



Press release

Delft, 6 June 2023

Packed rooms and high praise for *Vermeer's Delft*

After 115 days, the curtain fell on the exhibition *Vermeer's Delft* at the Museum Prinsenhof Delft on June 4. A total number of nearly 71,000 visitors came to see the ambitious exhibition on the famous 17th-century Delft master, his network and his relationship with the city of Delft. The percentage of international visitors at an exhibition at the Museum Prinsenhof Delft has never been so high. Approximately 11% of visitors travelled to Delft from abroad to see the exhibition. The many visitors greatly appreciated the exhibition and gave Delft tourism a huge boost. With this degree of appreciation and number of visitors, *Vermeer's Delft* exceeded all expectations.



Left: packed rooms for *Vermeer's Delft*. Right: museum class *Delft, mijn stad!* (images Marco De Swart)

'In the past months, as many as 71,000 visitors from the Netherlands and abroad travelled to Delft for the exhibition on the world of this Delft master. Besides the laudatory reviews in the national and international media, the museum received countless positive responses from individual visitors. With this exhibition, an international public has been able to meet Vermeer as a person, the man behind the myth. In addition, we are very pleased with the favourable economic effect of the exhibition on the city.'

Janelle Moerman, director Museum Prinsenhof Delft

Greatly appreciated by the public

According to research on visitors to the exhibition until May 31, carried out by Kantar on commission by the Museum Prinsenhof Delft, fully 82% of visitors awarded the exhibition an 8 out of 10 or higher, and 10% awarded it a 10. On average, visitors awarded it an 8.2. Visitors from abroad even awarded the exhibition an average of 9.1.

Favourable economic effect on the city

Of those interviewed, 56% indicated they had come to Delft especially for the exhibition. 13% of visitors spent a night in Delft, amounting to more than 16,500 nights. Approximately 11% of visitors travelled to Delft from abroad for the exhibition. Most of the international visitors came from neighbouring countries: France, Belgium, the United Kingdom and Germany. 61% of visitors spent money in the city before or after viewing the exhibition. The average expenditure per person was €76, generating more than €5.4 million spent in Delft.

Vermeer - alive in Delft

Delft and Vermeer are inextricably bound to each other. Guided by a special podwalk, visitors walked in Vermeer's footsteps and discovered historic Delft and the most important places in Vermeer's life. The public was well aware of this walking tour; it was downloaded almost 15,000 times. In cooperation with Delft Marketing and the Vermeer Centrum Delft, the Museum Prinsenhof Delft also offered a varied city programme during the run of the exhibition. In this way, we placed Vermeer's legacy in the city in the spotlight with guided tours, walking tours and lectures. For the project *De Nieuwe Vermeer*, the new Vermeer, more than a hundred of his works covered the windows of residences, cultural institutions and shops in the city centre.

***Delft, mijn stad!* - educational programme for primary schools**

In collaboration with DOK, for education on the arts and culture, the Museum Prinsenhof Delft developed a special educational programme for primary school pupils 11 and 12 years old. During the museum programme *Delft, mijn stad!* (Delft, my city) 1,200 primary school pupils got acquainted with Johannes Vermeer's Delft with the help of works of art, objects and stories. Following this, each pupil participated in a workshop, making a personal work on a place in Delft important to him or her. In this way, they had a fresh look at themselves, their life and the city of Delft, and became acquainted with an important Delft master. Their works were on display in the Van de Mandele Hall at the museum during a special weekend-long exhibition.

On Vermeer's Delft

Johannes Vermeer was an exceptional artist. Art lovers from across the globe travelled to the Rijksmuseum Amsterdam this spring to see his paintings, which radiate intimacy and tranquillity. Few realize, however, how deeply the city of Delft and the network around Vermeer influenced, inspired and shaped him into the world-famous artist he became. The exhibition *Vermeer's Delft* cast light on the life of one of the most beloved artists of the 17th century and introduced visitors to the man behind the myth and to his city. This ambitious exhibition ran concurrently with the Vermeer exhibition at the Rijksmuseum, which was sold out.

About the Museum Prinsenhof Delft

The Museum Prinsenhof Delft is a multifaceted and dynamic museum located in the heart of the historic city. It tells the story of five centuries of Dutch history and, in particular, Delft's important role in it. Three themes closely linked to the city - William the Silent, Prince of Orange, Delft Masters and Delftware - form the basis of the programmes. Visitors are immersed in the rich past, art and culture of Delft, which continue to make the city an inspiring place to this day. The museum is housed in the former monastery that temporarily served as the court of William the Silent in the 16th century. The building is included in the Cultural Heritage Agency's list of the 100 most important national monuments.

www.prinsenhof-delft.nl

Note to the editors (not for publication)

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