

PRESS RELEASE

European Commission invests in Van Gogh collaboration

Oisterwijk, the 21st of March 2016 – Representatives of Van Gogh Europe from France, Belgium, the Netherlands and Germany have come together in 's-Hertogenbosch for the start of a new collaboration. The partners are looking forward to a structural co-operation between organisations, cultural heritage institutions and museums concerning Van Gogh. Monday 21st of March they were welcomed by Henri Swinkels, delegate for Liveability and Culture for the province of North Brabant.

The European Commission has granted 250.000,- to a collaboration between tourism promotional organisations and cultural institutions. The goal is to compose culture trips between the various Van Gogh locations in Europe and to offer these to travel agents in Europe, Asia, and America. The duration of the project is 18 months and offers partners the possibility to internationally position themselves even more and to increase the number of international visitors. Moreover the project contributes to Van Gogh Europe's aspiration to further help the development of the maintenance and accessibility of the Van Gogh heritage.

VisitBrabant is the project leader of the collaboration between Bureau de Tourisme St. Remy-de-Provence, Bureau de Tourisme Mons, Pole Museal from Mons, Projekt2508 from Germany, Regionaal Bureau voor

Toerisme Knooppunt Arnhem Nijmegen, NHTV Breda and the province of North-Brabant. At the same time the van Gogh Europe locations such as the Van Gogh museum, Auvers-sur-Oise, Paris, Van Gogh Drenthe, the Kröller Müller Museum and the locations of Van Gogh Brabant make part of the project.



Best regards,

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