



Press Kit ~ September 2021

VG&GV
Van Gogh & VAN GOGH

The Successors to Boussod, Valadon & Cie.

Finally, the Van Gogh brothers have their own gallery

OPENING OF Van Gogh & VAN GOGH

23 SEPTEMBER 2021

Wouter van der Veen, renowned expert on the life and work of Vincent van Gogh, is finishing the project Vincent and Theo couldn't: the establishment of an independent and avant-garde gallery. It will rely on blockchain technology and its final purpose is to incorporate a museum space. In this revolutionary time for the market, Van Gogh & VAN GOGH offers the first historical NFTs in the world. The gallery will subsequently launch a token (the VinCent) and a marketplace exclusively dedicated to the universe of Van Gogh.

The sale of historical NFTs and the launch of Van Gogh & VAN GOGH's activity commence this Thursday 23 September on the OpenSea platform.

VG&GV

Van Gogh & VAN GOGH

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Historical legitimacy

In 1869, 16-year-old Vincent van Gogh embarked on a career at Goupil & Cie, a world-leading art gallery and printer of reproductions. There, the young man learnt the complexities of the trade and showed some promise. But at age 23, wishing to give more meaning to his life, he veered in a radical new direction by becoming a preacher like his father. ¶ Four years later, he was forced to accept that giving sermons was not his destiny. He then turned to art and, in a dazzling career spanning ten years, became the remarkable painter known by all today.

While Vincent created one masterpiece after another, his young brother Theo pursued the career abandoned by the artist. A brilliant negotiator and a young man of great diplomacy, he worked himself up to become the head of the modern art branch of Goupil & Cie, which had been renamed *Boussod, Valadon & Cie* in the intervening years.



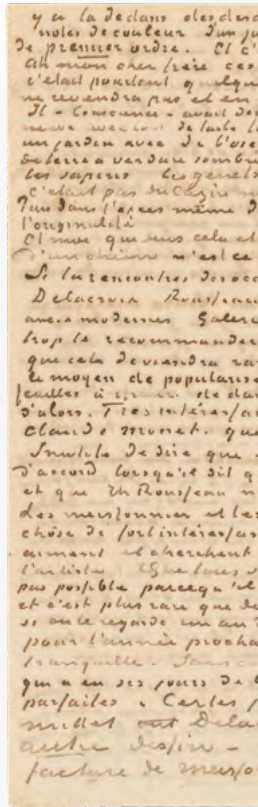


Portrait of Theo van Gogh

A shrewd artist

The many letters Vincent sent to Theo testify to an ongoing interest in the art market and an astute anticipation of its evolution. For many years considered an instinctive and unworldly artist, the latest research has shown that, on the contrary, Van Gogh's goal was to market a carefully assembled collection to be sold when the time was ripe*.

With this in mind, the brothers started laying the groundwork for independent projects in 1890 just as Vincent's star was commencing its inevitable ascent. With Vincent's support, Theo demanded more decision-making powers from his employers and threatened to start his own business. ¶ Disease was to decide otherwise. Struck down at their peak, the two brothers died within six months of each other, victims of depression and syphilis, among other conditions. In 1919, having struggled to adapt to the evolution of the art market, Boussod, Valadon & Cie closed.



* cf. Wouter van der Veen, *Le Capital de Van Gogh*, Actes Sud 2018

Reopening Boussod, Valadon & Cie

In 2021, Wouter van der Veen, world-renowned expert on the work and life of Van Gogh, decided to realise the project of Vincent and Theo by reopening Boussod, Valadon & Cie. By naming the company Van Gogh & VAN GOGH, he hopes to fulfil the wish of these visionary brothers who recognised the potential of artists like Paul Gauguin, Henri de Toulouse-Lautrec, Edgar Degas and Émile Bernard before anyone else.

Monogram of Boussod, Valadon & Cie.



The objective of opening a physical gallery with a museum space

The establishment of the Van Gogh & Van Gogh gallery is part of a wider goal to set up a museal collection. The business activity of the gallery will enhance a dynamic collection of documents and works whose final aim is to be accessible to the public in a museum space. ¶ Instead of being a museum with a shop, Van Gogh & VAN GOGH will be a gallery with a museal dimension. By purchasing the NFTs, the reproductions, and the works, admirers of Van Gogh's world can contribute to the development of a unique entrepreneurial adventure returning to the public a collection aimed at the public.



Historical NFTs

The NFTs offered by Van Gogh & VAN GOGH are much more than just simple fragments of the artist's oeuvre. They are windows onto culture and history and are always accompanied by descriptions, documents and analyses allowing those who hold them to become not only owners of unique digital objects, but also co-guardians of a universal heritage carved in the digital memory of blockchain technology.



For the launch, Van Gogh & VAN GOGH are offering nine unique NFTs in limited-edition series of 100 copies on the platform OpenSea: three stars (*Van Gogh's Stars*), three sketches from letters (*About a Sketch*), and three flowers (*Van Gogh's Flowers*).

Successors to Bousod, Valadon & Cie

VANGOGHPARIS.COM




VanGogh-VanGogh

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Van Gogh and Van Gogh is the rebirth of the historical gallery that employed Vincent and Theo van Gogh. Historical and contemporary NFTs!

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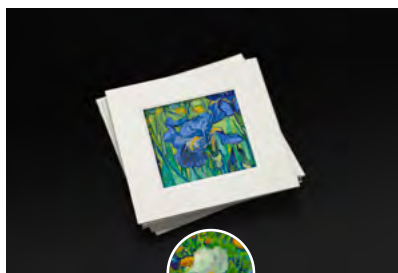


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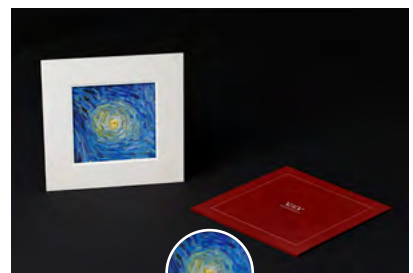
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The VinCent: a guarantee of independence and transparency



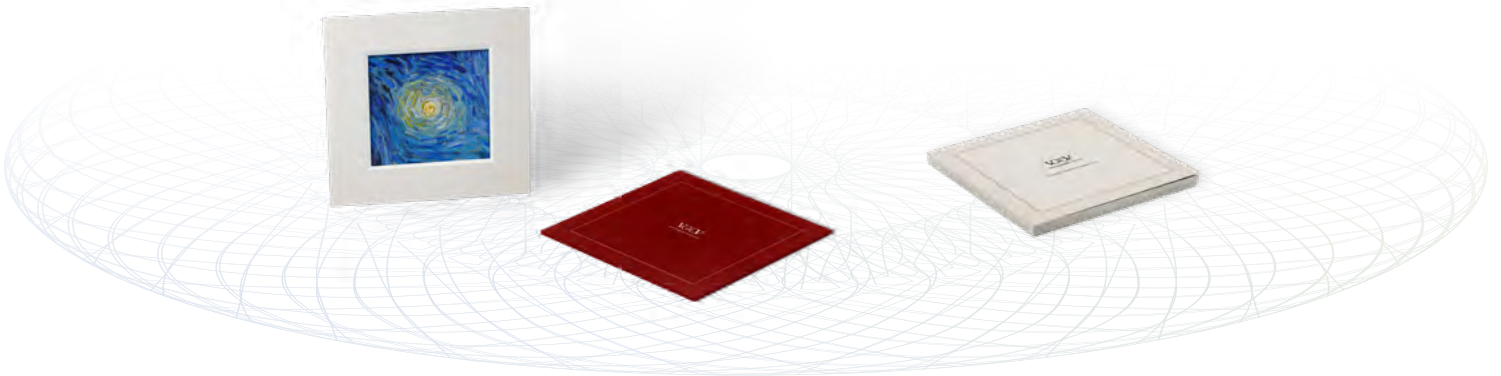
The Van Gogh & VAN GOGH gallery will subsequently use blockchain technology to ensure total independence by launching its own token: the VinCent. This token will underlie the universe of Van Gogh and will be used, among others, on a marketplace which will be set up in the first trimester of 2022. ¶ The VinCent will allow art lovers from all over the world to participate in an exceptional adventure contributing to sharing exceptional pieces with as many people as possible.



Historical roots for the most recent technological revolution

*Blockchain technology is an opportunity for the art world:
it offers much more than speculation and bitcoins.*

Bitcoin is only one of many possible applications of a revolutionary new technology known as blockchain, which enables the immediate and unfalsifiable transfer of ownership and also serves as a permanent ledger of transactions and data. In plain language, the provenance of works exchanged via blockchain is guaranteed. ¶ A bonus feature is that these works can be accompanied by a whole series of historical documents similar to the sales catalogue of a major auction house.



Questions

Answers

~ *What is an NFT?*

The acronym stands for non-fungible token. It is a unique and unfalsifiable digital file whose ownership is recognised and validated by the blockchain on which it is recorded. It is based on the same technology used for the registration of bitcoins, but whereas all bitcoins are interchangeable with one another, NFTs are one-of-a-kind assets. ¶ You could compare it to unique one-euro coins, which would become valuable due to their scarcity and have the advantage of being guaranteed by the issuing central bank. A unique and official one euro piece with the image of Alfred Nobel, for instance, would have great value for coin collectors, just as a limited-edition stamp is worth more than its face value for philatelists.

We all own potential NFTs. We each have millions of digital photos, unique video recordings and important messages. By registering them on a blockchain in the form of a NFT, anyone can sell these assets while guaranteeing sole ownership of the original file to the buyer. This is how the first tweet by the creator of Twitter was sold for an astronomic amount as an NFT. Since they cannot be falsified, NFTs can also be used for transactions involving legal documents, such as property titles for physical assets. A work of art or even a painting by an old master can be sold as an NFT.

~ *What is blockchain technology?*

Blockchain technology enables data and transactions to be recorded in a way that is decentralised and transparent and can therefore be verified by a community of anonymous participants. The degree of confidence accorded to a specific blockchain naturally depends on its effective utilisation and adoption. Examples of trustworthy and recognised blockchains are Bitcoin, Ethereum and Cardano, but there are many others.

~ *Who is behind the Van Gogh & VAN GOGH project?*

The initiative behind the creation of Van Gogh & VAN GOGH comes from Wouter van der Veen ([Google Me](#)), world-renowned expert on the life and work of Vincent van Gogh. Van der Veen previously worked as a researcher at the Van Gogh Museum in Amsterdam, then as an assistant professor at the University of Strasbourg and is the Scientific Director of the Institut van Gogh (Auvers-sur-Oise). The author of numerous articles and other works, he has always taken a keen interest in the latest technologies: his first book was adapted into an Imax film, and he created one of the first cultural iPad apps. Today, he wishes to enter the field of NFTs to offer more than simple animated images.

~ *Isn't this a scam?*

The Van Gogh & VAN GOGH project belongs to those who participate in it. The goal is to unite a community of art lovers from all over the world and offer exclusive content, experiences, and assets to as many participants as possible. The overarching goal of the project is to open an art collection in Paris to the public. Blockchain technology, transparent and verifiable, allows anyone to follow how the project is developing. The project aims to be profitable in order to constitute a collection that is as impressive as possible.

— *Isn't cryptocurrency used for money laundering?*

Probably – as are many other currencies. It should be emphasised that cryptocurrencies are misleadingly named in that they are both transparent and not really currencies. It makes more sense to refer to tokens: digital assets that have specific uses and whose value depends on the rule of supply and demand. They have been used in online games for a long time. ¶ Of course, there has been and there always will be abuse. Dishonest people looking to make some quick cash will inevitably try to profit from emerging technology. But the regulations are advancing, and the transparency of the transactions provides a reassuring guarantee – much more so than when paying for something with a suitcase full of cash, for example.

It's important to remember that in the early days of the Internet, it was said that it would be useful only for geeks, criminals and the online pornography and gambling industries. Later, when social networks first started out, it was said that they had no business model. We all know what those technologies have become. It will be the same for blockchain technology, which is being adopted on a massive and widespread scale and is being considered by most states and central banks.

— *Isn't this just a fly-by-night trend that will disappear?*

To make blockchain technology disappear, the Internet would have to disappear. This seems highly unlikely at this point, even if other technologies remain to be invented. Nobody at this point seriously envisages the end of this technology, or the end of NFTs, whose success is growing.

— *Wouldn't it be better to buy NFTs from a museum?*

Museums are obviously free to adopt blockchain technology and release their own NFTs. They undoubtedly will at some point. Van Gogh & VAN GOGH is of the opinion that commercial activity is a more legitimate undertaking for a historical art gallery than for a museum, which is a place of conservation.

— *Why launch the VinCent?*

The VinCent is a token that will guarantee the traceability of all transactions and allow the establishment of a huge digital ledger that can be analysed by future generations. By growing in value as it is adopted, the VinCent also enables the acquisition of increasingly prestigious artworks and their conservation. Additionally, it allows for complete independence and guarantees that the sums involved are used only for the final project, which is to open a space dedicated to the world of Van Gogh in Paris.

This token differs from the many other tokens available today (of which the most famous is Bitcoin) by virtue of being backed by real assets: historical and contemporary artworks, noteworthy documents and the project of acquiring a physical space open to the public – in other words, a property asset with commercial activity.

— *In which way are the holders of NFTs or VinCent tokens
co-owners of Van Gogh & VAN GOGH?*

Holding, trading and using NFTs and VinCent tokens allow the value of all the held tokens to grow. This increase in value allows for the development of the whole project. With a VinCent of ten euros, it is possible to fully achieve the project of the Van Gogh brothers. With a VinCent worth one hundred euros, Van Gogh & VAN GOGH will be the most powerful museum in the world. Today, a bitcoin is worth 40 000 euros. ¶ VinCent tokens will not, however, allow those who hold them to take one of the works from the collection back home.

– *If the gallery acquires a major work by Van Gogh,
will it not be resold immediately to make a profit?*

The business policy of Van Gogh & VAN GOGH is to progressively build a collection as close as possible to the world of Van Gogh. It would therefore be unthinkable to resell an original work by Van Gogh. However, if a work by Pissarro is acquired, then it might be resold if that would allow for the acquisition of, for instance, a letter by Van Gogh.

– *What are the different developmental phases
of Van Gogh & VAN GOGH?*

The opening of a physical gallery will of course depend on the success of the operation. The goal is nevertheless to be able to open to the public at the end of 2023. In the meantime, the online development will progress in the following stages:

23 SEPTEMBER: availability of the first historical NFTs on the OpenSea platform
(<https://opensea.io/VanGogh-VanGogh>).

DECEMBER 2021: launch of the Van Gogh & Van Gogh marketplace.
Pre-sale of the VinCent.

JANUARY 2022: launch of the VinCent (VCT)



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Links

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— **Van Gogh & Van Gogh**
<https://vangoghparis.com>

— **OpenSea**
<https://opensea.io//VanGogh-VanGogh>

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