# Pokémon are coming to the Van Gogh Museum to teach the world about art

If the Pokémon Company's video teasing its upcoming collaboration with the Van Gogh Museum was already enough to have you thinking about booking a ticket to Amsterdam, the promise of an impressionistic Pikachu promo card might just do the trick.

In celebration of the Van Gogh Museum's 50th anniversary, it has teamed up with the Pokémon Company for a special event designed to introduce young artists to Van Gogh's work, and to teach people about the way he was profoundly influenced by Japanese art.

"This collaboration will allow the next generation to get to know Vincent van Gogh's art and life story in a refreshing way," the Van Gogh Museum's general director Emilie Gordenker said in a press release. "The Van Gogh Museum and The Pokémon Company International have drawn on many years of educational expertise to create a special experience for children, their supervisors, and we hope many others at the Van Gogh Museum."

Along with on-site activations that guide museum visitors through a selection of Van Gogh's paintings and delve into the stories behind them, an online exploration of his fascination with Japanese culture will also be available. Along with on-site activations that guide museum visitors through a selection of Van Gogh's paintings and delve into the stories behind them, an online exploration of his fascination with Japanese culture will also be available.

Even if you can’t make it to the actual museum to snag a ‘Pikachu with Grey Felt Hat’ card in-person, the promos will also be available through the Pokémon Center included in orders from a special collection inspired by the collaboration. But for those looking to make a trip of it, the Pokémon x Van Gogh Museum collaboration is set to run from September 28th until January 7th, 2024, and tickets for general admission to the museum (which are required to get in and can only be purchased online) are available now.

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