

ONLINE VIDEO CAMPAIGN #FOLLOWVANGOGH HAS MILLIONS OF PUBLIC FOLLOWERS

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Commissioned by Van Gogh Europe, an online video campaign by No Dutch No Glory has been developed with the title #FollowVanGogh in which fans are invited to tread in the footsteps of the world renowned artist Vincent van Gogh (1853-1890). The videos are intended to be a round trip by three friends Jiro, Frank and Ruben past various places in the Netherlands, Belgium and France where the artist lived and worked or where his work can be seen. This three-part campaign has already been seen by a million members of the public. A compilation of the three films will be released today (see routevangogheurope.eu/followvangogh).

#FollowVanGogh

The inspiration for the tour was *The Vincent van Gogh Atlas*, a publication about Van Gogh's journey through Europe. It was published by Rubinstein publishers in collaboration with the Van Gogh Museum, in Dutch, French, English, and in the meantime, Chinese, Japanese and Korean editions have been published as well. A German edition will be published soon. Taking this book with them, the three friends Jiro, Frank and Ruben, also employees of No Dutch No Glory set out with the intention of getting to know the artist better on their travels, to see with their own eyes what he saw and to capture these images in a candid report. During 12 days of travel they covered 3,000 km and visited 21 cities, five museums and numerous unusual places which had some connection with Van Gogh.

Director Ruben Duipmans talking about this experience: *"I would never have thought I would find it so interesting. I gradually came to understand Van Gogh better and to appreciate his work. This trip has made me realise what an interesting life Van Gogh had and that there are many more colourful elements than the dark and gloomy side of his life that are usually associated with the artist."*

Van Gogh Europe Board member Milou Halbesma (Van Gogh Museum) on the subject of this production: *"The makers have succeeded in showing a contemporary and personal journey. The video series shows that in addition to the locations with tangible memories of Van Gogh or the museums where his work can be admired, many of the landscapes have not been affected by time. We hope that fans around the world will themselves be stimulated to step in the footsteps of their beloved painter."*

Reaching out to millions

Within a period of a few weeks more than 1½ million people watched the videos and the campaign reached 3.4 million people worldwide via [social media](#). This generated tens of thousands of 'likes' and hundreds of reactions and photos of the trips that were made by the fans themselves. The biggest response came from the Netherlands (36%), the United States (23%), the United Kingdom and Mexico (5%) and France (3%).

International collaboration

Van Gogh Europe is an international collaboration comprising about 25 organisations in the Netherlands, Belgium and France. They are actively engaged in maintaining and promoting Van Gogh's heritage. Route Van Gogh Europe is inviting visitors to tread in the footsteps of Vincent van Gogh. It is bringing together

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three countries, six museums, nine heritage locations and fourteen towns. A multilingual website, consumer brochures and a sales guide will inform those interested about the heritage locations, cultural and tourist activities, thematic international routes and attractive arrangements. Events and visitor experiences can be shared on Facebook (www.Facebook.com/routevangogheurope), Twitter (www.twitter.com/vangogheurope) and Instagram (www.instagram.com/vangogheurope) by anyone with an interest in Vincent van Gogh's heritage. Route Van Gogh Europe has been made possible with financial support from the European Union in the context of Promoting International Tourism for Culture and Heritage (PITCH). The aim of the project is to increase awareness in the heritage and to attract more international visitors.

EDITORIAL NOTE**For more information about Route Van Gogh Europe**

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For a link to the three videos and the compilation video, go to: routevangogheurope.eu/followvangogh

Visual material

Press packs and visual material about the various locations can be found in the 'Press' section of the website: <http://routevangogheurope.eu/press>