

Van Gogh Museum Welcomes DHL as Main Partner

- Partnership goes global after two years of local collaboration
- Art educational program inspires and connects new generations worldwide with the art of Van Gogh

Bonn, June 30, 2022: The Van Gogh Museum and DHL are taking the partnership globally after fostering a local partnership the last two years. Drawing on the educational experience of the Van Gogh Museum and the global reach of DHL, the partners will work together over the next three years towards the shared ambition of making a positive impact on the lives of new generations around the world through Vincent Van Gogh's masterpieces.

"It's incredibly special that we have been able to count on support from DHL, especially now in uncertain times," says Emilie Gordenker, General Director of the Van Gogh Museum. "I look forward to a successful collaboration in which the connecting power of art can make a difference to the lives of new generations."

With this global partnership, the partners aim to inspire and connect children around the world, for whom (art) education is not always available or accessible, through the art and life story of Van Gogh as a medium. These children will learn about the painter's life and work as well as explore personal development topics such as discovering identity, chasing dreams and overcoming adversity. The program will be launched this autumn with DHL providing full service shipping and logistics coordination.

"We are extremely proud to extend and develop our existing successful partnership with the Van Gogh Museum. I believe art is an essential aspect of life, and it is a privilege for DHL to be a key partner in making it inclusive, connecting new audiences across the world with the incredible works of Van Gogh," says Alberto Nobis, CEO of DHL Express Europe. "In DHL we live by 'Connecting People. Improving Lives' and we are particularly excited about launching this new global teaching program in September."

Both companies value employability and education. As part of its sustainability roadmap, Deutsche Post DHL Group invests 1 percent of the Group's net profits in social impact initiatives each year. Through its GoTeach program, DHL supports children and young people by providing the building blocks for better employment opportunities. The Van Gogh Museum is known for its educational impact, developing interactive lessons and teaching resources for primary and secondary schools for

Press release



decades.

In June 2020, DHL Express became the Official Logistics Partner of the Van Gogh Museum, handling all shipments from the Van Gogh Museum's web shop in a more sustainable way using DHL GoGreen climate neutral shipping. As a result, Van Gogh fans were still able to get close to his art at a time when visiting museums was not always possible due to pandemic regulations.

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Note to editors:

From left to right: Ronald Leunisse, Managing Director DHL Express Netherlands, Willem van Gogh, Advisor to the Board of the Van Gogh Museum, Alberto Nobis, CEO of DHL Express Europe and Emilie Gordenker, General Director of the Van Gogh Museum in front of *Sunflowers* (1889).

Credit: Jelle Draper

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DHL is part of Deutsche Post DHL Group. The Group generated revenues of more than 81 billion euros in 2021. With sustainable business practices and a commitment to society and the environment, the Group makes a positive contribution to the world. Deutsche Post DHL Group aims to achieve zero-emissions logistics by 2050.

About the Van Gogh Museum

With a collection encompassing more than 200 paintings, almost 500 drawings and over 700 letters, the Van Gogh Museum in Amsterdam brings together the largest collection of works by Vincent van Gogh anywhere in the world. The permanent collection takes visitors on a journey through his life and illuminates the ideas and ambitions that drove his art. Each year, the museum attracts visitors from around the globe and reaches millions more through [Facebook](#), [Twitter](#), [Instagram](#), [YouTube](#), [LinkedIn](#) and its [website](#) with the art and life of Vincent van Gogh.