



Media news bulletin: Amsterdam, March to June 2010
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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 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.*

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. Additional information: www.restaurantweek.nl



*** HISWA Amsterdam Boat Show

From March 2nd through March 7th 2010 water sport lovers can visit the HISWA Amsterdam Boat Show, which will be held in the Amsterdam RAI. It is the largest boat show in the Benelux with over 500 boats on display as well as every thinkable sort of boat accessory, holiday offers in the field of water sports and the offer in sailing schools. There is a special pavilion dedicated specifically to environmental friendly and silent electric sailing. The youth, who have free access to the fair, can

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enjoy special activities in the Water Fun Zone, where they can learn about various water sports such as surfing, sailing, canoeing and rafting. Additional information: www.hiswa.nl
- Amsterdam RAI, Europaplein

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

The second exhibition in the Hermitage Amsterdam, held from March 6th to September 17th, 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. Additional information:

www.hermitage.nl

- Hermitage Amsterdam, Amstel 51



First Light: Photography & Astronomy

From March 7th through May 30th 2010 the Museum of Photography, Huis Marseille, will host the photo exhibition 'First Light: Photography & Astronomy'. At the end of the 19th century astronomers started discovering space with the help of photography. In these photographs the immense and intangible nature of the universe is well displayed. The earlier, more simple photographs have made way for more spectacular

and almost painteresque images made by famous telescopes and space probes such as the ESO, Hubble and Cassini. In 'First Light: Photography & Astronomy' these more modern and contemporary images will be on display alongside the historic photographs for the first time.

Additional information: www.huisarseille.nl

- Huis Marseille, Keizersgracht 401

4th edition Film Museum Biennale

The fourth edition of the Film Museum Biennale will be held from April 7th through April 11th 2010 and will present groundbreaking film screenings at special locations in Amsterdam. Drawing from their own collection, the Film Museum- in collaboration with composers, artists and fellow institutions- will present screenings on the intersections of music, art and film. Special guest is the Museum of Modern Art (MoMa) from New York, which will show a selection of its internationally renowned film collection. The Film Museum Biennale will open at the Muziekgebouw aan 't IJ with the screening of 'The man with the camera', a Russian masterpiece dating from 1929 from the hands of film pioneer Dziga Vertov. Other screenings will take place at the Film Museum and a variety of Amsterdam theatres, including Paradiso, het Bimhuis, Pathé Tuschinski and the Public Library Amsterdam (OBA). Additional information: www.filmmuseum.nl/biennale

Crystal loves leather

From March 8th through August 29th 2010, the Museum of Bags and Purses Hendrikje will host the exhibition Crystal loves leather. In this exhibition, bags and fashion accessories by international designers that incorporated Swarovski crystals in their work will be on display. Additional information: www.tassenmuseum.nl

- Tassenmuseum Hendrikje, Herengracht 573

Amsterdam Cabaret Festival

From March 29th through May 22nd 2010 the Amsterdam Cabaret Festival will form the annual highlight of the cabaret season in the Netherlands. Since its founding in 1988, the festival is aimed at stimulating the future, honouring the past and crowning quality. The festival aims at art in the broadest sense of the word: cabaret, musical and songs in the Dutch language. This includes the

producing of shows, tributes and various leading prizes. For additional information visit:
www.amsterdamskleinkunstfestival.nl

Amsterdam's earliest photographs 1845-1875

From April 2nd through June 27th 2010, the City Archives present a wide-ranging overview of Amsterdam's rich photographic heritage from the third quarter of the 19th century. The exhibition brings together the very best photographs preserved from this period both from its own and other collections in the Netherlands and abroad. In the mid-1850s, photographers such as Pieter Oosterhuis started to market their work. Amateur photographers, such as Eduard Isaac Asser, Jan Adriaan van Eijk and Jacob Olie also began to make their mark. As well as presenting a richly varied picture of Amsterdam seen through the eyes of the photographers, the exhibition also showcases examples of a wide range of photographic techniques. Pride of place is reserved for the sixteen large format paper negatives of Amsterdam landscapes taken by British candle manufacturer and landscape photographer Benjamin Brecknell Turner during his visit to Amsterdam in 1857.
 - City Archives Amsterdam, Vijzelstraat 32

National Museum weekend

During the National Museum Weekend, on April 10th and April 11th 2010, over 550 museums in the Netherlands will open their doors to the public at little or no charge. Museums in Amsterdam and its surroundings will also partake in this event and will also organize special activities. Additional information: www.museumweekend.nl



Imagine: 26th Amsterdam Fantastic Film Festival

From April 14th through 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. Additional information: www.imaginefilmfestival.nl

World Press Photo

The annual World Press Photo is the most prestigious international competition in the field of photographs in journalism. From April 23rd through June 20th 2010 the exhibition will be on display in the Oude Kerk; showing the best photographs from the past year. Additional information: www.worldpressphoto.org and www.oudekerk.nl
 - Oude Kerk, Oudekerksplein 23

1st Amsterdam Tulip Festival in historical canal house gardens

On April 24th and April 25th 2010 Amsterdam will offer flower lovers a unique event. During the first Amsterdam Tulip Festival the historical gardens of the canal houses will be flourishing with tulips in full bloom. Since the 17th century Amsterdam and the tulip have a special relationship. At those times tulips were so rare and popular that during the height of the 'tulip-mania' a tulip bulb was worth a true fortune. The large gardens behind the stately canal houses are one of the best kept secrets of Amsterdam. Apart from the magnificent colours of the thousands of tulips it is a true experience in its own right to enter these secret gardens. Visitors can do just that during this weekend. The gardens are open to the public from 10am until 5pm. A festival pass is valid for two days and costs 10 Euros. The participating gardens include Museum Van Loon, Museum Willet-Holthuysen, Bijbels Museum and Huis Marseille. This festival is envisaged to be an annual event. Additional information: www.museumvanloon.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 barbeques 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, Reguliersdwarstraat, Westermarkt, Westerstraat, Rembrandtplein and the Amstelveld. Additional information: www.koninginnedagamsterdam.nl and www.amsterdamtourist.nl

***2010 Giro d'Italia will start in Amsterdam.

From May 1st through May 10th 2010 Amsterdam will revolve completely around the idea of Italy and will host a four day long party in the city under the name 'GiroMania!' The 'corsa rosa' will make sure that a large part of the city will colour pink. On Saturday, May 8th 2010, the Giro d'Italia will start on the Museum square with an individual time trial. On May 9th the peloton will leave the Museum square on its way to the finish in Utrecht. On May 10th the South Axis (Zuid-as) part of the trial will commence toward Middelburg. After three trails in the Netherlands the 'corsa rosa' will continue in Italy. For additional information visit: <http://www.giroditalia2010.nl/>

***Day trip Landscape Art in Flevoland

Each Sunday, from May 2nd through June 27th 2010, the Museum De Paviljoens will host an excursion passed five remarkable pieces of landscape art. These are creations of the internationally renowned artists Marinus Boezem, Daniel Libeskind, Piet Slegers, Richard Serra and Robert Morris. During the trip a professional guide will give you extensive background information on the landscape art and the history of Flevoland. The Day Trip Landscape Art is also suitable for foreign visitors. Additional information: www.depaviljoens.nl



Liberation Festival (Bevrijdingsfestival) May 5th

On May 5th 2010 Amsterdam will revolve around the liberation. On the Museum square and in Haarlem a huge party will take place.

***Royal Concertgebouw Orchestra: concert on the Amstel

The Amstel at Carré is also the site of a party. With the concert on the Amstel the national celebration of Liberation day on May 5th 2010 will be concluded. Additional information: www.amsterdamsbevrijdingsfestival.nl

Hemeltjief! Having fun with hammers

On May 21st 2010 (Ascension Day) residents of Amsterdam and their children can visit the NDSM-site for music, food and bizarre art concepts. The new festival Hemeltjief! (Goodness!) isn't just sweet as the Dutch name implies. One of the main acts is the Scrapclub from London (UK). Under their expert guidance the public can enjoy themselves by smashing up old white goods and furniture with hammers only to create art out of the residues of their hammerings. For the rest the programme is very diverse and child-friendly. DJ Elfje will drive around in the Syperfly and the Discokids will spin records in the Container Club. Additional information: www.noorderlichtcafe.nl

Art Amsterdam

Art Amsterdam is the oldest and largest fair for contemporary and modern art in the Netherlands. From May 26th through May 30th over 130 leading galleries from the Netherlands, Europe, the US,

Africa and Asia will be represented here. The offer varies from photography, paintings, and video-art, sculptures, drawings and installations. Additional information: www.artamsterdam.nl
- Amsterdam RAI, Europaplein

Kickboxing: Rayen Simson in the Amsterdam Arena

One of the worlds' best kick-boxers, Rayen Simson, will fight the last fight of his career on May 29th 2010. Rayen didn't select the easiest opponent for his final fight, he has chosen to take on the extremely fit Khalid Bourdif. The fight will take place in the Amsterdam Arena. For additional information visit: www.itsshowtime.nl
- Amsterdam Arena, Arena Boulevard 1

Holland Festival

For over sixty years, the Holland Festival has been one of Holland's' largest international art festivals. From June 1st through June 27th 2010 the festival will offer an overview of impressive and controversial artistic projects from around the World. Theatre, music, dance, opera, film and visual arts. Western and non-Western. All with one common denominator: high artistic quality and an international dimension. With attention to the many crossovers that exist between the various disciplines. The programme will take place in the most leading cultural buildings that Amsterdam has to offer, with buildings such as het Muziekgebouw aan 't IJ, het Muziektheater, de Stadsschouwburg and the Westergasfabriek. Additional information: www.hollandfestival.nl



Vondelpark Open Air Theatre

The Vondelpark Open Air Theatre in Amsterdam is an open air stage right in the heart of one of Holland's most famous parks, the Vondelpark. A unique place in the city of Amsterdam. Nowhere else do as many different people of different ages, backgrounds and nationalities, from all over Amsterdam come together. Throughout the summer, from June 6th through August 29th 2010, the Open Air Theatre will offer a diverse programme consisting of around 125 free shows.
- Vondelpark

*****Art in the open air: Een dijk van een kust**

In the summers to come, Een Dijk van een Kust, will create a path of artworks alongside the former sea dike in the Noord-Holland Waterland on the lake Markermeer. This year, from June 18th through August 16th 2010, the route will wind alongside the exceptional landscape between Durgerdam and Etersheim under the name 'Windstilte' (silent winds). In their work the (inter)national artists will reflect on the history of the landscape and the role of the dike in this. Some artworks are prominently displayed within the landscapes, other works are created more audio-focused. Additional information: www.eendijkvaneenkust.nl



Amsterdam Roots Festival

For over ten years the Amsterdam Roots Festival is one of the most leading international music festivals. From June 18th until June 20th 2010 the festival will present groundbreaking developments within the World of music to a large and diverse audience. The combination of ethnic backgrounds, music styles and the relations between the various groups characterizes the festival. Additional information can be found on: www.amsterdamroots.nl

Open Garden Days

As in previous years, the Amsterdam Canal Museums will organise the Open Garden Days in the third weekend of June. On June 18th, 19th and 20th 2010 around thirty canal gardens will be open to the public. This year, the Open Garden Days will encompass the theme 'Courtyards and common gardens.' The gardens will be opened on all three days from 10am until 5pm. Additional information: www.opentuinendagen.nl



*****Jazz below the sea Almere**

On June 18th and 19th 2010 Almere will be filled with Jazz. In the heart of this Young city the festival Jazz below the sea will take place. Famous national artists as well as upcoming talent will take place on one of four stages to play authentic jazz until night falls. The Jazz below the sea Foundation is aimed at promoting Almere and Jazz music. Additional information: www.jazzbelowthesea.nl

- Almere

ITs Festival Amsterdam

The ITs Festival Amsterdam is the largest European festival where new Dutch and international theatre- and dance talent can be seen. From June 24th through July 2nd 2010 actors, dancers, singers, mime artists and cabaret artists can perform their recent graduation shows. 30% of these shows are from abroad and all shows have been subtitled, without text or in English. The ITs festival offers a beautiful opportunity to catch a glimpse of what the future of performing arts has in store for us. Alongside shows the programme consists of inspiring debates, workshops and the famous ITs after party. More information can be found on: www.itsfestivalamsterdam.com

Awakenings Festival

On June 26th 2010, the recreational area Spaarnwoude will be the site of the tenth edition of the largest techno-festival of the Netherlands. The Awakenings Festival consists of dancing in the open air to the music of the best DJ's all day long.

- Recreational area Spaarnwoude, Velsen-Zuid

(Events are subject to change)

The most up to date information can be found online:

Events are subject to change. The most up to date information can be found at: www.atcb.nl

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 / www.iamsterdam.com