
The Van Gogh Museum's mission is to make the life and work of Vincent van Gogh and the art of his time accessible to as many people as possible in order to enrich and inspire them. We applaud innovative approaches to reaching Vincent's fans all over the world, and are therefore very happy with Dorota Kobiela and Hugh Welchman's cinematic masterpiece *Loving Vincent*, the first ever fully painted feature film.

Loving Vincent is the culmination of years of dedication and hard work, and the Van Gogh Museum has supported the project since 2014. We have drawn on our extensive expertise to provide assistance throughout the research and development phases. The first 20 minutes of the film were screened as a sneak preview in our museum, after which visitors had the opportunity to put their questions to the film-makers. We are now focusing on cross-promotion of *Loving Vincent* in the Netherlands, as well as offering support to allow the film to flourish on the world stage.

The Van Gogh Museum firmly believes that *Loving Vincent* will contribute to further raising public awareness of Vincent van Gogh's work, his letters, and his turbulent life. As part of our educational programme, we will also be exploring new forms of collaboration with film-makers.



Axel Rüger
Director