

# Press Release

Auvers-sur-Oise / Miami Beach, 29 November 2011

VAN  
GOGH'S  
DREAM

LE RÊVE DE  
VAN GOGH

1890

AUBERGE RAVOUX  
AUVERS-SUR-OISE

## ARTS FOR A BETTER WORLD, MIAMI BEACH, 2011:

The Institut Van Gogh launches *Van Gogh's Dream*

2011  
MIAMI BEACH

THE VAN  
GOGH'S  
DREAM  
PAVILION  
AT ARTS FOR A BETTER WORLD



The Institut Van Gogh is the guest of honour of ARTS FOR A BETTER WORLD, held at the same time as Art Basel Miami Beach 2011, and is using this prestigious occasion to unveil its plans for bringing about *Van Gogh's Dream* for the first time.

A few weeks before his death in 1890 Van Gogh was staying at the Ravoux Inn in Auvers-sur-Oise, North of Paris. In a letter to his brother Theo he expressed the hope that "*Some day or another I believe I will find a way to have my own exhibition in a café.*"

The involvement of the Institut Van Gogh aims to make Van Gogh's modest dream come true 121 years later in the very café where the artist died on 29 July 1890. The Institut Van Gogh will unveil in Miami its master plan for acquiring one of the pictures painted by the artist in Auvers and exhibiting it in his bedroom in the Auberge Ravoux.

ARTS FOR A BETTER WORLD is providing a 1200 square feet pavilion to house *Van Gogh's Dream*, where visitors will be able to enjoy a "Van Gogh Experience". For the first time a full-scale three-dimensional replica of Van Gogh's room in the Auberge Ravoux will be on show in the United States. On the same occasion the Institut Van Gogh will celebrate the world exclusive launch of its iPad application *Van Gogh's Dream* and the launch of the campaign *Invest in a Dream*.

In the words of Dominique-Charles Janssens, President and Founder of the Institut Van Gogh: "*We are embarking on this ambitious program with the aim of familiarizing the whole world with Van Gogh's Dream and uniting all Van Gogh fans around this unusual and indeed unique project. We are applying all the latest technology, yet making sure that the emphasis remains on the human dimension by enabling every Van Gogh enthusiast to take part in the process of making the painter's last expressed dream come true.*"

29 November – 4 December 2011  
Surfcomber Hotel, 1717 Collins Avenue, Miami Beach

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## A SPECIAL "VAN GOGH PAVILION" WITH A FULL-SCALE REPLICA OF THE FAMOUS ROOM

As a VIP guest exhibitor at ARTS FOR A BETTER WORLD, the Institut Van Gogh is putting Van Gogh's universe on show for the first time in a public place, at the Surfcomber Hotel (1717 Collins Avenue), two blocks away from the Convention Center.

Visitors will be able to discover the life and work of Van Gogh via a state-of-the-art display which draws on historical authenticity to elicit and engage the onlooker's feelings. This display "In the Footsteps of Van Gogh" is accompanied by a video projection, a new iPad application, and special events and activities (guided visits, lectures, workshops for children and adults, etc). The content of the Pavilion has been devised by Dominique-Charles Janssens, Dr Wouter van der Veen and the graphic designer Elsa Reully, with the full support and collaboration of the Paris Ile-de-France Regional Tourism Committee.

In the words of Dr Van der Veen, scientific advisor to the Institut Van Gogh: *"Since being reopened in 1993 Van Gogh's room in the Auberge Ravoux has attracted 1,200,000 visitors. This success clearly shows that the room has lived up to visitors' expectations; they have come looking for true information and a unique experience. The special display in the Van Gogh Pavilion has been designed with this in mind: the accent is on the visitor's experience and not on the sensational aspects of Van Gogh's life."*

At the *Van Gogh's Dream* Pavilion in Miami, everything revolves around Van Gogh's replica room in the Auberge Ravoux. Visitors can discover this space of only 80 square feet and experience for themselves the intimacy of Van Gogh's last abode.



Rod and Sandrine Kukurudz, co-founders of the ARTS FOR A BETTER WORLD organization, have laid out their aspirations for this year's endeavour: *"ARTS FOR A BETTER WORLD is much more than a fair or contemporary art exhibition. With Van Gogh's Dream we seek to put out an unambiguous and committed message: arts and dreams help to make this world a better place. So we are particularly proud to be working with the Institut Van Gogh, which has been directing all its efforts for so many years towards making Vincent van Gogh's modest yet ambitious dream come true. The financial support to build the Van Gogh's Dream Pavilion, is our contribution to this unique project."*

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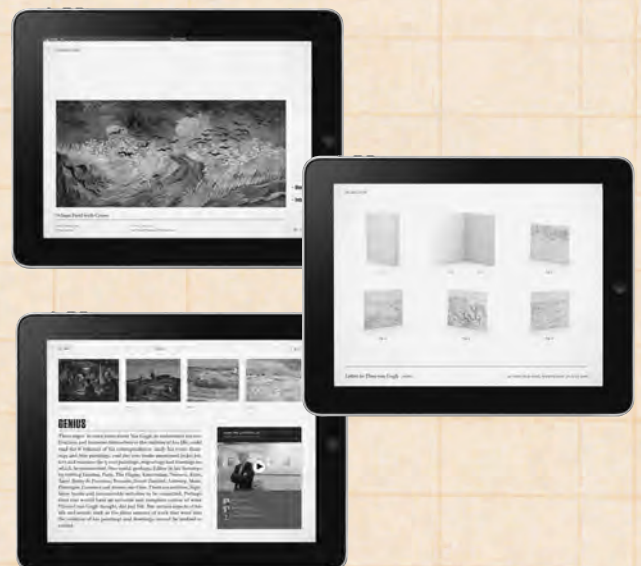
AUBERGE RAVOUX  
AUVERS-SUR-OISE

## THE EXCLUSIVE LAUNCH OF A REVOLUTIONARY APPLICATION FOR TABLETS

29 November 2011 sees the preview launch by the Institut Van Gogh of the iPad application *Van Gogh's Dream* in the ARTS FOR A BETTER WORLD pavilion. This app enables users to (re)discover the life, art and correspondence of Van Gogh in a clear, simple and interactive way. In addition to containing the complete catalogue of all the eighty pictures painted by Van Gogh during the last seventy days of his life in Auvers-sur-Oise, the app is richly interactive, including illustrated texts, almost 90 minutes of interviews with experts from the Van Gogh Museum in Amsterdam and various other Van Gogh enthusiasts (scholars and specialists, contemporary artists and authors), as well as an interactive display of the last letter he wrote before his death..

In the words of Dominique-Charles Janssens: "*Van Gogh wished to reach the widest possible audience for the masterpieces he had created so passionately. The Van Gogh's Dream app is the logical, innovative development of this ambition, putting technology at the service of emotion. When they load this app, all users automatically help to make Van Gogh's dream come true.*"

*Van Gogh's Dream* has been developed in close collaboration with the University of Strasbourg and the Mnestra publishing house. The English version will be ready for loading on 30 November 2011 at a cost of US\$ 9,99 (€ 7,99) via iTunes in 70 countries. The French app will be launched on 15 December 2011 in Strasbourg. In association with local sponsors, the *Van Gogh's Dream* will be translated into Spanish, Portuguese, Chinese, Russian, Korean and Japanese. A video about the app can be viewed on [www.vangoghsdream.org](http://www.vangoghsdream.org).



### EDITORS PLEASE NOTE:

Journalists can obtain a free copy of the app after proof of accreditation by sending an email to: [press@vangoghsdream.org](mailto:press@vangoghsdream.org)

All further details and documentation can be obtained from the Bureau Heidi Vandamme, who is handling press relations for *Van Gogh's*

*Dream* on behalf of the Institut Van Gogh, mobile +31 (0)6 295 32 686 email: [press@vangoghsdream.org](mailto:press@vangoghsdream.org)

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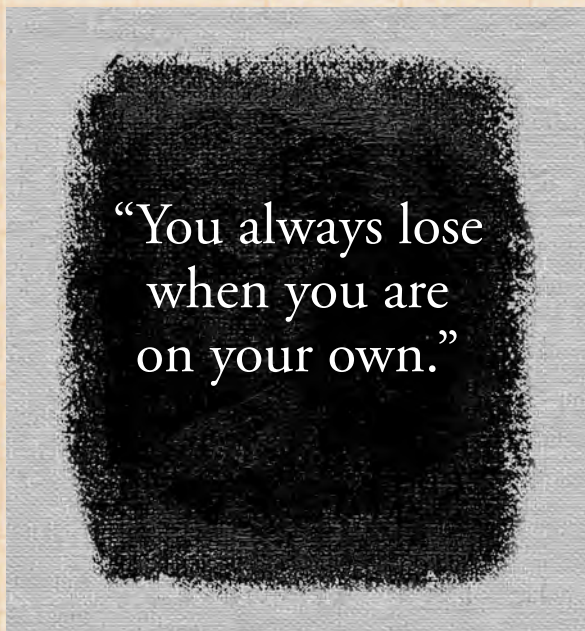
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## The *Van Gogh's Dream* Partners



Letter from Vincent van Gogh to his brother Theo, Arles, 1888

In order to make *Van Gogh's dream* come true, Dominique-Charles Janssens, President and Founder of the Institut Van Gogh and the Auberge Ravoux, has invited several partners to be involved in the project.

A 'Dream Team' has been recruited to make it all possible, including the *Van Gogh's Dream Pavilion*, the iPad app, and the *Invest in a Dream* campaign. All of these projects are part of the global aim to make Van Gogh's modest but ambitious dream come true. In addition, other partners are involved on the logistical side. The following is a list of those who are playing a part in *Van Gogh's Dream*.

### VAN GOGH'S DREAM TEAM

#### ARTS FOR A BETTER WORLD / MoonStar Fine Arts Advisors

Two French professional specialists in events organization, Sandrine and Rodrigue Kukurudz, started the contemporary art fair ARTS FOR A BETTER WORLD in 2010. This time they are operating in partnership with an international team of experts, MoonStar Fine Arts Advisors, an agency specializing in the art market, founded by Sébastien Laboureau and Martin Gerlier. The two teams have created, for a public of connoisseurs and art lovers, a fair of the highest artistic quality using particularly innovative exhibition concepts.

ARTS FOR A BETTER WORLD made its first well-noted appearance on the periphery of the Art Basel Miami Beach 2010, with a cohesive theme: the affirmation that art can help make the world a better place. As a result of this successful début, it is now a part of the official program of Art Basel Miami Beach 2011, and brings with it a team of leading galleries. For its second appearance, ARTS FOR A BETTER WORLD is offering a particularly ambitious and innovative artistic program, including the VIP guest *Van Gogh's Dream* for the first time in the United States.

#### CONTACT DETAILS

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## The *Van Gogh's Dream* Partners

### MNESTRA

Mnestra is the collection name used by Arthénon Publishers (Strasbourg) for its digital publications. Arthénon was created in 2005 by Wouter van der Veen with a commitment to uniting culture and economics, emotion and reason. The *Van Gogh's Dream* application was developed in close collaboration with the University of Strasbourg.

Wouter van der Veen is an author, publisher and expert advisor to the Institut Van Gogh. He is also a professor at the University of Strasbourg, where he teaches History of Art of the Low Countries and Dutch literature and civilization. Among his publications are *Van Gogh in Auvers: his last days* (Monacelli Press N-Y, 2010) and *Van Gogh, A Literary Mind* (Waanders/Van Gogh Museum, Amsterdam 2009).

### CONTACT DETAILS

Dr Wouter van der Veen  
veen@unistra.fr

### OTHER PARTNERS

#### Paris Ile-de-France Regional Tourism Committee

*"And mind, my dear fellow, Paris is Paris, there is but one Paris and however hard living may be here and if it became worse and harder even – the French air clears up the brain and does one good – a world of good."*

Letter from Vincent van Gogh to Horace Mann Livens, Paris, September / October 1886

Paris Ile-de-France is the number one tourist destination in the world. Vincent van Gogh left an indelible mark on this unique region and is part of its cultural heritage. The Paris Ile-de-France Regional Tourism Committee is proud of the rich and moving Van Gogh heritage and is keen to enable tourists from all over the world to follow in Vincent's footsteps in Auvers-sur-Oise and in the city of Paris itself, to name just the two most famous locations he immortalized in Northern France.

# FactSheet

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## The *Van Gogh's Dream* Pavilion, ARTS FOR A BETTER WORLD, Miami Beach 2011

### Address

Surfcomber Hotel (1717 Collins Avenue, South Beach), a few blocks from the Convention Center Art Basel Miami Beach 2011

### Dates

29 November – 4 December 2011

### Daily times

11 a.m. to 9 p.m. every day

### Entry charges

Free with the Art Basel Miami 2011 sticker  
Normal charge: \$10  
Children under 15: free

### Floor space

1200 square feet (100 sq. meters)

### Summary

As a VIP guest exhibitor of ARTS FOR A BETTER WORLD, the Institut Van Gogh (Auvers-sur-Oise, France) is putting Van Gogh's universe on show for the first time in a public place. Visitors will be able to discover the life and work of Van Gogh by means of a state-of-the-art lighting and interactive display "In the Footsteps of Van Gogh", which combines historical fact and modern emotion using video projection, a new iPad application and special activities.

The central focus of the *Van Gogh's Dream* exhibit is a full-scale replica of Van Gogh's room in the Auberge Ravoux, which the painter occupied in 1890. Visitors see this space of merely 80 square feet (7 sq. meters) for themselves, and thus experience the intimacy of Van Gogh's last abode.

### Activities

Guided visits, lectures, workshops for children and adults, etc, are organized every day in the Pavilion during Art Basel Miami Beach 2011.

The complete program can be consulted at [www.artsforabetterworld.com](http://www.artsforabetterworld.com).

### Design and production

ARTS FOR A BETTER WORLD (Aventura, Florida) in close collaboration with the Institut Van Gogh (Auvers-sur-Oise, France)

### Lighting/display

Dominique-Charles JANSSENS and Dr Wouter van der VEEN, scientific advisor to the Institut Van Gogh

### Graphic design

Elsa Reilly

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## *Van Gogh's Dream* iPad application

### Title

*Van Gogh's Dream*

English version: available from 30 November 2011

French version: available from 15 December 2011

### Summary

The *Van Gogh's Dream* application allows visitors to discover or to rediscover the painter, his art, his drawings, his letters and his technique. Furthermore, the app focuses on the artist, with his certainties and his doubts through 8 fascinating chapters:

1. *Van Gogh's Dream*
2. The Man
3. The Technique
4. The Auvers Paintings
5. The Letters
6. Van Gogh for the Masses
7. Van Gogh and Motion Picture
8. Van Gogh's Legacy

### Special features

- The app contains rich, interactive documentation illustrating the life and work of Van Gogh and his influences and techniques.
- A 90 minute video in which specialists and enthusiasts combine scholarly analysis and expressions of pure feeling.
- The app contains high quality reproductions of all the 80 canvases painted by Van Gogh in Auvers-sur-Oise, arranged innovatively in an easy-to-use catalog.
- Interactive access to Van Gogh's correspondence.
- Numerous articles and comments by Van Gogh experts on many subjects, both familiar and unfamiliar, relevant to his life and work.

### iPad idea

Dominique-Charles JANSSENS

### Concept and production

Mnestra (Strasbourg) in close collaboration with the University of Strasbourg and the Institut Van Gogh, Auvers-sur-Oise (France)

- Fouzi LOUAHEM, audiovisual material and ideas
- Loïc SANDER, design and development
- Wouter van der VEEN, texts, documentation and historical validation
- Jeanne LOMBARD, translation
- Hervé CELLIER, sound editing

### Duration

163 pages, approximately 90 minutes of video and sound

### Price

US\$ 9,99 (€ 7,99)

### Sales

iTunes

# The Auberge Ravoux

(1876-2011)



Way back in 1876 a combined restaurant and wine store opened for business in Auvers-sur-Oise just 30 kilometers to the North of Paris. Situated in the heart of this village, it was called the Café de la Mairie for the good reason that it directly faced the Town Hall (Mairie).

In the second half of the 19th century Auvers-sur-Oise saw a flowering of the art of painting thanks to the influence of Charles-François Daubigny, a well-known artist of the day. Other painters and engravers were soon to follow, notably Daumier, Cézanne, Pissarro, Guillaumin and Dr Gachet.

By 1890 the Café de la Mairie was owned and run by Arthur-Gustave Ravoux and his wife. On May 20th of that year he took in a boarder, Vincent van Gogh, who was to bring eternal fame to his establishment and to Auvers-sur-Oise. Yet, within two months, Van Gogh died in his room - no 5 on the top floor - on July 29th 1890, from the complications of a gunshot wound which he claimed to have inflicted on himself. Thereafter, in the eyes of everyone, it was regarded as the "suicide's room" and was never rented again.

From 1901 onwards, Van Gogh's fame spread dramatically, and in 1926 the Café de la Mairie was rebaptized the "House of Van Gogh".

In 1985 the establishment became a French listed building or 'Historic Monument'. This was the very year when Dominique-Charles Janssens came by accident across this inn that was so laden with legendary memories.

In 1987 he managed to purchase the building and devoted himself from then on to realizing his dream, that of preserving the soul of Van Gogh's last dwelling place and opening it up to a growing number of art lovers profoundly attached to the memory of the Dutch artist.

Several years of building works were required before the building could receive visitors. The highest priority was given to maintaining what had survived from the past, and the restoration was carried out meticulously, yet in a mood of harmony, simplicity and good taste. This is how Dominique-Charles Janssens described his philosophy throughout the whole project: *"My aim is to create a spiritual haven where every visitor, via the filter of his or her own sensibility, can be reunited with Vincent van Gogh, the man as well as the artist. The place is meant to be an invitation to take a journey back in time."*

Among those who began to enthuse about this enterprise was Professor Ronald Pickvance, the noted art historian and Van Gogh specialist. On

# The Auberge Ravoux

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(1876-2011)

21 January 1988 he wrote: *"In future, Vincent will have a home, not just a small attic room; a center with a heart at the heart of Auvers; a focus of enlightened inquiry that will attract visitor, pilgrim and scholar alike from all over the world."*

In September 1993 the Auberge Ravoux, also called the "House of Van Gogh" at last opened its doors again. Visitors as well as major international media hailed this exceptional achievement.

In 1998 the Auberge Ravoux won the "Spirit of France" award.

Today the Auberge Ravoux remains a 'place of memory'. Visitors and pilgrims from all over the world come to see for themselves Van Gogh's room - no 5 on the top floor - which has been kept as it was. In an adjacent viewing room a video documentary covers the artist's time in Auvers and the pictures he painted there. In the courtyard outside are ten information panels illustrating country scenes, while others trace the human and artistic saga of Van Gogh in the different places where he lived.

In the preface to *Van Gogh in Auvers – His last days* (The Monacelli Press NY, 2010), Axel Rüger, Director of the Van Gogh Museum, Amsterdam, wrote: *"The precise place of Van Gogh's death, room number 5 of the Auberge Ravoux, remains a place of remembrance. There, one comes into intimate contact with the conditions of the artist's melancholy existence. Those few square meters were witness to his last ten weeks, whenever he was not painting outdoors or taking his meals in the dining room at the inn. The Auberge Ravoux, or House of Van Gogh, is a historical monument that has been fully restored to its original condition. Here, as in the historic alleyways of Auvers, we are allowed to come very close to Van Gogh."*

While Van Gogh's room is a haven of tranquillity from the hustle and bustle of the modern world, the Auberge Ravoux's dining room on the other

hand is a lively, congenial place, a former artists' café, where modern visitors tuck into authentic traditional dishes accompanied by a choice of carefully selected French wines.

The 2011 Michelin Guide to "Bonnes Petites Tables" (Tasty Dining in France) has this to say about the Auberge Ravoux:

*"Vincent would probably not feel out of place in this restaurant, which is truly a black and white postcard photo of a 19th century café. How many modern pilgrims, imbued with the spirit of the surroundings, entertain fantasies of being the legendary doomed artist of a century ago? The cuisine too has a legendary feel to it, combining the hearty traditions of everyday fare and the elegance of bourgeois tables. It's very good...and suddenly one feels doomed no more."*



The key of the Auberge Ravoux

# The Institut Van Gogh

(1987-2011)



The Institut Van Gogh was founded in 1987 with the purpose of keeping alive and honouring the memory, soul and spirit of Van Gogh. It is based in Auvers-sur-Oise and devotes itself to its cultural role in the artist's last home, the Auberge Ravoux.

At the time of its founding, the most important task for the Institut Van Gogh was to save the "House of Van Gogh" for posterity, with over eighteen million Euros devoted to the start-up, purchase and rehabilitation of the Auberge Ravoux and surrounding buildings. This financing was made possible thanks to the combined support of a dedicated investment fund and the Janssens family.

The first target, the complete restoration of the Auberge Ravoux, has now been attained. The Institut Van Gogh devotes itself henceforth to a new ambition: the acquisition of one of the pictures painted by Van Gogh while he was in Auvers, which will be exhibited on the wall of his room - number 5. Vincent's wish, expressed in his letter of 10 June 1890 to his brother Theo, will thus be fulfilled:

*Un jour ou un autre  
je crois que je trouverai  
moyen de faire une  
exposition à moi dans  
un café*  
Vincent

*"Some day or another I believe I will find a way to have my own exhibition in a café."*

This is the background to the Institut Van Gogh's launch of the project *Van Gogh's Dream / Invest in a Dream*.

The precious financial support of ARTS FOR A BETTER WORLD has made it possible for us to create and fully equip the *Van Gogh's Dream* Pavilion on the occasion of ARTS FOR A BETTER WORLD – Miami Beach 2011.

The latest achievement of the Institut Van Gogh is the production of an iPad application called *Van Gogh's Dream*, which will have its preview launch in the United States on November 29th, at the opening of ARTS FOR A BETTER WORLD – Miami Beach 2011.

# Van Gogh's Dream

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Willem van Gogh, a descendant of the artist and former president of the Fondation Vincent van Gogh, wrote a letter of support on October 22nd 2007 in these terms: "*The Van Gogh Dream project seems to me an excellent opportunity to return a Van Gogh painting to the public. I feel strongly that the Institut Van Gogh, by exhibiting an Auvers masterpiece in the very room where it once dried, would be the right owner for a Van Gogh painting.*"

The challenge of making *Van Gogh's dream* come true is incorporated into the philosophy of the Institut Van Gogh: "*to unite economics and culture, passion and reason*". With this vision in its sights, the Institut Van Gogh draws on three sources of income:



The key of Van Gogh's bedroom

- **Van Gogh 'derivatives'**: a reissue of the key to Van Gogh's room, sales of the iPad app *Van Gogh's Dream* and various other products relating to the artist's dream.

- **Gifts and Sponsorship**

- **Investment**: the launch of the ambitious international campaign *Invest in a Dream*, coordinated by the American company MoonStar Fine Arts Advisors. Details available on request.

Our target date for making *Van Gogh's dream* come true is 2012-2013.