

News from Gay Amsterdam

Newsletter for the media: April through October 2010

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Amsterdam is one of the most attractive cities in Europe for gays and lesbians. It is the city with the first Gay Monument and the first Gay marriage in the world. Nowhere else in the world can you find so many gay attractions per square meter as in Amsterdam's city centre. It comes as no surprise then that Amsterdam is so popular with *gay* visitors. Historically, Amsterdam has always had a relaxed and tolerant approach to alternative lifestyles. A favourite expression is, 'Vrijheid is voor geen geld te koop' (freedom cannot be bought). Because the *gay life* is concentrated mainly in the centre of the city, most gay bars, sauna's, shops and other attractions are all within walking distance of each other. Of all the millions of foreign visitors that visit Amsterdam each year, hundreds of thousands come specifically to visit the many *gay* attractions that Amsterdam has to offer.

This Newsletter of Amsterdam Tourism & Convention Board offers an overview of gay events and news from Gay Amsterdam that will take place in the next six months. Additional information for visitors on gay Amsterdam and tourist and cultural events can be found on

www.amsterdam4gays.com, www.gayamsterdam.com and www.iamsterdam.com/visiting

Crystal loves Leather at Museum of Bags & Purses Hendrikje



From March 8th through August 29th 2010, the museum of Bags & Purses Hendrikje will host the surprising exhibition *Crystal loves Leather*. Leading designers of famous fashion brands and emerging avant-garde designers have allowed themselves to be inspired by the combination of leather and crystal glitter. In the exhibition purses, evening bags, clutches and fashion accessories by about 60 designers will be on display, including works by Hugo Boss, Desmo, Bracher Emden, Lulu Guinness, Coccinelle, Federica Moretti, Banu Erkin,

Bernd Michael Ostwald, Valerie Saïd, Valérie Dassa and Stuart Weitzman. The highlights of the exhibition include the sparkly evening shoes by Viktor & Rolf and the sensational Iconic Lips Clutch by the British designer Lulu Guinness. The Crystal Trunk by Samsonite is also a true eye-catcher. The exhibition was previously held at, amongst others, the Louvre in Paris and during the 'Accessories Circuit' in New York. The Museum of Bags & Purses Hendrikje is located in a beautifully restored 17th century canal house. The museum includes a cafe, a shop and a museum garden. Additional information: www.tassenmuseum.nl

- Museum of Bags & Purses Hendrikje,
Herengracht 573

'Over The Top' edition Flirtation for girls in Panama

Starting at 11pm on Friday April 23rd 2010, club Panama will be the site of hilarious and hysterical flirts in an 'Over The Top' edition of Flirtation. A tribute to the legendary ladies Patsy and Edwina of 'Absolutely Fabulous' and the already famous and infamous Lady Gaga. The line up is completely in line with the 'Over The Top' style, with DJ Miss Sugaware and DJ La Ona in the large hall and Covergirl Sunny in the small hall. It is expected that over a thousand flirts will go completely wild this night. Tickets: €15 (presale) - €20 (at the door) Tickets & more info: www.flirtation.nl

- Club Panama, Oostelijke Handelskade 4



De in deze publicatie vermelde gegevens mogen worden gebruikt met als bronvermelding: www.amsterdamtourist.nl ATCB is niet aansprakelijk voor enige onjuistheden in deze informatie.

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Gay Map Amsterdam edition 2010

At the end of April Gay Amsterdam will launch the 15th edition of the Amsterdam Gay Map, in a circulation of 100.000 copies. All Amsterdam gay businesses can be found in this up-to-date edition, as well as useful hints for every visitor. A free copy of the Amsterdam Gay Map can be obtained from all gay(-friendly) businesses in Amsterdam as well as the VVV-branches of Amsterdam Tourism & Convention Bureau and many souvenir shops and major hotels.

For additional information visit: www.gayamsterdam.com

New iT opens as AIR on April 29th

Years after closing down, the World famous discotheque iT will reopen its doors on Thursday April 29th 2010 under the name AIR. The new club will open on Queens night with a gig by Sander Kleinenberg. It is still uncertain if the weekly Gay Night will return. What is certain however is that starting May 9th 2010 every 2nd Sunday of the month a gay T dance will take place. In addition, there will enormous parties that appeal to both gays and heterosexuals. The programming of AIR is comparable to that of a festival; from small dub step parties to large house parties, and everything in between. The interior of AIR was designed by star designer Marcel Wanders. The biggest part of the club is located underground; it has various levels with different ambiances, as well as a VIP-area with personal table service. AIR has room for around 1400 guests and has the ambition to bring Amsterdam back in the top 5 of dance cities in the world. Open from 8pm until 5 am. For additional information visit: www.air.nl

- AIR, Amstelstraat 24

New weekly Blue Jeans Dance Party every Thursday in Church

Church, the gay cruise club that opened its doors in 2008, has yet again launched a new party- this time a theme that pretty much everyone can stick too- jeans. Known for its special theme nights- ranging from underwear parties to leather and sportswear- Church has decided to go with a easier dress code this time. According to Church: "We want to have a party that is accessible to everyone, it's really not difficult to comply with this theme. Torn, bleached, skinny, buttoned, zipped, tight, wide, small, or XXXL- they're all welcome. And you can keep your shirt on if you want to. There's basically no dance parties on Thursdays anywhere in Amsterdam, so we're hoping to fill that need. And jeans can be pretty hot too, there're plenty of guys with a jeans fetish. So get those worn out or brand new sexy jeans on your tight ass and dance!" More information: www.clubchurch.nl

- Club Church, Kerkstraat 52 (near Leidsestraat)

Downtown Coffeeshop celebrating: 40 years

On April 28th 2010 it is exactly 40 years ago that Coffeeshop Downtown opened her doors to the public and coincidentally opened the first gay establishment in the Reguliersdwarsstraat. Moreover, Downtown is the only gay lunch room in Amsterdam that is opened during the daytime. The anniversary will be celebrated with a large party. Additional information: www.reguliers.net

Queens Day 2010 attracts gays from all over the World to Amsterdam

For many years, Queens day in Amsterdam on April 30th has been one of the main events for which gays from all over the World come to Amsterdam. *Queens Day* is of special meaning to them. Many underline this date in their calendar well in advance. Even though it is not officially a 'pink event,' a trip to one of the many *gay spots* in Amsterdam will make you think differently. Next to the Gay Pride held in the first weekend in August, Queens Day gives Amsterdam its second Mardi Gras. It is celebrated exuberantly in the Reguliersdwarsstraat, along the Amstel, between the Muntplein and the Waterlooplein, on the Westermarkt near the Gay



monument and in the Warmoesstraat and on the Zeedijk. From about 12.00 am until late into the night these places are filled with music, beer taps and thousands of pink men and women on the streets. The festivities start on the night prior to Queensday, on the evening of April 29th, with Queens night. Seven squares in the city centre will be the sight of outdoor stages with live music from 7pm until 1am. These stages can be found at for instance the Nieuwmarkt, Leidseplein, Reguliersdwarsstraat, Westermarkt, Westerstraat, Rembrandtplein and Amstelveld. Additional information: www.amsterdam4gays.com and www.amsterdamtourist.nl

Amsterdam Gay Tourist Office offers 'personal guided tours'

GAYtic, the Amsterdam Gay Tourist Office, offers personally guided tours in Amsterdam. Guided tours are possible on many subjects, fitting your own interest. Interested in architecture, art, gay history or any other topic, the tour guides of GAYtic can make you any personal guided tours, from a few hours to a completely guided holiday. The typical tourist points near Amsterdam, like Volendam, Marken or the windmills at Zaandam can be visited with your own personal (gay) tour guide. More information on our website: www.gaytic.nl

- GAYtic, Spuistraat 44, 1012 TV Amsterdam, www.gaytic.nl



Memorial Gay Monument

Each year, on May 4th, a ceremony takes place at the Gay Monument to commemorate homosexual victims of war and those people whom are still up to this present day persecuted because of their homosexuality. For additional information visit www.homomonument.nl
- Homomonument, Westermarkt.

Who can I trust? Exposition at IHLIA Homodok

From May 5th through June 5th 2010 the IHLIA Homodok offers the exposition *Who can I trust? Homosexual in Nazi-Germany and in the Netherlands during German occupation*. The exposition is completely dedicated to the persecution and resistance movement of gay men and lesbian women during the Nazi-regime. The exposition is based on recent studies and uses personal testimonies and unique footage to give a chilling picture of that time. A reflection that also places question marks in the here and now: can homosexual men and women continue to trust their recently conquered position and legal protection. The exposition is on display on the sixth Floor of the Public Library in Amsterdam (OBA) where the IHLIA-homodok is located. The International Homo/Lesbian Information Centre and Archive (IHLIA-homodok) is the largest gay and lesbian archive in Europe. Additional information: www.ihlia.nl and www.oba.nl
- IHLIA-Homodok, Oosterdokskade143

15th Amsterdam Gay Pride: Celebrate!

Celebrate is the theme of the Amsterdam Gay Pride 2010, taking place from August 1st through August 8th 2010. The Amsterdam Gay Pride will be hosted for the 15th time this year and a celebration is definitely in place. During the Pride various sport, cultural and festive events will be organized. As in prior years, the highlight of the Pride will yet again be the boat parade that takes place on August 7th and is expected to appeal to around half a million visitors. What started fifteen years ago with just a few boats has evolved into the second largest event in Amsterdam. Around 80 mainly extravagant boats will sail on the Prinsengracht. Last year a staggering 550.000 spectators lined up alongside the banks of the canal and the River Amstel. The Amsterdam Gay Pride offers many festivities such as street parties, sporting competitions and a film festival. The street



parties take place mainly on the Amstel (in between the Muntplein and the Halvemaansteeg) , Reguliersdwarstraat, Zeedijk and in the area around the Westermarkt. On Sunday August 8th, starting at 2pm, the fantastic closing ceremony will take place near the City Hall and the Muziektheater with performances by popular artists. This year, the Amsterdam Gay Pride will be more international than ever before. Gays and heterosexuals from every region, every age, each (religious) background and culture will come together to celebrate the contribution of the gay and lesbian community to society. For additional information visit the official Amsterdam Gay Pride website at: www.weareproud.nl

First Gay cruise to Amsterdam Pride



On August 7th and 8th 2010, during the Amsterdam Gay Pride, for the first time its history the Passenger Terminal Amsterdam will receive an all-gay cruise ship. This Amsterdam Pride Cruise will set sail from Copenhagen on July 29th and will pass Sint Petersburg and Stockholm before it reaches Amsterdam. Since 1990, Atlantis Events has been active in the field of gay vacations and it organized its first all-gay cruise in 1995. This was an enormous success and the organization has seen explosive growth ever since. The 2008 ship Eurodam was chosen for the Amsterdam Pride Cruise, a spectacular ship 285 metres in length, sailing under the Dutch flag. It offers room to up to 2600 guests. Cruises are hot; the gay cruises of Atlantis are almost always fully booked. PTA is delighted to receive this first gay cruise and will organize a festive reception in collaboration with GAYtic (www.gaytic.nl) GAYtic is the Amsterdam Gay Tourist Office, an agency of the Amsterdam Tourist Office.

Additional information on Atlantis Events: www.atlantisevents.com

Drag Olympics return to Amsterdam

The 7th International Drag Olympics, the world's premier sporting event for drag queens and kings, will be held on the eve of the Canal Parade, Friday 6th August 2010 at the Homomonument. Contestants from all corners of the globe will descend on Amsterdam to compete in events such as the 100m Stiletto Sprint, the Handbag Discus and the 'Tug of Love'. The event starts at 19.00.

The Games are more than just a show of sporting prowess- hair, nails and make-up are just as important. Hostess of the evening is Jennifer Hopelezz: "It's true that the Games are a serious sports event but beauty and poise are equally important, as are accessories such as jewellery, shoes and handbags." Qualified beauticians will be available for any emergency.

The Games are open to all drag queens and kings, so all gender-benders wanting to take part can join. Make-up starts at 17hr, the Games begin at 19hr. More information at www.dragqueenolympics.nl, or email Jenny Hopelezz at jenniferhopelezz@gmail.com. She'd love to hear from you!

- Drag Queen Olympics, Homomonument



Second Drag King Betty Contest

On August 4th 2010, during the Gay Pride, the second edition of the Drag King Betty Contest will take place, organized by the King Betty Foundation. The contest starts at coffeshop Betty Too on the Reguliersdwarstraat 29. During this contest, a counterpart of the better known Drag Queen competitions, women dress up like men. This event was organized for the first time during last year's Pride and was a great success. The Drag King Contest is meant as a political statement and a plea to use the collective noun LHBT's instead of only 'gays'. On August 7th, a delegation of the contestants will sail on the Gender Bending Boat. Additional information: www.kingbetty.nl

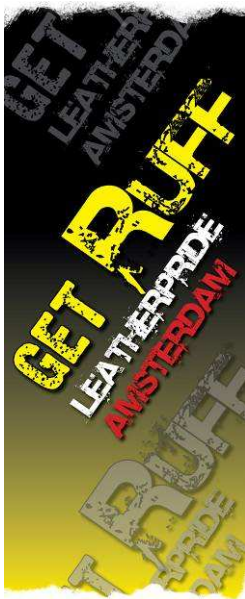
- Betty Too, Reguliersdwarstraat 29

'Hartjesdagen' (Days of Hearts) on the Zeedijk

On August 14th and 15th 2010, the Zeedijk will celebrate the traditional 'Hartjesdagen'. A colourful and extravagant block party, in which tradition lets men dress as women and women as men. In recent years, the Zeedijk has developed into a popular hotspot with bars such as Queens Head, de Barderij, de Engel van Amsterdam and as of recently the return of Café 't Mandje, which was the first gay bar in the World in 1927. Hartjesdagen includes various theatrical performances on the street, a vocal festival and many musical surprises. Naturally the Zeedijk will be closed down for traffic that weekend. For additional information: www.zeedijk.nl



Leather Pride Amsterdam 2010 'Get Ruff!'



One of the most exciting Leather Prides in the World takes place in Amsterdam every year. This year it will take place from October 29th through October 31st 2010. With the theme 'Get Ruff!' Leather Pride Amsterdam offers three days full of leather, rubber, army, sportswear and other fetishes. Highlight of the weekend will be Ruff! The Party on Saturday October 30th in the Lexion. This location can welcome over 2000 enthusiasts with two dance floors and DJs such as Ibiza's Nicolas Nucci, and large *playrooms*. The Cockring will host the large after party. Amsterdam is internationally renowned for its leather and fetish scene. The heart of this has been the Warmoesstraat for over 50 years, with over 15 fetish related establishments in walking distance of each other. Some examples: the Argos (the oldest leather bar in the World, since around 1950), the Eagle and Dirty Dicks, the famous dance club Cockring, and fetish shops such as RoB Flagship Store and Mr. B. Other famous leather and cruise bars in the area are The Cuckoosnest and The Web. Alongside Ruff! The Party, the Leather Pride Amsterdam will also be the scene of other parties such as in Club Church and Paradiso. For additional information and the complete programme: www.leatherpride.nl and www.amsterdam4gays.com
You can also find information on special hotel deals, including entrance to various events here.

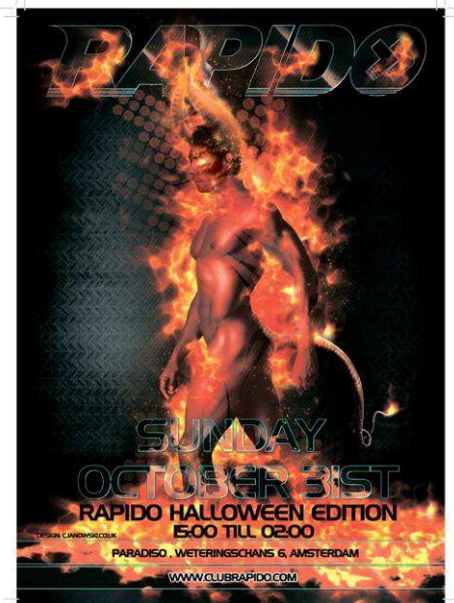
Rapido Halloween dance party in Paradiso in diabolical spheres

On October 31st 2010, Paradiso, the uncrowned Amsterdam temple of Rock, will host a very special edition of the renowned Rapido gay-dance party: Halloween.

This is the conclusion of the Leather-Pride weekend. All devils and demons can go crazy one last time and party to the best beats of the Rapido dj's. The three different dance stages will each get their own atmosphere with the help of special high-tec lighting techniques. Varying from a devilish lounge in the basement to a roaring, spectacular display of what could be hell on earth in the *main area*. The party guarantees the most beautiful and most muscular international visitors from hell, worlds best music styles, perfect backdrops and above all a magical atmosphere inside the former church Paradiso.

Rapido in Paradiso starts at 3pm and lasts until 2am; it is followed by an AFTER in Exit, Reguliersdwarstraat 42, from 1am until 10am. Additional information, also on special hotel deals, including entrance to the Rapido Party can be found on :

www.clubrapido.com



City of Amsterdam and COC Amsterdam sign pink covenant

The city of Amsterdam and the gay interest group COC Amsterdam have signed a pink covenant in order to strengthen the Amsterdam Gay Capital. An important area of attention is the prevention of discrimination and homophobic violence. The city wishes to encourage the gay emancipation in various Amsterdam districts and also desires to internationally promote Amsterdam as a gay friendly city. More specifically, the covenant means that there will be a collaborative effort to train and create more sensitivity within school councils and with teachers, police and youth workers around the theme of homosexuality. At schools so-called Gay-Straight Alliances are signed, in which gays and heterosexuals can come together to openly discuss homosexuality. COC Amsterdam will get a more prominent role in helping gay and lesbian organizations of ethnic minorities. The open discussion about homosexuality in the various ethnic groups is often difficult, this is why pink ethnic organizations are encouraged to take matters into their own hand. Additional information:

www.cocamsterdam.nl

(Events are subject to change)

Up-to-date texts. Newsletter on Internet:

Announcements of events are subject to change. The updated text of this newsletter can be found at: www.atcb.nl

For more press information and images: Amsterdam Tourism & Convention Board
Department of Communications, Tel. +31 (0)20- 551 25 31, E-mail: h.terbalkt@atcb.nl

Note: Public Information, phone: 0900-400 40 40 (€ 0.40 pm) and www.iamsterdam.com/visiting