

NEWSLETTER

News bulletin for the media: Amsterdam Metropolitan Area. April through July 2011.

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Amsterdam Tourism & Convention Board, Communications Department.

Note: for events through March, please refer to earlier bulletins on: www.atcb.nl/publicaties

The Amsterdam Metropolitan Area offers a wide range of temporary cultural festivals. There are more than 80 annual cultural events in the Amsterdam Metropolitan Area, each with an attractive and diverse line-up. From young talent to world-famous artists, from classical to innovative, and from small-scale to large-scale productions: Amsterdam has it all. So it is no coincidence that Amsterdam likes to present itself as the ultimate festival city. For more information and a list of all festivals, visit www.amsterdamfestivals.com.

Visit Keukenhof and Van Gogh

For two months in the year, between 24 March and 20 May 2011, spring is at its most beautiful. Join the Van Gogh Museum and Keukenhof and celebrate spring with the 'Van Gogh in Bloom' package. The one-day arrangement starts with a visit to the new exhibition in the Van Gogh Museum, followed by a visit to Keukenhof to enjoy the blossoming trees and flowers, and ends with a boat tour through the canals of Amsterdam. Moreover, a mosaic of flowers of Van Gogh's *Self-portrait with Felt Hat* can be seen in Keukenhof in April.

For more information, visit www.vangoghmuseum.nl/keukenhof

- Keukenhof, Lisse/Van Gogh Museum, Amsterdam



Vlootdag Monnickendam (Fleet Day Monnickendam)

Once a year, all ships open their doors and hatches for the general public on 3 April 2011 during Vlootdag in Monnickendam. On the quay, there are activities galore: traditional Monnickendam ice yachts, sail makers, carpenters, fish smoking demonstrations and a ropewalk. The Meezingkoor Waterland and the Zuiderzee combo choirs amongst others, will provide musical entertainment. On board the ships are also plenty of activities to enjoy, such

as a jib hoisting competition, drawing activities and you can fetch water with a seaman's bucket. For more information, visit www.zeilvloodmonnickendam.nl

- Town centre of Monnickendam

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StrandZuid (City Beach)

From 1 April through 25 September 2011, a unique city beach covering an area of more than 2,000 m² will be created between the Amsterdam RAI (harbour side) and the Beatrix Park. With hammocks, deckchairs and lounge areas, StrandZuid is the hottest city beach in the country. StrandZuid also has showers, various activities for children and a beach volleyball court.

For more information, visit www.strand-zuid.nl

- RAI, Amsterdam

2011 Bollenstreek Flower Parade

On 16 April 2011, the 64th Flower Parade of the Dutch bulb region will leave Noordwijk to travel its 40-km route to Haarlem. Covered with unique spring colours and fragrances, this parade is not called 'the face of spring' for nothing. There's just no other like it. This year's theme is 'Journey through Europe'. The colourful procession will depart from the boulevard in Noordwijk to travel to Haarlem, where it will end in the city centre. The decorated floats will be on show until Sunday, 17 April. Just like last year, the flower parade will also pass Keukenhof. The flower parade consists of around twenty floats and over thirty special cars all extravagantly decorated with flowers and will be accompanied by marching bands. There will be plenty of space on the roadside for hundreds of thousands of spectators. On Friday night, 15 April, the festively illuminated parade will also pass through Noordwijkerhout.

For more information, visit www.bloemencorso.info

- Noordwijk/Haarlem

Internationale Ronde van Noord-Holland



On 24 April 2011, the world's best cyclists will gather in Zaandam for the Internationale Ronde van Noord-Holland. This international race for professional cyclists has been organised since 1946 and attracted no less than 100,000 visitors last year. In the hours between start and finish, there will be so-called waiting races for various categories and musical attractions in the city centre of Zaandam to enjoy.

For more information, visit www.rvnh.nl

- Gedempte Gracht, Zaandam

Queen's Day and Queen's Night 2011

On 29 and 30 April 2011, Amsterdam will turn a bright shade of orange. All over the world, Amsterdam is known for the exuberant way in which Queen's Day is celebrated. Foreign visitors experience this day as an Amsterdam version of carnival, with the famous street market as its main attraction. It is the only day of the year when everyone is allowed to deal their wares throughout the streets and perform live music without a permit. The mix of amateur street vendors, market stalls, musicians, street artists and the smell of grilled saté and Vietnamese spring rolls make for a sizzling party atmosphere in the entire city (not just in the city centre, but also in other city districts). Queen's Night – the night before Queen's Day, the evening of 29 April 2011 – kicks off the party. Many squares in the city centre and places outside the Singel canal will be dotted with outside stages where live music will be played from 7 p.m. to 1 a.m. If you want to enjoy live music, the Nieuwmarkt, Leidseplein, Reguliersdwarsstraat, Westermarkt, Westerstraat, Rembrandtplein and Amstelveld are the places to be.

For more information, visit www.koninginnedagamsterdam.nl and www.iamsterdam.com

- Amsterdam

Amsterdam Bevrijdingsfestival (Amsterdam Liberation Festival)

On 5 May 2011, Amsterdam joins the rest of the Netherlands to celebrate freedom day. The wide range of programmed events serves as a reminder of how fortunate we are to live in a free country. The Amsterdam Bevrijdingsfestival is one of the biggest liberation festivals in the country, offering a varied selection of popular Dutch bands, theatre performances, speakers and an information market. The festival has a long history that goes back to 1946 when the first activities were organised around National Remembrance Day on 4 May and Liberation Day on 5 May. For more information, visit www.libertycity.nl
- Museumplein, Amsterdam

Anselm Kiefer and De Nachtwacht (The Night Watch)

From 7 May through 4 July 2011, an artwork by Anselm Kiefer will be on display in the Night Watch Room at the Rijksmuseum. The internationally renowned German artist Anselm Kiefer



(1945) has been invited by the Rijksmuseum to create a special work of art inspired by The Night Watch. What Kiefer will be creating is not yet known as he has been given a free assignment. Anselm Kiefer is one of the most important and well-known German post-war artists, but was quite controversial at the start of his career in the 1970s. Kiefer works with materials such as straw, ash, clay, lead, and dried sunflowers and palm trees. His paintings and sculptures are often very large and express themes related to war, heaven and earth, mythology and spirituality. Kiefer's work is exhibited in all the major modern art museums in the world.

For more information, visit www.rijksmuseum.nl
- Rijksmuseum, Philips Wing, Amsterdam

Art Amsterdam – the platform for contemporary art in the Netherlands

The 27th edition of Art Amsterdam will take place from 11 through 15 May 2011 in the Amsterdam RAI. With over a hundred galleries exhibiting the latest developments in contemporary art and post-1945 art, Art Amsterdam is the largest contemporary and modern art fair in the Netherlands. Widely regarded as a springboard for up-and-coming talent and platform for established names in post-war visual arts, the fair features a wide variety of works including photography, painting, sculpture, ceramics, video art and drawings. For more information, visit www.artamsterdam.nl
- RAI, Amsterdam

Shop & Swing langs de Zaan (Shop & Swing along the Zaan River)

Shop & Swing langs de Zaan is a cultural, tourist and commercial event along the Zaan River which will take place on 15 May 2011. This year's theme is 'Transportation through the years'. The cosy shops in the Zaanbocht in Wormerveer and the industrial heritage along the Veerdijk in Wormer will be the setting of a large number of activities. Featured are four stages with dance and music performances, and a very special Zaanstreek's Got Talent show, with amateur artists performing as part of the Amateur Art Week.

For more information, visit www.shopswing.nl
- Wormerveer





Libelle Zomerweek (Libelle Summer Week)

Halfway through the month of May, from 16 to 22 May 2011, the 15th edition of the Libelle Zomerweek will hit the Almeerderstrand beach in Almere. Organised by women's magazine Libelle, this annual shopping and cultural festival offers plenty to see and do, including workshops, delicious food, fashion, accessories and skin care demonstrations. For more information, visit www.libellezomerweek.nl
- Almeerderstrand beach, Almere

Opening of Museum van Loon's Coach House

On 1 June 2011, Museum van Loon's coach house will re-open its doors after full renovations. In addition to changing exhibitions, the 17th-century coach house will display the historic carriages and horse-drawn sleds of the Van Loon family. The classicistic canalside house façade is the splendid backdrop to a formally styled garden. For more information, visit www.museumvanloon.nl
- Museum Van Loon, Keizersgracht, Amsterdam

Zaandam Jazz

From 1 through 4 June 2011, part of the city centre of Zaandam will be transformed into a paradise for jazz lovers and everything associated with jazz. After an absence of many years, Zaandam Jazz has returned to the place where it all started, featuring seven stages packed with music and live performances from the Zuiddijk to the Klauwershoek. All musical styles will be represented, from Dixieland to modern jazz. During the daytime on Friday and Saturday, the stages will be connected by a string of retro market stalls and classic cars. The festival also has lots of activities for children, as well as walking bands, artists and food and drink galore. In short, it's a feast for young and old alike. For more information, visit www.jazzzaandam.nl
- City centre of Zaandam

Letterenloop (Literary Run)

Attention all lovers of literary! On 5 June 2011, famous Dutch writers will run with their fans, publishers, children and other running enthusiasts. The Letterenloop is a combination of sports and culture with the aim to raise money for the Run4Schools Foundation, a charity that organises in and out-of-school care for children in Cape Town, South Africa. Their after school sports activities prove to be an effective instrument to keep children away from gangs and prevent them from engaging in drugs, crime or prostitution. Join in and support Run4Schools! For more information, visit www.letterenloop.nl
- City centre of Haarlem



Vondelpark Open Air Theatre

The Vondelpark Open Air Theatre presents a programme packed with performing arts from 5 June through 28 August 2011. The weekly set-up is by the following format: Thursday is for classical music, Friday for dance, Saturday for youth performances, musical theatre and stand-up comedy, and Sunday for various types of music. For more information, visit www.openluchttheater.nl
- Vondelpark, Amsterdam

Concours Hippique Haarlemmermeer (Haarlemmermeer Equestrian Concours)

From 16 through 19 June 2011, the Concours Hippique Haarlemmermeer will dominate the Haarlemmermeerse Bos with a five-day bonanza of top-class sports and showmanship. Attracting riders from all over the world, the event includes dressage and show jumping competitions. The Dutch horse breed, *tuigpaard*, will also be present. Saturday night is show night and features a wide array of shows that appeal to everyone, not just horse lovers. For more information, visit www.concourshoofddorp.nl
- Haarlemmermeerse Bos, Haarlemmermeer

Open Tuinen Dagen (Open Garden Days)

Every year, the Amsterdam Canal Museums organise the Open Tuinen Dagen in the third weekend of June. From 17 through 19 June 2011 more than 25 canal gardens, owned by private individuals and organisations, will be open to the public. This year's theme is 'Colour in the canal garden'. Take advantage of this unique chance to discover what is hidden behind the stern and stately canalside house façades of Amsterdam. The proceeds of this event are for charity. For more information, visit www.opentuindagen.nl
- Museum Van Loon, Keizersgracht 672, Amsterdam

Nationale Oldtimerdag (National Old-timer Day)

The Nationale Oldtimerdag in Lelystad is an annual event that will be held on 19 June 2011. Each year, more than 350 historic cars assemble in Lelystad. The event is known for the unique automobiles that appear at the starting line. Previous editions included legendary automobile brands such as Bugatti, Aston Martin, Ferrari, Cadillac and Minerva.

For more information, visit www.oldtimerdaglelystad.nl

- City centre of Lelystad



Hilversum Alive

From 22 through 24 June 2011, Hilversum Alive will rock the city of Hilversum. This three-day music extravaganza features ten stages packed with bands, artists and DJ performances. There will be something for everyone: soul, salsa, jazz, rock 'n roll, house, funk and pop. And that's not all. You can also sample culinary treats from Hilversum's top restaurants, enjoy an artists' manifestation, marvel at a huge selection of American cars or visit the fair.

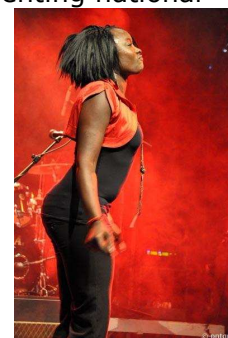
For more information, visit www.hilversumalive.nl

- City centre of Hilversum

Amsterdam Roots Festival

The Amsterdam Roots Festival will be held from 23 through 26 June 2011, presenting national and international artists on six platforms as well as dance workshops and presentations. The festival also features a huge world market with more than a hundred stands. The two main stages are reserved for international groups. The Amsterdam Mixed stage brings young urban, hiphop and maghreb sounds from the Randstad Area, but also hiphop from South Africa. In short, the Amsterdam Roots Festival offers a varied, frontier-crossing programme. For more information, visit www.amsterdamroots.nl

- Amsterdam



Awakenings Festival

The annual Awakenings Festival will take place on 25 June 2011 at Spaarnwoude Recreation Ground and is the country's largest techno event. Various indoor editions, called Awakening Weekender will also take place throughout the year in the Gashouder. Awakings' top line-up of international DJs and live artists on various stages is sure to get techno-lovers' pulses racing.

For more information, visit www.awakenings.nl

- Recreatieterrein Spaarnwoude (Spaarnwoude Recreation Ground)

Bataviahavendagen (Batavia Harbour Days)

What makes the Bataviahavendagen on 26 and 27 June 2011 so unique is the fantastic atmosphere and the fact that there are plenty of opportunities for audience participation. There are also lots of things to do in and around the water. Sail along on a huge three-master or take a trip on (historic) boats. The children can jump on board of small sailboats and enjoy their first sailing experience. Other activities include a maritime market, demonstrations of old crafts, shanty choirs and the Batavia outlet shopping experience. The Nationale Sloepenshow (National Sloop Show) is one of the largest in Europe, with over 120 sloops on exhibit.

For more information, visit www.bataviyahavendagen.nl

- Batavia Shipyard, Lelystad

International Summer Festival Reuring in Purmerend

The International Summer Festival Reuring will be held from 28 June through 3 July 2011. This multidisciplinary cultural festival offers theatre performances on location, spectacular theatre, street theatre as well as pop, world and jazz music. The festival features some 70 performances and activities, and audience participation is welcomed.

For more information, visit www.reuring.com

- City centre of Purmerend

Zingen op de Zaan (Singing on the Zaan River)

Zingen op de Zaan has grown into the most popular musical festival in the Zaanstreek. On 2 July 2011, a musical boat show of forty boats with bands, choirs and solo singers will sail right through the Zaanstreek to Zaandam, while in the city centre of Zaandam and on the Zaanweg in Worverveer a gathering of choirs will sing their heart out in a choir festival. Zingen op de Zaan is a phenomenon that stretches far beyond the region and that is the pride of the Zaanstreek.

For more information, visit

www.zingenopdezaan.nl

- Zaandam and the surrounding area





Julidans (July Dance)

From 1 July through 14 July 2011, the contemporary dance festival Julidans will feature a fantastic line-up of renowned contemporary choreographers and dance movements. What started as an intimate festival in the Amsterdam Stadsschouwburg (City Theatre) has grown into an internationally oriented festival, bringing its audience a vast array of visions on the art of dance. A wide range of Julidans performances can also be admired at other venues.

For more information, visit www.julidans.nl
- Stadsschouwburg Amsterdam, Amsterdam

Sensation

On 2 July 2011, the annual Sensation dance event will return to the Amsterdam Arena to bring the house down. Once again, the white edition is sure to attract a huge crowd of white-dressed clubbers to the largest dance event in the world.

For more information, visit www.sensation.com
-Arena, Amsterdam



Over het IJ Festival

The Over het IJ Festival features a versatile programme of location theatre, bustling youth performances and unconventional visual art from 7 July through 17 July 2011.

For 11 days you can exchange the drag of everyday life for 25 exciting performances at unexpected venues dotted around the NDSM Wharf, a unique setting with a bustling festival centre at Overhoeks (the new part of Amsterdam's city centre on the shore of the IJ River) and Amsterdam Central Station. Come see the performances and enjoy delicious food and drinks at the festival site.



For more information, visit www.overhetij.nl
- NDSM Wharf, Amsterdam

A Day at the Park

On 23 July 2011, cheerful house, trailblazing tech-house and melodious techno beats can be heard in an open area in the woods, near the Wagener Stadium. One big stage will be the setting for three much talked-about acts and a support act. As well as a music festival, A Day at the Park is a chilled event with an open-air theatre, an old-school Dutch village fair and other festival activities taking place among the trees of the Amsterdamse Bos. So pick your favourite spot, spread out the red and white checked picnic blanket and enjoy the afternoon with your friends.

For more information, visit www.adayatthepark.nl
-Amsterdamse Bos, Amstelveen

Hermitage: Glans en Glorie - Kunst van de Russisch-orthodoxe kerk (Splendour and Glory, Art of the Russian Orthodox Church)

From 19 March through 16 September 2011, Glans en Glorie will suffuse the Hermitage

Amsterdam with the spiritual ambiance of ten centuries of exceptional Russian art. For six months, over 300 religious artefacts will represent the ancient mystical and artistic traditions of the Russian Orthodox Church. Themes in the exhibition include the Byzantine origins and traditions of the Orthodox Church, religious feast days, of which Easter is the most important, and the tsars and their 'personal' church. Paintings, robes, and gold and silver attributes associated with church ritual highlight aspects of these themes. The tremendous artistic wealth of the Russian Orthodox Church is further emphasised by splendid examples of Russia's religious heritage from the period from the fifteenth through the seventeenth century, when Moscow was the centre of church and art. These riches are also evident in church art from St Petersburg, religious heart of Russia and seat of the tsars, from the city's foundation in the early eighteenth century until 1917.



For more information, visit www.hermitage.nl

- Hermitage, Amsterdam

(We reserve the right to make changes)

The most recent Newsletter articles are available online:

Announcements of events are subject to change. The updated versions of the event listings in this Newsletter are available at: www.atcb.nl.

For additional press information and visual materials: Amsterdam Tourism and Convention Board, Communications Department, tel. (020) 551 25 31, e-mail: communicatie@atcb.nl

Note: Information for the public is available on tel. no: **(020) 201 8800** and www.iamsterdam.nl / www.vvvamsterdam.nl.