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

Auvers-sur-Oise - October 17th, 2007

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

In order to realize Van Gogh's dream, the Institut Van Gogh announces today the launching of a worldwide fundraising campaign designed to help it acquire the Van Gogh painting "The Fields" (F761) that will be auctioned by Sotheby's New York on 7 November 2007.

Within this deadline, the Institut Van Gogh aims to raise at least US\$ 35 million in less than a month, by calling on the generosity of Van Gogh enthusiasts around the world, willing to share the painter's dream.

Through their financial support, donors worldwide may ensure that Van Gogh's last painting of the Auvers-sur-Oise weathfields still in private hands does not disappear again into the bowels of an investor's strong room.

If the Institut Van Gogh manages to secure it, the painting will be returned to public view in Van Gogh's famous last room at the Ravoux Inn, an artist's café since 1876.

"It's an ambitious challenge," Dominique Charles Janssens, the Institut Van Gogh Founder and Chairman admits *"but we do believe that many the Van Gogh lovers around the world will massively respond to save the painting from oblivion. So we urge all those who care about Van Gogh to visit the website **vangoghsdream.org**, which has been specially created for the campaign and supplies all the necessary details."*

What if the Institut Van Gogh cannot successfully bid for the painting at Sotheby's? *"Well, we'll really miss "the fields", but we shall pursue this venture until we can hang one of Vincent's painting in his last room... some other day"*.

For further details please contact the Institut Van Gogh:

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* Extract from a letter from Vincent van Gogh to his brother Theo written on 10 June 1890 during his stay at the Auberge Ravoux.