

PRESS RELEASE

New Van Gogh bus service between Amsterdam and Brabant

Bus service links the paintings in the Van Gogh Museum to their heritage in Nuenen

Coinciding with the return of the two stolen Van Gogh paintings from the Van Gogh Museum– Seascape at Scheveningen from 1882 and Congregation Leaving the Reformed Church in Nuenen from 1883/84 – the Van Gogh Museum in Amsterdam and Van Gogh Brabant are introducing a bus service between Amsterdam and Nuenen. This will make it possible for visitors to the Van Gogh Museum to see the paintings and visit the heritage sites in Nuenen in one day. The bus service starts on 30 March, Vincent's birthday, with a daily trip until the 5th of April and will operate every Saturday from then.

In recent years, not only has interest in Vincent van Gogh's work increased, so too has interest in his life and heritage. To make a visit to these somewhat less-known locations possible, the Van Gogh locations in Brabant are collaborating with the Van Gogh Museum. The bus service and the introduction of a combined ticket means Van Gogh enthusiasts in Amsterdam can now be introduced to the delightful Van Gogh heritage in 'Van Gogh Village' Nuenen, close to Eindhoven, in a very accessible way. This is the province in which Vincent was born, where he spent most of his life and where he produced no less than a quarter of all his works. This collaboration is the result of close cooperation between the Van Gogh partners in the Netherlands and the marketing organisations NBTC Holland and VisitBrabant.

Unique role for the Van Gogh Museum

Not only the introduction of the bus service but also the role the Van Gogh Museum is paying in this collaboration is unique. This is the first time the museum is offering a ticket which will combine a visit to the museum with an experience in another province. Visitors purchasing a combined ticket will depart by coach from Amsterdam for Nuenen at 09:00 and round off the day with a visit to the Van Gogh Museum. Tickets cost €99 p.p. and can be booked through Tour Company and international booking portals such as Expedia, Viator, Get your Guide, as well as from the Van Gogh Museum. If the operation is a success, Van Gogh Brabant will extend the number of trips and will also offer other Van Gogh locations.

Extra Van Gogh experience

With a direct bus service and the combination ticket, an extra Van Gogh experience will be added to a museum visit, with just a ninety minute drive from Amsterdam. Many locations in Brabant are reminders of Vincent van Gogh. They describe his childhood years, his youth, his roots, his dreams, passions, love affairs and experiences. In Brabant you can discover where Vincent had his first drawing lesson and you can imagine you are back in Van Gogh's time at the Vincentre in Nuenen. No fewer than 23 locations in this village are a reminder of Van Gogh; fourteen of them are locations he painted or sketched. The other objects are statues or buildings with a special meaning. The same goes for the Van Gogh-Roosegaarde cycle path. Based on The Starry Night, artist Daan Roosegaarde placed thousands of stones in the pathway which twinkle after dark.



Editorial note, not for publication

For more information about this message please contact Tamara Ernst, tel. +31(0)6 24 36 09 29 or tamaraernst@visitbrabant.nl. If you are interested in coming along on the first tour to Vincent's Homeland on 30 March, send me a mail no later than 27 March. Of course the coach will also be available for combination visits in the future!

About Van Gogh Brabant

Five heritage locations in Brabant (Van Gogh Village in Nuenen, Vincent's Art Room in Tilburg, the Van Gogh Church in Etten-Leur, the Vincent van Goghuis in Zundert and the Noordbrabants Museum in 's-Hertogenbosch) have joined forces under the name Van Gogh Brabant to maintain and share the cultural heritage of Van Gogh in Brabant. This includes increasing cooperation with Van Gogh Europe, an international partnership of various organisations in the Netherlands, Belgium and France which are committed to the preservation and collective promotion of Van Gogh's heritage.

About Van Gogh Museum

In the new layout, you step directly into Van Gogh's world. You obviously see his masterpieces, but also his drawings and letters. You discover the ideas and ambitions behind his art. Van Gogh experienced life and the world intensely and wanted his art to portray the great themes of life, such as anxiety, suffering, love and hope. You follow the on-going search of an artist who was constantly trying to improve himself. In this way, you get a new view of an artist you thought you knew.