

PRESS NEWSLETTER**Amsterdam Metropolitan Area - December 2011**

The press department of the Amsterdam Tourism & Convention Board publishes this newsletter every 2 months to keep you informed on the latest developments in tourism in the Amsterdam Metropolitan Area. Besides the many fantastic exhibitions, new museums and our wide range of hotels and restaurants, Amsterdam has so much more to offer. Therefore we will pay special attention to our themes 'Explore a different Amsterdam' and 'Amsterdam is bigger than you think!'. We will let you know all the ins and outs in order to further explore the Amsterdam Metropolitan Area as an exciting travel destination.

The ATCB press department gladly assists you with your article, report or visit to Amsterdam. On our [website](#) you can find the latest press releases, tourist information about Amsterdam, a list of current events, pictures and features on interesting subjects.

NEW IN AMSTERDAM

ART-ARCHITECTURE-DESIGN

Grand entrance to Amsterdam

Amsterdam Central Station is the largest public transportation hub in the Netherlands. The island on which Central Station is situated is being renovated and modernised to prepare it for a bright future. The renovations include building two passage ways with shops which will be accessible to travellers as well as other visitors. Furthermore, the transfer capacity of the station will be improved making the network of public transport even more efficient. There will be more room for trams and also a bike and pedestrian tunnel are to be built. [More information](#)

**Cobra Museum**

The Cobra Museum of Modern Art has a permanent collection of key works by artists from the Cobra period. Probably the most well-known Dutch Cobra artist is Karel Appel. The works of the Cobra artists are exhibited simultaneously with interesting temporary collections of modern and contemporary art. The interior of the beautiful Cobra Museum building, designed by Dutch architect Wim Quist, the daylight, space and 'touch' of nature create a positive atmosphere for viewing the art. [More information](#)

The information in this publication may be used with acknowledgement of the following source: www.iamsterdam.com. ATCB is not liable for any inaccuracies contained in this information.

I amsterdam.

HOSPITALITY

The Exchange, opening December 3, 2011

Hotel The Exchange is a hotel with a special love for fashion. Students of the Amsterdam Fashion Institute dressed the rooms like models on the catwalk. The result: a hotel where architecture meets fashion. Hotel The Exchange has 61 rooms, ranging from 1 to 5 stars. Hotel The Exchange is a concept by Suzanne Oxenaar and Otto Nan, initiators of the Lloyd Hotel & Cultural Embassy. Hotel The Exchange is part of 'The Red Carpet,' an urban-renewal project that is aimed at giving the Damrak a more diverse and fashionable look. [More information](#)



Hoofdstad Brasserie awarded the Bib Gourmand

Opened only four months ago and already awarded the Bib Gourmand by Michelin. The Bib Gourmand is an outstanding award for Brasserie Hoofdstad, one of the restaurants of Hotel De L'Europe Amsterdam. Executive Chef Richard van Oostenbrugge and Chef Alexandre Bazard are leading the open-kitchen brasserie, serving Amsterdam's interpretation of modern French cuisine amidst atmospheric flair and outstanding service. Open throughout the day, guests can view the chef's action as well as enjoy some of the world's great wines by the glass. [More information](#)



TIPS FROM THE AMSTERDAM METROPOLITAN AREA



Amsterdam is bigger than you think! Explore the stunning surrounding area by relaxing at the beach, diving into history, or enjoying the beautiful pastures of the countryside. 17 special destinations for those taking the road less travelled, with 2 of them highlighted in every edition. [More information](#)

Small-town Harbours

If you're arriving by boat, you'll see the wooden fishermen's houses along the dike from a long way off. In these Old Dutch villages it seems like time has stood still. The canals, the harbours, the cheese market, the houses with crow-stepped gables – it's still exactly as it was 100 years ago. Some of the residents still wear clogs and traditional costumes. The convivial terraces and restaurants have kept up with the times. Another thing you must do is eat fresh herring!

New Land

With dikes, dams and more, the Dutch have been fighting the water for centuries now. The province of Flevoland (the world's largest polder) was reclaimed from the sea by inpoldering. The 'Nieuw Land' museum tells its story. Come to our area of watersports, beaches and spectacular nature with wild horses and cattle. The architecture and urban development are modern and grand. Visit our largest aviation museum and the Batavia, a replica of the eponymous Dutch East India Company ship from 1628.

AMSTERDAM SPECIAL

Naturally Amsterdam has its big attractions and places of interest, such as the historic ring of canals and the world-famous museums, but there's so much more waiting to be discovered!

A visit to one of the extraordinary districts around the centre is certainly something not to be missed. Each area has its own character and shows a different side of Amsterdam.

Whether you are looking for modern architecture, a cultural hot spot or an active excursion, there is something for everyone. Allow yourself to be guided through the various parts of the city and enjoy all the beautiful things Amsterdam has to offer.

Every newsletter will pay special attention to one of the districts of Amsterdam, with in this edition: de Pijp.

Explore a different Amsterdam: De Pijp

Due to the enormous population growth in the second half of the 19th century, rigorous urban expansion was required. The city council selected the polder area just outside the Singelgracht for this purpose and a completely new neighbourhood speedily came about. Initially it was referred to as Neighbourhood YY. Though, referring to either the narrow ditches that cut through the former polder or the resemblance of the neighbourhood streets with pipe drawers, the name De Pijp (*The Pipe*) soon became popular.

[Heineken Experience](#) – national monument changed into a beer museum and an interactive experience.

[Amsterdam School Architecture](#) - some of the finest examples around the complex of working-class flats.

[Royal Asscher Diamond company](#) – diamond-cutting establishment in the so called *Diamantbuurt*.

Melting pot of cultures

A formerly working-class neighbourhood, today De Pijp is home to a multicultural and trendy community. The Albert Cuypmarkt is the heart of De Pijp and has existed for over 100 years and it is one of the largest daily markets in Europe. The colourful sights and scents are sure to delight and the many small restaurants and shops in the streets around the Albert Cuyp offer food from every corner of the world. From Indian shops and exotic Syrian restaurants, to Spanish delicacy shops and typical Amsterdam pubs and cafés.

[The Albert Cuyp Market](#) – the city's largest daily market representing the heart of the neighbourhood.

[Bazar](#) - stepping into an eastern fairy tale at this Middle Eastern and North African restaurant.

[The French Café](#) - typically French dishes and creations with Asian influences.

Walking and cycling guides

Discover the areas beyond the Centre of Amsterdam using the walking and cycling guides for Westerpark, Oud-West, De Pijp, De Plantage, Oostelijk Havengebied, Noord and the thematic cycling guide on the Amsterdam School. Email to pressooffice@atcb.nl and we send you a free example of the guide of your choice or view the general ebook version [Explore a different Amsterdam brochure](#).



EVENTS & EXHIBITIONS

Nova Zembla through the Eyes of Siân Bowen 22 Nov. 2011- 27 Feb. 2012

The Rijksmuseum is exhibiting a never-before-seen piece by British artist Siân Bowen, inspired by the remnants of a series of prints made during the Dutch exploration of what is now Russian archipelago Nova Zembla during the 17th century. The prints were recently found in Behouden Huys after being lost for 300 years, and have been largely restored and reconstructed by the Rijksmuseum. [More information](#)

Snapshots at the Van Gogh Museum 14 Oct. 2011 – 08 Jan. 2012

Snapshot - Painters and Photography, 1888-1915 features 220 photographs and 70 paintings, prints and drawings by seven artists. The invention of the first manageable, easy-to-use camera for amateurs in 1888 made it possible to spontaneously capture a moment; the snapshot was born. Artists were among the enthusiastic amateur users of these new devices. The exhibition explores what role photography played in their lives and how it influenced their work. [More information](#)

Amsterdam International Fashion Week (AIFW) 25 Jan. 2012– 29 Jan. 2012

Fashion Week forms the high point of the Dutch fashion industry, with an event calendar full of fashion shows, trade shows, presentations, lectures and parties. While the fashion shows are aimed at professionals, Fashion Week launched a series of DOWNTOWN events in order to meet

the enormous public demand. These are shows, parties, lectures and exhibitions organised in collaboration with museums, galleries, clubs and shops throughout the city. [More information](#)

Zaan Beauty: Celebrating 50 years of the Zaanse Schans 02 Jun. 2011 – 25 Mar. 2012

The Zaanse Schans is celebrating with an exhibition entitled 'Zaans Schoon'. The Zaanse Schans is a world-famous historic neighbourhood, preserving the area's traditional wooden houses as well as the cultural heritage of the Zaan region. The exhibition is dedicated to the regional tradition of building in wood and the beauty of this cherished piece of regional heritage. [More information](#)

The entire overview of exhibitions in the Amsterdam Metropolitan Area, can be found on our [website](#).

CHRISTMAS ACTIVITIES



A trip to one of Amsterdam's Christmas markets, a visit to the World Christmas Circus or embracing the majestic Christmas tree on Dam Square: we all have an ideal picture in our minds of what Christmas should be like. During this festive season Amsterdam is definitely worth a visit. A small selection of what Amsterdam has to offer during Christmas can be found below. [More activities](#)

Winterland Amsterdam Christmas Market 02 Dec. 2011 – 08 Jan. 2012

Head to the Rembrandtplein this festive season and delve into a magical Christmas fairytale. Hidden amongst twinkling Christmas trees and snowmen, you'll find countless market stalls selling festive goodies and there's even an ice rink. [More information](#)

Pink Christmas 14 Dec. 2011 – 27 Dec. 2011

This year Amsterdam will host again this special pink Christmas event! Amsterdam's city centre will be decorated in the token of Pink Christmas. Part of the program are Winterolympics! [More information](#)

Funky Xmas Market 18 Dec. 2011

The Funky Sunday Markets are fast becoming an institution in Amsterdam and now they're back with two special Christmas editions. The Funky Sinterklaas and Xmas Markets at the Westergasfabriek are packed with cheerful decorations, delicious aromas and numerous craft stalls to create a happy holiday atmosphere. [More information](#)

Winter Parade at the Table 23 Dec. 2011 – 26 Dec. 2011

Just like every circus has its winter version, the Parade has its Winter Parade. The Winter Parade at the Table is a refreshing evening filled with unique theatre acts that the visitor can see one after the other. Music from all corners of the world and culinary surprises make the evening complete. [More information](#)

New Year's dive Zandvoort 01 Jan. 2012

The New Year's dive into the ocean is for anyone and everyone who wants to start off 2012 with a refreshing dive on January 1st. It is a major event with over 1500 participants and more than 12,000 spectators. It is to take place for the 52nd time. [More information](#)

Amsterdam 2013

2013 is going to be an extra special year for Amsterdam. Not only will we be celebrating the 400-year anniversary of the Canal Ring, we'll also be celebrating the re-opening of the fully renovated Rijksmuseum, 175th anniversary of Artis Royal Zoo, 125th anniversary of the Concertgebouw (concert hall) and much more. We'll bring you more information on the amazing events line-up for 2013 later on this year. If you would like to stay up to date on the news surrounding Amsterdam 2013 please visit www.iamsterdam.com/2013.

If you no longer wish to receive these newsletters, please mail 'unsubscribe' to pressoffice@atcb.nl.