



## VOORUITBLIK

Media news bulletin: Amsterdam, October through December 2010  
August 2010. Bi-monthly.  
Amsterdam Tourism & Convention Board, Communication Department.

Note: to access previous newsletters visit [www.atcb.nl](http://www.atcb.nl)

**2010 revolves around the theme Amsterdam Water Sensations. Events that form part of this theme year are illustrated in this Newsletter with \*\*\***

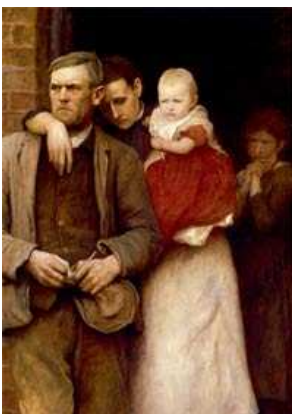
**Sponsor of the theme years is Canal Bus. Extensive information is available at [www.amsterdamtourist.nl](http://www.amsterdamtourist.nl) and on the special theme website [www.amsterdamwatersensations.com](http://www.amsterdamwatersensations.com)**

**In the month of April the project '[Other faces of Amsterdam](http://www.exploreamsterdam.nl)' was launched. One of the Amsterdam's best kept secrets for visitors are the neighbourhoods surrounding the city centre. In order to introduce visitors to these culturally and historically rich areas, ATCB has created walking and cycling brochures for each district in five different languages. Additional information is available at [www.exploreamsterdam.nl](http://www.exploreamsterdam.nl)**

### ***A'dam, Man & Mode (Amsterdam, Man & Fashion)***

From October 1st 2010 through January 30th 2011, the Amsterdam Historical Museums will host the exhibition Amsterdam, Man & Fashion. An exhibition which revolves around men and their clothing throughout the centuries, paying attention also to the current, modern man. Traditional items from men's wardrobes are highlighted, as well as striking and innovative pieces from current times. For additional information visit: [www.ahm.nl](http://www.ahm.nl)

- Amsterdams Historisch Museum, Kalverstraat 92



### ***Illusions of reality in Van Gogh Museum***

From October 8th 2010 through January 16th 2011, the Van Gogh Museum will host the unique exhibition: *Illusions of reality. Naturalistic paintings, photos and film, 1875-1918*. It is the first time that the art movement naturalism is presented in an overview exhibition. In the last quarter of the 19th century, naturalism was one of the most dominant movements in the art of painting. This photographic style was both transgressing and distinctly homogenous, whether it were naturalistic artist from Finland, Hungary, France or the United States. The themes were selected from daily 'modern' life: workers, farmers, high society- all social classes of society were discussed. In this exposition naturalism is illuminated from various points of view: the thematic, the art of painting and the reaction from critics and the audience. Additional information: [www.vangoghmuseum.nl](http://www.vangoghmuseum.nl)

- Van Gogh Museum, Paulus Potterstraat 7

The above text is subject to change and may be freely copied with acknowledgement of source: [www.amsterdamtourist.nl](http://www.amsterdamtourist.nl) ATCB accepts no liability whatsoever for any inaccuracies in the published information.

**I amsterdam.**

### **Awakenings Weekender in the Gashouder**

On October 8th and October 9th 2010, the Westergasfabriek in Amsterdam will be the scene of the Awakenings Weekender. Awakenings is mainly known for being the largest techno festival in the Netherlands, but alongside the festival there will also be a weekend addition organised under the title Awakenings Weekender. The music styles are familiar: electro, minimal and techno. Additional information: [www.awakenings.nl](http://www.awakenings.nl)

- Gashouder, Haarlemmerweg 8-10

### **\*\*\*Amsterdam Canal race per boat (Grachtenrace)**

On October 9th 2010 the Amsterdam Canal race will take place, a dingy boat race of 24 kilometres right through the heart of Amsterdam. The number of contestants has grown from 35 in 1986 to 140 boats in 2009, each manned by eight rowers and a helmsman. This unique canal race requires a great deal of precise steering to reach the finish in one piece, due to the many narrow passageways near bridges and the canal cruise boats that need to be avoided. Supporters will also greatly enjoy this competition, because almost the entire race can be followed from the sidelines, also per bike. The start and finish are located at the Oosterdok at the Maritime Scheepvaart Museum. Additional information: [www.grachtenrace.com](http://www.grachtenrace.com)



### **35<sup>th</sup> Amsterdam Marathon on October 17th**

The Amsterdam Marathon is a running event with thousands of official and recreational runners from over 50 countries. On Sunday October 17th 2010 the 35<sup>th</sup> edition of the Amsterdam Marathon will take place with the runners leaving from the Olympic Stadium. The marathon will lead the athletes from the Olympic Stadium past the city centre and along the River Amstel. Besides the 42 kilometre long Marathon run, there is also half a Marathon and a 7,5 kilometre run programmed. Additional information: [www.amsterdammarathon.nl](http://www.amsterdammarathon.nl)



### **Amsterdam Dance Event 2010**

From October 20th through October 23rd 2010, the 15th edition of the Amsterdam Dance Event, the world's most important convention and showcase festival for electronic music with 100,000 festival visitors, 2,200 professionals from the music industry, 1,500 journalists and media and 700 DJs and other acts will take place at 44 locations in Amsterdam. For four nights the festival will present a line-up with performances by over 600 DJs and artists from around the world. Additional information: [www.amsterdam-dance-event.nl](http://www.amsterdam-dance-event.nl)

### **Cinekid**

From October 20th through October 29th 2010 Cinekid Festival, the annual Film-, Television- and New Media festival for youth will take place. Every year over 50,000 children, parents and (international) guests visit one or more of the five hundred media productions that Cinekid has to offer: film, documentaries, short movies, animation, TV-production, cross media productions, interactive installations and workshops. Besides the main festival in Amsterdam satellite programmes of Cinekid (Cinekid on Location) will be held in thirty cities. The Cinekid films will also air here. Additional information: [www.cinekid.nl/festival](http://www.cinekid.nl/festival)

### **Nostalgic Fun Fair on Dam square**

Each year the nostalgic fun fair takes place on the Dam square in Amsterdam. This year, it will take place from October 21st through October 31st 2010. Fun fair enthusiasts can enjoy the nostalgia of the Ferris wheel, the caterpillar rollercoaster, the walking ghost house and the twister. Culinary pleasures from times long gone are also available at the food stalls with traditional Dutch treats such as poffertjes, oliebollen and cotton candy.

- Dam, Amsterdam

### Affordable Art Fair

From October 28th through October 31st 2010, the fourth edition of the Affordable Art Fair (AFF) will take place in the Gashouder. With prices ranging from €100 to €5000 the AAF offers visitors the opportunity to buy an original piece of art. The AFF has an extremely diverse offer from over 85 galleries; from figurative art to abstract art and from traditional to cutting edge material. New feature this year is the presentation of new talent of the Dutch art academies. The AFF also offers plenty of free extras, such as workshops, packing services and a day care centre. Additional information:

[www.affordableartfair.nl](http://www.affordableartfair.nl)

- Gashouder, Klönneplein 1



### Sieraad International Jewellery Art Fair in Westergasfabriek

From November 4th through November 7th 2010, the ninth edition of Sieraad, International Jewellery and Silver Design Fair will take place at the Westergasfabriek in Amsterdam. It is an international art fair in where goldsmiths and jewellery artists can show their work to the World. During the Sieraad Art Fair, visitors will have the opportunity to speak with designers and artists, they can buy unique and original jewellery and even make an appointment regarding a unique design. Additional information: [www.sieraadartfair.com](http://www.sieraadartfair.com)

- Cultuurpark Westergasfabriek



### Amsterdam Cello Biennale

From November 5th through November 13th 2010, the Muziekgebouw aan 't IJ will shimmer, hum and sing during the third edition of the Amsterdam Cello Biennale. National and international soloists, ensembles and orchestras will give some 40 concerts, master classes and presentations for cello enthusiasts, the true music lover, the interested passersby, young talents and children. Big names and undiscovered top talents will create a great cello party, from the early in the morning- Bach & Breakfast- until late at night, nine days in a row. Besides cellists there will also be other musicians and singers.

- Muziekgebouw aan 't IJ, Piet Heinkade 1

### Museum Night (Museumnacht) Amsterdam

During the Museum Night Amsterdam on November 6th 2010, around 40 museums will open their doors from 7pm to 2am. All institutions will organize special activities full of music, performances, tours and more. The Amsterdam Museum Night attracts over 25.000 visitors annually. Additional information: [www.n8.nl](http://www.n8.nl)

### Arrival Sinterklaas in Amsterdam with record number of *pieten*

On November 14th 2010 Sinterklaas will arrive in Amsterdam for the 72nd time. Sinterklaas, Sint Nicolaas or St. Nicholas is the Dutch equivalent of Santa Claus. Every year, the bearded bishop travels to the Netherlands by steamboat from his mystical home in Spain. The quays in Amsterdam will be filled with 300.000 children of all ages. The arrival of Sinterklaas will take place on the Amstel River and consists of hundreds of boats and over 640 *zwarte pieten*, Sinterklaas his helpers. The procession will go on shore at the Maritime Museum (Scheepvaartmuseum) and is a stunning 1 kilometre long, making it the longest in the World. For additional information visit:

[www.sintinamsterdam.nl](http://www.sintinamsterdam.nl)



### **International Documentary Film Festival Amsterdam (IDFA)**

From November 18th through November 28th 2010, the IDFA will take place in the heart of Amsterdam. This ten day festival shows over 250 creative documentaries annually. The IDFA is unique because of its international film programme, the diversity of the genres, the politically engaged programme and the many European and World Premiers that are offered each year. IDFA is the place where art, film, debate and society converge. Additional information: [www.idfa.nl](http://www.idfa.nl)

### **PAN Amsterdam, contemporary art and antiques fair**

From November 21st through November 28th 2010, the Parkhal of the Amsterdam RAI will host the contemporary art and antiques fair: PAN Amsterdam. This 24th edition will welcome 116 art and antiques dealers. In 2009, a record number of 42.000 people visited the fair.

At PAN Amsterdam past and present come together: in paintings, graphics, design, silver, glass and sculptures, but also in Asian art and jewellery. This results in art ranging from Brueghel to Borzobohaty and exciting combinations. There is one thing that all objects have in common: each piece of art displayed at the PAN Amsterdam is of high quality and will be evaluated by over eighty experts on the subject of quality, condition and authenticity. Additional information: [www.pan.nl](http://www.pan.nl)  
- Amsterdam RAI, Europaplein 22

### **DeLaMar with two theatre halls an asset to the Leidseplein**

With the name DeLaMar, the former Nieuwe de la Mar Theatre will open its doors on November 28th 2010. Located on the Marnixstraat, DeLaMar houses two auditoriums with respectively 850 and 600 seats. Both halls will be used by both free producers as well as by subsidized groups.

With this new theatre the long tradition of cultural entrepreneurship is extended. The tradition stems from 1947, the year in which this private theatre was founded by the husband of actress Fien de la Mar.

The theatre will open the large hall with the musical La Cage aux Folles, with Jon van Eerd and Stanley Burleson. The small hall will open with the play Ontrouw, with leading roles for Linda van Dyck, Tom Jansen and Marc Klein Essink. Additional information: [www.delamar.nl](http://www.delamar.nl)

- DeLaMar, Marnixstraat 404

### **Cinedans**

From December 8th through December 12th 2010, Cinedans will take place in Amsterdam: the annual international dance film festival that is situated around the Leidseplein. During the festival the 'dance film' is the point of focus: films in which two forms of media- dance and cinematography- collide. The focus will be on the choreographies that were especially made for camera and special film adaptations of existing dance performances. In addition, special documentaries and retrospectives will be displayed. During the festival, some forty to fifty- both short and long films- from the Netherlands and abroad will be shown. Alongside an extensive film programme, the festival will organize lectures and debates, a workshop and a children's programme. Additional information: [www.cinedans.nl](http://www.cinedans.nl)

- Leidseplein, Amsterdam



### **\*\*\*Xmas Canal Parade 2010**

This winter, Amsterdam will get a typically cosy Amsterdam Christmas Event : Xmas Canal Parade. From December 9th 2010 through January 1st 2011 various events will take place on and alongside the canals. At the Magere Brug some 35 illuminated historic ships will be based. On December 9th the special ambience lights will be lit on the ships and on the Magere Brug. Highlight will be a parade through the Prinsengracht of over 35 beautifully illuminated boats on December 24th. On the boats several choirs will sing Christmas Carols. On the bridges there will be booths selling Glühwijn and hot chocolate milk. There will be an award for the

most beautifully decorated boat partaking in the Parade and the most beautifully lit houseboat along the canal. The party ends on January 1st with the Best Wishes Tour. Passengers can travel along on one of the boats, all proceeds hereof will benefit a charity. Additional information:

[www.xmascanalparade.com](http://www.xmascanalparade.com)

- Amsterdam

### **Highlights Khalili collection**

From December 11th 2010 through April 17th 2011, some 500 highlights of professor Nasser David Khalili's collection of art from the Islamic World will be on exhibition at De Nieuwe Kerk. With over 20.000 objects, that together document the artistic production of 1400 of art from many Muslim countries, Khalili's collection is one of the best Islamic collections in het World. Additional information:

[www.nieuwekerk.nl](http://www.nieuwekerk.nl)

- De Nieuwe Kerk, Dam

### **Gabriel Metsu**

From December 16th 2010 through March 20th 2011, the Rijksmuseum will present a special exhibition about Gabriel Metsu (1629-1667). Together with Johannes Vermeer, Jan Steen, Gerard ter Borch and Pieter de Hooch, Metsu belongs to the leading genre painters of the Dutch Golden Age. 35 of his best pieces from various international museums and private collections as well as recently discovered work will be on display. The exhibition is organised in collaboration with the National Gallery of Ireland and the National Gallery of Art in Washington, D.C. Additional information:

[www.rijksmuseum.nl](http://www.rijksmuseum.nl)

- Rijksmuseum, Jan Luijkenstraat 1

(Events are subject to change)

The most up to date information can be found online: [www.atcb.nl](http://www.atcb.nl)

For more press information and visual material:

Amsterdam Tourism & Convention Board, Communication Department

Tel. +31(0)20 551 25 34 (31), e-mail: [communicatie@atcb.nl](mailto:communicatie@atcb.nl)

**Note:** Information for the public, call: **+31 (0)20 201 8800** or go to

[www.iamsterdam.com/visiting](http://www.iamsterdam.com/visiting)