

amsterdam

TOURISM & CONVENTION BOARD

PRESS NEWSLETTER

Amsterdam Metropolitan Area - Summer 2011

The press department of the Amsterdam Tourism & Convention Board will be publishing 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

Maritime Museum re-opening on October 2nd

After a four-year renovation, Het Scheepvaartmuseum will be once again opening its doors to the public on Sunday October 2nd 2011. The museum is a true Amsterdam



landmark and is located in one of the city's biggest 17th century buildings, a storehouse for the Dutch war fleet dating from 1656. Housing one of the world's biggest collections of nautical art and artefacts, including globes, paintings, ship models, and more the museum is the backbone of fascinating and interactive exhibitions about the Netherlands and the country's elemental connection with the sea. [More information](#)

Café Bar April re-opened as Ludwig II with extravagant interior

World-famous gay bar April on Reguliersdwarsstraat re-opened on July 21 2011 as Ludwig II, named after the extravagant Bavarian king. The new owner is Casper Reinders, successful Amsterdam bar and nightclub owner known for exclusive dance club Jimmy Woo. In addition, he's also the force behind Suzy Wong and Bo Cinq, as well as bar restaurant Lion Noir, which opened on Reguliersdwarsstraat in November. With Thijs Murré as the designer of the new interior, Reinders has the ambition to make Ludwig II one of the leading trendy gay bars of Europe. [More information](#)

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HOSPITALITY

Brasserie Harkema – contemporary brasserie

Brasserie Harkema is a contemporary version of the classic Parisian brasserie in the heart of Amsterdam. The establishment is a pleasant and stylish meeting place where you can enjoy excellent meals and special wines at reasonable prices. Brasserie Harkema is open seven days a week, offering at each moment of the day a cosmopolitan environment in which to lunch, to have coffee after shopping, to dine, to drink a bottle of wine with bar snacks or to have supper after a theatre visit. [More information](#)



Notting Hill opened in Amsterdam

Hotel Notting Hill is a brand new boutique design hotel, where you will feel right at home. The hotel is built in an attractive and historic building in the heart of the bustling city of Amsterdam. The blend of classic elements, modern facilities and historic features make this former governmental building a perfect place to stay in Amsterdam. This stylish luxury hotel is the best address for the cosmopolitan and international traveler. [More information](#)

TIPS FROM THE AMSTERDAM METROPOLITAN AREA



Welcome to Amsterdam

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](#)

Amstel River Countryside

Discover Amsterdam's hinterland on foot, by bike or by boat. Follow the River Amstel, which begins in Amsterdam, and you are guaranteed a varied day trip. The expansive polder landscape, large country residences, historic villages, churches and dozens of little restaurants and cafés on the water are a beautiful extra to your visit in Amsterdam. Hire a bicycle at Amstel Station in Amsterdam and cross the river on the free ferry. A lovely start to a varied excursion.

Wind Water Beach

Want to spend a day in the open air? Indulge yourself at the beach! Ideal for a peaceful long walk, a dip in the sea or a vigorous activity. The Noorderstrand at IJmuiden is popular with those into winds and watersports. Go kitesurfing, drive a blokart or jump in a kite buggy on our beautiful beach. The shallow Kennemermeer lake is a great place to swim with young children. IJmuiden is easily reached from Amsterdam using the Fast Flying Ferry from Centraal Station.

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: Westerpark.

Explore a different Amsterdam: Westerpark

The Westerpark and its surroundings are the newest spot in Amsterdam for *cultural meetings*. Whereas at the end on the 19th century it was an area for the workers that were working in the Westergasfabriek ('Wester gasworks') or in the timber docks, in the turbulent 1980s it was home to squatters, musicians, sculptors and film makers. Just a few of the surprises that this versatile neighbourhood has to offer include Museum Het Schip and Culture park Westergasfabriek.

Museum Het Schip – "Amsterdamse school" architectural style in its social, political and artistic context.

Hotel de Windketel – a in a small turret air chamber building turned into a one-bedroom hotel.

GWL terrain – former municipal waterboard terrain developed into an urban eco area.

Westergasfabriek: Amsterdam's cultural playground

What was once the largest coal gas plant is now the spot for creative and cultural entrepreneurs. The Westergasfabriek has developed into an important cultural hotspot with an international aura. The grounds accommodate galleries, restaurants, cafés and a film theatre. But also annually recurring events such as the Amsterdam International Fashion Week, Awakenings, Latin Village, the Winter parade and the Affordable Art Fair have found their home here.

Proef - enjoy delicious meals made from locally produced organic ingredients in a picnic style.

Household Hardware - interior design articles and household products from faraway lands.

MC Theatre – production house and theatre for new storytellers.

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 pressoffice@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

Amsterdam Gay Pride 30.07 – 07.08

Amsterdam Gay Pride is a huge celebration of devotion towards equality for the gay, lesbian and transgender communities. As the largest gay event in the Netherlands, the Amsterdam Gay Pride offers a multitude of cultural events, sporting activities and parties. The highlight of the event is the spectacular and extravagant Canal Parade on Saturday afternoon on the canals of Amsterdam. [More information](#)

Anton Corbijn – Inwards & Onwards 24.06 – 01.09

In this exhibition, Amsterdam's Foam presents the most recent photographic project by world-famous artist Anton Corbijn. For *Inwards and Onwards*, he has aimed the camera at a few of his favourite artists including Gerhard Richter, Alexander McQueen, Richard Prince, Iggy Pop, Anselm Kiefer, Damien Hirst, Tom Waits, Peter Doig, Bruce Springsteen, Lucian Freud and Karel Appel. [More information](#)

HISWA te water 06.09 – 11.09

HISWA te water is Europe's most complete in-water boat show. Visitors can sit on the quays and enjoy the 'sterling' assortment of approximately 450 luxury sailboats, motor yachts, sports boats, and longboats. The minimal length of the boats on display is seven metres, which visibly distinguishes this boat show from other (inter)national water sports exhibitions. Every year the boat show offers dozens of Dutch, European and world premieres. [More information](#)

De Appel arts centre – Genius without Talent 16.07 – 02.10

Amsterdam's arts centre de Appel dedicates a group exhibition to two much-discussed notions that form a recent cultural shift in our society. Firstly, that there are more and

wider chances to contribute to pop culture and public discourse thanks to user-generated content on the internet and secondly, that in the modern-day 'casting culture', it is assumed that everybody can arrive at a certain level of excellence in any area they choose, regardless of whether they have an inherent talent for it. [More information](#)

AMSTERDAM FESTIVALS

Amsterdam is a city of festivals. From classical music to theatre and modern dance music, Amsterdam Festivals offer something for everyone, all year round. [More information](#)



Parade 05.08 – 21.08

Now in its 21st year, the travelling arts festival which lugs its tents around the Netherlands each summer arrives into Martin Luther King Park. De Parade is a circus turned inside out, with the audience in the middle surrounded by the artists. An irresistible live panorama full of theatre, dance, music, art, entertainment, food and drinks for young and old.

Grachtenfestival 12.08 – 21.08

A combination of classical music with some beautiful and exciting venues throughout the city makes this annual festival a very special event. Traditionally, the Grachtenfestival provides a platform for young musical talent in the Netherlands as well as offering to take festival-goers on a musically inspiring journey through previously undiscovered places and beautiful venues.

Uitmarkt 26.08 – 28.08

The Uitmarkt Amsterdam is the national opening of the cultural season, offering a wide range of artistic media, including classical music, children's entertainment, hip hop, jazz and dance. With more than 450 free performances on 30 stages, the 500,000 visitors are treated to previews of the coming season.

Mysteryland 27.08

This one day festival featuring an explosion of electronic styles of music, including cutting edge dubstep, hip hop and disco, will present its most extensive creative programme yet. There are more than 150 artists performing, including Sebastian Ingrosso, Richie Hawtin, Boys Noize and Modeselektor combined with Dutch musical heroes such as De Man Zonder Schaduw, Joris Voorn and Afrojack.

Harbour Festival IJmuiden 27.08 – 28.08

The annual Havenfestival IJmuiden (Harbour Festival) is a cultural and nautical festival on 27 and 28 August 2011. Aside from boats, there are all sorts of activities, such as music, street theatre and art.

Dutch Theatre Festival 01.09 – 11.09

The Dutch Theatre Festival showcases the best theatre productions of the year, featuring debates, master classes and performances. The festival culminates with the awards for the Public Theatre Prize (AVRO Toneel Publieksprijs) and the Golden Cricket (Gouden Krekel), which will be awarded on the last day of the festival at the Gala of Dutch Theatre.

2013: Canal Ring to celebrate its 400-year anniversary

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, as well as a special Van Gogh Year. We'll bring you more information on the amazing events line-up for 2013 later on this year.

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