



vangoghsdream.org, the dream still goes on...

P R E S S R E L E A S E

Auvers-sur-Oise - November 8, 2007

« One day or another, I believe I shall find a way of having an exhibition of my own in a café ».*

An exceptional opportunity to realize Vincent's dream arose on September 22nd when Sotheby's announced that Van Gogh's painting, "The Fields" was to be put up for auction on November 7th.

On October 17th, the Institut Van Gogh launched an international fundraising campaign through its website www.vangoghsdream.org calling upon the generosity of Van Gogh lovers throughout the world to try to bid for the painting and thus return it to its original home at Auberge Ravoux in Auvers-sur-Oise (see Institut Van Gogh's press release Oct.17).

Word of this unique endeavour immediately spread around the world, through both the traditional news media and the Web. However, despite the considerable interest this campaign raised, the deadline for the auction proved way too short to raise sufficient funds and allow the Institut Van Gogh to bid for The Fields.

Of the 70 pictures Van Gogh painted in Auvers, some are still in private hands...

Still, the effort stirred such emotion among the public that the Institut Van Gogh remains quite optimistic about its outcome. During the online drive, several private collectors made contact with the Institut Van Gogh and it may indeed be that, by a quirk of fate, the Fields or another Van Gogh painting shall again grace the bare walls of Vincent's last room in Auvers. The Institut however declines to comment on whatever negotiations may be underway, for fear of fuelling conjectures and driving the art prices even higher.

The Institut Van Gogh's initiative met with unparalleled support and enthusiasm from donors from the five continents, which has endowed the Institut with a solid financial and moral base to pursue Van Gogh's dream to a successful conclusion. The dream must go on! As provided for in the Fundraising Rules, the campaign started on October 17th shall remain open for contributions.

"When I see the unanimous acclaim this unique project has received so far, how unreservedly thousands of anonymous donors and celebrities alike subscribed to it, how much support it got from hundreds of newspapers and television stations around the world, reflecting the public's continuing fascination for Vincent, I have no doubt that we shall realize Van Gogh's dream," says Dominique Janssens, Chairman and Founder of the Institut Van Gogh "when there's a will, there's a way... and when there's a dream, there's a way!" he adds.

* Extract from a letter from Vincent van Gogh to his brother Theo, Auberge Ravoux, Auvers-sur-Oise, June 10th, 1890.

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