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TOURISM & CONVENTION BOARD

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PRESS NEWSLETTER

Amsterdam Metropolitan Area - October 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
Amsterdam Museum
The new permanent display *Amsterdam DNA* in the modernised Amsterdam Museum offers a 45-minute overview of the highlights of Amsterdam history, designed for visitors with less than an hour to spare. It focuses on what makes Amsterdam unique: specifically entrepreneurship, free-thinking, creativity and citizenship. The multimedia exhibition breaks Amsterdam down into nine key periods in history, offering highlights and low points of each. More information

Rem Eiland, a restaurant on stilt-like legs
This brand new restaurant has a very special location – an industrial building, that hovers over the IJ on stilt-like legs, which used to be a pirate radio station back in the early sixties. Mediterranean food is being served at reasonable prices and the view over the water, the Minerva Dock and the new architecture of the Spaarndammerhout is spectacular. This unique restaurant is definitely worth a visit! More information

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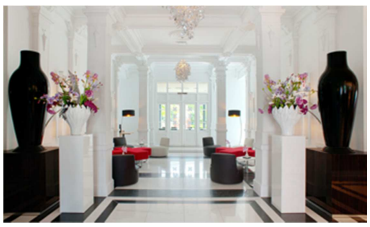
HOSPITALITY

Officially opened: the Eden Amsterdam Manor Hotel



The Eden Hotel Group proudly presents the new four star Eden Amsterdam Manor Hotel. This hotel is a completely renovated historic building which was once a hospital where football legend Johan Cruijff was born. The hotel has 125 unique rooms and guests can make use of modern facilities while enjoying the well-preserved traditional atmosphere. The hotel is conveniently located near the Oosterpark and Amsterdam's vibrant city centre is only a few minutes away. More information

DeLaMar Theater

The flashy building of the DeLaMar Theater by Leidseplein attracts attention as well as hoards of visitors and a flurry of international and national theatre, musical and dance companies of the widest array. Besides these performances you can behold the 'Wall of future'; a permanent photo collection of prominent Dutch art photographers including 24 new portraits of actors that will perform in DeLaMar Theater this season. More information

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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

Fortress Stretch

Take a walk over old city ramparts, have a glimpse into the life of Count Floris V at the Muiderslot and visit one of the many forts that protected the Netherlands in the 19th century. They're part of the *Stelling van Amsterdam* ('Defence Line of Amsterdam'), proclaimed a world heritage site by Unesco. Just a stone's throw from Amsterdam and you're in the Middle Ages.

Industrial Heritage

Along the Zaan the windmill sails used to turn at full tilt and the factory chimneys used to smoke ceaselessly. Biscuits, flour, chocolate, rice, soap and clogs – all products that used to be made or processed here. The Zaanstreek was the world's first industrial zone and is now a wonderful piece of industrial heritage with countless storehouses, factories and windmills. Visit De Zaanse Schans with its Old Dutch wooden houses. Here you'll discover how the Dutch lived and worked in the 17th and 18th centuries.

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.

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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: Oud West.

Explore a different Amsterdam: Oud West Oud-West is the city's snug living room. Quiet, handsome residential areas alternate with bustling, convivial shopping streets. This is an area where Amsterdam residents from all walks of life live alongside one another in fraternal harmony. Here, you'll find teeming markets as well as elegant mansions, cultural meeting points and great terraces. Ten Katemarkt – Bustling market with around 130 stalls drawing a large range of neighborhood residents. Café de Toog – Jovial charm in an authentic building and a perfect reflection of Oud-West. Bellamybuurt – charming and the oldest area of Oud-West, dating back to a 16th century settlement	**Hidden Treasures** From the chique Vondelpark to the working class Kinkerbuurt this Oud-West is one the most diverse neighborhoods in Amsterdam. Hidden treasures can be found in historic buildings, behind gateways and in the parks. For example the Zevenlandenhuizen ('Seven Countries Houses') in the Roemer Visscherstraat, which were built in 1894. It is a row of seven dwellings, with each house representing an architectural style from another European country. Hollandsche Manege – the oldest riding school in the Netherlands, right in the heart of the city. Lab 111 – a unique restaurant of artists' platform SMART Project Space and is established in a former laboratory. Anonymous art - eight pieces of art suddenly appeared and the artists remain unknown.

Walking and cycling guides
Discover the areas beyond Amsterdam's Centrum ('Centre') 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 an free example of the guide of your choice or view the general ebook version Explore a different Amsterdam brochure.

EVENTS & EXHIBITIONS

Rubens, Van Dyck & Jordaens in the Hermitage 17.09 – 16.03
The Hermitage presents a stunning retrospective of Flemish painters, drawing on the plentiful resources of the Flemish art collection of the Hermitage in St Petersburg. With 75 paintings and about 20 drawings, the show includes numerous masterpieces by the three giants of the Antwerp School: Peter Paul Rubens, Anthony van Dyck and Jacob Jordaens, accompanied by the work of well-known contemporaries. More information

Great East! 04.10 – 11.11
This exhibition shows a serie of black and white photographs in which the architecture in Amsterdam-East makes a dialogue with other visual elements in the public space. The different areas of Amsterdam-East all have a specific atmosphere, from market-district Dapperbuurt to modern living on the renovated harbour-islands, like KNSM-and Java-island. More information

Affordable Art Fair 27.10 – 30.10
In October the Affordable Art Fair comes to town. And as the name suggests, getting your hands on a piece of art doesn't have to break the bank: contemporary art can be purchased at prices between 100 and 5000 euros. With thousands of paintings, original

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prints, photographs and sculptures on show, first time buyers can have a browse around while seasoned collectors seek out hot new artists. More information

Museum Night Amsterdam 5.11
One night a year, around 45 museums in Amsterdam open their doors from 7 pm to 2 am and organise special events including workshops, concerts, special tours and performances. Tasty food and drink is also on hand to help keep your energy levels up. Welcome to a festive Museum Night, or, as Amsterdammers simply know it, the 'n8'. More information

Winter Magic Amsterdam 8.12.'11 – 8.01.'12
Amsterdam will round off this year with a festive winter event. During December Amsterdam will be illuminated by thousands of beautiful lights. The Magere Brug (skinny bridge) will be wonderfully decorated during the Grand Opening, gorgeous lighted canalboats will shine during the Concours d'Elegance and Amsterdam will say goodbye to 2011 with colorful fireworks. 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

Cinekid 12.10 – 21.10
Each year, the Cinekid Festival welcomes 50,000 young media buffs and their parents as well as renowned international guests to view over 500 media productions made especially for kids. The festival features an unprecedented and carefully-selected range of live-action and animated films, documentaries, television programmes and cross-media productions. More information

Amsterdam Dance Event 19.10 – 22.10
The Amsterdam Dance Event (ADE) is the leading electronic music conference and the world's biggest club festival for electronic music. The event offers a unique blend of daytime conferences, including interactive workshops, technical demonstrations and in-depth round-table discussions, alongside a nighttime music festival which takes place in 44 venues around the city. More information

IDFA 16.11 – 27.11
Each year in November, the International Documentary Film Festival Amsterdam (IDFA) once again transforms the city's centre into a paradise for documentary film fans. Over eleven days this year, doc lovers will be spoiled as some of the city's most characteristic cinemas screen the latest and greatest domestic and international arrivals from the documentary film world. No other festival in the world brings together so many great films, devoted fans and talented film makers in one place, making IDFA one of the world's leading documentary film festivals. More information

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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.

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

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