



Van Gogh

MUSEUM EDITION

ON TOUR

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INTERNATIONAL

Van
Gogh
Museum
Amsterdam

INTRODUCING THE VAN GOGH MUSEUM EDITION

*Axel Rüger, Director of the Van Gogh
Museum Amsterdam explains:*

"When Van Gogh began painting at the age of twenty seven, his skills were not developed nor recognized. But ten years later, after an intense period of struggle and self-introspection, his craft improved dramatically. Slowly he began to gain recognition as an exceptional artist, whose bold colors, rugged brushstrokes and original subject matter had the power to transform art forever. Now, some 120 years later, the art world worships the extraordinary intensity of emotion of Van Gogh's paintings. It has proven to be a timeless contribution. His works speak directly to all people of all ages. I strongly believe our Van Gogh Museum Edition Collection will not fail to impress and inspire you, and yours, for years to come."



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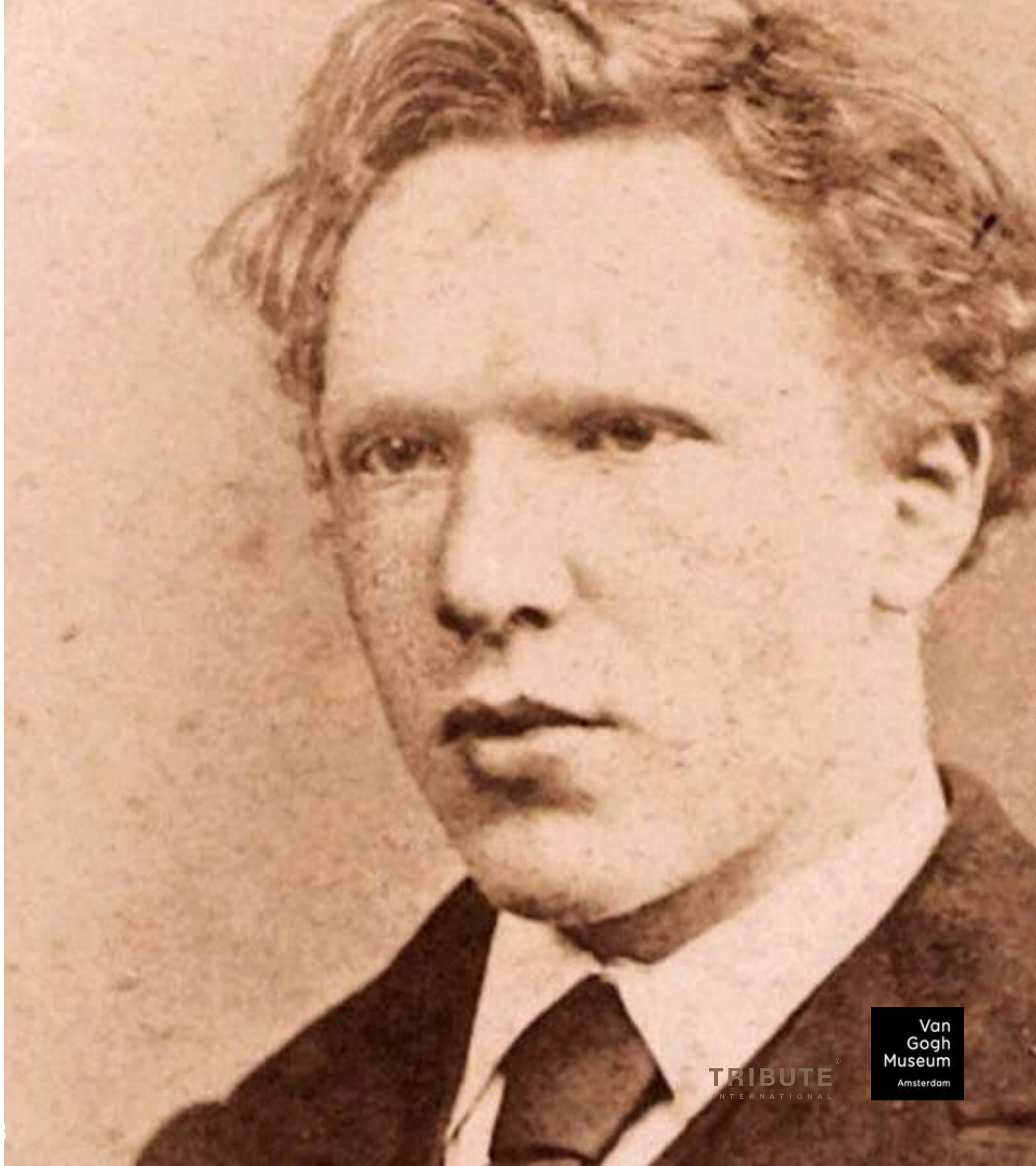
INTRODUCING THE VAN GOGH MUSEUM EDITION

Fulfilling Vincent's wish.

Vincent van Gogh was revolutionary. He began his life studying to become a preacher in The Netherlands. Though he later switched occupations, he never lost his connection with the downtrodden.

The Van Gogh Museum Editions are surely everything Van Gogh ever wanted in terms of fulfilling his mandate to serve the people. The Van Gogh Museum Edition Collection is the name given by the Museum to herald the arrival of this revolutionary technology known as Reliefography.

In this context, it is no surprise that Van Gogh wanted prints of his treasures to be shown to as many people as possible. On the next page, Van Gogh's own words in a prescient letter he scribed to his brother Theo...



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In 1882, Eight years before his death, Vincent wrote a prescient letter to his brother Theo suggesting that he would like to see prints of his paintings made available to the people.

“What I wrote to you in my last letter about a plan for making prints for the people is something to which I hope you’ll give some thought one day. I don’t have a fixed plan about this myself as yet... But I don’t doubt the possibility of doing something like this, nor its usefulness. Nor can I doubt that people can be found whose heart would be in it. In short, I believe it could be done in such a way that no one would regret having taken part.”

With a handshake,

Vincent

menen om 1/2y te figuren die ik ook heb
hulpe groote te reduceren 1/2y geheel niet
in kleiner formaat te tekenen.
~~So de~~ Zonden bepaalde reden zou ik van m
beloning vinden om met bepaalde reden
Is het dat gy moet ik te eenige figuren b.v. in de
groottesverhouding zoud een daarmee nieuwe pro
will nemen zonder dat ze nu iets bepaald zeggen k
by wie of waarvoor zou ik me dat reden gemaakt
ze te maken.
Wat ik ~~kan~~ daaraan zoud is alleen om te u op te wij
ken van tekenen of om een zekere orde in mijn w
het tekenen te houden. my zelf een soort regel geef
het niet om slaaf te worden van dien regel doch o
men te verbeteren voor denken kan.
Het reduceren van een bepaald figuur op halve groote b.v. is
Volstrekt niet moeilijk. + ~~ook~~ soms verliest men evenw
het eigenaardige ~~dat~~. soms ook wilt het figuur er by
In elk geval ik zal in te een paar uren binnen /houd
het ge als bepaald er mee op 1/2y zou zeg me waarvoor
men met dat helpt my dit in de reis van mijn figure
Nogmaals dank voor het gezondere. Wat ik te u mijn
Brief schreef over een plan van tekenen voor het volk te mak
is iets wat ik hoop dat gy nu gedachten aan
groot. Een vast plan heb ik zelf nog niet gemaakt
zouwer dat om het tekenen in mijn hoofd te hebben
ik om met behulp van de tekeningen zelf en met be

INTRODUCING THE VAN GOGH MUSEUM EDITION

*How close have you ever been to
a Van Gogh Masterpiece?*

It took 7 years to develop The Van Gogh Museum Edition, which consists of 9 certified masterpieces. They resemble the original painting as closely as possible. Brightness, scale, color, structure and texture are captured in every minute detail. With the naked eye one cannot distinguish the difference. This has been made possible by a patented method developed in close cooperation with Fuji Film Belgium and owned by the Van Gogh Museum.



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INTRODUCING THE VAN GOGH MUSEUM EDITION

*Willem Vincent van Gogh, Ambassador of
the Van Gogh Museum Amsterdam*

"The Van Gogh Museum Edition brings Vincent's art closer to those who love his art so deeply and profoundly. When I see, for example, the Sunflowers I feel the same emotion as seeing the original one. You can see that the Editions are exactly alike the original paintings. The same size, the same colors and brightness as well as the same frame. And as Vincent is famous for his use of thick oil paint, it is in contrast with using diluted oil paint. You now can feel the real structure he wanted to express. All together that's really an addition in experiencing Vincent's art. Vincent would have been proud to see these results."



INTRODUCING THE VAN GOGH MUSEUM EDITION



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THE COLLECTION

HARVEST, 1888



THE BEDROOM, 1888



ALMOND BLOSSOMS, 1890



BRUSHWOOD, 1889



FISHING BOATS ON THE BEACH, 1889



SUNFLOWERS, 1888



WHEATFIELD UNDER THUNDERCLOUDS, 1890



LANDSCAPE AT TWILIGHT 1890



BOULEVARD DE CLICHY, 1887



INTRODUCING THE VAN GOGH MUSEUM EDITION ON TOUR



INTRODUCING THE VAN GOGH MUSEUM EDITION ON TOUR

*Attract & connect with affluent and
influential audiences.*

The Van Gogh Museum Edition on Tour is a story telling sales exhibition specifically targeted to engage the local community and provide opportunities to attract & connect with affluent & influential audiences.

The Van Gogh Museum Edition on Tour contributes to the mission of the Van Gogh Museum to make the life and work of Vincent van Gogh and the art of his time accessible to as many people as possible in order to enrich and inspire them.

A 4 week tour will be open to the public at location. As part of the The Van Gogh Museum Edition, the location will execute a variety of activations, specifically targeted to engage the local community including schoolchildren and the visually impaired.



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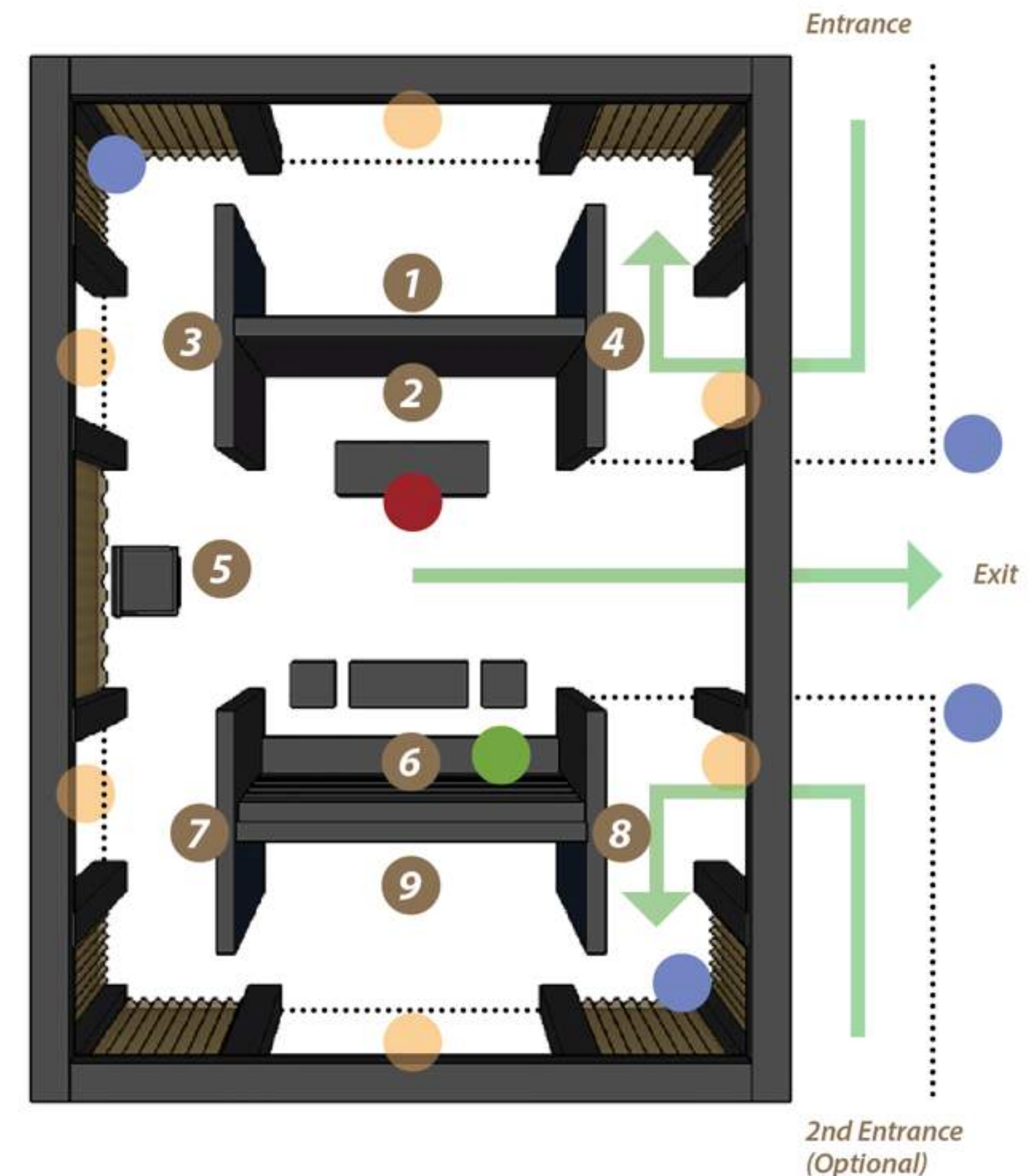
AN IMMERSIVE EXPERIENCE LAY OUT INVITES TO INTERACT

An exclusive opportunity to encounter Van Gogh's world at close range, to share and enjoy his genius with others and to become actively involved in his legacy.

The Editions are for sale as part of a limited, certified, numbered and therefor collectable collection.

The Van Gogh Museum Edition on Tour is designed as a flexible setup with which we are able to create a custom plan that will blend in with the available space in the best way possible.

- 9 Van Gogh Masterpieces
- Affiliate products sales point
- Lounge area
- Interactive video displays
- Visitor's route
- Closing curtains enabling private events



Setup example

INTRODUCING THE VAN GOGH MUSEUM EDITION ON TOUR

- The Van Gogh Museum Edition on Tour is a top quality turn key event with high stakeholder value.
- High exposure by connecting Simon's iconic properties to one of the world's most iconic brands.
- Enrich the mall experience in a very sympathetic and festive way by bringing International culture and art close to the community.
- Positive publicity by an integrated program to display and educate school children, the blind seniors as well as culturally attuned community members.
- Significant contribution to the CSR program.
- Significant increase in shopping mall traffic (up to 8% experienced).
- High profile brands partnership/sponsoring.
- Profitable exploration.





Y'S SECRET

Vau Gogh
MUSEUM EDITION
ON TOUR



HOURS OF OPERATION
OCTOBER 14 - NOVEMBER 11
Monday to Friday, 12PM - 8PM
Saturdays, 10AM - 4PM
Sundays, 12PM - 5PM

SOUTHGATE

NO
ENTRANCE

"WHAT I WROTE TO YOU IN MY LAST
LETTER ABOUT A PLAN FOR MAKING
PRINTS FOR THE PEOPLE IS SOMETHING
TO WHICH I HOPE YOU'LL GIVE SOME
THOUGHT ONE DAY..."



NO
ENTRANCE

Vau Gogh
MUSEUM EDITION
ON TOUR
CANADA 2014



Vau Gogh
MUSEUM EDITION
ON TOUR
14 OCT - 13 NOV
SOUTHGATE MALL
CENTRE COURT
HOURS OF OPERATION
OCTOBER 14 - NOVEMBER 11

SOUTHGATE

j. micho



"ONE MUST WORK AND DARE
IF ONE REALLY WANTS TO LIVE"

- Vincent van Gogh



The painting is a reproduction of a work by Vincent van Gogh, titled 'Olive Trees with Yellow Sky and Sea' (1891). It depicts a landscape with olive trees and a path, characteristic of the artist's work in Saint-Rémy-de-Provence.

"THE SUNFLOWER IS MINE,
IN A WAY"

- Vincent van Gogh



The painting is a reproduction of a work by Vincent van Gogh, titled 'Sunflowers' (1889). It depicts a vase filled with several sunflowers, a subject that was central to the artist's work in Arles.

"I WOULD RATHER DIE OF
PASSION THAN OF BOREDOM"

- Vincent van Gogh



The Bedroom, 1888

Oil on paper, mounted on canvas, 73 cm x 92 cm

Van Gogh's bedroom in Arles is a painting of a simple, cozy room. The room is painted in warm, vibrant colors, characteristic of Van Gogh's style. The bed is yellow, the table is wooden, and the window looks out onto a landscape. The room is simple and comfortable, reflecting Van Gogh's desire for a peaceful place to live.

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"THE SUNFLOWER IS MINE,
IN A WAY."

- Vincent van Gogh



Sunflowers, 1889
The Sunflowers were painted in the last months of Van Gogh's life, during his stay in the asylum at Saint-Paul-de-Mausse. The painting is a still life, showing a bouquet of twelve sunflowers in a white vase on a yellow surface. The sunflowers are in various stages of bloom, with some fully open and others just beginning to open. The background is a solid yellow color, which makes the sunflowers stand out. The painting is a reproduction of the original, which is in the collection of the Museum of Modern Art, New York.

"THERE IS PEACE
EVEN IN THE STORM"

- Vincent van Gogh



Oyster Stalls under a Stormy Sky, 1890

Oil on paper, mounted on canvas, 55 x 71 cm

This painting was painted in the last months of Van Gogh's life, during his stay in the asylum at Saint-Paul-de-Mausse. The painting is a landscape, showing oyster stalls and a dramatic, stormy sky. The sky is filled with dark, swirling clouds, and the sea is turbulent. The oyster stalls are in the foreground, and the background shows a distant town. The painting is a reproduction of the original, which is in the collection of the Museum of Modern Art, New York.

Van Gogh Museum

ONE MUST
IF ONE REALLY WANTS TO LIVE"

· Vincent van Gogh



VAN GOGH MUSEUM EDITION AFFILIATED MERCHANDISE

A high end range of affiliate products are available for purchase that enables to relive the Van Gogh Museum Edition collection at home.



VAN GOGH MUSEUM EDITION SPONSORS

*Some well known brand names
have contributed to the Van
Gogh Museum on Tour for their
positioning by sharing in high-
end Events and Media exposure.*



CREATING AN UNFORGETTABLE EXPERIENCE

The collaborations and acquaintances we have struck up over the years include, among others, actors and narrators playing Van Gogh, musicians and writers working on Van Gogh, experts of his work, museum curators and directors, technology specialists, and Van Gogh relatives. Recently, it has been our privilege to arrange a number of such relations' contributions during the Van Gogh Museum on Tour display, thereby greatly increasing their media impact. See the press section of our website for photo impressions.

www.vangoghmuseumedition.com



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