



NEWSLETTER

Media news bulletin: Amsterdam, December 2009 to April 2010
November 2009. Bi-monthly.
Amsterdam Tourism & Convention Board, Communication & Media Services

Note: to access previous newsletters visit www.atcb.nl

2010 revolves around the theme year Amsterdam Water Sensations. Events that form part of this theme year are illustrated in this Newsletter with *
Sponsor of the theme years is Canal Bus. Extensive information is available at www.amsterdamtourist.nl and on the special theme website www.amsterdamwatersensations.com**

*** Theme Year 2010 Amsterdam Water Sensations

In 2010 Amsterdam revolves around water, with the theme Amsterdam Water Sensations 2010. At the initiative of Amsterdam Tourism & Convention Board (ATCB) and the tourism and cultural sector a large number of events are organized in and on the many waterways of Amsterdam Metropolitan Area. The surrounding area will also get more attention, via projects such as the Een Dijk van een Kust project and The Week of the Sea.

The events in and around the water during the theme year include Sail Amsterdam 2010 - one of the largest maritime events in the world - the Grachtenfestival, the Over 't IJ Festival and water sports in collaboration with Topsport Amsterdam. There are also special exhibitions, tours and a walking route. Amsterdam will highlight its permanent attractions in and around the water, such as the special bridges and architecture, the VOC ship 'Amsterdam', Werf 't Kromhout and the many canal house museums.

The events during the theme year focus on four areas: *Recreation, Culture & Design, Technology and Innovation, and Sustainability.*

From Jerusalem with Love

From 10th December 2009 through 5th September 2010, the exhibition *From Jerusalem with Love* will be appearing in the Bible Museum. This is a fascinating journey through the Holy Land through art, photos and souvenirs from 1799 to 1948. Based on the Willy Lindwer Collection, the story is told of the unique relationship between the 19th Century Palestine and the European and American Jews and Christians who went to visit the Holy Land. When the Ottoman Empire began to dissolve in the mid-19th Century, the region became much more accessible to pilgrims, tourists, photographers and artists, patrons, pioneers and religious groups. The fascination for the Holy Land was shared with supporters back home, bringing countless photos, lithographs, souvenirs, ceremonial objects and travel stories into homes in Holland, Europe and the US. More information: www.bijbelmuseum.nl - Bijbels Museum, Herengracht 366-368

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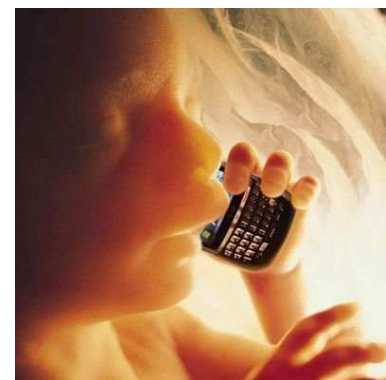
Exhibition *Niet Normaal*

From December 16, 2009 through March 8, 2010 the Beurs van Berlage in Amsterdam will be the location of a great exhibition titled *Niet Normaal* ('Not Normal'). International artists respond to the current issue in our society: what is normal and who decides what normal is? *Niet Normaal* revolves around three themes: Perfection is the norm, Need to Consume and Man & Technology.

With the use of humour the artists ask themselves what the standard is and who meets that standard. We draw the line at a wrinkle, a depression, a person who refuses to get ahead in life, swallowing pills that increase intelligence or at drastic plastic surgery? There are works by artists including Marlene Dumas, The Chapman Brothers and Viktor & Rolf. Besides visual arts, there are movies, games, design, discussions, film evenings, lectures and festivals. More information:

www.nietnormaal.nl

- Beurs van Berlage, Damrak 243



The Winter Parade in the Westergasfabriek

The successful theatre festival *de Parade*, which travels around the country every summer, has had a winter edition for some ten years. This winter, the Winter Parade will set up shop in the round, majestic Gashouder in Amsterdam's Westergasfabriek. From 16th through 26th December 2009, audiences can enjoy a varied program of theatre, music, dance, art, film and comedy. There are performances in pocket theatres and surprising acts, presenting a colourful company of classical pianists, stuntmen, modern theatre productions and virtual performers. And, every evening after the performances, there are after-parties: in Café Correct, Café IK and high above in the Brandtoren, the Silent Disco. More information:



www.winterparade.nl

- Westergasfabriek (Gashouder), Haarlemmerweg 8-10

***Coppelia* – keeping up appearances and true love**

This winter, the classic ballet *Coppelia* will be given a completely new and contemporary look at the Muziektheater. From December 11, 2009 until January 1, 2010, the National Ballet will dance the story of the doll doctor Coppélius, whose "live" doll drove all the men crazy.

In the ballet, the lovely Zwaantje is about to marry Frans, the coolest guy in town. However, when the renowned plastic surgeon Dr. Coppélius opens a total 'makeover' clinic, Frans falls for Coppélius' mysterious muse. Zwaantje intervenes and encounters the sinister practices that take place in the clinic place.

Sieb Posthuma children's illustrator and writer - winner of the Gouden Penneel 2009 - created the décor: a colorful, magical world where the viewer gets the feeling they've just stepped into a picture book. In collaboration with Posthuma, François-Noël Cherpin created 250 imaginative leap and twist-resistant, "retro-futuristic" ballet costumes.

More information: www.muziektheater.nl

- Music, Waterlooplein 22



Wereldkerstcircuit 2009 (World Christmas Circus)

Humor, excitement, beauty, sensation and illusions: that's the motto of the World Christmas Circus. The World Christmas Circus will be held at the Royal Theater Carré, which again will be transformed into the world's finest circus palace. There are performances from

December 18, 2009 until January 3, 2010. More information: www.theatercarre.nl

- Koninklijk Theater Carré, Amstel 115-125

Alexander Rodchenko - Revolution in Photography

From December 18, 2009 through March 17, 2010 Foam will host a unique overview of the work of the world famous avant-gardist Alexander Rodchenko (1891-1956).

The exhibition includes more than 200 vintage prints, some never shown before in the West. Alexander Rodchenko originally had an international reputation as a painter, sculptor and graphic designer, but chose in the early twenties he chose to specialise in photography. As a photographer he developed a completely innovative imagery with pronounced angles, lines and perspective, extreme close-ups of surprising details. More information:

www.foam.nl

- Foam_Fotografiemuseum Amsterdam, Keizersgracht 609



Amsterdam International Fashion Week 2010

The Amsterdam International Fashion Week 2010 will take place from 27 through January 31, 2010. Because Amsterdam is known for being an inspiring city, it has a reputation to protect in fashion.

Hence the Amsterdam International Fashion Week (AIFW) a much more progressive than other fashion weeks around the world. During AIFW commerce and creativity are combined. Besides busy runways there are numerous fashion events, lectures, exhibitions and festivals. More information:

www.amsterdamfashionweek.com

Huishoudbeurs 2010



From 13 through February 21, 2010, the Huishoudbeurs will be held at the Amsterdam RAI. The central square of the largest consumer theme event for women is dominated by 'FUR': versatile, varied, lively and colourful. With this, the Huishoudbeurs wants to demonstrate the modern cosmopolitan nature of the Dutch woman.

During Hollands biggest consumer event the latest trends in life, living, fashion, cosmetics and health are on display. Furthermore, the Huishoudbeurs has fashion shows, performances and live radio. There are also transformations, creative workshops, cooking demonstrations and dog shows. More information: www.huishoudbeurs.nl

- Amsterdam RAI, Europa Square

Brazen interpretation of feminine beauty in BH

From 26th February through 8th March 2010, the production *BH* will be playing in MC. *BH* was inspired by the documentary *Beperkt Houdbaar* (perishable) from Sunny Bergman, which is centred on the image of the perfect woman. More and more often, the photo-shopped models in magazines and on billboards determine a woman's ideal. This example of the perfect woman is not a real and rare phenomenon but a 'created' perfect woman. Six women from different generations and cultures perform this brazen interpretation about how they experience their own feminine beauty. More information: www.mconline.nl

- MC, Pazzanistraat 15

Amsterdam Restaurant Week 2010

The Amsterdam Restaurant Week takes place twice a year. From March 1st until March 7th 2010 the winter edition will take place. During this week guests can enjoy a three-course dinner for 25 Euro, or a three-course lunch menu for 20 Euro. The 165 partaking restaurants also include



several award winning Michelin star restaurants. More information: www.restaurantweek.nl

***HISWA Amsterdam

From March 2nd until March 7th 2009 the Amsterdam Boat Show Hiswa 2010 will take place, the largest aquatic sports fair of the Benelux. In seven halls of the Amsterdam RAI over 400 exhibitors will show their newest boats and products. New in 2010 are the stands Electric sailing and Living on the water. More information: www.hiswarai.nl
- Amsterdam RAI, Europaplein

Pioneers of Modern Art. Braque, Matisse and Picasso in Hermitage

The second exhibition in the Hermitage Amsterdam, held from March 6 to September 17, 2010 is one of the best collections of French painting in the world from the late 19th and early 20th century. The exhibition "Pioneers of Modern Art" includes the finest paintings including Picasso, Matisse, Van Dongen, De Vlaminck and Derain. They are considered to be the pioneers of modernism. It was once primarily the private collectors who brought together such art. After the October Revolution of 1917 many works ended up in the Hermitage. More information: www.hermitage.nl
- Hermitage Amsterdam, Amstel 51

Imagine: 26th Amsterdam Fantastic Film Festival

From April 14th until April 24th 2010, the 26th edition of Imagine will take place, formerly the Amsterdam Fantastic Film Festival. Imagine will present a variety of defiant films, ranging from 'mainstream' to 'art house.' Alongside the main program, consisting of recent films, and the 'European Fantastic Shorts'-program, a special theme-program will make way for some retrospection. The festival is a genuine meeting place for film-lovers and filmmakers. More information: www.imaginefilmfestival.nl

Koninginnedag en Koninginnenacht 2010



In 2010, Queensday will yet again be celebrated on April 30th. Amsterdam is internationally well-known for the exuberant manner in which it celebrates this festivity. Foreign visitors often experience this festival as the Amsterdam variety of Carnival, with as its largest attraction the infamous flea-market. It is the one day a year on which everyone is allowed to sell products and make music in the open air, without a legal permit. The eclectic mix of amateur street-salesmen, market-stalls, musicians, street-artists, and the street-side aromas of barbecues and Vietnamese spring rolls, create a festive spirit throughout every part of town. Preceding Queensday is Queensnight, which will kick-off the festivities on April 29th. On seven main squares and along the Singelgracht, live music will echo from the outside stages between 19.00 and 01.00 hours. Stages can be found on the Nieuwmarkt, Leidseplein, Reguliersdwarsstraat, Westermarkt, Westerstraat, Rembrandtplein and the Amstelveld. More information: www.koninginnedagamsterdam.nl and www.amsterdamtourist.nl

(Events are subject to change)

The most up to date information can be found online:

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For more press information and visual material:

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Note: Information for the public, call: **+31 (0)20 5512525** or go to www.amsterdamtourist.nl