<tr>
<td></td>
<td>The Sunflowers in Perspective, Symposium on Van Gogh and the Sunflowers</td>
<td>Van Gogh Museum, Amsterdam</td>
<td>21 June 2019</td>
</tr>
<tr>
<td>Vincent van Gogh and his shining example Jean-François Millet</td>
<td>Van Gogh Museum, Amsterdam</td>
<td>10 November 2019</td>
<td></td>
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<tr>
<td>Van Gogh's Letters</td>
<td>Museum Barberini, Potsdam</td>
<td>20 November 2019</td>
<td></td>
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<tr>
<td>Toulouse-Lautrec and the Van Gogh Brothers</td>
<td>Grand Palais, Paris</td>
<td>27 November 2019</td>
<td></td>
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<tr>
<td>Edwin Becker</td>
<td>Lecture and guided tour of Hoecky – van Gogh</td>
<td>Academische Ruimte, Amsterdam</td>
<td>4 March 2019</td>
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<td></td>
<td>Introduction to Hoecky – van Gogh</td>
<td>Filmfabriek, Zaandam</td>
<td>8 March 2019</td>
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<tr>
<td>Guided tour for Van Lanschot</td>
<td>TETAAC, Maastricht</td>
<td>16 March 2019</td>
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<td>Guided tour for Ten Cool Bank</td>
<td>TETAAC, Maastricht</td>
<td>22 March 2019</td>
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<tr>
<td>Guided tour for ADN-Artscope Asia</td>
<td>TETAAC, Maastricht</td>
<td>23 March 2019</td>
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<tr>
<td>Lecture – opening of Marcel van Heist</td>
<td>Paterbos, Weert</td>
<td>28 March 2019</td>
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<tr>
<td>Lecture on Hoecky – Van Gogh</td>
<td>Utrecht University, Utrecht</td>
<td>20 April 2019</td>
<td></td>
</tr>
<tr>
<td>Participant in the International Exhibition Organizers Conference</td>
<td>Prido, Madrid</td>
<td>1-5 April 2019</td>
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<td>Lecture/guided tour of Hoecky – van Gogh</td>
<td>College Broedsl</td>
<td>21 May 2019</td>
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<td>Lecture on The Dutch in Paris</td>
<td>Cuyperhuis, Roermond</td>
<td>22 June 2019</td>
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<td>Nocturne lecture as part of Oda Jaune exhibition</td>
<td>SE2H gallery, Antwerp</td>
<td>29 June 2019</td>
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<tr>
<td>Lecture: 'Who has art brought Roermond'</td>
<td>Stichting IBAO, Roermond</td>
<td>25 October 2019</td>
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<td>Guided tour for patrons, National Gallery of Canada, Ottawa</td>
<td>Van Gogh Museum, Amsterdam</td>
<td>10 November 2019</td>
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<td>Book presentation: Curaçao De</td>
<td>Sotheby’s, Amsterdam</td>
<td>23 November 2019</td>
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<td>Brainstorm regarding vision of the future for the museum</td>
<td>Keep Slot, Texel</td>
<td>29 November 2019</td>
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<tr>
<td>Ann Blaakend</td>
<td>Presentation on Van Gogh’s letters podcasts</td>
<td>Dutch Digital Heritage Event, Rotterdam</td>
<td>4 March 2019</td>
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<tr>
<td>Guest lecture on inclusion and accessibility for the Rembrandt Academy</td>
<td>Van Gogh Museum, Amsterdam</td>
<td>7 March 2019</td>
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<tr>
<td>Guest lecture on inclusion and accessibility for Inclusief students</td>
<td>Van Gogh Museum, Amsterdam</td>
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<tr>
<td>Presentation on Van Gogh’s letters podcasts</td>
<td>Museumkennisdag Museumvereniging, Kerkrade</td>
<td>4 October 2019</td>
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<td>René Botella</td>
<td>Conservation of SfL with Sunflowers</td>
<td>Van Gogh Museum, Amsterdam</td>
<td>21 June 2019</td>
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<td>Boudewijn Claetmers</td>
<td>Social media strategy session</td>
<td>Resistance Museum, Amsterdam</td>
<td>8 April 2019</td>
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<td>Roy van der Veen Mastenbruch</td>
<td>Social media strategy session</td>
<td>Amsterdam Light Festival, Amsterdam</td>
<td>14 April 2019</td>
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<td>Lecture: 'How to apply psychology to your social media strategy'</td>
<td>Social Media Week Holland, Amsterdam</td>
<td>15 November 2019</td>
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<td>Young Talent Award nomination</td>
<td>Cultuurmarketing, Utrecht</td>
<td>27 June 2019</td>
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<tr>
<td>Henkie Diependaal and Salvia van Oakhoven</td>
<td>Van Gogh-examined. Science Weekend</td>
<td>Van Gogh Museum, Amsterdam</td>
<td>5 October 2019</td>
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<tr>
<td>Mijn Graveerders</td>
<td>Listening with your eyes</td>
<td>Exhibition Hall Meerge, St. Petersburg</td>
<td>11 April 2019 (via Skype)</td>
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<tr>
<td>Martin van Engel</td>
<td>Accessibility Programmes at the Van Gogh Museum</td>
<td>Archæological Museum, Amezzo</td>
<td>29 October 2019 (via video)</td>
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<td>Lecture for the Cultural Management Academy on Van Gogh Connects</td>
<td>ColoursKitchen, Utrecht</td>
<td>18 November 2019</td>
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<td>Guest lecture on Van Gogh Connects</td>
<td>Rembrandt Academy, Amsterdam</td>
<td>16 December 2019</td>
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<td>Lecture on Van Gogh Connects for the Breda Business Association</td>
<td>Restaurant Klei Wolfscroft, Breda</td>
<td>27 November 2019</td>
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<td>Lecture during dag van het Museum</td>
<td>Compagnie Cadeau, Amsterdam</td>
<td>21 March 2019</td>
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<tr>
<td>Michael Gossen</td>
<td>Documentation and Digitization at the Van Gogh Museum</td>
<td>Louvre Abu Dhabi</td>
<td>23 and 24 October 2019</td>
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<tr>
<td>Bregie Gerritsen</td>
<td>Sunflower Collective Van Gogh and Britain trip</td>
<td>London</td>
<td>10-12 May 2019</td>
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<tr>
<td>Van Gogh &amp; Rubies</td>
<td>Rijksmuseum, Amsterdam</td>
<td>13 and 14 November 2019</td>
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<tr>
<td>Claire de lane and Stany Night</td>
<td>Maestro, AVONTUUR</td>
<td>11 December 2019</td>
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<tr>
<td>Ilse van Triest</td>
<td>Member of the Cultural Locations Advisory Platform</td>
<td>University of Amsterdam</td>
<td>2019</td>
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<tr>
<td>Martine de Vet</td>
<td>Member of the Supervisory Board of Cultuur-</td>
<td>Breda</td>
<td>2019</td>
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<tr>
<td>Roos Wijnen</td>
<td>Member of the Advisory Council of the Cultural Participation Fund</td>
<td>2019</td>
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<tr>
<td>Catherine Wolfs</td>
<td>Member of the Board of the Dutch Costume Society</td>
<td>2019</td>
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</table>

Appendices

Catherine Wolfs Member of the Dutch Costume Society
Roos Wijnen Member of the Board of the Caus Cirkel of the Rembrandt Association
Member of the Board of VanLoon672, Museum Van Loon
Edith Schreurs Member of the Codart Online Committee
Louis van Tilborgh Occasional advisor on museum acquisitions of 19th-century art at the Mondriaan Fund
Editor of Simiolus: Netherlands Quarterly for the History of Art
Maria de Vittor Member of the Rembrandt Association Advisory Board
Professor of Art History, specializing in Van Gogh, University of Amsterdam
Ilse van Triest Member of the Cultural Locations Advisory Platform
Martine de Vet Member of the Supervisory Board of Cultuur- schakel
Roos Wijnen Member of the Board of Stichting Beeldjutters
Member of the Board of the Museumpleinbus
Member of the Advisory Council of the Cultural Participation Fund
Member of the Advisory Council Anna K. Strategisch Sponsor Advies Bureau voor Kunst en Cultuur
Kathrin Pilz Assistant Coordinator of the ICOM-CC ATS (Art Technological Source Research) working group
Marieje Naber Member of the Board of the Development section at the Dutch Museum Association
Member of the Board of the ICOM-CC Section for Van Gogh Museum
Member of the Information System for Dutch Museums (SIMIN) section
Marianne Nouwen Member of the Board of the Development section at the Dutch Museum Association
Marianne Nouwen Member of the Advisory Council Anna K. Strategisch Sponsor Advies Bureau voor Kunst en Cultuur
Marijke van der Pas Member of the Advisory Board European Foundation
Member of the Digital Strategy Advisory Board of the National Library of Israel
Member of Advisory Committee We Are Museums
Marianne Nouwen Member of the Advisory Council Anna K. Strategisch Sponsor Advies Bureau voor Kunst en Cultuur
Marianne Nouwen Member of the Board of the Information System for Dutch Museums (SIMIN) section
Marijke Naber Member of the Board of the Museumpleinbus
Marte de Vet Member of the Board of the Museumpleinbus
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<th>Location, town/city</th>
<th>Date</th>
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<tbody>
<tr>
<td>Martin van Engel in collaboration with Marloes IJkema</td>
<td>Lecture for Maastricht University students</td>
<td>Van Gogh Museum, Amsterdam</td>
<td>15 November 2019</td>
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<tr>
<td>John van Krieken</td>
<td>‘Seeing with a Japanese Eye’; a visual exploration that made museum visitors look at Van Gogh’s art in a new way</td>
<td>Van Gogh Museum, Amsterdam</td>
<td>9796</td>
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<tr>
<td>Oda van Maesen</td>
<td>Investigating Van Gogh</td>
<td>Tōkai University, Tokyo</td>
<td>1 December 2019</td>
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<tr>
<td>Teo Meinderskamp</td>
<td>Lecture for Utrecht University students on research at the Van Gogh Museum</td>
<td>Van Gogh Museum, Amsterdam</td>
<td>17 May 2019</td>
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<tr>
<td>Lisa Smit</td>
<td>‘Durch das Andere zum Eigenen’</td>
<td>Liszt Academy Budapest</td>
<td>19 February 2019</td>
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<tr>
<td>Pepijn Schaafsma</td>
<td>Best Practice: Carvalho Rosa de Martijn Pronk</td>
<td>Van Gogh Museum Digital Strategy</td>
<td>Statens Museum for Kunst, Copenhagen</td>
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<tr>
<td>Marjolein Stege</td>
<td>Van Gogh online: up close and personal</td>
<td>Collections Trust, Leicester</td>
<td>12 September 2019</td>
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<tr>
<td>Saskia van Oudheusden and Katrin Pitz</td>
<td>How to tell stories online that people won't move away from the Museum</td>
<td>Asian Culture Centre, Gwangju (South Korea)</td>
<td>26 June 2019</td>
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<tr>
<td>Fleur Roos Wijnen</td>
<td>Introduction/educational approach: ‘Young Amsterdammers’</td>
<td>Department of Art and Culture, City of Amsterdam</td>
<td>25 October 2019</td>
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<tr>
<td>Kathrin Pitz</td>
<td>Lecture: ‘Managing the Creative Process’</td>
<td>IAP Foundation, Antwerp</td>
<td>21 August 2019</td>
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<tr>
<td>Maarten Luijten</td>
<td>‘Jo van Gogh-Bonger &amp; Marloes IJkema’</td>
<td>The Best in Heritage Conference, Dublin</td>
<td>25 September 2019</td>
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<tr>
<td>Fransje Panksters</td>
<td>Making Digital Stories (panel)</td>
<td>Museum Next (Digital Summit), Amsterdam</td>
<td>7 November 2019</td>
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<td>Martijn Pronk</td>
<td>Van Gogh Museum Digital Strategy</td>
<td>Numismatic Museum of Houston</td>
<td>4 April 2019</td>
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<td>Marthe de Vet</td>
<td>Lecture: ‘Changing the way we work to enhance inclusion. Lessons learned at the Van Gogh Museum’</td>
<td>University Museum of Fine Arts, Boston</td>
<td>20 May 2019</td>
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<td>Marja Naber</td>
<td>Development masterclass</td>
<td>Spoorwegmuseum, Utrecht</td>
<td>7 January 2019</td>
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<tr>
<td>Siska van Oudheusden and Katrin Pitz</td>
<td>Lecture: ‘Engaging new audiences, a Digital Storyteller’s Challenge at the Museum’</td>
<td>Asian Culture Centre, Gwangju (South Korea)</td>
<td>26 June 2019</td>
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<tr>
<td>Reimert van der Goes</td>
<td>Digital Museum Strategy</td>
<td>Museum Next Next Generation (Digital Summit), New York</td>
<td>7 November 2019</td>
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<td>Karin Pitz</td>
<td>Lecture: ‘Van Gogh’s Congregation-Lawing the Reformed Church in Haarlem: Examination and treatment with a focus on original and later varnish layers. Part of the Picture Meeting’</td>
<td>Cultural Heritage Agency, Amsterdam</td>
<td>1 November 2019</td>
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<td>Lilian van der Goes</td>
<td>Lecture: ‘Van Gogh Connects’ ‘We are Museums’ Congress, Katowice</td>
<td>Van Gogh Museum, Amsterdam</td>
<td>7 March 2019</td>
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<tr>
<td>Laurine van de Wiel</td>
<td>Lecture: ‘Van Gogh Museum and the Reinaudt Academy’</td>
<td>Department of Art and Culture, City of Amsterdam</td>
<td>21 November 2019</td>
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<tr>
<td>Marthe de Vet</td>
<td>Lecture: ‘Focus on visitor experience at the Van Gogh Museum’</td>
<td>Van Gogh Museum, Amsterdam</td>
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<td>Fransje Panksters</td>
<td>Making Digital Stories (panel)</td>
<td>Museum Next (Digital Summit), Amsterdam</td>
<td>7 November 2019</td>
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<tr>
<td>Prince Louis van Hennick and Laurine van de Wiel</td>
<td>Case Study: ‘Vincent on Friday’</td>
<td>Communicating the Arts Conference, London</td>
<td>25 October 2019</td>
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<tr>
<td>Jo van Gogh-Bonger</td>
<td>Lecture: ‘Art as a collection object’</td>
<td>Van Gogh Museum, Amsterdam</td>
<td>10 October 2019</td>
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<td>Tejo van Oudheusden</td>
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<td>Museum Next (Digital Summit), Amsterdam</td>
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<tr>
<td>Louis van Tilborgh</td>
<td>Lecture on original and later varnish layers. ‘Quaestiones Typicae’</td>
<td>Van Gogh Museum, Amsterdam</td>
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<td>Jo van Gogh-Bonger</td>
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<td>‘We are Museums’ Congress, Katowice</td>
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97 Lectures and other academic activities
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<th>Name</th>
<th>Co-authors</th>
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<tr>
<td></td>
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<td>Wonderland Catalogue accompanying the exhibition Wonderland: Mercur van Room, Weert 2019</td>
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<tr>
<td>Fleur Roos</td>
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<td>New Ways of Looking: Adapting practices for a culturally diverse population</td>
<td>In: Art in the Age of the Museum, 2019, Edith Schreurs</td>
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<td>Bram Donders</td>
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<td>Toegankelijk taalgebruik als middel, kennis als kreeft. Interview met De Kunstmeisje: ’Accessible language, a resource, knowledge as a crab. Interview with De Kunstmeisje:’</td>
<td>In: Audito Kunsthistories 3D (1): pp. 13–15</td>
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<td>Gabie Quevado da Frank</td>
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<td>Voces links ook de Joden treffen in de strijd tegen witte privilegie – ‘How the Left’s battle against white privilege is also affecting the Jew’</td>
<td>In: Weekbladpers / In: Nederland, 12 July 2019</td>
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<td>Klaus Rossa de Cerviño</td>
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<td>Review of Lithography in Paris’</td>
<td>In: Print Quarterly, September 2019</td>
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<tr>
<td>Marjolijn Stege</td>
<td></td>
<td>Van Gogh online: close and personal’</td>
<td><a href="https://collectiontrust.org.uk/blog/van-gogh-online-close-and-personal/">https://collectiontrust.org.uk/blog/van-gogh-online-close-and-personal/</a></td>
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The Van Gogh Museum Annual Report 2019 was drafted in collaboration with the Board of the museum and its employees. The Van Gogh Museum Publications Department supervised the production process.

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Dave Nice

**Copy-editing**
Kate Bell

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Les Adu: p. 35
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Sanne Motza: p. 34
Berbe Rinders: pp. 42–43
Hugo Snelooper: p. 15
Jan-Kees Steenman: cover, pp. 24, 29, 38–39
Maartje Strijbis: pp. 12, 30

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Museumplein 6
1071 DJ Amsterdam
www.vangoghmuseum.com

**The Mesdag Collection**
Laan van Meerdervoort 7-F
2517 AB The Hague
www.demesdagcollectie.com

It is thanks to our main partners that we are able to fulfil our mission to enrich and inspire people with the life and work of Vincent van Gogh.

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**BankGiroLoterij**
**ASML**

**Van Lanschot**