

# Destination Holland 2011

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

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

I am pleased to attach **Destination Holland**, which has been produced by the International Travel Writers Alliance with the support of The Netherlands Board of Tourism & Conventions

It provides a media resource for Alliance members and other professional travel writers, editors, broadcasters and photographers.

The Netherlands Board of Tourism & Conventions will be delighted to provide Alliance members with more information and to discuss potential press trips.

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# Destination

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# Holland 2011

## Holland

The Netherlands – more often called Holland - is located in North-western Europe and borders the North Sea to the north and west, Belgium to the south and Germany to the east.

For historical reasons, the government and parliament are in The Hague, although Amsterdam is the capital.

Holland is a constitutional monarchy with a parliamentary system of government. Queen Beatrix is the head of state and has a coalition government.

## The Language

Dutch is the national language of Holland. However, English is spoken by almost everyone. The people in the northern province of Friesland speak a language known as Fries, in addition to Dutch.

More than 90 percent of the residents of Friesland understand the Friesian language, nearly three-quarters speak it, 65 percent read it and some 70 percent can write it.

## Facts and figures

Holland has a surface area of 41,528 square kilometres with the greatest distance from north to south 300 kilometres, and from west to east 200 kilometres.

Holland is one of the most densely populated countries in the world. It has a population of 16,500,000 and an average of over 400 inhabitants per square kilometre.

The lowest point in Holland is 6.76 metres below sea-level while the highest point is Vaals at 323 meters.

## Working with the Alliance

**Destination Holland** has been produced by the International Travel Writers Alliance with the support of The Netherlands Board of Tourism & Conventions.

It provides a media resource for professionals looking to visit Holland to write, broadcast or create images that will highlight the country.

**The Netherlands Board of Tourism & Conventions** will be delighted to talk to Alliance members about sourcing other story and feature ideas and future press trips.

## Key media contacts

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For Netherlands Board of Tourism & Conventions media contacts in other parts of the world see page 47.

## Dutch DNA

In 2011, the Netherlands Board of Tourism are using the theme *Dutch DNA* to highlight what makes Holland such a unique destination.



*Dutch DNA* focuses on four key areas of Dutch life :

- Fashion
- Design
- Architecture, and
- Heritage.

*Dutch DNA* also highlights how the openness, creativity and pragmatism of the Dutch people is reflected within these concepts.

From internationally renowned fashion brands to progressive designers and futuristic architects, Holland continues to be at the forefront of creativity and design.

## Dutch Fashion

**Dutch fashion, which is daring to say the least, is setting trends and making a big name for itself on the international scene.**

Some of the world's leading designers are Dutch including Viktor & Rolf; Marlies Dekkers; G-Star; Mexx; Gsus and Scotch & Soda. These and many other Dutch designers enjoy an international reputation.

This is often because the open-mindedness of Dutch culture offers a stimulating environment where designers and artists can experiment freely and give their creativity a free reign.

Throughout Holland there are opportunities for visitors to get up close to Dutch fashion.

## Amsterdam

Not as famous for fashion as Paris or Milan, but just as trendy and definitely more cutting-edge; Amsterdam and fashion go hand in hand.

It's not such a strange idea either, if you think that the city has had a liberal and tolerant attitude for centuries.

These characteristics have developed a society which sprouts creativity and innovation - the very roots of a blossoming fashion industry.

You can expect to find quirky designers, a wealth of high street fashion brands, unique boutiques, specialist shops and so much more. The city also offers up and coming talents the chance to be creative and progress in their field by offering help with a studio/shop

## Museums

### Museum of Handbags & Purses



Travel through time, history and fashion by visiting the impressive collection of bags in the Museum of Bags and Purses.

The only museum in the world with such an extensive and specialized collection, the museum shows the history of the western handbag from the Middle Ages to the present day.



## Fashion Museum

The Fashion Museum, which is based at the Wyndham Apollo Hotel in Amsterdam- the centre of the Dutch fashion industry, showcases fashion designers from many countries.

Each year the museum organises a Fashion Museum Week and the Dutch Model Awards.

## Museum of Spectacles

This quirky and original museum grew out of the passion of a private collector for optometric objects.

Located in the prime fashion district of the Nine Streets, it guides you through 700 years of art, culture and the history of spectacles.

It is situated in a traditional canal building, which dates back to 1620.

On the ground floor you will also find a recreated 1930s spectacle shop, which sells historic and more modern frames.

## Events

### Amsterdam Fashion Week



Amsterdam International Fashion Week (AIFW) has established itself as a young and directional alternative to the world's more traditional fashion weeks.

As well as a showcase for Dutch fashion and upcoming talent, AIFW provides a stage for the growing New Luxury segment.

Until now, this has been stuck between existing mainstream trade events and traditional couture weeks.

The event also brings the fashion world to the city with a series fashion catwalk shows. These are supported by a programme of events called Laundry Days of museum and gallery exhibitions, meetings and parties.

### Salon 1

*Salon 1* is an initiative that creates a crossover experience to inspire and instigate a discussion and dialogue between art, design and fashion.

Their events take place at various locations in Amsterdam, over a number of days whereby visitors can experience design, art and fashion in different contexts so creating a dynamic, interactive and social event.

*Salon 1* initiates both an offline and an online platform to endorse artists and designers and to generate a reflection.

## Shopping

### Red Light Fashion

A great example of Amsterdam's quirky fashion scene is an initiative called Red Light Fashion.

Since January 2008, several of the former prostitute's windows in the Red Light District have been transformed into exhibition spaces and studios for up and coming fashion designers.

The aim is to give these talented designers a platform to display their creations to the public. The Red Light Fashion district offers a varied mix of hip couture, street wear and funky shoes.

Special tours are organised with an art historian and fashion specialist around the area.

### Nine Streets

Amsterdam's historic canal ring was dug into nine little streets during the 17th century.

These narrow streets intersect the main canals between the Leidsestraat and the Jordaan district and are dotted with boutiques, vintage stores, restaurants, cafés, art galleries and jewellers.

### Haarlemmerstraat/Haarlemmerdijk

Located in the Jordaan district, the Haarlemmerstraat and the Haarlemmerdijk offer independent boutiques and speciality stores; little salons; trendy but affordable restaurants and bars plus the city's oldest cinema.

On Wednesdays, the area is home to an organic farmer's market.

### Kalverstraat/Leidsestraat

The two main shopping streets of Amsterdam offer a good selection of high street names.

The Leidsestraat caters for the higher-end of the market, while Kalverstraat is home to all the well-known brands such as H&M, Zara and Dutch favourite WE.

### The Museum District

This area in Amsterdam South is home to the majority of the luxury boutiques and designer stores.

The P.C. Hooftstraat is Amsterdam's most exclusive shopping street. Along three blocks you can find all the big labels.

However on the adjoining streets, Van Baerlestraat and Cornelis Schuytstraat, many Dutch designers have their shops.

Here you can find famous names such as Viktor & Rolf, Marlies Dekkers and Frans Molenaar.

### Gassan Diamonds

Gassan Diamonds is a family owned business located in a beautifully restored factory building in the centre of Amsterdam.

Originally it was built in 1878 as a steam driven diamond factory and at the time with 400 polishers, the largest of its kind in the world.

Nowadays, visitors have the opportunity to view the diamond polishers at their craft, while tour guides explain all about diamonds, where they are sourced and how the rough stones turn into the gems that we are familiar with.

## A place to stay

### The Exchange Hotel

In June 2011, the Lloyd Hotel and Cultural Embassy in cooperation with the Amsterdam Fashion Institute (AMFI) and NV Stadsgoed will open a new hotel in the old stock exchange on Damrak.

The new hotel, The Exchange, will be designed by selected students and graduates from the AMFI, who have been made responsible for the interior decoration of each of the 63 one to five star rooms.

They will work together closely with Dutch artisanal textile producers. All rooms will have a specific original design, like models on the catwalk. The interior design is characterised by its diversity: fresh and playful, sexy, comfortable, daring and classical.

For more information on Amsterdam fashion visit: [www.iamsterdam.com](http://www.iamsterdam.com).

## Rotterdam

### Events

#### Rotterdam Fashion Award

The Rotterdam Fashion Award showcases new and emerging talents through a series of catwalk shows. This festival, which is free, is located in Witte de Withstraat, one of Rotterdam's liveliest streets.

### Shopping

#### Major Fashion Shopping



Other shops not to be missed are:

#### Margreeth Olsthoorn

Designer and stylist, Margreeth Olsthoorn, owns three stores in the Witte de Withstraat in Rotterdam: MGHO, MGH2O, and MGH3S. In her shops she sells clothing from the better-known designer labels and new designers.

#### VANDIJK

The remarkable collection of VANDIJK includes Dutch and Belgian designers like Humanoid, Maison Martin Margiela and Spijkers & Spijkers.

They also offer clothing and accessories from By Malene Birger, Antik Batik and Hussein Chalayan.

Most of the fashion shops in Rotterdam can be found around the *Lijnbaan* and *Beurstraverse*.

#### Hidden Fashion Treasures

For fashion shops that celebrate individualism, visitors should try the squares Meent and Nieuwemarkt, which are Rotterdam's hotspots for fashion, design and interior styles.

Alternative shopping areas are situated in the streets Van Oldebarneveldtstraat and Witte de Withstraat.

#### Nieuwe Ontwerpers (New Designers)

Nieuwe Ontwerpers, located in the cultural centre of Rotterdam, is a talent shop for young fashion designers, who are given the space to present and sell their collections, clothing and accessories.

The foundation behind Nieuwe Ontwerpers (New Designers) aims to help young designers to present their collection to a wide public and this art platform also organises fashion exhibitions.

For more information on Rotterdam fashion visit : [www.rotterdam.info](http://www.rotterdam.info).

## Utrecht

### Museums

#### 'Miffy in fashion' at Dick Bruna House

Miffy is the little rabbit that Dick Bruna designed in 1955 and the Dick Bruna House has his work permanently on display.

From 1 April to 31 December 2011 on show is the 'Miffy in Fashion' exhibition. To complement the display, Dick Bruna House has invited Dutch and foreign fashion designers to create a party dress for Miffy.

The designers – such as Boudicca, Clements Ribeiro, Jan Taminiau and Mina Perhonen – designed an outfit for a 40cm high ceramic Miffy, inspired by the work of Miffy's creator Dick Bruna.

The illustrations and the fashion designs will be exhibited together with more than 100 fashion-related items from the works of Dick Bruna.

## Shopping

Utrecht is great for shopping. It not only boasts the biggest covered shopping centre in Holland but also many quaint streets with a combination of big brands and boutiques.

### City Centre

Around the streets 'Lijnmarkt', 'Oude Gracht', 'Choorstraat', 'Oudkerkhof' and 'Korte Minrebroederstraat' you can find big brands and small boutiques with fashion, accessories and jewellery.

A ten minute walk from the city centre you can find the 'Nachtegaalstraat'. This street has some great interior design shops and splendid delicatessen stores.

### Hoog Catharijne

When you arrive at Utrecht Central Station, you walk straight into the Hoog Catharijne shopping centre.

With 160 shops, Hoog Catharijne is the largest covered shopping centre in Holland and includes many trendy boutiques, art galleries, delicatessen and exclusive gift shops.

### Designer café

This concept store offers unique fashion collections from Dutch designers only.

Many of the designers are young, up and coming talents who can't afford their own shops.

The Designer cafe doesn't only sell the clothes in store but also produces most of them in its workshops.

They have standard collections and also provide made to measure services.

For more information on Utrecht fashion visit: [www.utrechtyourway.nl](http://www.utrechtyourway.nl)

## Other Dutch fashion opportunities

## Museums

### Gemeentemuseum The Hague (Municipal Museum)

Although the museum is famous for having the biggest Mondrian collection including the famous work Victory Boogie Woogi, it also has one of the best fashion collections.

Both historical costumes and contemporary designs are on display at the municipal museum.

Exhibitions focus on changing fashions in Holland and important, influential designs from abroad.

A broader perspective is created by adding accessories, jewellery, fashion drawings and prints. All together, it is one of the world's leading collections of fashion items

## Events

### Dutch Fashion Awards

The Dutch Fashion Awards celebrate the best of Dutch fashion. They also provide a spotlight for innovative Dutch design within the international fashion industry. This event takes place annually in November.

### Arnhem Fashion Biennale

Staged every two years, Arnhem Fashion Biennale is state-of-the-art fashion design at an international level.



In 2009 more than 80 fashion labels participated, including Lanvin, Raf Simons, Hussein Chalayan, Jil Sander, Rick Owens, Martin Margiela and Viktor & Rolf.

This year the event takes place from 01 June to 03 July 2011.

## Shopping

### South Limburg

Offering quirky boutiques, big designer outlets and some of the best high street shops is the region of South Limburg.

In the towns of Sittard-Geleen, Heerlen, Kerkrade and Landgraaf you will find a variety of shopping streets with not only the usual suspects but small shops selling unique pieces mostly from Dutch designers as well.

On the other side of the spectrum, the shopping centres of 't Loon, Corio in Heerlen, Op de Kamp in Landgraaf and Makado in Beek are fully geared up to the needs of the modern-day shopper.

It has a huge selection of big brands, key high street shops and unique designer stores as well as many bars and restaurants.

If you prefer designer shopping at discounted prices you cannot miss the Designer Outlet Shopping Centre in Roermond or the Maasmechelen Village Outlet Centre just across the Belgian border.

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

## Dutch design



**Dutch design is known worldwide as being eccentric yet functional and daring while, at the same time, elegant.**

Dutch designs are considered to be beautiful, original, practical, innovative, powerful and indeed funny.

Hella Jongerius, Marcel Wanders, Piet Boon and Maarten Baas are just four of the internationally well-known and respected Dutch designers.

## Amsterdam

### Museums

#### Droog Design



In a centuries-old building in the Staalstraat is the work by the avant-garde designers collective Droog. They have exhibitions of unique work by international designers but one can also buy furniture and small home accessories.

At Droog Design, you will find the very best of Dutch and international design, including items such as the Sticky Lamp by Chris Kabel, the Urn Vase by Hella Jongerius and The Birdhouse by Marcel Wanders.

#### MOOOI Gallery

In the Westerhuis is the first shop of the furniture label Moooi in a space of no less than 850 m2.

In this gigantic and towering space the Moooi-collection is displayed: from sofas by Marcel Wanders and black lacquer chairs by Maarten Baas to a life-size horse lamp by Front Design.

For the smaller purse they also sell Moooi accessories, gadgets from Japan and architecture and design books by Taschen.

## FOAM

As the main photography museum of Amsterdam, FOAM exhibits all genres of photography; fine art, documentary, applied, historical and contemporary.

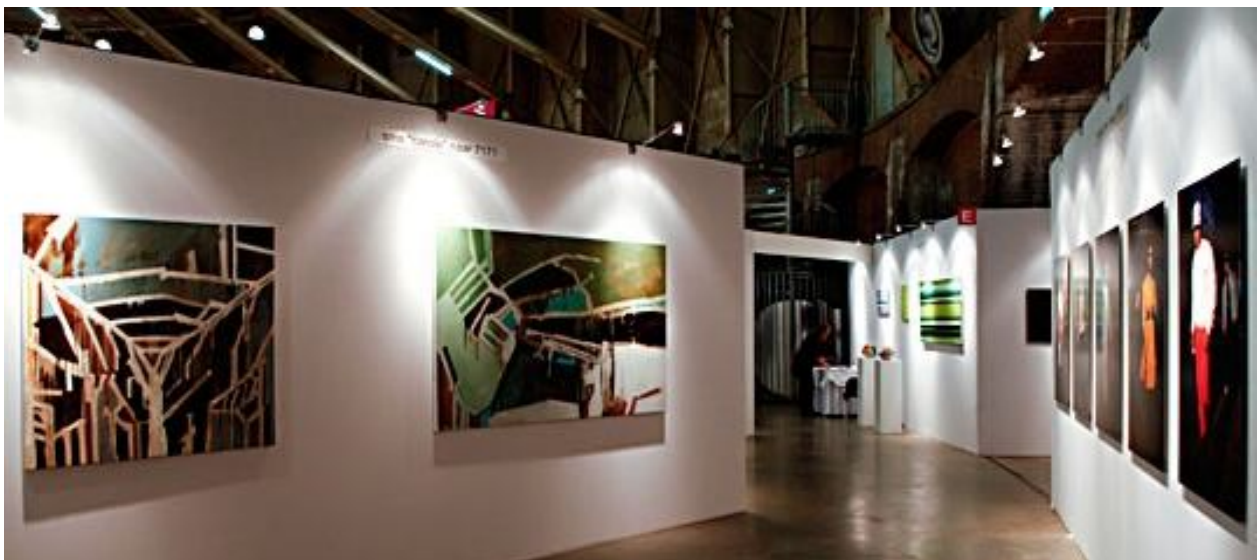
It's a museum with international allure and a creative hub where photographers can meet and participate in forums and symposiums.

Along with large exhibitions of established photographers, Foam also exhibits emerging young talent in shorter, smaller shows.



## Events

### Art Amsterdam



Galleries from Holland, Europe and Asia present exhibits at this art fair that range from photographs, paintings and video art to sculptures, drawings and installations.

The fair also stages lectures and debates, professional guided tours, educational workshops for beginner collectors, and an exclusive programme for established Dutch and foreign collectors.

## Shopping



Amsterdam has a wide range of design shops including :

- Furniture and home accessories: *De Kasstoer*, *The Frozen Fountain* and *Wonen 2000*
- Pots: *Pol's Potten*
- Objects: *Das Wella Warenhaus*
- Vintage design: *Anno and Vintage Home*
- Clothing, accessories, books and more: *Arrival/Departure*

## Thinking of Holland

Thinking of Holland provides an alternative and a more exciting reflection of Holland than the typical downtown souvenir store.

The store has a varied collection of original articles over a wide price range, from noted brands such as Droog Design; the Porcelaine

Flesch; Royal Goedewaagen; Royal VKB and the Audax Textile Museum.

Individual designers include Studio Job; Tord Boontje; Scholten & Baijings; Ineke Hans; Hester van Eeghen; Hollandsche Waaren and Miffy by Dick Bruna.

## A place to stay

### The Lloyd Hotel



The Lloyd Hotel is located in the trendy Eastern Docklands Area.

Renowned Dutch architects, designers and artists have transformed this monument dating from 1921 and the history of the hotel is both interesting and varied.

First used as an immigrant's hotel, it later became a young offenders institute before it was rented out to artists who used the space as a workshop.

As the area around the hotel developed into a young and trendy area, it was only a question of time before the Lloyd Hotel was given a face-lift.

For more information on Amsterdam Design visit [www.iamsterdam.com](http://www.iamsterdam.com)

The city of Amsterdam organised a competition where the building was to be developed by the party who put the building to its best use.

The winning plan was that of The Lloyd Hotel and Cultural Embassy. In 1997 the building work started and on 11 November 2004, the Lloyd Hotel was officially opened.

All 117 rooms have a luxury rating of between one and five stars and differ both in size and interior design.

The larger the room the more expensive it is.

The interior decoration is a combination of modern Dutch design and timeless classics. However all rooms from one to five stars have the same services available such as 24-hour room service, free WIFI (glass fibre 30 MBit up and download) and satellite television.

There is a restaurant, a bar, library and a "corner" shop.

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

## Rotterdam

### Museums

#### VIVID centre for Design

VIVID is a specialist gallery showcasing the best Dutch Design from Rotterdam. A collective of established designers stemming from Rotterdam, such as Hella Jongerius, regularly showcase their work as well as introducing new upcoming talents.

Visitors can also buy their own piece of Dutch Design from Rotterdam in the VIVID shop.

## The Netherlands Photomuseum



The Netherlands Photomuseum is a multi-functional museum that provides a real insight into all different aspects of photography.

The museum stages a number of exhibitions with famous international photographers and young talent.

It also displays a digital collection of over 100.000 photographs. Relax in the film lounge, or visit the photography library.

## Events

### 100% Design Rotterdam

100% Design Rotterdam is the only event for interior design professionals in Holland. This is the place where designers, importers and agents from across the industry show their newest products.

This event takes place from 26-28 May 2011 in the Van Nelle Ontwerpfabriek in Rotterdam.

## Shopping

### Studio Hergebruik

*Studio Hergebruik* (Studio Reuse) brings together different designers and art styles made of reused and recycled materials.

### Vivid Gallery

*VIVID Gallery* has works by both national and international established designers and new upcoming talents and *Seventiesdesign* has a vintage design collection.

### Christian Ouwens

At Christian Ouwens there is an impressive collection of Dutch designers such as Piet Hein Eek, Hella Jongerius, Marcel Wanders and Droog Design.

The gallery/store is spacious and inviting and offers art, books, furniture and unique ceramics.

### Depot Rotterdam

Depot Rotterdam has a wide selection of classic design and contemporary concepts, combined with furniture from the studio, and a select range of textiles and wallpaper.

### Seventies Design



At Seventies Design you can find everything you want when it comes to vintage seventies furniture.

They have a vast collection of lamps, cabinets and chairs, but they also sell ceramic vases, colourful bowls and unique ashtrays.

## Utrecht

### Museums

#### Centraal Museum Utrecht

Centraal Museum Utrecht has the largest collection of Rietveld designs in the world.



Located in the city centre of Utrecht it houses a diverse collection of artworks including:

- the largest collection of Rietveld designs in the world
- a collection of old masters who lived in Utrecht
- artefacts and objects depicting the history of Utrecht, and
- the best of today's fashion, design and arts

**[www.centraalmuseum.nl](http://www.centraalmuseum.nl)**

#### dick bruna house

Although best known for having created Miffy, Dick Bruna has designed and illustrated many children's books, book covers, posters and promotional materials.

Dick Bruna's work is permanently on display in the dick bruna house.

#### De Toonkamer

Utrecht designer Pastoe (1913) enjoys international fame as a high-end furniture maker. Be inspired by high quality, aesthetic and durable furniture of exceptional design.

See his work and over 40 Dutch and international top designers at De Toonkamer, a centre for interior design.

### Events

#### Trajectum Lumen

Trajectum Lumen is an exploratory expedition in the dark along artistically highlighted locations in the Utrecht city centre.

From the centrally located Vredenburg square, a light trail in the ground leads to works of art by renowned light artists who bring the present and past of the city to life.

### Shopping

At eccentric shop WAAR, you can find a selection of interesting design products. Many of the items on sale are made of recycled, fair-trade or organic materials.

Jules and Jeremy Design and Bebop Furniture have a more modern take on furniture. For a completely different perspective on home design you should go to Rachmaninoff.

The Vaen Design shop is the place to be for vintage design in Utrecht.

For more information on Utrecht Design visit : **[www.utrechtyourway.nl](http://www.utrechtyourway.nl)**.

## Other Dutch design opportunities

### Museums

#### Graphic Design Museum



The national museum of graphics in Breda shows the history of Dutch designs from 1890.

The collection includes posters, books, magazines and newspapers, brochures, catalogues and other small print advertisements, packaging, album covers and materials related to design elements such as signage or logos.

#### Royal Delft



The Royal Delft factory is the last to produce the famous Delft Blue porcelain.

The factory 'De Porceleyne Fles' (The Porcelain Jar), was established in 1653 and still uses centuries-old traditions to make and paint the porcelain by hand.

While the production process hasn't changed, collaborations with designers such as Marcel Wanders, has produced some eye-catching works that attract international attention.

#### Royal Tichelaar Makkum



One of Holland's oldest companies, Royal Tichelaar, based in Makkum, represents the peak of ceramic design.

The company began making bricks in the 16th century and changed to pottery in 1670 and then ornamental earthenware in 1890.

Throughout its history, Royal Tichelaar Makkum has combined modern design with traditional value. An excellent example of this is the terracotta-tiled façade of the Museum of Art and Design in New York.

### Events

#### TEFAF

TEFAF Maastricht is the world's leading art and antique fair and attracts the best dealers, academics, art critics, and collectors. This event takes place annually in March.

## Dutch architecture

Dutch architecture is renowned for looking to push the boundaries.



Revolutionary designs by Dutch architects, including Rem Koolhaas, Berlage and Dudok, can be found in the world's leading cities.

Architecture museums in Holland include:

- ARCAM: architecture in Amsterdam
- Museum het Schip: The movement of Amsterdam School
- The Netherlands Architecture Institute
- Rietveld Schröder House: an architectonic highlight of Gerrit Rietveld with UNESCO status, and
- NAIJ/Bureau Europa: architecture and demographic influences in Europe.

### The Dutch Day of Architecture

The Dutch Day of Architecture falls over the weekend of 25 and 26 June 2011.

The Royal Institute of Dutch Architects (BNA) organises an open door day of its many architectural offices, offering a unique chance to meet architects and see how they work.

[www.dutchdna2011.com](http://www.dutchdna2011.com)

## Amsterdam

Amsterdam has a rich architectural history and features many architectural styles and influences.

You will find a mixture of Gothic, Renaissance, Baroque, Art Nouveau, Art Deco and its most famous home grown architecture style of the Amsterdamse School.

The old city centre is the focal point of all the architectural styles from before the end of the 19th century.

Art Nouveau and Art Deco are mostly found outside the city centre in the neighbourhoods built in the early 20th century, although there are also some striking examples of these styles in the city centre.

Most of Amsterdam's historic buildings can be found in the city centre including the famous merchants' houses lining the canals, the Royal Palace on the Dam square, the Begijnhof and the many churches.

### Museums

#### ARCAM Amsterdam

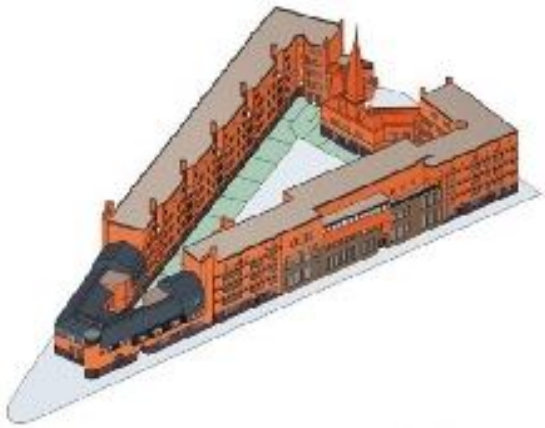


The ARCAM Amsterdam Centre for Architecture is located in a very futuristic-looking building on the IJ waterfront.

ARCAM aims to promote contemporary Dutch architectural design and be future-focused.

The centre holds regular exhibitions and has an information point for those interested in Amsterdam's architecture.

## Museum Het Schip (The Ship), Amsterdam



Het Schip or The Ship is a structure built according to the ideals of the 'Amsterdamse School' (Amsterdam School), a movement between 1910 and 1930.

It was designed in 1919 by architect Michel de Klerk as houses for the working class, a meeting hall and a post office.

Today The Ship is a museum that tells the history of the building and explains the ideals of the Amsterdam School.

## Style

### Amsterdam School

The main style originating from Amsterdam is the Amsterdam School movement.

Adapted from the mainstream Art Deco style it was mainly popular between 1910 and 1930.

Whole districts were built in this style, such as the Rivierenbuurt.

## Landmarks

### Beurs van Berlage

The Beurs van Berlage is considered Holland's most important 19th-century architectural monument.

The brick building was Berlage's first design and made him instantly world famous.

The Beurs van Berlage was built between 1898 and 1903, but not without a challenge, as first a part of the river Amstel, where the trading ships used to berth, had to be reclaimed.

Historical figures and symbolic illustrations decorate the impressive structure of red bricks. The main purpose of the Beurs van Berlage was trading and it accommodated the Dutch Stock Exchange for many years.

Nowadays it is an important venue for meetings and events. It features the Beurs van Berlage Museum and will house a new unique fashion themed hotel from June 2011.

### Tuschinski Theatre

The Tuschinski Theatre, which was designed by Abraham Tuschinski and opened its doors in 1921, is a mix of Art Deco and the Amsterdam School styles.

It is considered as one of the most beautiful cinemas in the world

At the entrance thousands of electrical lamps, marble, stained glass windows and the exotic art create an overwhelming impression.

Elsewhere, lavish decorations range from wall paintings to hand-knotted carpets to create a unique experience.

## The Shipping House

The Shipping House was built as a joint office for six Amsterdam shipping companies. Architect J.M. van der Mey wanted to design a building that would reflect their power within the city.

Although the first phase was completed in 1916, it wasn't completely finished until 1928.

## Eastern Docklands

In the Eastern Docklands, which lies to the east of Central Station, there is a wealth of modern architecture and design as well as a variety of contemporary hot spots in converted historic storehouses.

The Oostelijke Handelskade forms the heart of the Oostelijk Havengebied and consists of a chain of storehouses since the end of the 19th century.

Imposing residential blocks now stand between the warehouse conversions as well as unusual modern structures such as the Muziekgebouw aan 't IJ ('Music Hall on the River IJ') and the Passengers Terminal Amsterdam.

Both are beautiful glass buildings which were designed with their function in mind.

## The Python Bridge

Pedestrians can cross from Borneo Island to Sporenburg peninsula over a rather impressive bridge: the Pythonbrug ('Python Bridge').



This red 90 metre bridge winds like a snake and ends up at the Scheepstimmermanstraat.

The residents of this street were allowed to design their own properties creating a street of interesting and very differently designed houses.

Yet more attractive architecture can be found on Java Island with its contemporary canals, nine bridges and KNSM Island with imposing residential blocks.

## A place to stay

### Intel Hotel Zaandam



This quirky hotel (left) epitomises Dutch DNA and highlights why Holland is always at the forefront of creativity and design.

It does so by combining traditional historic local architecture with a kitsch post-modern style to create a truly unique building.

### Hotel Pullitzer

This hotel, overlooking two of the city's most picturesque canals, is comprised of 25 restored 17th and 18th century canal houses. Each of the 230 distinctive guest rooms represents a small piece of Dutch history and culture.

For more information on Amsterdam Architecture visit : [www.iamsterdam.com](http://www.iamsterdam.com)

## Rotterdam

Rotterdam is considered to be the architectural capital of Holland.

Its imposing skyline can be seen from afar and is characterised by well-known landmarks such as the Euromast observation tower and the swan-like curve of the Erasmus Bridge.

### Museums

#### The Netherlands Architecture Institute (NAI), Rotterdam



The NAI is a museum, resource centre and cultural institute for the architecture profession.

It attracts thousands of professionals, students and other visitors a year. It has one of the largest collections in the world with an archive and library containing sketches, journals, models, photographs and over 35.000 books about architecture.

Every famous Dutch architect since 1800 is represented. Regular exhibitions and symposiums focus on landscape architecture and urban, interior, industrial and graphic design

### Styles

Rotterdam comprises a range of architectural styles with the most common style is that of modern architecture.

Rotterdam had to rebuild from scratch after the heart of the city was destroyed during WW II. As a result, a modern and new Rotterdam has risen from the ashes giving it the nickname; Manhattan on the Meuse.

Skyscrapers mark the new business areas, whilst the few historical buildings and mostly modern architecture characterise the centre.

### Landmarks

#### Euromast

The Rotterdam skyline is dominated by the Euromast tower, which stands at 185 meters.

These days it boasts a panoramic view lift, a restaurant and two luxury hotel suites.

It was built for the 1960 Floriade (World Horticultural Expo staged in Holland every 10 years).

Between May and September it is possible to abseil or rope-slide down the side of the building.

#### Van Nelle Factory

From 1931 until 1990 the Van Nelle Factory was a working factory used to produce coffee, tea and tobacco.

When it opened in 1931 it was one of the most innovative and modern buildings of its time. Designers from all over the world wanted to see this unique glass and steel structure.

The concepts of light, air and space played a crucial role in the design of architects 'Brinkman' and 'Van der Vlugt'. Since 1998, the factory houses offices, creative workspaces and many events.

## Erasmus Bridge



The Erasmus Bridge is one of the icons of Rotterdam. One of Holland's most famous bridges, designed by Ben van Berkel, was officially opened by Queen Beatrix in 1996 as an important connection between the North and the South of Rotterdam.

## The White House



The White House in Rotterdam isn't a copy of the famous one in Washington. The Dutch version was actually the first skyscraper in Europe.

It was built between 1897 and 1898 and it is one of the few historic structures that survived the bombings. The architect Molenbroek designed the skyscraper in art-nouveau style.

The building is 43 meters high, has ten floors and, unique for that time, had an elevator.

## Cube Houses



The so-called cube houses are one of Rotterdam's icons.

Forty conventional houses were tilted 45 degrees to become the first cube-shaped houses of Holland.

Piet Blom designed the houses in 1984. His design represents a tree and all houses together make up a forest.

Blom's concept was to design a kind of village within a main city, a safe haven in which anything could happen

## Events

### Day of the architecture

On 25 June 2011, unique buildings and unknown spots are open to the public for the whole day. During this day there are special guided tours, presentations, talks and excursions on offer.

For more information on Rotterdam Architecture visit: [www.rotterdam.info](http://www.rotterdam.info).

## Utrecht

### Style

#### De Stijl

De Stijl was a Dutch artistic movement founded in 1917. The colours red, blue and yellow combined with black, white, grey are typical for de Stijl.

This style explores the relation between interior and exterior and the relationship between separate furniture and fixed components in the design.

De Stijl is also the name of a journal that was published by the Dutch painter, designer, writer, and critic Theo van Doesburg. Other than van Doesburg and Piet Mondriaan, Utrecht architect Gerrit Rietveld was one of the group's principal members.

His masterpiece, the Rietveld Schröderhuis is the only architectural example of this style which can be seen in Utrecht.

### Landmarks

#### De Uithof

In the east of Utrecht you will find the the Uithof, Utrecht University grounds.

The complex is famous for its trendsetting modern buildings such as the award-winning Educatorium by Rem Koolhaas (1997), the Minnaert building by Neutelings Riedijk Architecten (1997) and the Faculty of Economy and Management of Mecanoo with hidden courtyard gardens (1995).

### Events

#### Architectural city tours, exhibitions and lectures

The AORTA architecture centre provides information and hosts exhibitions, debates and lectures about (modern) architecture and also offer guided architectural city tours covering various themes.

For more information on Utrecht Architecture visit: [www.utrechtyourway.nl](http://www.utrechtyourway.nl).

## Dordrecht

### Style

As one of the oldest cities in Holland, you can expect a lot of the traditional Dutch architecture from the Golden Age era.

### Landmarks

#### Churches

The Onze-Lieve-Vrouwe Kerk or simply the Grote Kerk was built between 1285 and 1470.

The 65-metre tower contains a carillon with 67 bells including one weighing 9830 kilos, making it the heaviest bell in Holland.

The Augustijnenkerk was built around 1293 and is currently owned by the Dutch Reformed Church. The church includes the Augustinian Monastery which was built in 1275 and was the location of the First Assembly of the Free States.

The Nieuwkerk ('New Church') was built in 1175 and is, ironically considering its name, the oldest building in Dordrecht.

## Mint of Holland

The Mint was built in 1366 and the majority of the coins used in the region of Holland in the Middle Ages were struck here. Nowadays, the building houses a music school.

## The Groothoofdspoort

The original city gate of Dordrecht was built in the 14<sup>th</sup> and 15<sup>th</sup> centuries.

It is situated at the point where the Meuse and Merwede rivers and the Rhine meet. It appeared in the work of Aelbert Cuyp, one of the lesser known Dutch masters who was born and lived his life in Dordrecht.

For more information on Dordrecht Architecture visit : [www.vvvzhz.nl](http://www.vvvzhz.nl).

## Other Dutch architectural opportunities

### Madurodam



The world-famous miniature city Madurodam depicts Holland in great detail on a 1:25 scale.

It's an excellent way to familiarise yourself with all the surprising features Holland has to offer.

### Groninger Museum

Designed by the Italian architect Alessandro Mendini, the Groninger Museum is a robust spectacle of striking forms, colours, and materials.

Four pavilions grouped around a golden-yellow tower accommodate exhibitions from the Museum's own collection of world-renowned Chinese and Japanese porcelain, work by the Groningen artists' association De Ploeg, fashion, photography and design.

### Zuid Limburg (South Limburg)

Many of the hundreds of castles and chateaux that dominated the South Limburg landscape in former times have been saved and restored and can now be enjoyed by visitors.

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

### Wall House

This extraordinary building has been designed by American architect John Hejduk. It is the only design from his earlier work that has actually been built.

Originally it was designed as a home for Ed Bye, although it never took shape.

After Hejduk passed away in 2000, the Groningen council and some private parties took over and finished the building.

Twice a year international artists, architects or writers are invited to live and work in the house for three months.

They not only live there but also co-operate with other artists, architects or institutions in the city. For example, they organise master classes or set up special projects.

The House can be viewed, by appointment, when the owners are not in residence.

## Dutch heritage

Dutch heritage is renowned and respected worldwide.



It is well-known, for many things, however the most famous traditional attractions are :

- Water
- Dutch clogs
- UNESCO World Heritage sites
- Flowers
- Dutch cheese
- windmills, and
- old Masters

### Water

For centuries the Dutch have had a love-hate affair with water. They have often battled to keep the country from flooding, but at the same time the Dutch have used water to their advantage.

From protecting Holland from invasion of its capital, Amsterdam, to reclaiming land including a whole province to accommodate the growing population and becoming world acclaimed water management experts led by the Dutch crown prince Willem Alexander, Holland has a fascinating history with water.

#### Water facts :



- Almost a third of Holland is situated below sea level.
- The lowest point below sea level can be found in 'Nieuwekerk aan den IJssel' and is 6,76 metre below sea level.
- The highest point above sea level can be found at the tri-border area where Holland meets Belgium and Germany. This point is 323 metre above sea level.
- The Dutch coastline is 230 kilometres long and 75 percent is made out of dunes which can be a couple of kilometres wide.
- Seventeen percent of the surface of the mainland is also water.
- The waterways are in total over 6,000 km long.
- The Maas Lakes in Limburg are a 4,000 hectares mosaic of many sized lakes, locks and dykes, islands and forests, towns and small villages.
- The Delta Works were designed after the floods of 1953 to protect the province of Zeeland and the Rhine-Meuse-Scheldt delta. They are also known as the eighth wonder of the world.
- Since the Delta Works protect the province of Zeeland it is estimated that the risk of flooding has been reduced to less than once every 4000 years.
- The Wadden islands are unique in the world because of their intertidal zone. This means land is exposed to air during low tide and under water at high tide.

## Water facts (cont)

- The oldest lighthouse in Holland is found on the island Terschelling. It dates back to 1593 and is 180 ft tall. Its nickname is the Brandaris.
- The highest and widest dunes in Holland are found in the forestry area of Schoorl. At 177 ft, the Radar Dune is the highest dune in Holland.

## Dutch clogs

Wooden shoes or clogs are one of the most famous Dutch symbols.

People still think the Dutch wear them daily but, contrary to popular belief, most Dutch don't wear clogs.

The only group that still uses them on a regular basis are the rural workers. Clogs keep your feet dry, are very safe and even considered healthy.

The European Union acknowledged this and gave the clog a CE mark.

## UNESCO World Heritage sites

Holland's unique heritage has been recognised by UNESCO and consequently the country boasts eight UNESCO World Heritage sites:

### Schokland

The first Dutch site to receive UNESCO World Heritage status is Schokland: a former island lost due to land reclamation.

### The Canals of Amsterdam



The 17th century canal ring is the latest addition to the Dutch UNESCO sites and received its World Heritage listing in 2010.

The Amsterdam canals reflect the great cultural and historical status of the city.

Though every canal is unique The Golden Bend, the canal from Leidsestraat to Vijzelstraat has the most remarkable stretch of canal houses of Amsterdam.

The bridge on the corner of Reguliersgracht and Herengracht has a unique view over fifteen bridges

The best way to enjoy the canals and canal houses is aboard one of Amsterdam's many canal water tours.

### Wadden Sea

UNESCO added the Wadden Sea to the World Heritage List, because of the unique flora and fauna.

The Dutch islands are great for relaxation or adventure.

### The Rietveld Schröder House

The Rietveld Schröder House in Utrecht, an architectonic highlight of Gerrit Rietveld, is the only UNESCO site in Holland not related to water.

### The Beemster Polder

This UNESCO area is a perfect example of how the Dutch reclaimed land in the 17th century. Be surprised by the flat landscape and great mansions.

## D.F. Wouda Steam Pumping Station

The D.F. Wouda Steam Pumping Station in Lemmer dates from 1920 and is the largest steam pumping station ever built that still serves its purpose.

## The Mills of Kinderdijk



Kinderdijk is one of the best known sights of Holland.

Nineteen windmills are lined up in two opposite rows.

The round brick windmills on one side drain the Nederwaard.

On the opposite side, the octagon windmills keep the Overwaard from being flooded.

## The Defense Line of Amsterdam

This defence line with UNESCO status is the only one in the world based on water control.

The best way to discover this defence work is by bike.

For more information on Holland's UNESCO World Heritage Sites please visit :  
[www.holland.com/uk/culturalholland/classics/unesco/](http://www.holland.com/uk/culturalholland/classics/unesco/)

## Flowers

The first bulbs arrived in Holland a few centuries ago from Turkey and Iran. Immediately they became very popular in Holland and it was the beginning of a prosperous flower business.

Today Holland is the world's main producer of commercially sold flowers and plants.

## Keukenhof

Every year more than 7 million bulbs are planted at the Keukenhof Flower Gardens in Lisse. Preparation for the opening of the park requires a lot of hard work.

For only 8 weeks of the year they form a colourful display which is guaranteed due to the unique layered planting of the bulbs.

In 2011, the park will be open from 24 March through to 20 May its central theme will be 'Germany: Land of Poets and Philosophers'.

The park covers an area of 32 hectares, full of tulips, hyacinths, daffodils and all other spring bulbs.

The floral displays in the park and the unique flower shows in the various pavilions are a glorious visual feast.

In the midst of this magnificent spectacle of colour there are tasteful works of art.

It has developed into one of the most popular destinations in Holland for over 60 years

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

## Floriade



Floriade is a World Horticultural Expo staged once every ten years in Holland. From 5 April until 7 October 2012, it will be open daily to the public. The sixth edition of Floriade will be organised in Venlo in central-eastern Holland.

Visitors to Floriade 2012 will have the opportunity to enjoy the most exquisite and exceptional flowers, plants, trees, fruit and vegetables of the world exhibited over 40 hectares, 7,000m<sup>2</sup> of which are indoor flower and plant shows.

Expected attendance of Floriade 2012 is 2 million visitors.

The central theme of Floriade 2012 will be : *Be part of the theatre in nature, get closer to the quality of life.*

This overall theme will be presented in five core sub-themes, which is translated into 5 themed zones on the park.

These zones will cover the different aspects of the relationship between the consumer and the horticultural sector. 'Green Engine' portrays horticulture as the green engine of the economy.

'Education & Innovation' relate the story of horticulture over the years while exploring the future of the sector at the same time.

For 'Environment' the central element is the importance of greenery at home, on the streets and in the working environment.

'Relax & Heal' focuses on health, movement (physical wellbeing), food and enjoying the true flavour of products.

World Show Stage events will also show how international art, culture and entertainment inspire the horticultural sector and vice versa.

The Floriade is easily accessible by road, rail and air offering many different routes from the UK. It has ample parking facilities for both cars and coaches.

The site is only a short distance from the main Venlo railway station.

**[www.floriade.com](http://www.floriade.com)**

## The annual Flower Parades

The flower parades have up to 50 enormous floats and cars decorated with flowers that drive along a 40 kilometre route and attract hundreds of thousands of people.

During 2011 these will be held :

- Bollenstreek Flower Parade (15-16 April 2011)
- Westland Floating Flower Parade : Delft and Westland region (5-7 August 2011)
- Belt-Schutsloot Floating Flower Parade (dates to be confirmed)
- Rijnsburg Flower Parade, Noordwijk (dates to be confirmed)
- Sint Jans klooster (19 August 2011)
- Eelde Flower Parade (3 and 4 September 2011)
- Zundert Flower Parade (4 and 5 September 2011)
- Lichtenvoorde Flower Parade (11 September 2011)
- Valkenswaard Flower Parade (11 September 2011)

## The Floating Flower Market

The best known flower market is located in Amsterdam where merchandise is displayed on floating barges.

## Flower Auction Aalsmeer

This is the international trade centre for flowers and plants. Every day over 17 million flowers and plants are sold and exported.

## Dutch cheese



The Dutch association with cheese goes back to pre-Christian times. Archaeologists have found remains of cheese-making equipment dating back to 200 BC.

By the Middle Ages, making and trading cheese had assumed a central position in Dutch life.

Cheese markets grew up and towns that were granted weighing rights were able to build Weigh Houses and enjoy special status.

Every year the Dutch produce 650 million kilos of cheese. Two thirds are exported, which makes Holland the world's largest cheese exporter.

While Gouda and Edam cheese are very popular there are many other types of cheese.

See how sellers and wholesalers do business as they have for 600 years at a cheese market in the cheese capitals Gouda, Edam and Alkmaar, which also has a cheese museum.

For more information on Holland's Cheese & Cheese Markets please visit:  
[www.holland.com/uk/culturalholland/classics/cheese/](http://www.holland.com/uk/culturalholland/classics/cheese/)

## The windmills of Holland

To keep the water out of the country the Dutch built dykes, fortifications and wind- and watermills to create new dry land. Hundreds of lakes and swamps were pumped dry with the help of these techniques.



Today, windmills are characteristic of the Dutch landscape and the Dutch struggle with water.

Every second Saturday in May is the National Mills Day in Holland, when 600 wind and watermills are open to visitors.

The National Mills Day is combined with the National Cycling Day.

The mills of Schiedam are the five largest windmills in the world.

These gigantic windmills played an important role in the production of jenever (Dutch gin). Instead of reclaiming land, they were used to grind grain.

For more information on Holland's Windmills visit:  
[www.holland.com/uk/culturalholland/classics/windmills/](http://www.holland.com/uk/culturalholland/classics/windmills/)

## The most famous Windmills of Holland

Kinderdijk is the most famous place in the world when it comes down to windmills. This UNESCO site with nineteen mills shows you exactly how land was reclaimed and floods were prevented.

Besides this creative form of water management, it's a wonderful picturesque area.

The mills of Schiedam are the five largest windmills in the world.

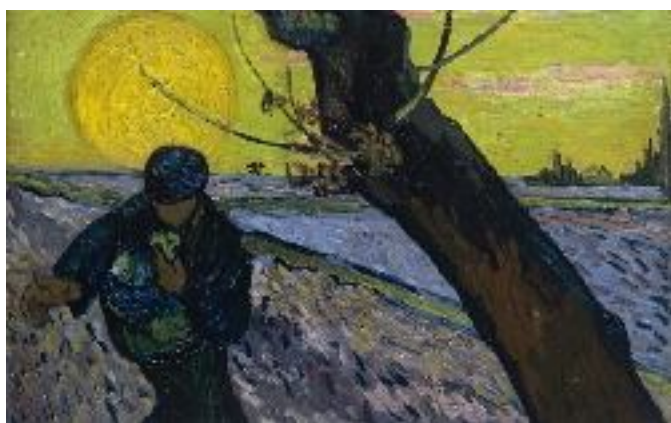
These gigantic windmills played an important role in the production of jenever (Dutch gin). Instead of reclaiming land, they were used to grind grain.

The windmills at Kinderdijk and the giants of Schiedam are highly recommended.

## Old Masters

Many of the Old Masters have their origins in Holland. Vincent van Gogh, Frans Hals, Rembrandt van Rijn and Johannes Vermeer are all key figures in Dutch art history and major displays of their work are to be found in many Dutch museums.

## Vincent van Gogh



**Born: 30 March 1853**

**Died: 19 July 1890**

Vincent van Gogh was born in Groot-Zundert in the south of Holland in 1853.

He was an art dealer, teacher and preacher before he decided to become a painter in 1880.

His first works were very dark, while most great artists of that time used bright colours. When he moved to Paris in 1868 he learned to make portraits and use colours. In this period he made at least twenty self-portraits.

Vincent didn't like the city life and moved to Arles in the Provence in 1888.

In these last years of his life he would create many works and most of his masterpieces. However, in the same period he suffered many inner conflicts and had himself hospitalized.

On July 27, 1890, he shot himself in the chest. He died two days later. His brother Theo, inherited his collection. In van Gogh's entire life he only sold one painting.

## The work of Vincent van Gogh

Van Gogh became famous for his use of light and color. He spread his paint thickly on the canvas with heavy brushstrokes or a palette knife. His post-impressionist work influenced most of the major art movements of the 20th century.

During his life he only sold one painting. Today his works are immensely popular and cost a fortune. The Van Gogh Museum in Amsterdam has 200 canvases, 500 drawings and 750 written documents and attracts 1.5 million visitors a year.

## Where to find Vincent van Gogh?

If you want to learn more about the work, the life and influences of Vincent van Gogh, you should visit the Van Gogh Museum in Amsterdam. It houses an enormous collection of paintings and drawings by Van Gogh and contemporaries.

Another place to find van Gogh's work is the Kröller-Müller Museum in the Hoge Veluwe National Park, which also owns a stunning collection of works by Van Gogh.

## Rembrandt van Rijn



**Born: 15 July 1606**

**Died: 4 October 1669**

Rembrandt was born in 1606 in Leiden as son of a wealthy miller.

At eighteen years of age Rembrandt Harmenszoon van Rijn went to Amsterdam to work for Pieter Lastman, a popular painter.

After six months he was ready to open his own studio in Leiden.

No one could play with shadow and light the way Rembrandt did. Soon he became a popular painter and decided to move to the wealthy city of Amsterdam in 1631.

Three years later he married Saskia van Uylenborch.

Despite being a very talented and respected artist, Rembrandt lived his final years in poverty.

Saskia, the love of his life, died and Rembrandt was forced to sell his house and possessions, due to many debts.

A few years later his mistress Hendrickje Stoffels and his son Titus died. Finally, in 1669, Rembrandt died as a poor man.

### The work of Rembrandt van Rijn

Rembrandt is praised for the way he uses shadow and light to mark events and figures in his paintings. This style gave his paintings a dramatic edge.

His most famous work, the Night Watch, is a lively composition, which distinguishes itself from other important group portraits.

During his lifetime Rembrandt produced 300 paintings, 300 etchings and 2000 drawings. Famous pupils of Rembrandt van Rijn are Gerard Dou, Ferdinand Bol and Govert Flinck.

### Where to find Rembrandt van Rijn

You can admire 21 of Rembrandt's works, including his famous Night Watch, at the National Museum: Rijksmuseum Amsterdam.

The Royal Picture Gallery Mauritshuis has another ten works, including *The Anatomy Lesson of Dr. Nicolaes Tulp*.

If you're interested in the life of Rembrandt you should visit the Rembrandt House Museum.

Almost all of his etchings are on show here.

## Johannes Vermeer



**Born: 31 October 1632**

**Died: 5 December 1675**

Johannes Vermeer was born in Delft in 1632. He would live and work his entire life in Delft.

It's unclear who taught Vermeer how to paint. We do know that he had many friends who were painters, but none of them came close to his style.

Though Vermeer was an art dealer, just like his father, he always thought of himself more as a painter. He only worked on commission and produced no more than two or three works a year.

It was just enough to support his wife and eleven children. He died suddenly in 1675.

### The work of Johannes Vermeer

Johannes Vermeer made only 45 paintings in his life of which 35 still exist today. This probably makes Vermeer the most famous painter with the smallest oeuvre in art history.

His work was highly underestimated during his life. After the French critic Théophile Thoré-Bürger wrote a monograph about Vermeer in 1866, he suddenly gained appreciation.

There was so little known about Vermeer, that Bürger decided to call him 'the Sphinx of Delft'.

### Where to find Johannes Vermeer

A visit to the Vermeer Centre Delft is the best way to learn more about Vermeer, his mentor and the stories behind his work.

Typical Vermeer is the use of the colours blue and yellow. Moreover he is known as the master of Dutch light. Supposedly, after the reclamation of land the colour of the skies changed, because the swamps and lakes did no longer exist and light was no longer reflected to the sky.

The mythical Dutch light can only be seen in old paintings.

Nowadays the work of Johannes Vermeer is priceless. The painting 'Girl with a Pearl Earring' is also known as the Mona Lisa of the North and even inspired Hollywood moviemakers.

His most famous painting, the 'Girl with the Pearl Earring', is on show at the Royal Picture Gallery Mauritshuis in The Hague.

## Jheronimus Bosch



**Born: 1450**

**Died: 1516**

Jheronimus Bosch (or Jeroen Bosch) came from a family of painters.

His great-grandfather, grandfather, father, three uncles and two brothers were all painters.

Without a doubt Jheronimus Bosch was a popular and renowned painter.

In 1488 he joined the highly respected Brotherhood of Our Lady, which consisted of 50 influential citizens of 's-Hertogenbosch.

The international network of the Brotherhood gave him access to the highest classes of Europe, who commissioned many of his works.

### The work of Jheronimus Bosch

The lively, fantastic imagery of Jheronimus Bosch made him stand out from the rest.

Most of his paintings are biblical themes packed with fantasy creatures and double meanings. It gave him the nickname 'the creator of devils'.

Because Jheronimus Bosch took such a daring stand, he became popular and a source of inspiration for many other artists, including Salvador Dali, Jorg Immendorf and Robert Guber. To scientists and admirers many of his works remain a complete mystery.

Unfortunately, only 25 paintings and 8 drawings stood the test of time.

### Where to find Jheronimus Bosch

The Jheronimus Bosch Art Center in the city of Den Bosch is completely dedicated to the life and works of Jheronimus Bosch, who lived in 's-Hertogenbosch between 1450 and 1516.

One of his most famous works, 'The Wayfarer', is on display at Museum Boijmans van Beuningen in Rotterdam

## Jan Steen



**Born: 1626**

**Died: 23 February 1679**

Little is known about Jan Steen. He was trained by Nicolaus Knüpfer and inspired by Adriaen van Ostade.

In 1649 Jan Steen moved in with painter Jan van Goyen in The Hague. He married his daughter Margriet and had eight children.

A few years after she died in 1669 he would marry Maria van Egmont, who gave him two more children.

Jan Steen lived in Leiden, The Hague, Harlem and Delft. He ran a brewery, a tavern and was dean for the Guild of Saint Luke, a city guild for painters in Leiden.

### The work of Jan Steen

With masterly technique and ingenious compositions Jan Steen would paint lively and chaotic scenes from daily life.

At first the paintings seem just amusing, but if you look more closely you'll find subtle hints which are meant to warn the viewer of this kind of behaviour.

Jan Steen painted at least 400 paintings in all sorts of themes: historical, mythological, natural and religious scenes, portraits and still lifes.

However, he is most famous for his daily life portraits.

A Dutch expression even refers to his work. "It's a Jan Steen household", meaning that it's a chaotic and messy household.

### Where to find Jan Steen

The works of Jan Steen are on show at the Municipal Museum De Lakenhal in Leiden, the National Museum Rijksmuseum Amsterdam, the Frans Hals Museum in Haarlem and the Royal Picture Gallery Mauritshuis in The Hague.

## Piet Mondrian



**Born: 7 March 1872**

**Died: 1 February 1944**

Pieter Cornelis Mondriaan, better known as Piet Mondriaan, was born in Amersfoort in 1872. He would become one of the brilliant pioneers of abstract art.

He began his career at the Royal Art Academy in Amsterdam in 1892. At first he mainly painted landscapes.

After his studies, Mondriaan experimented with light, colour and shape.

His earlier work is in accordance with the tradition of the Hague School and Amsterdam impressionists, but around 1909 Mondriaan began to paint in a more abstract style.

In 1911, he moved to Paris, where he felt at home amongst abstract and cubist artists such as Picasso and Braque. During World War I, Mondrian painted in Holland.

He helped found 'De Stijl' (The Style), an art movement that influenced European painting, architecture, and design. He also began to formulate his own aesthetic theories. His style, and its underlying artistic principles, he called Neo-Plasticism.

During World War II, Mondrian escaped to New York. The new jazz music and modern art inspired him. In 1944, Mondrian was hospitalized with pneumonia and he died within a few days. He never finished his well-known work Victory Boogie Woogie.

### The work of Piet Mondrian

Works by Piet Mondrian from his pure abstract period are world-renowned.

Abstract artists believed that painters, sculptors and architects must work together to build a new world, where people can live in balance with the laws of universe.

The forms that fit this philosophy had to be clear. Straight lines and corners were used.

The surfaces were painted in the primary colours red, blue and yellow and in the non-colours white, grey and black.

All unnecessary shapes and colours were abolished and the works were limited to planes of basic colors divided by absolute horizontal and vertical lines.

This universal vision, based on Mondrian's intuition and insight, gave rise to an orderly and balanced beauty.

### Where to find Piet Mondrian

The largest Mondrian collection in the world can be admired in the Municipal Museum The Hague.

Visitors can follow the artist's development from his early years in Amsterdam to his final years in New York City.

'Victory Boogie Woogie', Mondrian's last unfinished painting, is also on display at this museum.

## Frans Hals



**Born: 1583**

**Died: 1666**

Hals was born in 1583 in Antwerp (Belgium), but moved to Holland at the age of three.

He became a student of Carel van Mander in 1603. In 1610 he got married to Anneke Harmensdochter and joined the City guild for painters in Haarlem.

Hals painted the first of his famous 'schutterstukken' in 1616 and the last one in 1639.

Until he died at the respectable age of 84, he would teach several students and five of his fourteen children how to paint. He was buried in the city of Haarlem, where he spent almost his entire life.

### The work of Frans Hals

Frans Hals painted group portraits, single portraits and scenes from daily life. But he is especially known for his 'schutterstukken'. These are group portraits of the ruling civil guards of that time.

To be appointed for a 'schutterstuk' was considered a great honor and a very considerable task.

Frans Hals was commissioned up to five times to create such an important work.

Frans Hals dared to be different.

His paintings have a vivid likeness, typical setting and seem to be in motion. He knew how to capture a moment in time and bring it to life on canvas.

If you visit the Frans Hals Museum, you'll notice that every time you look at one of Frans Hals' group portraits it feels like you just disturbed a moment between friends.

Frans Hals was ahead of his time. His work would be of great influence in the 19th century for many great impressionists, like Monet, Corbet and Manet. All of them visited the Frans Hals Museum to admire his art.

### Where to find Frans Hals

The Frans Hals Museum in Haarlem is home to the world's biggest Frans Hals collection.

The museum also has a lot of work of contemporaries, which enables you to compare the work of Frans Hals and understand what makes him so great.

For more information on Holland's Old Masters please visit:  
[www.holland.com/uk/culturalholland/classics/dutchmasters/](http://www.holland.com/uk/culturalholland/classics/dutchmasters/)

## Other reasons to write about Dutch Heritage

### Dordrecht

In the early middle ages, Dordrecht grew from being a simple settlement into the most powerful mercantile city of the county of Holland.

Dordrecht had the advantage of its location: at an intersection of trade routes, which were still mainly over water.

This advantage was reinforced by the privileges granted by the counts of Holland. In 1220, for the first time, the count of Holland bestowed city rights on a residential area. However, trade really took off when the city was granted staple rights in 1299.

All ships that transported goods over the river were obliged to store and trade them in Dordrecht.

The city also played an important role in politics and religion. In 1572, twelve cities of Holland met in secret in Dordrecht to join their forces to resist the Spanish rule.

It was the start of an independent Dutch state. The Synod of Dordrecht of 1618/1619 put an end to the religious disputes and ordered the first translation of the bible into Dutch.

### Monuments and icons

#### National Park the Biesbosch

This unique freshwater tidal area is situated between the provinces South-Holland and North-Brabant. The National park is approximately 9,000 hectares and consists of exceptional wetlands, rivers, islands and creeks.

It came into being after the St Elisabeth's flood of 1421, a storm tide disaster which had enormous consequences.

Over the centuries pieces of land were recovered and people created new polders.

But a large wetland area, untouched by human interference remained giving the tides, wind and water full freedom to create the National Park Biesbosch as we now know it.

The Biesbosch has always been an important area for birds to rest, forage and breed. These days you can explore the area by sailing through narrow creeks and walking through rough willow beds. You can watch the overwintering birds, play golf or enjoy a picnic.

The Biesbosch Visitor's centre in Dordrecht gives information about the history, nature and recreation in the Biesbosch, but is also the starting point for excursions by boat and foot.

You can also hire canoes and rowing boats.

**[www.hollandsebiesbosch.nl](http://www.hollandsebiesbosch.nl)** and **[www.np-debiesbosch.nl](http://www.np-debiesbosch.nl)**.

#### The Kinderdijk Windmills

In the middle of the Dutch green heart in the area of South Holland South, you will find the world famous windmills of Kinderdijk.

This UNESCO World Heritage site features 19 windmills in a neat row along the reservoirs into which the surplus water is collected before being dumped back into the river via sluices.

The second mill to the right is the 'visiting mill', still kept in its original state. The mill is open daily from April-November and Saturday and Sunday only from December to March.

Every Saturday afternoon in July and August, all 76 sails of the 19 windmills are switched on.  
**[www.molens-kinderdijk.nl](http://www.molens-kinderdijk.nl)** and **[www.vvvzhz.nl](http://www.vvvzhz.nl)**.

## Other opportunities to write about Holland

### Highest Point in Holland

South-Limburg is the most Southern part of Holland and has a distinct geographic character. It is characteristically hilly compared to the rest of the country.

When visiting the 'three country point' located in Vaals, where the Netherlands, Belgium and Germany come together, you can visit the highest point of the Netherlands (322.5 meters) at the Vaalserberg.

### Haarlem/Golden Tulip Hotel Lion d'Or

To celebrate Queen Wilhelmina's birthday on 31 August 1911 Anthony Fokker, wrote history by flying around the St Bavo church in Haarlem in his self-built aircraft 'Spin'.

On 31 August 2011, it is 100 years since Anthony Fokker, a pioneer in aviation and a well-known Dutch aircraft manufacturer performed this stunt. To celebrate this fact the Golden Tulip Hotel Lion D'Or is putting together a special tribute package. For more information please visit the hotel website

**[www.goldentulipliondor.nl](http://www.goldentulipliondor.nl)**

### Marlstone & Caves in Zuid Limburg (South Limburg)

South Limburg is an area where yellowish bedrock called marlstone comes to the surface.

This soft but strong sand rock that is used to built houses and even castles was formed about 70 to 80 million years ago. The marlstone is located in many caves in South-Limburg where the inhabitants break them out using simple tools.

Valkenburg and its surroundings are known for its 250 km network of underground passageways. The marlstone caverns and quarries of the region provide an insight into its fossilized past.

**[www.vvvzuidlimburg.nl](http://www.vvvzuidlimburg.nl)**

### Liberation Route

In order to liberate Holland, during World War II, the allies launched Operation Market Garden in September 1944. Despite many airborne landings, their advance came to a halt at Arnhem.

The Veluwe was in for a rough winter as the German occupying forces did not surrender until May 1945.

The Liberation Route lets you experience what happened in and around Arnhem, Nijmegen and the Veluwe in 1944 and 1945.

There are 48 boulders located at various locations throughout the region where visitors can listen to an audio report at each location about the impressive experiences of one or more persons during '44-'45.

You can download those stories for free at :  
**[www.liberationroute.com](http://www.liberationroute.com)**

For the infamous Battle of Arnhem the Airborne Museum 'Hartenstein' recounts moving stories told by British, Polish and German war veterans and the testimony of civilians.

Authentic documents, films, photographs and other objects are on display in the museum.

This beautifully renovated building was used by the Allies as their headquarters during the battle. And don't miss the Airborne Experience in the underground area, where history comes alive and the dramatic events are brought startlingly close.  
**[www.airbornemuseum.nl](http://www.airbornemuseum.nl)**

The National Liberation Museum 1944-1945 is shaped like a parachute and commemorates all the dead Allied fighters.

The liberation is depicted through smell, interactive presentations, dioramas, models, original films and audio fragments.  
**[www.bevrijdingsmuseum.nl](http://www.bevrijdingsmuseum.nl)**

## Art and culture

### Panorama Mesdag

This enormous cylindrical painting by Mesdag is of the sea, the dunes and Scheveningen village.

At 1680 m2, it's the largest painting in Holland and one of the largest in the world. When you stand in the middle, you can view life as it was in 1880 when Scheveningen was a peaceful fishing village.

### Golden Tulip Hotel Lion d'Or

This family-run hotel in the historic city of Haarlem hosts temporary art exhibitions by acclaimed Dutch artists, painters and illustrators such as Joost Veerkamp, TRIK, Kees Okx and coming soon Joost Leijen.

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

### Dordrecht's Museum

The museum, which reopened in 2010 after years of renovation work, houses an outstanding collection of Dutch paintings from 1600 to today.

Many works of Dordrecht's own painters are featured including Aelbert Cuyp, de Dordrecht students of Rembrandt and the romantic paintings of Ary Scheffer

## Events

### Vlaggetjesdag (Celebration of New Herring Season)

From the beginning of the 17th century the Dutch Herring from the North Sea were introduced on the Dutch Markets. Since then every year the "New Herring Season" has been celebrated.

The best herring comes from the young female herring and can only be caught from the end of May until the end of June.

### Huis van Gijn (House van Gijn)

Huis van Gijn is the house of the banker and collector Simon van Gijn (1864-1922). Visitors can taste the 19<sup>th</sup> century atmosphere and imagine what upper class living around 1900 was like.

Alongside interiors dating back to the 17th, 18th and 19th centuries, the museum also has a splendid collection of arts and crafts, an original toy collection plus an extensive collection of history prints and drawings, known as the Van Gijn Atlas.

### Aelbert Cuyp

Born in Dordrecht on 20 October 1620, Aelbert Cuyp was one of the leading Dutch landscape painters of the Dutch Golden Age.

He is the most famous of a family of painters and is especially known for his large views of the Dutch countryside in early morning or late afternoon light. He features Dordrecht heavily in his work.



### Queens Day

Every year on April 30, the whole country celebrates Queen's Day with events and celebrations held throughout the country.

Amsterdam actually transforms into the capital of festivals with street corners packed with street markets, music and bars.

On the eve before Queen's Day residents and visitors celebrate 'Queen's Night' in the streets of The Hague when hundreds of thousands of people come to watch concerts, go to the fair and party till the next morning.

## Taste the Dutch lifestyle : The Dutch Travel Writers Awards

The first *Taste the Dutch Lifestyle Travel Writers Awards* took place at the Institute of Directors, London in February 2011.

The awards were organised to honour UK journalists who have written outstanding articles about Holland in 2010.

The awards evening was hosted by Carol Vorderman, who is a writer, TV presenter and math's wizard and half Dutch.

For the occasion Carol wore the famous clog shoes, by Dutch designer Hester Vlamings, to help promote the Dutch DNA 2011 theme year. The evening was a great success with almost 60 journalists attending.

The evening was organised in association with:

- The International Travel Writers Alliance
- easyJet
- Keukenhof
- Cool Breaks on the Lower Rhine
- Tourism Utrecht
- The Hague Marketing
- Rotterdam Marketing, and
- Amsterdam Tourism & Convention Board.

The judges for the awards were:

- Andrew van der Feltz (Director UK and Ireland, Netherlands Board of Tourism)
- Ashley Gibbins (Director General, The International Travel Writers Alliance),
- and Ken Bennett (Group Travel Correspondent, Trinity-Mirror Regionals).

The judges were greatly impressed by the number of high quality articles written about such a small country.

### Journalist of the Year

Holland is very fortunate to have so many travel writers supporting us.

However in 2010, the two that stood out by giving Holland that extra little bit of support were Simon Calder and Fred Mawer.

#### The winner

##### Fred Mawer

*"Fred is a true ambassador of Holland. He writes entertaining, rich and inspirational pieces, doing Holland fantastic credit."*

#### Runner up

##### Simon Calder

*"Simon is a great supporter of Holland which is manifested through his classy style of writing."*

### Best article about a Dutch city

This award was by far the most competitive category with over 40 entries.

#### The Winner

##### Tim Ware

*Train journey to Amsterdam, a city of colour and contrasts* (Published in the Daily Express & Daily Star on 20 April 2010)

#### Runners up

##### The Weekender

*Journey to the centre of Europe: A weekend in Maastricht* (traveleditor.com)

##### Angela Pertusini

*Wheel the kids around culture* (Published in The Times on 7 August 2010)

## Best article about a Dutch region

Although most of UK visitors are still going to Holland for a City Break, exploring the Dutch regions is becoming more popular every year.

Many travel writers are surprised by the beautiful scenic country side, the overwhelming cultural offering and the even more relaxing atmosphere.

### The Winner

**Melanie Hall**

*Friesland offers something a little different* (Surrey Advertiser, 21 October 2010)

### Runners up

**Daniel Hayes**

*Below the waterline* (CNN Traveller, December 2010)

**Jonathan Lee**

*Keycamp unlocks fabulous time* (North West Evening Mail, 8 January 2010)

## Best article about Holland as a business destination

As a business destination, Holland has always been a UK favourite.

The main reasons for this are its ease of access, the Dutch' good command of the English language and also their professionalism.

This was reflected in the articles entered in this category.

### The winner

**Tom Hall**

*The Netherlands* (Event Magazine, April 2010)

### Runners up

**Emma Allen**

*A great city!* (M&IT, September 2010)

**Susie Harwood**

*Six of the best new & improved* (C&IT, October 2010)

## Best special interest article

Holland is well-known for many great things such as its waterways, cheese, clogs and cutting edge architecture. The entries in this category celebrate all the best of Holland from a unique angle.

### The winner

**Simon Calder**

*Bikes, boats and bastions* (The Independent, August 2010)

### Runners up

**Albert Hill**

*Stijl and substance* (Daily Telegraph, January 2010)

**Richard Williams**

*Waterway to go* (Daily Post Wales, December 2010)

## The Dutch Travel Writers Awards 2012

The Netherlands Board of Tourism & Conventions is now planning the *Taste the Dutch Lifestyle Travel Writers Awards 2012* with categories :

- Best article about a Dutch city
- Best article about a Dutch region
- Best article about Holland as a business destination
- Best special interest article
- Broadcast media (radio, tv and podcast items on Holland), and
- Journalist of the year

Journalists wishing to enter the *Taste the Dutch Lifestyle Travel Writers Awards 2012* should submit an article or broadcast item about Holland, which has been published or broadcast in 2011, in one of the categories above.

Submissions should be emailed to [press-uk@holland.com](mailto:press-uk@holland.com) with *Holland Travel Writers Award 2012* in the subject line. Entries should be received no later than 06 January 2011.

For more information about the Holland Travel Writers Awards please visit:  
**[www.holland.com/uk/press/press-event-2011.jsp](http://www.holland.com/uk/press/press-event-2011.jsp)**

## Getting to Holland

### By air

#### easyJet

easyJet flies to Amsterdam from the following UK airports: Edinburgh, Liverpool, Manchester, Bristol and London Gatwick, Stansted and Luton. Prices are from £27.99 single inc. taxes and you can book directly at [easyjet.com](http://easyjet.com).

Price correct as at 01 March 2011 and maybe subject to change. Variable charges for hold baggage apply and some payment methods attract a handling fee. See website for details.

**[www.easyjet.com](http://www.easyjet.com)**

Other airlines that fly from the UK to Holland include KLM, bmibaby, British Airways, Aer Lingus, jet2.com, Cityjet and Ryanair.

### By sea

With various routes into Holland from all parts of the UK travelling by sea has never been easier.

Make the most of your free time and enjoy your holiday with minimal travel stress as your holiday begins from the moment you step onboard.

You have the added convenience of being able to take your own vehicle. With no baggage restrictions, simply pack everything you need, drive on board, relax and let your holiday begin.

#### DFDS Seaways services from Newcastle

Offering a direct ferry route from the Newcastle to IJmuiden (near Amsterdam), this route services the people based in Northern England and Scotland.

DFDS Seaways offers a wide range of holidays and short breaks to Holland including City Cruise Breaks to Amsterdam with the option to stay at a selection of hotels suitable for all tastes and

budgets. Onboard you can relax and enjoy the great facilities available including bars, restaurants, cafes and cinemas as you cruise overnight.

Fares for journeys start from just £139 for a car and up to two passengers. To book a trip, phone 0871 882 0885 or visit:  
**[www.dfdsseaways.co.uk](http://www.dfdsseaways.co.uk)**

## DFDS Seaways services from Dover

In 2010, DFDS Seaways took over Norfolkline continuing an award-winning passenger ferry service on the Dover-Dunkirk route.

They operate up to 24 ferry crossings daily sailing from Dover into the Port of Dunkirk every two hours, seven days a week. Crossings take just two hours and you can reach Holland from the Port of Dunkirk in just a two hour drive.

DFDS Seaways is the only ferry operator that travels from Dover to Dunkirk, so passengers find that the port is a lot less congested than Calais. Dunkirk also benefits from excellent onward road connections, so travelling on to Holland from the ferry couldn't be easier! Ferry crossings from Dover to Dunkirk are designed for people travelling with their own vehicles, which mean no foot passengers.

Fares for journeys start from just £29 for a car and up to four passengers.

To book your trip, phone 0871 574 7241 or visit: **[www.norfolkline.com](http://www.norfolkline.com)** (which is still the main website for ferry bookings).

## P&O Ferries

P&O Ferries sails directly to Holland from Hull once a day. Arriving in the port of Rotterdam, Europoort, you are well placed for your break in Holland.

You can also travel to Holland via the port of Dover where, P&O Ferries' new super ships Spirit of Britain and Spirit of France take you to Calais comfortably and promptly leaving you well rested for the short drive to Holland.

Fares for journeys start from just £39 for a car and up to nine passengers. Crossings take only 90 minutes.

To book your trip visit: **[www.poferries.com](http://www.poferries.com)** or phone 08716 64 20 20.

Stena Line also sails to Holland from the UK. They have twice daily crossings between Harwich and Hook of Holland.

## By train

### Eurostar

Eurostar services run from London St.Pancras, Ebbsfleet and Ashford International Stations to Brussels.

Regular and reliable connections also run from Brussels to cities and towns all over Holland.

## Press trip itineraries

In 2011, group and individual press trips will be organised to:

- Keukenhof (Group trip: 08-09 April 2011)
- Liberation Route (18-20 April 2011)
- Cool Breaks on the Lower Rhine (20-22 May & 9-11 September 2011)
- Zeeland (13-15 May 2011)
- Amsterdam (July 2011 – dates to be confirmed)
- Rotterdam (27-29 July 2011)
- Utrecht (dates TBC)
- Floriade (June 2011 - first UK press to see the site)
- Friesland (individual trips only)

## More information

**For more information about Holland, press trips and images contact:**

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## The International Travel Writers Alliance



The International Travel Writers Alliance is the world's largest association of professional travel writers, editors, broadcasters and photographers worldwide

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