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# Professional Services

Van  
Gogh  
Museum

Amsterdam

# Van Gogh Museum Professional Services

Making museum  
expertise accessible

**The Van Gogh Museum is a unique museum of international importance. It has a relatively small collection, some pieces of which are both fragile and vulnerable. The museum has over 40 years of international museum management expertise and both contains and demonstrates all the disciplines essential to governing and taking care of such a priceless collection. And as one of the world's largest cultural brands, it displays the highest quality level in all its disciplines.**

At the Van Gogh Museum, we consider art to be priceless objects of cultural heritage that need to be preserved for the future, yet, at the same time, shown. Objects from the world of art tell us something more about who we are and where we come from.

## Professional Services

The mission of our Professional Services team is simple: to offer, as a service, the expertise in which the Van Gogh Museum excels and that arises from the museum operations. In doing so, Professional Services provides an indirect contribution to the mission of the Van Gogh Museum as any revenue is used for supporting the Museum's primary functions.

Due to the increasing demand for art-related services, the Van Gogh Museum has created a wide range of services that it offers to public bodies, private institutions and private individuals. Some examples include:

- Providing recommendations to a project developer building an art ware house for a sustainable climate-control system
- A to Z advice on how to build and run a museum for the UHNI
- Tailor-made training courses (i.e. Collection Care or Exhibition Development)
- Masterclasses

## Clients

### Public Bodies

- Public art and cultural institutions
- Cities, Regions, States
- Supra-national bodies and international associations

### Private Institutions

- Private museums or cultural institutions
- Corporates
- Wealth managers

### Private Individuals

- Owners of large collections

# The Museum at a glance

## The Museum at a glance

The Van Gogh Museum is the world's leading institute and knowledge centre about Vincent van Gogh. The mission of the Van Gogh Museum is to make the life and work of Vincent van Gogh and the art of his time accessible to as many

## Key figures

### Van Gogh Museum

Founded: 1973

Located: Amsterdam, The Netherlands

### Largest Van Gogh collection in the world

200 paintings  
300 contemporaries  
500 drawings  
750 letters

### Visitors

1.900.000 annually  
average age: 34  
79% aged 21-55  
80% visitors from international origin

### Cultural brand



people as possible in order to enrich and inspire them. In this respect, the museum leads, excels and inspires in the areas of education, publications, events, exhibitions, research, consultancy and restoration.

### 7.000.000 Followers



### 52 individual communication releases every year



### 12 (inter)national press conferences annually



# Fields of Expertise<sup>1</sup>

The Van Gogh Museum offers its Professional Services and expertise based on a museum context. The Museum also prefers to offer this expertise in connection with other international museum activities, whereby the link with the Van Gogh Museum generates added value for the client. The focus is on areas in which the museum has been proven to possess high levels of expertise and these are clustered in six fields of expertise.

## Museum Management

The Van Gogh Museum has a clear organisational structure with a healthy balance between business and art. We offer advice in:



- achieving a socially-oriented but effective and efficient organisation
- strategic planning to create a good balance between 'business' and 'artistic'
- defining an operating target model and a CSR policy

## Objects

The Van Gogh Museum is the global authority in the field of restoration, research and publications of works by Vincent van Gogh and his contemporaries.

We offer advice in:



- returning an art work to the original quality of the object
- increasing the art-historical and emotional value of an object through research and publications
- scanning objects to the latest standards
- advising on building a catalogue (text and photos)

## The Collection

The Museum provides transparent information and insights into how it maintains the quality of the world's largest collection of works and letters of Vincent van Gogh.

We offer advice in:



- advising on how to build an inventory
- maintaining the quality of a collection
- developing the art-historical and emotional value of a collection
- organising the transportation requirements for an art object, or an entire collection, and for its loan

## The Building

The museum has considerable experience in increasing the safety and availability of the building (visitors, staff and collections) and in reducing its energy consumption.

We offer advice in:



- setting up a sustainable light plan for both the art objects, the visitors and the building (including, private residencies, corporate buildings, private and public museums)
- achieving the highest quality for the preservation of the collection (sustainable climate control system)
- implementing integrated and long-term management and maintenance plans

## Exhibitions

The Van Gogh Museum holds regular exhibitions, both within the museum and beyond, to unlock knowledge in a wide range of audience-friendly and creative ways.

We offer advice in:



- creating an eye-catching exhibition concept
- creating an unforgettable visitor experience
- creating the ideal presentation format for a (permanent) collection, a successful and popular exhibition or a blockbuster

## Visitors

The Van Gogh Museum is an expert in understanding its visitors and in creating an unforgettable visit.

We offer advice in:



- branding, attracting (more) and successful visits (capacity optimisation)
- online ticketing and visitor surveys
- setting up successful merchandising, wholesale and licensing activities, and increasing the revenue per visitor

<sup>1</sup> Before accepting a project or assignment, the Van Gogh Museum reserves the right to determine on a case-by-case basis whether or not the project truly corresponds to our vision and mission. If we are unable to help you, we will do our best to put you in contact with an appropriate expert from our network.

# Our Services

## Making Museum Expertise Accessible

**Van Gogh Museum Professional Services provides best-practice solutions based on years of experience and on leading industry standards and, together with you, we implement these in your organisation. Our team has a great passion for art and we hold in high esteem the cultural subtleties that make up the art world's distinct eco-system.**

The Van Gogh Museum's expertise is generally offered in the form of a Quicksan, Advisory or Academy Project.

### Quicksan

The Quicksan is a concise analysis of the client's goals and the situation on-site. It is conducted by experts from the Van Gogh Museum and it results in recommendations about the client's goals and the approach needed to achieve them. The Quicksan takes up to three days to perform and it is carried out at the client's location.

### Advisory Projects

These are bespoke projects which involve a thorough analysis of the client's objectives and are carried out by one or more Van Gogh experts. For example, the Advisory Project can involve drawing up a Schedule of Requirements, producing the design, the actual implementation process, and the management of the project.

Recommendations are issued based on the analysis and the follow-up steps are then performed by the client. During these steps, the role of Van Gogh experts is to conduct evaluations at different points in the process to determine whether or not these steps are being carried out in line with the goals, analysis and recommendations. An Advisory Project concludes with a total evaluation.

### Academy Projects

We are often asked by clients to provide one or more training courses in subjects related to our fields of expertise. A training course can help to better educate yourself and/or your clients about interesting and relevant topics (seminars/conferences on art/the art market).

# Partnerships

**The Van Gogh Museum has entered into a partnership with Deloitte Luxembourg and the TIAS School for Business and Society. These unique collaborations in the world of art, finance and culture reflect our ambition of building a bridge between the two traditionally separate worlds of art and the financial industry.**

The art business is a growing and rapidly developing sector of the global economy. There is a strong growth in global art markets, museums, and art wealth management services, as well as the development of indexes and many other online data sources. Coupled to that is the field of art finance, where art is used as collateral, leading to the development of a number of new services in the financial services industry. This dynamic market requires a very high degree of excellence in business consulting services and studies related to the art world.

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## Advisory partner - Deloitte Luxembourg

### *Advisory and Tax Services*

Both institutions will closely work together to provide their complementary services when either the competences of Deloitte's or of the Van Gogh Museum are required. Thanks to our partnership with Deloitte Luxembourg, Professional Services can deliver creative solutions to individuals and institutions at the crossroads of business, finance and the arts. Deloitte Luxembourg complements today's art-specific needs with related financial services. Their global network of specialist can offer collectors, wealth managers, art-related businesses and cultural institutions an entry into Deloitte's tax, consulting and business intelligence services. [www.deloitte-artandfinance.com](http://www.deloitte-artandfinance.com)

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## Academic partner - TIAS

### *Master in Art Finance*

TIAS School for Business and Society is at the forefront of this development. TIAS is partnering with the Van Gogh Museum and Fudan University to provide the first Executive Masters course in this area, namely an Executive Master in Art Finance (MiAF). Each institution is covering modules relating to their own expertise. The course will provide students from Art History, Art Business, Business and Economics, and Wealth Management with an excellent qualification to work as art market specialists in auction houses, galleries, art insurance, wealth management, and private banking. It will also equip students with the unique skills required to excel in this competitive market.

### *Masterclass*

Beside the MiAF, the partnership offers the possibility to organise (in-house) "co-created" masterclasses and a two-day Masterclass in Art Finance & Collections. This masterclass will offer the opportunity to learn about this creative new industry of art and finance, and how these changes can improve the way you do business with your clients. Understanding the art investment market is an essential part of today's service offering in wealth management and private banking.

Ambition  
Advice  
Design  
Management  
Analysis  
Schedule of Requirements  
Implementation  
Evaluation

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## Contact

Should you have any special requests, we would be happy to discuss them with you in order to ensure the most appropriate solutions.

Our services are coordinated from Amsterdam (The Netherlands).

### **Van Gogh Museum – Professional Services**

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