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The most famous
diamond factories

HOW TO SUCCEED IN HOSPITALITY

'It's all about beneficence'

TALK OF THE TOWN

Where are you eating tonight?

THE AGENDA

The best things to do in AMS



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CONTENTS



SEPTEMBER OKTOBER 2015

HELLO AMSTERDAM #007

10. SPOTLIGHT

City Centre

12. CITY UPDATE

Talk of the Town

Read all about cultural activities and events you don't want to miss

24. THE AGENDA

The Best Things to do in Amsterdam

Discover the finest places and events



28. SPOTLIGHT

Canal Houses

by Jean-Francois Rauzier

30. HOT SPOTS

The City's Best Cocktail Bars

A delightful evening out starts here

36. COVER STORY

Made in Amsterdam

The most artisanal products and best brands from Amsterdam

42. INTERVIEW

The Golden Key

A concierge is your guide to the good life

46. NEW IN SEASON

Must Haves

48. SHOPPING STREETS

Spiegelkwartier

A world of art and antiques

72. SUCCESS STORY

Matan & Tamir Schabracq

'It's all about beneficence'

76. LUXURY LIFE

City of Diamonds

A virtual tour of the most famous diamond factories in the city.

82. RESTAURANTS & BARS

Where are you eating tonight?

Your guide to dining out in Amsterdam



90. CHEF'S SPECIAL

Meet the Chefs

Café Americain & Restaurant Vermeer

92. TOP SHOPS

Independent Boutiques

94. SHOPPING STREETS

The 9 Streets

In the mood for some retail therapy?

96. HOSPITALITY

Introducing the Finest Hotels

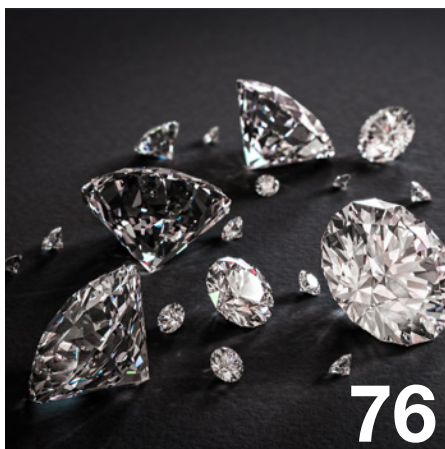
98. INDEX

The Hotel List

Hello Amsterdam is available in 22.570 hotelrooms in 153 hotels in Amsterdam



CONTENTS



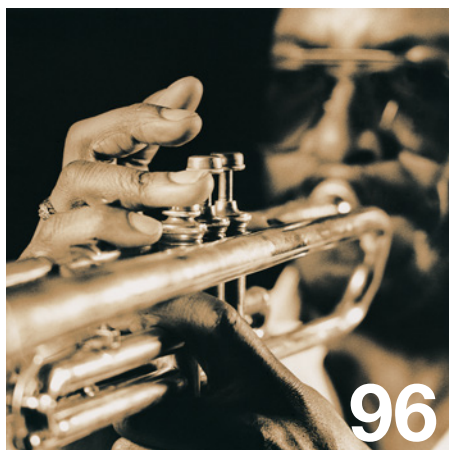
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CITY CENTER

Each area of Amsterdam has its own character and charm, and its own unique variety of shops, restaurants, cafes, museums and attractions. Take time to discover the city's hidden treasures in Amsterdam's neighbourhoods..

PHOTOGRAPHER **CRIS TOALA OLIVARES**

Look just around the corner and 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, unique shops, annual cultural festivals and top restaurants. Whether you're looking for modern architecture, a cultural hot spot or an active excursion, there's something for everyone. Discover a different side of Amsterdam.

In Amsterdam's centre you will, of course, find the magnificent Canal Ring, but there is so much more besides. The inner city, for instance, is bursting with interesting museums, sometimes hidden behind beautiful canal-side façades. The diversity of the city centre's culture is vast, from the emotional Anne Frank House in the west of the centre, through to the upbeat nature of Science Center NEMO in the east. In between, find an inspiring collection of art and history.

There is a vast array of shopping opportunities, from fashion brands and chains (Nieuwendijk, Kalverstraat) through to independent innovators and inspiring market stalls, such as at Noordermarkt. Or get lost in the Jordaan or in the 9 Straatjes (Nine Streets) – lanes that link the canals and where the most exclusive and original shops can be found, just like in the Haarlemmerstraat and Haarlemmerdijk.

These days, Amsterdam's major entertainment areas include public squares like Leidseplein and Rembrandtplein. On or around Leidseplein you'll find the city's main theatre (Stadsschouwburg) the two most popular gigging venues (Paradiso and Melkweg), the grand Art deco American Hotel, intellectual entertainment at De Balie, a major cinema multiplex (Pathé City) and numerous nightclubs, restaurants and bars, bars, bars. Likewise, Rembrandtplein is home to some of the biggest party spots. You can always stop off for a selfie with Rembrandt's statue and the protagonists from 'The Night Watch'.

URBA TE

CITY UPDATE

BARTENDER DELIVERY

BOLSCOCKTAILCATERING.NL

Beverage producer Bols delivers bartenders via scooter to your house or wherever you happen to be in Amsterdam. The cocktail shaker brings along a mobile bar where he will make fresh cocktails for you for up to two hours. At bolscocktailcatering.nl you can quickly and easily book your cocktails and their delivery to the location you choose. The bartenders shake and stir a variety of cocktails that can be chosen off the menu of 8 Bols cocktails, such as a Honey Mojito, the Amsterdammertje and the Strawberry Cheesecake. The cocktails each cost €1.50 euro. All of the bartenders are trained at the Bols Bartending Academy in Amsterdam.



HELLO AMSTERDAM CITYGUIDE

HELLOAMSTERDAM.NL

Hello Amsterdam – CityGuide is all about cultural activities, the best restaurants and bars, vibrant neighbourhoods and Amsterdam's most unique shops. The handy pocket size guide is full of insider tips for what to do and what to see in the world's greatest city. Hello Amsterdam – CityGuide is available for €12,50 via the city's best hotels and shops.



FACTS & FIGURES

The latest estimates conclude that there are more bikes in Amsterdam than permanent residents. Here are more interesting and unexpected fact and figures about Amsterdam.

INHABITANTS 811,185
NATIONALITIES 178
BICYCLES 881,000
PARKS 40
MUSEUMS 75
CANALS 165
CANAL BRIDGES 80
HOUSEBOATS 2,500
RESTAURANTS 1,325
CAFÉS AND BARS 1,515

THE FOODHALLEN

BELLAMYPLEIN 51
FOODHALLEN.NL

The Foodhallen is a culinary sensation in Amsterdam West. The renovated historic tram depot is inspired by indoor food markets like the Torvehallerne in Copenhagen, Mercado de San Miguel in Madrid and the Borough Market in London. In the Foodhallen – a large loft-like space – you discover the very best 'culinary Amsterdam' has to offer. Different popular and successful restaurants serve a selection of signature dishes.

Without a doubt, the Foodhallen is the place to be for food lovers.



TON TON CLUB

SINT ANNENDWARSSTRAAT 6
TONTONCLUB.NL

Right at the heart of Amsterdam's Red Light District, nestled behind the Oude Kerk, you'll find a new kind of arcade: the TonTon Club. It offers 250 square metres of arcade games galore, beer and hot dogs. Check out the pinball drawing device or go for the classics such as Mortal Combat, Coin Pushers and Air Hockey. The TonTon Club has a second venue at the Zuiveringshal in the Westergasfabriek area.



THE BEST SNEAKER STORES

Amsterdam has great museums, mind-blowing coffee shops, a vibrant nightlife scene and a dazzling number of bridges and canals. And it also has some of the best sneaker stores in the world — which obviously makes this city a huge win-win. Hello Amsterdam selected the top 7 best sneaker stores in town.

01. PATTÀ

Zeedijk 67

02. SNEAKER DISTRICT

Rozengracht 21

03. BASKÈTS

Elandsgracht 57-59 | Gerard Doustraat 96

04. 290 SQUARE METER

Houtkopersdwarsstraat 3

05. OGIUM

Nieuwezijds Voorburgwal 262

06. SHOE BALOO

Koningsplein 7 | P.C. Hoofstraat 80

07. SIZE?

Kalverstraat 128



NEW ENTRANCE VAN GOGH MUSEUM

MUSEUMPLEIN 6 | VANGOGHMUSEUM.NL

The entrance to the Van Gogh Museum has been changed radically. Where the old entrance was situated on the Paulus Potterstraat, the new entrance is now a spectacular glass structure on Museumplein. The completion of the new entrance hall on Museumplein will see the Van Gogh Museum fulfil a long-cherished dream. Featuring advanced glass building techniques, the new entrance will be completely transparent. The new entrance hall will create an additional 800 m² of surface area, meaning the museum will be better equipped to welcome the growing number of visitors. The additional space also means the museum will be able to host larger conferences and receptions.

©JAN-KEES STEENMAN

DUTCH DESIGN

Amsterdam is a city known for its creativity and spirit of commerce. With roots in Calvinism and a rich history of successful trade during the Golden Age, the Dutch are also well known for their thriftiness and humility. Sober, practical, incredibly innovative, with an air of dry humour, Dutch Design reflects this multifaceted personality. There are several exceptional design stores in Amsterdam and the majority carry Dutch Design. But, these go far beyond your typical 'store', as each could be considered a design 'museum' in its own right. Visit one of the design shops, such as Moooi Gallery, The Frozen Fountain, Hotel Droog, Anno and Wonderwood, and infuse your home with Dutch Design.



MOOOI GALLERY

URBA TE

CITY UPDATE



WECITY APP

WECITY.GUIDE

The best travel tips come from people who know how you roll – your sense of adventure, your taste in food, and exactly how you like to have fun. The WeCity app understands the art of travel. It is like having your best friend in your back pocket – who only gives you the best advice for your personal tastes. WeCity gives you tips on the best local food, shopping, culture and fun – recommended by locals, but tailored for you. Download WeCity and get free WIFI access everywhere in Amsterdam



BEST SEEN FROM THE WATER

WWW.CANAL.NL

Amsterdam really does have it all! With its authentic houses, romantic bridges and picturesque canals, Amsterdam is one of the most gorgeous cities in the world. Take the 100 Highlights Cruise to discover the city at its best. See all highlights in one hour and check out the free Amsterdam Canals app for more facts and pictures.



AMSTERDAM DANCE EVENT

14 TO 18 OCTOBER 2015
AMSTERDAM-DANCE-EVENT.NL

The Amsterdam Dance Event (ADE) is the gateway to the international electronic music scene. As the world's biggest club festival and Europe's leading electronic music conference, it's a true dance lovers' Mecca. ADE returns to Amsterdam from 14 to 18 October 2015, celebrating its 20th birthday with a series of special events throughout the city.

ADE in Amsterdam

ADE never fails to bring in the crowds with world-famous established names on the line-up alongside an enormous list of rising stars. The playlist is always suitably diverse, featuring electro, acid, techno, trance, house, hip-hop, drum 'n' bass and other beat-filled sounds to make you move. With a huge total of 450 events taking place, this annual festival sees more than 2,000 artists descend on 100 locations across the city to provide 5 days of guaranteed partying for in the region of 200,000 clubbers.

Big players

The first names on the 2015 line-up have already been confirmed and they include big players such as David Guetta, Tiesto, Dave Clarke, Carl Cox, Masters at Work, Ritchie Hawtin and Armin van Buuren. The line-up also includes DJ Bone, Octave One, Marcel Fenger and Tsepo. However, this is but the tip of the iceberg. By the time it gets to mid-October, every space in the city is banging with music talents.

MAGNA PLAZA SHOPPINGCENTER

THE BEST STORES THE BEST BRANDS

The historical Head Post Office, right in the middle of Amsterdam, is now the home of Magna Plaza shoppingcenter. More than 30 exclusive stores with a lot of exclusive brands such as ARMANI, PHILIPPE PLEIN, LACOSTE and SWAROVSKI.



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www.magnaplaza.nl



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Discover the best Amsterdam events, things to do, restaurants, theater and nightlife



DROP&GO LUGGAGE STORAGE

PRINS HENDRIKKADE 86
NIEUWE NIEUWSTRAAT 14

Drop&Go is a safe and easy luggage storage facility. If you want to enjoy the beautiful city of Amsterdam without carrying your baggage and shopping bags around, Drop&Go is the ideal service, as it allows you to lock your stuff away safely.

dropandgo.nl



THE BEST COCKTAIL BAR

READ MORE ON PAGE 30

Esquire has chosen Tales & Spirits as the best cocktail bar in the Netherlands. Other well-known Amsterdam establishments such as The Duchess, Porem, Hiding in Plain Sight and Salmuera were honored as the best hotel bar, the best new cocktail bar, the best lounge bar, and the best restaurant bar, respectively. The panel of judges considered the establishments' hospitality, the bartender's technique, the cocktail selection, the atmosphere, the interior, and the taste and presentation of the cocktails that they tasted.

HELLO AMSTERDAM ON YOUR MOBILE

HELLOAMSTERDAM.NL

The mobile city guide Hello Amsterdam highlights the very best that Amsterdam has to offer. The GPS function guides you to restaurants, museums, attractions, bars, parks, shopping streets, nightlife areas and vibrant neighborhoods. Check it out and discover what you can see and do.



24H AMSTERDAM SOUTH

24H Amsterdam is an opportunity to experience the city in new ways. This edition takes place on 26 & 27 September 2015, showcasing the south and southeast of Amsterdam. 24H Zuid/Zuidoost is filled with opportunities for new experiences south and southeast of the centre, presenting all these areas has to offer in a blistering 24-hour period. Shops, clubs and cultural institutions throw open their doors for some special surprises – perfect whether you live in the area or come from another area of town and are keen to check out a new neighbourhood.

HELLO AMSTERDAM

G'S

GOUDSBLOEMSTRAAT 91 & LINNAEUSSTRAAT 88

G's was already ahead of its time when years ago this little bar opened in the city center serving a delicious boozy brunch on Sundays. Over the years the already pretty good house Bloody Mary was perfected. Later a brunch boat was added to the business. And this summer the Canadian/Lebanese owner George opened a second location (with a terrace!) in Amsterdam East. Your Sundays will never be the same.

reallyniceplace.com



A 3D-PRINTED CANAL HOUSE

TOLHUISWEG | 3DPRINTCANALHOUSE.COM

Forget bricks, tiles and wooden beams; if you want to build a house of the future all you need is a 3D printer and some plant oil. Like these guys. Construction of the world's first 3D-printed house has begun in Amsterdam. Architecture firm DUS Architects believe that 3D printing using natural materials is the most efficient method of house-building. The house parts are being printed using hotmelt – an 80 per cent bio-based material which is 75 per cent plant oil.

AMSTERDAM FLOATS

20 SEPTEMBER | START: MUZENPLEIN (AMSTELKADE 185)

On Sunday September 20th two thousand adults will climb into rubber boats and other inflatable crafts and, accompanied by DJs, float over Amsterdam's canals. The organization hopes to break the current world record for the largest rubber-boat parade.



FEEL THE BEATING HEART OF AJAX IN THE AMSTERDAM ARENA!

AMSTERDAMARENA.NL/STADIONTOUR

Crazy about football and Ajax? Enjoy a 70-minute tour through the Amsterdam Arena, the football stadium of Ajax. An enthusiastic guide and football fanatic takes you on a tour of discovery through the ArenA and tells you all the ins & outs of Ajax and the stadium. You'll visit the player's tunnel and the dug-out, smell the freshly mowed, hallowed turf and take a seat at the microphone in the pressroom. If Ajax is not training or playing, you can even visit the locker room area. Via the free Tour-App you will see fantastic film clips on your screen and your photo can be downloaded via the ArenA's Facebook page.

UP DATE

CITY UPDATE

THE CITY'S BEST BOOK STORES

Amsterdam is one of the most literary cities in the world, and that's never more evident than when wandering in its brilliant independent bookstores and specialty bookshops. And because Amazon's recommendations have got nothing on a face-to-face chat with a professional bookseller, here are some of the favorite spots for browsing for new fiction or picking up the best books.

MENDO

BERENSTRAAT 11 | MENDO.NL

Mendo is a candy store for book aficionados. Mendo curates on very specific categories: fashion, photography, interior, traveling, food and graphic design.

PIED A TERRE

OVERTOOM 135 | PIEDATERRE.NL

Pied a Terre is one of the biggest travel book stores in Amsterdam. They offer all the information you can possibly wish for and you can tell that every single employee has years of experience in traveling.

AMERICAN BOOK CENTER

SPUI 12 | ABC.NL

ABC is the largest independent source of English language books in Europe. Also very good for discoveries of unknown, small publications, travel guides and a wide selection of American magazines.

SCHELTEMA

ROKIN 9 | SCHELTEMA.NL

Scheltema is one of the biggest bookshops in Europe. The English section is extensive and there is a pleasant café on the first floor.

LAMBIEK

KERKSTRAAT 132 | LAMBIEK.NET

Lambiek is Europe's first comic shop and probably the oldest existing comic shop worldwide. It has been a hallmark in the world of comics since the opening in 1968.

ATHENAEUM

SPUI | ATHENAEUM.NL

Athenaeum Boekhandel is a unique bookstore providing a large selection of books ranging from fiction to cookery and travel to children's books. It also sells (inter) national daily papers and magazines.

DE KOOKBOEKHANDEL

HAARLEMMEERDIJK 133
KOOKBOEKHANDEL.NL

A good cookbook store is an invitation into the world of cook books. Cookbook stores are a labour of love and devotion; their owners are cooks, readers, aficionados; they are experts.

VROLIJK

PALEISSTRAAT 135 | VROLIJK.NU

Vrolijk is a well-stocked gay and lesbian bookshop. Their selection includes non-fiction, novels, travel guides, comics, photography and magazines. They also have a good selection of films.

AMSTERDAM BOOK MARKET

HET SPUI | EVERY FRIDAY

A selection of rare modern books, mostly about art and photography. Several small bookshops out of Amsterdam keep their stands (in front of The American Book Center).



PATRICIA ARQUETTE

MARINA RINALDI

women are back

Muse, mother or manager, the Italian brand Marina Rinaldi has always championed every facet of femininity, celebrating the strength, character and beauty of real women.

With the revival of the Women Are Back campaign, Marina Rinaldi is proud to welcome Oscar-winner Patricia Arquette to the family. The powerful voice of this talented actress and driven activist, whose recent impassioned call for equal rights for women struck a chord with women worldwide, brings fresh momentum to the campaign.

First in the world to propose a collection of clothes and accessories for curvy women, Marina Rinaldi represents a

milestone in clothing history. Founded in 1980 as part of the Max Mara Fashion Group, over the years Marina Rinaldi has acquired specific, unique knowledge of the features of plus sizes, and is, today, the undisputed market leader.

Marina Rinaldi is present in more than 200 elegant single-brand stores and in over 700 multi-brand stores around the world.

The Marina Rinaldi boutique in Amsterdam, has been renovated in Spring 2015.

The new Autumn-Winter collection has arrived, we invite you to our boutique for a unique experience of luxury shopping.

AMSTERDAM

P.C. HOOFTSTRAAT 115

TEL. 020 6798113

MARINARINALDI.COM

UP DATE

CITY UPDATE

IN MUNCH:VAN GOGH

25 SEPTEMBER - 17 JANUARY

VAN GOGH MUSEUM | MUSEUMPLEIN 6

In Munch : Van Gogh, the focus is on the parallels between two iconic artists. Their visions on life and art are closely related, despite the fact that they never met. Their work is colourful, intense, expressive and radical. Their lives are remarkably similar in many ways. For that reason, Vincent van Gogh (1853-1890) and the Norwegian artist Edvard Munch (1863-1944) are often mentioned together. vangoghmuseum.nl



GRAFFITI. NEW YORK MEETS THE DAM

18 SEPTEMBER - 24 JANUARY

AMSTERDAM MUSEUM
KALVERSTRAAT 92

The 'Graffiti. New York meets the Dam' exhibition explores graffiti as a cultural phenomenon. A dedication to New York and Amsterdam graffiti from the 1980s. It will show how well-known Amsterdam graffiti artists ('writers') like Shoe and Delta are influenced by American artists like Keith Haring, Lee Quinones, Dondi and Lady Pink. The exhibition shows how a young generation changed the street scene 30 years ago; their influence is still very much evident today, in music, fashion and in contemporary visual culture.

amsterdammuseum.nl

MIRÓ

UNTIL 11 OCTOBER

RIJKSMUSEUM | MUSEUMSTRAAT 1

Twenty-one sculptures by the Spanish artist Joan Miró will be adorning the gardens of the Rijksmuseum this summer. This is the first-ever exhibition of Miró's sculptures in the Netherlands. The Mirós will be on display until 11 October in the gardens of the Rijksmuseum, which are free for the public to visit daily from 9.00 am to 6.00 pm. rijksmuseum.nl



AMSTERDAM DRAWING

17 - 20 SEPTEMBER

RIJKSMUSEUM
MUSEUMSTRAAT 1

Amsterdam Drawing has a very specific and dynamic character. The consistent high quality and versatility of the artwork as well as the intimate atmosphere makes the art fair absolutely unique. The defined area of contemporary art on paper is being especially appreciated by a dedicated group of followers from all over the world.

amsterdamdrawing.nl

STORYTELLING

30 AUGUST - 24 OCTOBER

EDUARD PLANTING
1E BLOEMDWARSSTRAAT 2

With 'Storytelling' the collodion expert Alex Timmermans presents a series of narrative, surreal black-and-white photos. The staged images, with subtle humor, are rich in detail and have a deep contrast and warm tone. There will also be a small selection of his portraits like the ones he made of Erwin Olaf, Jimmy Nelson and Redmond O'Hanlon.

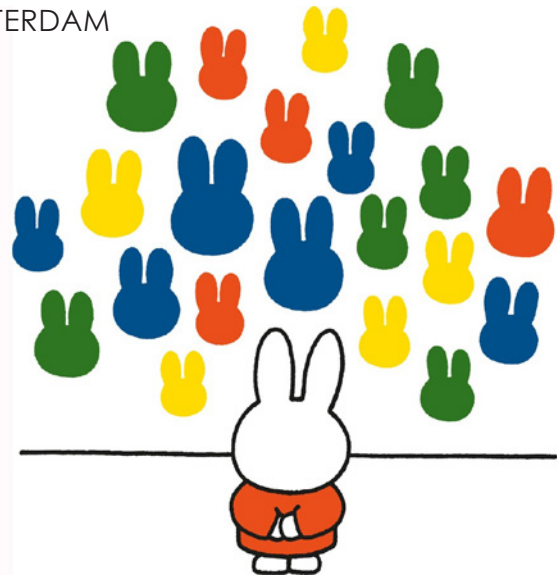
eduardplanting.com

DICK BRUNA - THE ARTIST

UNTIL 15 NOVEMBER

RIJKSMUSEUM | MUSEUMSTRAAT 1

The whole world is familiar with Miffy by Dick Bruna. But where does this famous bunny come from? The exhibition tells the story of Dick Bruna the artist. Influences from Matisse, Léger and De Stijl as well as designers such as Sandberg and Werkman can be seen in Bruna's art. Works on paper by Matisse, Léger, Werkman and Van der Leek - almost all from the Rijksmuseum's own collection - can be seen hanging next to dust jackets, posters, collages and drawings by Bruna. Of course, Miffy herself will be there as well, and it turns out that she is a more avant-garde creation than ever imagined. rijksmuseum.nl

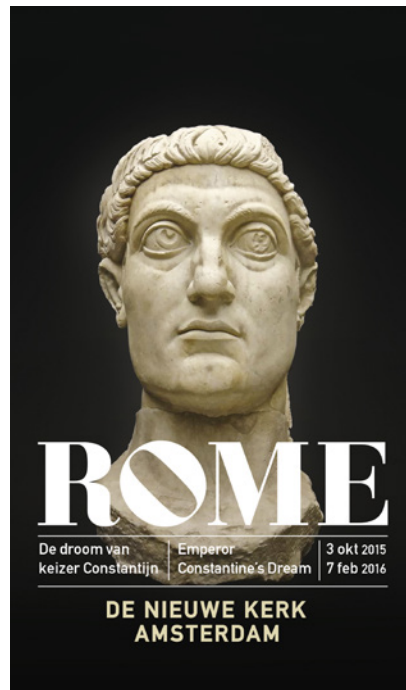


TODD HIDO

12 SEPTEMBER TO 15 NOVEMBER

REFLEX | WETERINGSCHANS 79

Reflex presents the work of Todd Hido. An almost autobiographical photo series. There is a personal link to Hido's youth but it is fictionalized to leave plenty of room for the viewer's own interpretation and fantasies. reflexamsterdam.com



UNSEEN PHOTO FAIR

UNTIL 12 SEPTEMBER

WESTERGASFABRIEK | KLÖNNEPLEIN 1

Unseen, the international photography fair and festival focused on new photography, will take place from the 18th to the 20th of September 2015 at Amsterdam's Westergasfabriek. With 54 international galleries, Unseen Photo Fair highlights the most recent developments in contemporary photography by presenting emerging talent and unseen work by established artists. The on-site festival programme is a place for the exchange of dialogue, artistic expression and ideas, and includes lectures and debates, and a book market.

westergasfabriek.nl

ROME

3 OCTOBER – 7 FEBRUARI

DE NIEUWE KERK | DAM

De Nieuwe Kerk Amsterdam presents the exhibition Rome. Emperor Constantine's Dream. Art Treasures from the Eternal City. Loaned by institutions such as the Vatican Museums these will illustrate one of the most fascinating themes from antiquity: the transformation of Rome in the fourth century from a multi-religious imperial capital full of temples with colossal statues of the emperor into the centre of papal power dominated by churches with crosses.

nieuwekerkerk.nl



AFFORDABLE ART FAIR

29 OCTOBER - 1 NOVEMBER

DE KROMHOUTHAL | GED. HAMERKANAAL 231

Calling all aspiring art collectors! The Affordable Art Fair comes to De Kromhoutal in Amsterdam Noord. And as the name suggests, getting your hands on a piece of art doesn't have to break the bank.

affordableartfair.com

URBA TE

CITY UPDATE

ARTZUID

UNTIL 26 OCTOBER

The most beautiful sculptures in the world are being exhibited throughout Berlage's Art Deco district in Amsterdam South. There are 73 monumental outdoor sculptures from 21 international contemporary celebrities, including Georg Baselitz, Jaume Plensa, Tony Cragg, KAWS, John Chamberlain and Mimmo Paladino, displayed on the long, green lanes of Appollolaan and Minervalaan. artzuid.nl



KEITH HARING

20 SEPTEMBER - 7 FEBRUARY | KUNSTHAL | WESTZEEDIJK 341, ROTTERDAM

The Kunsthal presents a major exhibition on the life and work of American artist and activist Keith Haring (1958-1990). The exhibition highlights in detail the social and political aspects of his life's work. The artworks reveal an underexposed side of this world-famous artist. Twenty-five years after Haring's death, his art is as influential as ever. kunsthal.nl

THE MAURITSHUIS

OPEN EVERY DAY

PLEIN 29 DEN HAAG

The Mauritshuis displays the best of the Dutch paintings from the Golden Age. The compact, world-renowned collection is situated in the heart of The Hague, only a 50 minute train ride from Amsterdam Central Station. Masterpieces such as Vermeer's Girl with a Pearl Earring, The Anatomy Lesson of Dr. Nicolaes Tulp by Rembrandt, The Goldfinch by Fabritius and The Bull by Potter are on permanent display in the intimate museum rooms of the seventeenth-century monument. More than two hundred top works from Dutch and Flemish masters are on display within the classic interior. Interiors from Jan Steen, landscapes from Ruysdael, still lifes from Coorte and portraits from Rubens give a rich and varied representation of the seventeenth-century paintings. mauritshuis.nl

AMSTERDAM CASTLE MUIDERSLOT

OPEN EVERY DAY

HERENGRACHT 1 MUIDEN

Just outside Amsterdam lies the imposing, medieval Muiderslot, part of the Defence Line of Amsterdam and included on the UNESCO World Heritage List. A guided tour through the Golden Age with the impressive Knight's Hall is included in the ticket. A walk along the ramparts offers fantastic views of the water-rich environments. The beautiful gardens still retain the atmosphere of the Dutch Renaissance. Only 15 minutes from Amsterdam. Download the free app, your personal guide to the castle. muiderslot.nl





1 Pull

6 Sizes

50 Colors

100% extra fine merino wool



Meet Joe Merino. Joe is a rocking new Dutch knitwear concept. Exclusively selling mens' luxury Merino wool sweaters, Joe believes in quality and simplicity. Joe's fine woolen sweaters are praised for their wearing comfort and extreme softness.

The collection consists of a select number of carefully designed models, in a staggering range of colors. All in 100% extra fine Merino wool. For the man who chooses convenience, without making concessions to style.

Once you get to know Joe's quality, you will never have to search for another sweater again. Just go Joe.

At the Concept Store in the centre of Amsterdam's antique district or on-line. Free delivery worldwide.

Kerkstraat 167-171 Amsterdam 020-3415777

WWW.JOEMERINO.COM

JOEMERINO.COM



URBA TE

CITY UPDATE

AFROVIBES

7-10 OCTOBER

VARIOUS LOCATIONS

Afrovibes brings young pioneers and established talent in theater, dance, music and design from Southern Africa to the Netherlands, in a ten days festival. A festival program with current topical performances rooted in young urban Africa: raw, colorful, current, innovative.

afrovibes.nl



VT WONEN & DESIGN

29 SEPTEMBER - 4 OKTOBER

RAI | EUROPAPLEIN 22

Amsterdam RAI transforms into a residential paradise for the annual VT Wonen & Design fair. More than 300 exhibitors will present their latest collections in home interiors, outdoor furnishings, art, concept design and lifestyle trends.

vtwonen.nl



BIERWEST

SEPTEMBER 20

ERASMUSPARK

The best craft brewers, along with those who appreciate and partake in the fruits of their labour, will gather in the Erasmuspark for Bierwest. In addition to beer, there will be DJs, live music plus delicious food that is either prepared with or paired with beer.

bierfestival.amsterdam.nl



TRIBAL ART FAIR

OCTOBER 30 - NOVEMBER 1

DE DUIF | PRINSENGRACHT 756

The Tribal Art Fair welcomes renowned art dealers to display their best wares at Amsterdam's De Duif. Expect objects and artefacts including masks, jewellery, instruments and sculptures from Oceania, Africa, Indonesia, South America, Tibet and The Philippines.

tribalartfair.nl



PURE MARKET

EVERY SUNDAY

VARIOUS LOCATIONS

The Pure Market (Pure Market) is one of Holland's most renowned markets; a source of exceptional, artisan, Dutch and international produce, food and creativity. Approximately 70% of our stalls are food related and the rest is a mix of designer, vintage and gift items.

puremarkt.nl



HERITAGE DAYS

12-13 SEPTEMBER
VARIOUS LOCATIONS

The Amsterdam Heritage Days annually explore and celebrate the city's rich history by casting open the doors of important buildings, monuments and private homes to the public, all free of charge.

openmonumentendag.nl

STRAWBERRY EARTH FAIR

9 -10 OCTOBER
ROEST | JACOB BONTIUSPLAATS 1

Strawberry Earth is transforming Roest into a forest paradise packed with the latest in sustainable fashion, design, film and food. Get your tickets today!

strawberryearth.com



BRANDT & LEVIE WORSTSHOP

EVERY THURSDAY

ARCHANGELKADE 9

Make your own sausage at the Brandt&Levie Worstshop. Take a tour of their new factory and then create your own fresh sausage. Cook and eat together and then take your sausage home with you.

brandtenlevie.nl

DISCOVERY FESTIVAL

25 SEPTEMBER

NEMO | OOSTERDOK 2

Discovery Festival revolves around the central theme of discovering new things. The 9th edition of the festival takes place at the Tolhuistuin for the very first time where there will be all sorts of scientific experiments, music, art and ideas.

discoveryfestival.nl



FRINGE FESTIVAL

13 SEPTEMBER

VARIOUS LOCATIONS

Amsterdam is firmly in the grip of stage arts as summer draws to a close each year, as the Dutch Theatre Festival and the accompanying Fringe Festival come to town. Enjoy the vibrant performances and lively atmosphere.

amsterdamfringefestival.nl

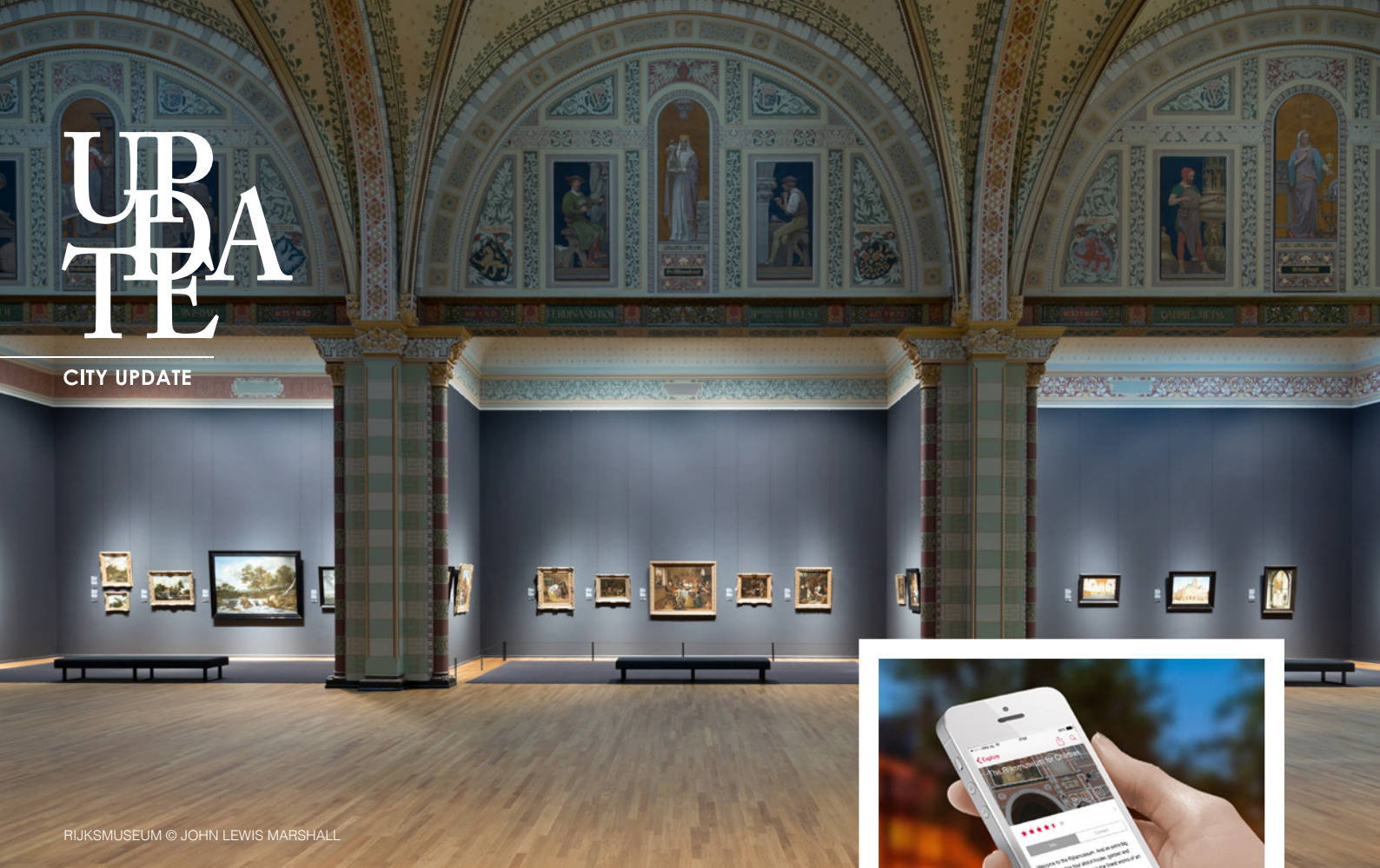


SUNDAY MARKET

4 OCTOBER

WESTERGASFABRIEK | HAARLEMMERWEG 8

Are you looking for a clever tee shirt, creative pillows to decorate your sofa, or perhaps a handmade outfit for your baby? If so, head to the Sunday Market. sundaymarket.nl



RIJKSMUSEUM © JOHN LEWIS MARSHALL

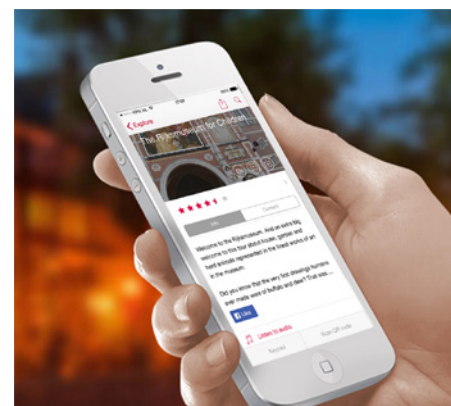
EXPERIENCE AMSTERDAM WITH FREE AUDIO TOURS FROM IZI.TRAVEL

DOWNLOAD THE IZI.TRAVEL APP FOR APPLE, ANDROID AND WINDOWS PHONE

Let your smartphone guide you around Amsterdam and enjoy a brand new way of exploring the city.

Put on your headphones and sneakers and start one of many audio tours available in the izi.TRAVEL app. In Amsterdam alone you can choose from over 90 tours in the most popular languages and discover the city in your own way. Get a full immersion in art and history with the audio guides about the Rijksmuseum, Van Gogh Museum, Anne Frank Huis and many others. Or just go for the local vibe and opt for a biking or a walking tour, that will show you around the city and reveal its hidden gems.

Whether you are looking for a children friendly experience, a romantic walk with your partner or a pure entertainment for you and your friends, izi.TRAVEL is the perfect app to embellish your vacation with something to remember and share. The rich collection of more than 1.500 city tours, 500 museum guides in 350 destinations, allows everyone to feel part of the local culture – singles, kids, families, students, groups, or business travellers.



Using the izi.TRAVEL app is like having a private tour guide wherever you go, with full-on connection to the local art, history, attractions and lifestyle. For free. Moreover all audio tours and stories come from art and culture associations, as well as locals and city experts that know how to deliver the best experience in the city you are visiting.

Designed to meet all your needs

izi.TRAVEL is created to be easy. No need to install a new app for each location. Enjoy one simple interface without having to worry about roaming costs.

- Just download the content at home or at the hotel and go. All tours and maps can be used offline.
- Start a tour and forget about your phone. GPS will play the stories at the right moment, in the right place, while you are enjoying the view.
- Have fun with multimedia content, including images, audio, videos, texts and even quizzes.

What makes this app so special?

Not only the app is free and extremely easy to use, but it's also being enriched with content practically every day. The constant stream of new stories comes directly from experts, locals and travellers like you who share their knowledge and local culture by creating more and more multilingual tours. In addition to that izi.TRAVEL allows everyone to be part of the story. Don't forget to review, rate and of course share your favourite audio guides! And if you have your own story to tell, do not hesitate to create a new tour on www.izi.travel.

Get ready for the ultimate exploring experience

Download izi.TRAVEL and enjoy Amsterdam at your own pace. You'll get an experience worth sharing with the world.



Restaurant Vermeer

PASSION AND AMBITION.

Restaurant Vermeer, awarded with a Michelin star, is a renowned restaurant belonging to the culinary top of Amsterdam.

The kitchen is headed by Christopher Naylor, a chef with a love for regional cuisine with a taste for fruits, vegetables and honest products.

In Restaurant Vermeer you will only find seasonal Dutch products directly from the land on your plate. Most of which can be found in Naylor's own vegetable garden just outside of Amsterdam. Whole animals and fish are used in the preparation of dishes and are personally selected by the chef and his team from local farmers in the area.

Gastronomic pleasure combined with fine wines, good service and in a timeless atmosphere, that's Restaurant Vermeer.



Restaurant Vermeer

is part of hotel NH Barbizon Palace
Prins Hendrikkade 59-72
1012 AD Amsterdam
+31 (0)20 55 64 885
vermeer@nh-hotels.com
restaurantvermeer.nl





SPOTLIGHT

CANAL CRUISING

Amsterdam has more than one hundred kilometres of canals, about 90 islands and 1,500 bridges. The three main canals; Herengracht, Prinsengracht, and Keizersgracht, dug in the 17th century during the Dutch Golden Age, form concentric belts around the city, known as the Grachtengordel.

Alongside the main canals are 1550 monumental buildings. The 17th-century canal ring area, including the Prinsengracht, Keizersgracht, Herengracht and Jordaan, were placed on the UNESCO World Heritage List in 2010, contributing to Amsterdam's fame as the "Venice of the North".

Take a canal boat tour in Amsterdam

Besides providing a stunning backdrop to the city's historical centre, floating down Amsterdam's canals is one of the most memorable ways to discover the city. Whether you're a first-time or frequent visitor, everything in Amsterdam seems a bit more magical when viewed from a boat.

A few of the best-known operators include Canal, Blue Boat and Rederij Friendship. If you'd like to break up your canal cruise with some sightseeing, then the 'hop-on hop-off' service offered by Canal Bus is an excellent option. canal.nl



HYPERPHOTO JEAN-FRANÇOIS RAUZIER

The French artist Jean-François Rauzier (1952) is the creator of the "hyperphoto", a concept that makes the impossible possible: combining the infinitely large with the infinitely small in one image, out of time. He uses a technique that involves creating a single image from a collage of between 600 and 1000 photos, taken with a telephoto lens and then digitally fused, cloned and combined. Villa del Arte Gallery at the Nieuwe Spiegelstraat 38 presents Hyper Amsterdam, the upcoming solo exhibition of Jean-François Rauzier.



A DELIGHTFUL EVENING OUT, STARTS HERE...

EDITOR **INGMAR VOERMAN**

For a delightful evening out, stop by one of Amsterdam's best cocktail bars to sip some well-made classics or inventive new mixes. There's plenty of choice in the city centre, including a number of new hotspots that have recently opened. Sip elegant cocktails in fabulous surroundings, with beautiful people, and catch up with good friends in trendy bars and speak easy clubs.

Amsterdam's cocktail scene continues to grow, offering a number of great destinations for sophisticated drinks. No matter where you go, the cocktail menu is often extensive and filled with surprises. Most cocktail bars also serve food, ranging from creative snacks to complete dinners.

Hello Amsterdam presents a list of recommended cocktail bars in Amsterdam.

A man with a beard and short hair, wearing a dark shirt, is shown in profile, looking thoughtfully to the left. He is holding a dark object, possibly a pen or a small tool, near his mouth. The background is a blurred bar setting with various bottles and warm, ambient lighting. The text 'The BEST COCKTAIL BARS' is overlaid in a large, white, serif font, with 'The' in italics and 'BEST' in all caps.

The BEST COCKTAIL BARS

Amsterdam's best cocktail bars to sip some well-made classics or inventive new mixes

DOOR 74

Door 74 is considered one of the best (speakeasy) bars in the world. A dark, stylish and intimate speakeasy bar offering original Prohibition-style cocktails with the rarest of spirits – made by the best bartenders around. Order here: The corpse reviver #2. Call +31634045122 for the address.

door-74.nl

TALES & SPIRITS

Tales & Spirits is also listed as one of the best bars in the world with a talented bar team creating unique cocktails. The cocktail bar and restaurant is beautifully decorated and feels like home, located in a historic building that dates to 1550. Order here: The house special ‘What if?’.

Lijnbaansteeg 5 - talesandspirits.com

HIDING IN PLAIN SIGHT

HPS is a charming little bar serving top-notch cocktails in a cosy ambiance. They serve classics with a twist, the stronger type of cocktails. A hipster bar for sure, with loads of expats too. They often have a jazz trio playing, which perfectly fits the décor of forgotten times. Order here: The Grand Pooh Bear.

Rapenburg 18 - hpsamsterdam.com



MYSTIQUE

Find Mystique's cocktail bar in the venue's cellar. You can't miss the long back-bar full of shiny bottles, a giant block of ice and skilled bartenders. Drink great cocktails in a setting filled with mirrors on the ceiling, dark colours, leather chesterfields and a fireplace in the back. Order here: Haakse Slijper.

Utrechtsestraat 30a mystiqueamsterdam.nl



FEIJOA

A bartender's bar: a favourite hangout of bartenders. Why? Because of the relaxed vibe, great cocktails and friendly staff. Feijoa immediately feels good, whether you're there for a good drink and a chat during the week or to start your party night on the weekend. Drink here: Feijoa's Blood & Sand.

Vijzelstraat 39 - feijoa.nl

POREM

Porem is a brand new speakeasy-style bar in the Chinese area. Porem is mix of Amsterdam café-hospitality and a high-end cocktail bar. Experienced bartenders craft the best and most creative cocktails for you. Don't forget to order some of the exquisite Asian bar food. Order here: The Java Mule

Geldersekade 17 - poremamsterdam.com

The first definition of a cocktail appeared in 1806 in a newspaper in the United States. It stated: "Cock-tail is a stimulating liquor composed of spirits of any kind, sugar, water and bitters". Roughly this still is the definition of a cocktail. Water can be replaced by ice, and many cocktails include sour ingredients as well, whether it's fresh citrus juices or other acidic liquids.

COCKTAIL BARS

VESPER BAR

Vesper is a modern classic in the Amsterdam bar scene. This small bar in The Jordaan is cosy and stylish with an awesome drinks menu. Or just take a leap of faith and ask the bartender to make something special, catered to your needs. Order here: The Vesper Martini.

Vinkenstraat 57 - vesperbar.nl



HENRY'S BAR

Next to the popular hotspot Bar Bukowski you will find Henry's Bar. The bar is open Thursday, Friday and Saturday and is at least as popular as its big brother. Excellent drinks from excellent bartenders in a buzzing atmosphere. Order here: Bar Bukow

Oosterpark 11 - henrysbar.nl

LOTTI'S

The Hoxton is one of the new, fresh additions to Amsterdam's hospitality scene. Their lobby, restaurant and bar Lotti's offer a unique, relaxed vibe with just the right amount of buzz. The bar offers cool cocktails made by skilled bartenders. Order here: Waters of chaos

Herengracht 255 - lottis.com



SNAPPERS

Snappers is truly a great hang out. They serve nice Caribbean-themed food, exotic drinks, cocktails and G&Ts in a bar that just feels like a fun night as soon as you walk in. Nice drinks, great ambiance, smart interior. Order here: Bandito Blanco.

*Reguliersdwarsstraat 21
snappers-amsterdam.nl*

HUGO'S

Located on the booming Hugo de Grootplein, Hugo's offers fine cuisine and the finest cocktails. Creativity is key in taste, garnish and presentations. Hugo offers drinks that will knock your socks off. The place has a stylish interior and a sunny terrace. Order here: Hugo's Bloody Mary.

Hugo de Grootplein 10 - barhugo

Amsterdam's cocktail scene is booming. Lots of new cocktail spots are opening and it seems like every restaurant or bar is serving cocktails at the moment. Some of them have been around for years; others are new kids on a block that have made an exceptional entrance on the Amsterdam cocktail scene.

Bartending and creating cocktails is finally considered a real profession and craft nowadays. In order to be a professional cocktail bartender one must have exceptional skills, creativity, and sense of taste. When the bartender's skills are complemented by great hospitality, you are in the right place. Most likely, the décor, vibe and buzz of the venue will be awesome too.

Cocktails in these bars are about the finest spirits, fresh and homemade ingredients and balanced drinks taking your taste buds on a tour around sweet, sour, bitter, heavy and fresh. Cocktails are shaken, dry shaken, stirred up, swizzled, muddled, thrown, blended, barrel aged or bottle aged. Served in whatever vessel the bar feels like: from a simple cocktail glass to an entire barrel.

THE DUCHESS

The breath taking Dutchess delivers a dining experience and ambiance that exceeds Amsterdam's expectations. Chic, stylish and sophisticated fine dining with an ever-present buzz. The stunning bar offers next-level cocktails served by an international team of skilled bartenders. Order here: Fish-house punch

Spuistraat 172 - the-duchess.com

HOUSE OF BOLS

When you visit The House of Bols you experience a spectacular adventure in taste, smell, image and sound. Get to know the glamorous world of bartending and cocktails. House of Bols revolves around the rich history of the world's oldest distillery: Lucas Bols.

*Paulus Potterstraat 14
houseofbols.com*

COCKTAIL BARS

A BAR

A Bar is the cocktail bar of the luxurious Amstel Hotel. Expect five-star service in a modern, contemporary bar. Amsterdam's neighbourhoods and Dutch spirits inspire the cocktail menu. Order here: The Red Light District cocktail.

Professor Tulpplein 1 - a-bar.nl



SALMUERA

One of the most exciting restaurant openings of 2015, Salmuera offers authentic Latin American cuisine. Its cocktail bar/mezcallaria serves great mezcal-, pisco- and tequila-cocktails. Order here: Serenata

Rozengracht 106-H - salmuera.nl

PASKAMER

Gastrobar meets amazing cocktails. Paskamer offers small dishes from different world cuisines to combine with original, tasty cocktails. It's a charming little restaurant with a smart design, professional bartenders, ever-friendly staff and above all a relaxed atmosphere. Order here: Pisco Sour

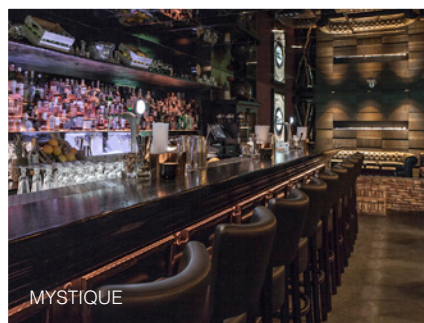
Lutmastraat 132 - paskamer.nu

BAR OLDENHOF

Bar Oldenhof is a hidden gem for cocktail lovers, recreating the feeling of a classic hotel bar but less stiff. An unique old-fashioned bar in the heart of Amsterdam, offering you a great place to experience a fantastic collection of classic cocktails.

Elandsgracht 84 - bar-oldenhof.com

Tess: "I hate drinking in a bar where they serve their drinks with only a few tiny ice cubes."



TESS POSTHUMUS

HOLLAND'S BEST BARTENDER.

Tess Posthumus (1988) is Holland's best bartender. She has won many national and international cocktail competitions in recent years. Between travelling for bartending projects in Cape Town, the Caribbean, London, Berlin and Moscow, she managed to give me a speedy interview.

From a side job to a fulltime profession "I started working as a bartender almost six years ago at Door 74. What started as a job on the side during my studies soon became a lifestyle and a fulltime profession. Why do I like cocktail bartending? The variety. You can be a hospitable host to your guests. You can be as creative as you want with special recipes, and immediately get feedback from your guests. Besides that, I do seminars, workshops, guest bartending shifts, competitions and develop and cater cocktails all around the globe."

Trends

"The current drinking trends are the very popular gin-tonics with high quality gins, tonic waters and garnishes. Following this trend drinks like the Moscow mule (vodka, ginger beer, lime, bitters) and the dark and stormy (dark rum, ginger beer, lime) are really coming up. These are easy-to-make drinks with a complex and interesting palette. In the coming years we will see genever (the ancestor of gin)

come up, as bartenders in the Netherlands will discover their heritage in this ever-fascinating spirit."

Do's and don'ts

"I hate drinking in a bar where they serve their drinks with only a few tiny ice cubes. Glasses filled with ice will cool a drink properly without melting, while the usage of little ice will cause the opposite effect. Next to that, more bartenders should understand why they are using methods like shaking or stirring. You shake hard to dilute a drink. Shaking a drink for three seconds is worthless. You will not cool or water down a drink. Last: a cocktail is as good as its ingredients are. A drink with crappy booze will always be a crappy drink."

Tess' favourites

"My favourite bars in Amsterdam are Door 74 (my second home), Mystique Bar & Dining (my type of cocktail bar) and Vesper Bar (around the corner from where I live, and an awesome bar)."

Favourite cocktail

"Corpse reviver #2. It's an interesting, fresh and slightly herbaceous gin-based cocktail with a small absinthe kick."

tessposthumus.com

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www.kalvertoren.nl

MADE IN AMSTERDAM



JOOLZ



SCOTCH & SODA



TOMTOM



UNITED NUDE



MOOOI DESIGN



SUIT SUPPLY



TONY CHOCOLONELY



BUDDHA TO BUDDHA



ACE & TATE



VAN MOOF



HEINEKEN



ETQZ



FILLING PIECES



G-STAR



MARIE-STELLA-MARIS



KASBEKE



RITUALS



VELODRETTI



MOOOI DESIGN



BLOND AMSTERDAM

MADE IN AMSTERDAM

Forget New York, London and Hong Kong. For the most artisanal products and the best brands, Amsterdam is the place to be!

EDITOR DAPHNE DEN BOS

The focus on sustainability, craftsmanship and design is the strength of the current Amsterdam manufacturing industry. Fresh start-ups and well-established companies with years of experience founded and based in Amsterdam put our capital on the map. Far beyond the country's borders.

Make it in Amsterdam

When you think of Amsterdam, you might think of canal houses, beautifully restored warehouses that vaguely remind us of another time and probably the Jordaan area is also coming to mind. Today the Jordaan area might be a hip place to live. But this used to be the area where the industry flourished in Amsterdam. Residents of the neighbourhood have long been subordinated to the companies, which contributed to a growing economy. The houses were often dilapidated and the inhabitants lived between hazardous substances and gasses. The municipality stepped in and the industry moved to areas outside the heart of the city. In the second half of the 20th century and as a result of the industrial revolution most of the manufacturing industry disappeared. The reason? We were still particularly

strong in trade and if you wanted something manufactured, you would order someone to do so. In China or Taiwan. But times are changing and the manufacturing industry finds its way back to the city very rapidly. Many companies that produce tangible brand-products are eager to set up shop in Amsterdam again and are proud that their origin lies in the capital. Not only are the Amsterdam inhabitants the most discerning consumers of the country. They look for locally produced, preferably organic and sustainable products. The energy of the city is also inspirational. And the fact that large, successful companies need smart people from all over the world, and that these people just so happen to like to live in Amsterdam, helps a bit. It is therefore not only the international powers that have been captured by the charm of the city. The artisanal, small-scale manufacturing industry thrives as well.

Brand Building

When we talk about famous Amsterdam brands, Heineken perhaps is the first to come to mind. But there are so many fresh, new brands that find their origin in the capital. The small-scaled, artisanal



Joolz Baby car company Joolz is pushing for a healthy, sustainable way of living for young parents and their children.

SCOTCH & SODA brings 'Amsterdam couture' to over 7.000 fashion stores worldwide.



TOMTOM has become the worlds market leader in navigation devices with an annual turnover of almost 1 billion.

UNITED NUDE products are about clear concepts, elegance and innovation. Founded by famed Dutch architect Rem D. Koolhaas.



MOOOI (literally translated as: Beeeautiful) has been conquering the market with sparkling and innovative designs for ten years.



SUIT SUPPLY the international tailoring business founded by entrepreneur Fokke de Jong, offers affordable suits for men

TONY CHOCOLONELY changing the cocoa market with fair traded products



BUDDHA TO BUDDHA produces bold unisex and timeless jewellery designs from 925 silver sold world in Bali.

breweries for example like Brouwerij Troost, which brews specialty beers in beautiful places in the middle of the city. And not only that, Troost offers a bar in the centre of the Pijp area, where their own beers and even a gin can be consumed, plus a good burger or steak. For good beer should be accompanied by good food, as is their philosophy. Where as Heineken wanted to be an international superpower, Troost wants small-scale and artisanal brewing and they want to know their customers. It seems to work well for them, because Troost has become so popular that you have to put some effort in conquering a table there.

Brouwerij 't IJ, founded by Kasper Peterson, has been active for a little longer. The first two years, the beer was, how very Amsterdam, brewed from a squat. It became a hit and in 1985 larger premises were searched and found at the Funenkade. Every drop of beer is brewed in-house with Amsterdam tap water and now Brouwerij 't IJ extended with a tasting room and a second brewery on the Zeeburgerpad.

Talking about building business, you've probably heard of Rem Koolhaas – the Dutch architect world famous for his designs of immense buildings in especially South East Asia. Meet Rem D. Koolhaas, his nephew. This young entrepreneur is all about heights as well. His company United Nude doesn't focus on buildings though, but women's shoes and in particular high heels. Since the launch of his first shoe series named Möbius, the company has opened studios in London Guangzhou.

On the move

Amsterdam has so incredibly much to offer and manufacturers are noticing that as well. Companies like Joolz and Bugaboo are globally successful and still headquartered in Amsterdam. Bugaboo was founded in 1999 by designer Max Barenburg and MD Eduard Zanen. Goal was to mobilize everybody, with his or her child in a perfectly designed buggy. We could definitely say they have achieved their goal. As did Joolz, the manufacturer of ergonomic prams, founded in 2004 and now

available in 25 countries. But their heart still lies in Amsterdam; where parents can stroll along the canals with their bundle in a trendy pram, while enjoying a freshly brewed take away coffee from one of the now 37 Coffee Company shops. A common argument for wanting to establish your business in Amsterdam is that producers want to be close to their customers. And although you can produce anywhere, still, your target group resides in the city. It is therefore not as surprising that companies like Vanmoof and Veloretti find their origin here. Because when you want to get from A to B in Amsterdam, you do so by bike. Veloretti has set out to develop a simple, clean and affordable no-nonsense, yet stylish city bike, whereas Vanmoof sells a state of the art bike with the latest technology integrated, such as track and trace chip technology. The founder of Vanmoof, Taco Carlier, cannot imagine being on a different location, though his bikes are sold worldwide. "Amsterdam is our test market, if it works here, it will work anywhere."

TomTom

TomTom is probably one the best-known Amsterdam-based company of them all. With an IPO, 4116 employees and a turnover of over 950 million in 2014, that kind of makes sense.

Successful and Sustainable

The city is also home to multiple companies with a humanitarian take on business. Teun van de Keuken, a Dutch TV-host one day realised that the chocolate he was enjoying, was made from slavery-covered cacao. He was appalled and decided to take a stand by producing the first 'slave-free' chocolate bar himself in 2005. And so, Tony Chocolonely, the delicious brand, was born. Another example of entrepreneurs with a philanthropist vision is water brand Stella Marie Maris. Scotch & Soda millionaire Patrick Munsters created the brand, together with former telecom boss Carel Neuberg, inspired by the in 2010 by the UN adopted



RITUALS the Dutch body cosmetic and luxury home products company, opened almost 350 stores in less than 15 years.

ACE & TATE designs quality (sun) glasses at a fair promise, so their customers can continuously update their eyewear.



VANMOOF sells over 10.000 bikes per year in 25 countries enjoying international fame with an extraordinary frame.

G-STAR has 28 offices, 88 showrooms and 5.165 sales points in 62 countries.



VELORETTI only sells its wheels online. The bike company's objective: being simple, timeless and affordable.



HEINEKEN the green grand dame of Beer started in Amsterdam almost 150 years ago.

ETQ has had great success with its sober designed shoes. The founders say they want to eliminate over-accessorized branding.



BLOND AMSTERDAM founded by Janneke Dröge and Femque van Geffen is famous for its recognizable coloured company pottery, bed sheets, school

resolution that clean drinking water and sanitation is a human right. Both men decided to play their part and created a water brand that donates a fixed part of the price of each bottle sold to a drinking water project somewhere in the world. In addition to this admirable idea, both receive no money for their management position in the company. Munsters and Neuberg are not the only ones doing good. Jewellery brand Buddha to Buddha, founded in 1997 in Amsterdam, says it wants to develop the local economy in Indonesia, where the company's main production facility is located. 'We've helped build a centre for the world's most experienced goldsmiths and craftsmen'. Buddha to Buddha is known for its outstanding bold unisex and timeless jewellery designs made from 925 silver sold world wide.

Design and indulgence

Whether you are looking to treat your home, your body, or your appetite, you'll find it in Amsterdam. Moooi, founded by designer Marcel Wanders and marketer Casper Vissers, offers sparkling and innovative design furniture and concepts to create your ideal and most of all, stylish home. For those who like to make the daily routines special, Rituals holds all the answers. Started fifteen years ago by Raymond Cloosterman from his Amsterdam basement, the brand now is available all over the world, in 850 different hotels and even on airplanes. Everyone has certainly warmed up to the brand that aims to make every day routines into lush daily rituals. Of course, not every company focuses on this scale. Take the artisanal Brandt & Levie, a local sausage maker. They also remain loyal to the city. "Though transport can be difficult. The city centre is narrow and crowded," says Geert van Wesch, one of the three founders of Brandt & Levie. Yet he would not want to exchange it for a different location. Simply because Amsterdam people are more progressive and on average have a little higher spending than for example inhabitants of Culemborg.

Young and blond

'Entrepreneurs from Amsterdam stand out because they are stubborn but also very creative. They feel no boundaries', Janneke Dröge and Femque van Geffen say. The two blondes are the founders of Blond Amsterdam – a company that sells colorful pottery, bed sheets, school supplies, clothing and greeting cards. Their business has grown from a simple shop on het Singel to a company selling world wide. Blond Amsterdam has a series of own specialized shops and is sold in many more department. The company's website is in English and for good reason: their design is immense popular among customers outside of the country.

Despite immense popularity – Blond Amsterdam has admirers like Gwyneth Paltrow and Kylie Minogue – the entrepreneurs say they haven't changed the way of doing business. 'For us having fun is still much more important than growth or making money', they say.

Old Guard

Amsterdam is not only attractive for fresh new brands. Family business Kesbeke produce their Mokum pickles there since 1948. And who does not know the Febo fast-food wall? After a night on the town, you can get a comforting snack in the middle of the night. Thanks to founder Johan de Borst, who opened his first snack automatic in 1960, filled with homemade croquettes.

Relaxed

In the field of fashion Amsterdam certainly counts. Brands like Scotch & Soda design their clothes in the capital. As does jeansmaker Denham. Englishman Jason Denham decided to collect a small international team and set up in Amsterdam in 2008 to give a fresh and original boost to the jean industry. "Amsterdam is the denim capital of Europe. Think

MADE IN AMSTERDAM



FILLING PIECES, an Amsterdam-based footwear label, is established in 2009 by former architecture student Guillaume Philibert.

MARIE-STELLA-MARIS

turned water into a lifestyle-product. The company sells personal care products too.



KESBEKE, a family business since 1948, evolves around a secret recipe for the conservation of pickles.

BRANDT & LEVIE founded by Geert van Wersch, Jiri Brandt en Samuel Levie in 2011, is out to make the world's best sausage.



about it: big labels like Tommy Hilfiger have their headquarters here. G-Star and Ku-yichi have started here. Amsterdam is relaxed. Many creative types live there and there is a great demand for jeans. Seriously, I know of no city in the world where the population has such good taste in denim", said Jason Denham in an earlier interview.

Change

Striking about many of the young fashion Dutch entrepreneurs is that they do not settle for just a piece of the pie. They want to change the market as a whole. Take fashion entrepreneur Fokke de Jong, the driving force behind the Suitsupply brand stores. De Jong started selling tailored suites, convinced that most of his competitors charged way too much. His philosophy: produce more to be able to lower margins.

That idea immediately took on. And not only in the Netherlands, but almost everywhere De Jong launched Suitsupply. In fifteen years the company has grown from local to global. Suitsupply has 50 stores in the US, UK, Italy, Germany, Belgium, the Baltic States, Belarus, Russia and China.

The success story doesn't end there. Apart from being affordable, media praise De Jong for changing the market. Making men's fashion open to the broad public. Suitsupply has been named best place to go shopping by New York Magazine. The day after opening its first store in the US and a sales office in New York, the US edition of GQ Magazine hailed the company as Best New Chain of the year. Even conventional journalists of The Wall Street Journal seem to love the Dutch way of doing business. They call Suitsupply the best place to buy a suit.

Walking along the canals

Amsterdam has more to offer in the fashion area. If you wear glasses and like your frames to be in style with your outfit, Ace & Tate is your brand, with their fashionable yet affordable frames. And to further complete your outfit, you will need shoes. Footwear brand ETQ is a refreshing force with their focus on eliminating over accessorized branding and on quality, timelessness and elegance. As is sneaker brand Filling Pieces. Founded in 2010 by the then 19-year-old architecture student Guillaume Philibert, out of love for sneakers and a lack of exclusivity. In the beginning, he still packed all the shoes himself and he kept the stock at his parent's home. Now, five years later, the young entrepreneur is on a roll. His exclusive sneakers are now available in 300 stores in 38 countries. Filling Pieces and Amsterdam are, according to the founder, inseparable. "I'm really an Amsterdam-guy. I could not live anywhere else. I just like to get a croissant and a cup of coffee each morning and walk along the canals to the office. That gives me a certain peace and inspiration." Also during his travels, Guillaume remains loyal to his city. That is when he instantly misses the Amsterdam mentality. "The head office is here and I love to work with people in Amsterdam. Everything in LA or Dubai is so superficial. People over there just do their thing and I appreciate and respect that, but sometimes I miss the Dutch down to earth-ness. That honesty. The true reality."

City's potential

Their city government has very well discovered the potential of Amsterdam as a producing city. A couple of years ago the Amsterdam Economic Board was established. The organization's main goals: stimulating innovation and cooperation among businesses, knowledge centers and the central government. The board also keeps track of international competition. IAmsterdam, the city's marketing slogan, is not only focused on attracting tourists, the organization says, but selling the city as a place to work, live and produce great new ideas as well.



Sources:

Denham: Interview in Het Parool from 2012 by Bregje Lampe.
Filling Pieces: Balinnn.com interview from 2015 by Yannick de Keijzer
Uitkrant June 2015 by Veerle Corsten

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THE GOLDEN KEY

TRIPADVISOR AND FACEBOOK CAN PERHAPS TELL YOU WHICH RESTAURANT YOU HAVE TO GO TO AND WHAT SHOWS YOU NEED TO SEE, BUT THESE GENTLEMEN CAN ACTUALLY GET YOU IN, EVEN IF IT'S FULL.

EDITOR RENS LIEMAN (ESQUIRE) PHOTOGRAPHER JESAJA HIZKIA

EEF SPARLA (1978) began working in 2000 as a receptionist at De L'Europe, where he discovered how fun it was to tell guests about the city while they were checking in. Ron Stoevelaar taught him more about the concierge business and after a few years of working the night shift Sparla came up with a plan of how to set up the concierge desk better. After that he became the head concierge of what was at the time its own department. Motto: just as real champagne can only come from the Champagne region, concierge's can only come from the hotel lobby. '

In Wes Anderson's *The Grand Budapest Hotel*, Monsieur Gustave is 'the most generously perfumed man' the narrator has ever met. He is also a textbook example of a hotel concierge: invisible but always around, aware of the likes and dislikes of the guests, and anticipating their needs before they are even aware of them. And he is exquisitely dressed in a purple velvet tuxedo, velvet bowtie, a lilac waistcoat over a tuxedo shirt with a winged collar and lilac trousers. It's a delight to behold. The neatly trimmed pyramid moustache completes the visual masterpiece.

When Monsieur Gustave is arrested, for reasons you will have to see the film to learn, he makes a phone call to the Secret Society of the Crossed Keys. This association consists of the best hotel concierges in the world, who are united to serve not only their guests but also themselves, as these two goals are often intertwined.

The grand Budapest Hotel is a fictional hotel but the association actually does exist. Les Clefs d'Or was established in 1929 in France by Ferdinand Gillet, head concierge of the five-star Hôtel Scribe in Paris. The association soon had branches in Austria and the Netherlands (De Gouden Sleutels) and later in the United States (the Society of the Golden Keys) and, just as in the film, the logo is two crossed keys. But did Monsieur Gustave also really exist?

When you arrive at Hotel De L'Europe – a five-star hotel built in 1896 – in the heart of Amsterdam, the outside doorman is the first person you will see. He opens the door of the taxi, takes your bags and escorts you to the revolving door. Usually he is wearing a top hat and a long overcoat. At the entrance an often younger porter/bellboy takes over. He gives the revolving door an extra push as you approach and takes care of the baggage. After you have checked in with the receptionist, he accompanies you to your room.

The concierge at De L'Europe is Eef Sparla. He oversees the whole process. When he arrives everyone must once again sharpen up if they are daydreaming waiting for a guest to arrive. Previously he would

also have been in charge of the youngest employee, the bellboy who would open the door of one of the three telephone booths for guests in the lobby – an unnecessary service these days. Although Sparla (36) is young compared to his colleagues, he stands for tradition. He proudly wears his pinstriped tuxedo, though some have chuckled and made fun of it. Both lapels are adorned with two crossed golden keys. The keys were plated by Swiss jeweler Bucherer and were designed to always shine. They are held in place with a single pin, which bothers the vain concierge. 'You will see us continuously straightening the keys. If I were in another hotel and I saw them sitting crooked on my colleague, then I would fix it without even being asked. Like monkeys grooming each other.' Eef Sparla is the secretary of the Golden Keys.

The hotel uniform calls for a broad silk tie and on Sparla's head there is not a hair out of place. The clothing, the work area ('in the lobby, never in an apart office'), the posture and the attention to personal grooming are all prerequisites for a concierge. He must be recognizable for the guests. He must have his own desk that can be seen from the elevators and from the entrance. He is, after all, the host of the hotel.

On this sunny spring day it is quiet behind the cherry wood concierge desk, which stands next to the revolving door and across from the reception desk. Sparla usually mans the desk with Roel Smits, who looks remarkably similar to his colleague. It is the calm before the storm; the flower season is approaching. In six weeks the Keukenhof will open and thousands of tourists will come to our capital city. Sparla has already been to the sneak preview, together with the other concierges from the Golden Keys, guides and tour operators. He knows all the walking paths, how the pavilions look and what artists are involved. He looks for the little secrets he can share with his guests (at the end of every Thursday the orchids in the hotel are replaced and the guests can take the old ones with them).

Behind the desk are two touch-screen computers that run a special concierge program which provides fast access to information regarding restaurants, museum tickets and all sorts of other attractions. Certain colors are used to indicate which tasks still need to be taken care of and which have already been finished, just as concierges used to do with markers in their paper agenda. On the desk also lie two sheets of paper that Sparla studied early that morning at the beginning of his shift. They note which VIPs are staying in the hotel today, whose birthday it is, which restaurant reservations must be made, and a list of arrivals, 'so that I can greet Mr. Johnson by name when he walks in'.

INTERVIEW



MONSIEUR GUSTAVE - THE GRAND BUDAPEST HOTEL

The day unfolds without any problems. A friendly German couple would like a boat ride but at that moment it is not available. Sparla calls his contact at the company who sacrifices the lunch break of one of his captains. A group of young Italians would like to eat at the Supperclub. It is not possible at the time they had in mind, which Sparla patiently explains while they pay more attention to the blonde receptionist. An American would like a few extra hangers for his wife's dresses ('I'll get right to that, Mr. Delor' – then over the walkie-talkie to the bellhop: 'Mo, quick, take 5 extra hangers to 56'). As he hangs up the phone, another guest asks for directions. 'Certainly, you can take a taxi that will bring you there in 8 minutes. Or you can walk, which will take longer but you can walk along the beautiful canals.' Without looking down Sparla produces a map

of Amsterdam and unfolds it in a single sweeping motion onto the glass tabletop. It was just as Holly Stiel, the first female concierge in America, described in her 'concierge bible' *Ultimate Service*: 'A concierge does not have many glamorous tasks but does all tasks in a glamorous manner'. 'Look', says Sparla, 'you are here. When you walk out of the hotel, turn right and follow...'

Once every few weeks the hotel concierges gather for the Golden Keys cocktail party. While these used to occasionally be held in pubs such as Bolle Jan, they are nowadays generally held in places of cultural interest. This month it is at the Amsterdam Museum. The goal: networking in the classic manner – business cards travel from one pocket to another. There are twenty or so concierges present, dressed in special uniforms that are custom made at Oger on PC Hooftstraat – with keys on the lapel. There are also restaurateurs, ticket operators, diamond dealers, as well as representatives from shipping companies and taxi companies.

The businesses benefit from establishing a good relationship with the hotel concierges, who can generate revenue for them throughout the year. To attend the get-togethers one must be a member of the Golden Keys, to which the businesses make a contribution. These contributions are used by the association to pay for the cocktail parties, keys, uniforms and the international association meetings.

When the tour begins, Esquire stays behind with Arie van der Laan (77) one of Sparla's predecessors at De L'Europe. Van der Laan is retired but stays active as a member of the Comité des Sages of the Golden Keys, the old sages, so to speak. 'Back in my day, before the Internet or even telex, networking was even more important. Every year Les Clefs d'Or organized an international congress that brought together concierges from all over the world. If you had one good contact in every country and a few more in your own country, you could get everything done.'

I could do the impossible. I got people onto a cargo flight because they had to return to the U.S. faster than was possible with regular flights. I got buses to come back for a guest who had come to the bus stop too late. Concert tickets an hour before the show...' Van der Laan began as a bellboy with a base salary of four guilders per week which, thanks to shared and personal tips, could climb as high as twenty guilders. 'You had to save that up too because during



MICHAEL WIGMAN (1965)

stumbled upon his career in 1988 when he began working as an outside doorman. Since 2002 he has worked as a concierge at The Dylan in Amsterdam. His main specialties are arranging football tickets, getting guests in wherever they want to go, and putting them in touch with outside services such as personal shoppers and guides. The most important lesson: 'rich people, the truly rich, are the most thankful.'

INTERVIEW

the winter business was much slower. I learned the business from Jan Kist the head concierge at the time. A neat and tidy man, good posture, and strict. He taught me the etiquette of a concierge: always make eye contact, never offer your hand first, wipe off the telephone with a handkerchief before handing it to a guest and most importantly: listen, look and stay silent. As a concierge you hear and see everything, often a bit too much, but you are as silent as the grave.



RON STOEVELAAR (1958)

worked for twenty years at Hotel Krasnapolsky, and since 2010 at Hotel Pulitzer – first as a concierge and now as the team leader. Every Saturday there is the concierge stroll: whichever concierge is on duty – in uniform! – takes the hotel guests for a tour around Amsterdam. This photograph was taken on the nearly hundred-year-old motorboat The Tourist, which took Winston Churchill around for a tour in 1946.

All of the concierges Esquire spoke with acted like they could do anything. ‘No’ was not a part of their vocabulary, unless a guest’s request was illegal or dishonorable, such as requests for drugs or prostitutes. ‘These days we do not get those kinds of requests very often, because of the Internet. Previously, we would subtly refer the guest to the letter ‘e’ in the Gouden Gids in the nightstand in their room’, explained Okura concierge Martijn Ottenhof.

***A concierge is...
your friend, your guide to the good life ! He
knows all the best places in town, a romantic
restaurant, the hottest spots, the best way to get
around, how to get tickets for the latest shows
and so on. You name it, he knows it.***

Requests that fall within the ethical boundaries are handled without question or hesitation. Michael Wigman from The Dylan once went looking for superior bull semen and Ottenhof had to find a cow for an Arab (“‘What kind of cow would you like?’, I asked. ‘Just a regular black and white one’”). For last minute marriage proposals Sparla has on several occasions arranged for music, champagne, cake and even a personal orchestra on a private boat in the canals. Stiel, in her book *Ultimate Service*: ‘If a man comes to the concierge and says: “I think the cheeseburgers here are so delicious, would you send one to my brother in Bahrain? And it needs to be warm when it arrives.”, then the concierge’s only response should be: “Would you like that with blue cheese or cheddar, sir?”’

But the majority of the requests the concierges receive are for restaurant reservations, the route to the Anne Frank Museum, tickets for the Rijksmuseum, boat tours and limousine rentals (not real limousines, it’s just concierge jargon for a stretched Mercedes S-class with a driver). Increasingly nowadays these tasks can easily be handled by the guests themselves. We can also finally make use of networking, on sites such as Facebook and Twitter. These sites are overflowing with requests and responses to posts such as ‘I’m going

to Berlin. Who has tips?’ Not to mention Foursquare, Tripadvisor and similar websites. Does a concierge still have added value?

Ah, good morning madam. How were the poffertjes last night?’ Ron Stoevelaar (57) is Sparla’s mentor. He is also the vice-president of the Golden Keys and head concierge at Hotel Pulitzer. Stoevelaar rushes out from behind his marble desk when he sees that his guest has brought her little daughter along. ‘A concierge has and will always have an important role: making the guests feel that they are being cared for. It’s about taking a coat, providing a newspaper, a hand on the shoulder, the human aspect. Here a CEO can be a regular person, the tie can come off. And while Facebook and Tripadvisor ensure that guests already have a list of restaurants where they think they would like to go, but they always come to us for advice. For our professional opinion.’

Sparla: It’s all about trust. People don’t know me, but they do know ‘the concierge’. The concierge is familiar with the establishments and he is also good at reading a guest. I describe a restaurant based on what I think the guest wants to know. I mention the view, how far the tables are from each other, whether the truffles the restaurant is famous for are in season, whether the restaurant fits with the one the guest ate at the day before and was so enthusiastic about.

An additional important advantage: a concierge can make more things possible. ‘Full’ has a flexible meaning. Through a carefully maintained network, a concierge can often have ‘something arranged’ or ‘a table added’. Even better: restaurants often keep a table free for the concierges. Wigman from The Dylan: ‘This is simply smart and beneficial for both parties. We can make a guest happy and on a slow day the restaurant can count on some help from us.’ Sparla calls it the favour bank. ‘A good concierge pays close attention to the balance.’

At Sparla’s hotel the boat captain has arrived whose lunch was destroyed to accommodate the favour to Sparla. He picks up the German couple who are waiting in the lobby. While the hotel’s pianist begins to play softly, the captain begins walking with them toward the wharf with his stories about the city. Sparla smiles with satisfaction and calls after his guests: ‘Viel Spaß, schöner Tag!’



ARIE VAN DER LAAN (1937)

photographed here in the Barbizon Palace) is a retired concierge and a member of the Comité der Wijzen of De Gouden Sleutels. In 1955 he began working as a chasseur (messenger boy) in Hotel De L’Europe. In 1964 he became a concierge and later head concierge until he retired in 1995 after 40 years of service. Most important lesson: ‘Everyone has some good and some bad, a hard side and a soft side. That balance can be adjusted.’

Concierges’ networks go further than just restaurants, and further than sending packages and finding laptop adapters. Transportation, Ajax tickets, guest lists for popular nightclubs, bull semen; Wigman describes it just as Monsieur Gustave could have put it: ‘I can do everything except bear children for you.’

NEW IN SEASON

MUST *haves*

JAEGER- LECOULTRE REVERSO À ECLIPSE – VAN GOGH SUNFLOWERS

P.C. HOOFTSTRAAT 102

2015 marks the 125th anniversary of the death of Dutch post-impressionist painter, Vincent van Gogh. To commemorate this occasion, Gassan, Jaeger-LeCoultre and the Van Gogh Museum in Amsterdam are presenting a limited edition of the Reverso à Eclipse watch featuring Van Gogh's iconic Sunflowers on the dial, in homage to the Dutch master. Price on request.

GASSAN.COM



SHOEDICTION

OUDE SPIEGELSTRAAT 3

In this Fall/Winter collection you will find a revival of rich tones such as bordeaux red, deep blues and olive greens. At Shoediction you will find an exclusive collection of shoes and accessories from leading high-end brands. Like the Etro pumps; a sophisticated and timeless pair that will give some extra shine to your winter wardrobe.

SHOEDICTION.NL



FAB

HARTENSTRAAT 7 | FAB.NL

Fab presents this winter with a new line of bags specially designed for hip students and ambitious starters. The Young Professional bag comes in cognac and black with stars lining. Perfect for your laptop or iPad; in addition, multiple storage compartments and a long, adjustable strap. Price: 179, -



NOOSA-AMSTERDAM

LINHARD | VAN BAERLESTRAAT 50 | LINHARD.NL

NOOSA-Amsterdam empowers women to embrace their strength, follow their dreams and reveal their true selves to the world. They champion authenticity through the creation of beautiful accessories as unique as the women who wear them. NOOSA favors originality and embrace fair creation: the pieces are handcrafted from high-quality, natural materials. Available at Linhard Amsterdam.

KINGDOM BY THE SEA

BY MARK ZEGLING

Did you know that the Delfware replicas of houses KLM Royal Dutch Airlines is presenting for many years are the homes of courageous pioneers, talented artists and innovative entrepreneurs.

Kingdom by the Sea offers an exclusive peek into the lives of these people, who made their mark on Dutch history; royalty, Rembrandt, Anne Frank, Mata Hari and many others.

LITTLEKINGDOMBYTHESEA.NL



BEATS BY DR. DRE STUDIO WIRELESS HEADPHONES

APPLE STORE | LEIDSEPLEIN 25

With the Beats by Dr. Dre Studio Wireless over-ear headphones the music on your phone can truly roam free. The Bluetooth stays connected up to 30 feet away so you easily move about and keep the music going. Take calls, skip songs, and change the volume right from the headphone. Silence the noise from your daily commute or the drama from your loud neighbors.

APPLE.COM



HELLO AMSTERDAM CITYGUIDE

HELLOAMSTERDAM.NL

Hello Amsterdam – CityGuide is all about cultural activities, the best restaurants and bars, vibrant neighbourhoods and Amsterdam's most unique shops. The handy pocket size guide is full of insider tips for what to do and what to see in the world's greatest city. Hello Amsterdam – CityGuide is available for €12,50 via the city's best hotels and shops.

OSKA

WILLEMSPARKWEG 71
& PRINSENSTRAAT 18

OSKA Fall/Winter is inspired by irregularly folded paper, origami techniques and a play of light and shadow. Vivid digital prints arise from an artistic play of folded looks. Feminine naturals as taupes, cinnamon and rose complement the matt green and navy blue. An exciting combination of materials: woolly, flowing, hairy, smooth, sporty and delicate.

NL.OSKA.COM



JOE MERINO

KERKSTRAAT 169

Meet Joe Merino. Joe is a rocking new Dutch knitwear concept. Exclusively selling mens' luxury Merino wool sweaters, Joe believes in quality and simplicity. Joe's fine woolen sweaters are praised for their wearing comfort and extreme softness. The collection consists of a select number of carefully designed models, in a staggering range of colors. All in 100% extra fine Merino wool. For the man who chooses convenience, without making concessions to style.

JOEMERINO.NL





SPIEGEL KWARTIER

Amsterdam's Spiegelkwartier (literally: 'mirror quarter') is an absolute must for lovers of art, antiques and curiosities: the area has been at the heart of the Dutch art and antiques trade for over 80 years.

EDITOR **FLORIS MÜLLER**
PHOTOGRAPHER **NIELS STAVORINUS**
ILLUSTRATOR **SASKIA RASINK**

If you collect antiques or modern art, the Spiegelkwartier is the place to go. Just across the bridge opposite the Rijksmuseum you will find this historic neighbourhood with its typical old Dutch houses. This area has been the heart of the national art and antiques trade for the past eighty years and has a friendly, relaxed atmosphere. There are few places in the world where you will find such a stunning variety of art and antiques.

Amsterdam's Spiegelkwartier is an absolute must for lovers of art, antiques and curiosities; the area has been at the heart of the Dutch art and antiques trade for over 80 years. Exploring the historic Spiegelkwartier is easy to combine with a visit to the Rijksmuseum, Van Gogh Museum or the Stedelijk Museum – all three are within easy walking distance.

Over seventy specialised art and antique dealers offer a wide variety of objects, ranging from archeological finds to 17th century furniture, glass and Dutch Delftware, from Oriental art to Art Nouveau, from tribal art to contemporary art, from old medical instruments and clocks to jewellery and, last but not least Cobra paintings and old masters. On the other hand, if you are looking for modern art, the area features the best of contemporary Dutch Realism in magnificent paintings and gorgeous modern silver, and authentic Warhol, Chagall and Karel Appel.

The Spiegelkwartier has always been Holland's most well-known art district, attracting thousands of museums and collectors every year. But the shops, galleries and studios on Nieuwe Spiegelstraat, Kerkstraat, Spiegelgracht, Keizersgracht, Prinsengracht and Weteringschans offer much more than just art; the quarter is the centre of a vibrant community open not only to the elite, but to all art lovers and other tourists. It invites you to enjoy historic masterpieces, contemporary and tribal art, antiques, fashion and the most delicious dishes, coffee and tea in the country.

Amsterdam's Spiegelkwartier is an absolute must for kickoff of the cultural season in the Spiegelkwartier. Over 30 antiquairs and galleries will show their latest acquisitions and have special exhibitions.





SPIEGEL. *kwartier*

A WORLD OF ART & ANTIQUES

SPIEGEL. *k*wartier

A WORLD OF ART & ANTIQUES



THE PUBLIC GALLERY OF ART

NIEUWE SPIEGELSTRAAT 39 | PUBLICHOUSEOFART.COM

According to the company's manifesto, art is for all; to disrupt not to bankrupt, to move to shock, to offend or to carry home and put in the living room. The Public House of Art is not a gallery; it's an exciting meeting place of different artists like Jenny Boot, Henri Sanders, Barbara van den Berg, Eric Guo and Andrei C. Petrescu. The Public House of Art is a place to be amazed and to be inspired. Check the attractive website for more information on artists and shows.

THE PUBLIC HOUSE OF ART OPENS IN OKTOBER

GALLERY





GALLERY

VILLA DEL ARTE GALLERY

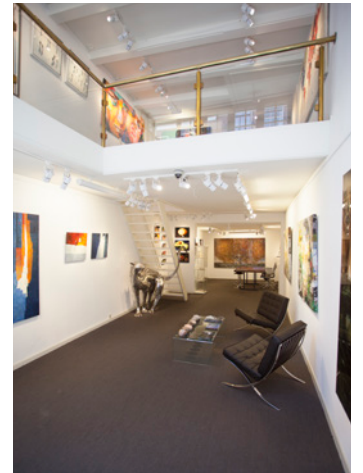
NIEUWE SPIEGELSTRAAT 38 | VILADELARTE.COM

Villa del Arte Gallery is a real pearl to be found amongst the galleries and antique shops of the Spiegelkwartier. This gallery stands out with top-quality works of locally and internationally acclaimed artists, presenting contemporary art such as paintings, photography and sculpture. Clients from abroad can have their purchased art shipped to their door, insured and with the best care guaranteed. Regularly changing exhibits at Villa del Arte keep the collection diverse and refreshing for both local and foreign visitors.

OPEN DAILY 11.00 – 18.00



GALLERY



KUNSTZALEN A. VECHT

NIEUWE SPIEGELSTRAAT 40 | VECHT-WORKSOFART.NL

Kunstzalen A. Vecht has been around for over 100 years. The business is well known among both museums and private collectors for its eclectic collection, and is a highly regarded partner of the TEFAF-Maastricht art fair. Kunstzalen A. Vecht deals in European sculpture, old glass work, Asian art and modern paintings, varying in price from 500 euro to over half a million. Come by to find an esthetical, rare, important or just surprising object or painting. The team at Kunstzalen A. Vecht is happy to show you around.

MONDAY – SATURDAY 11.00 – 18.00

SPIEGEL. kwartier

A WORLD OF ART & ANTIQUES

GALLERY



GILIAN ORIGINALS

NIEUWE SPIEGELSTRAAT 46 | GILIANORIGINALS.NL

The owner and founder of Gilian Originals works from her atelier and store in Amsterdam but frequently visits Ibiza for inspiration. The design of her handmade golden jewellery made with precious stones is accordingly influenced by Dutch and hippy culture. The rings and necklaces of Gillian Originals are colourful but also sophisticated and feminine. Though the collection is of exceptional quality the store manages to stay very affordable.

WEDNESDAY – FRIDAY 11.00 – 17.00 | SATURDAY – SUNDAY 12.00 – 17.00

JEWELRY



SO ART GALLERY

NIEUWE SPIEGELSTRAAT 46 HS | SOART.NL

This modern art gallery specializes in art and master prints, paintings, drawings and sculptures in a wide variety from the 1900's till the present. The art house offers works of Picasso, Miró, Dali, Marini, Warhol, Zadkine, Matisse, Corneille, Heyboer, Koons and many others. Founder and owner Cornelis

Claudius Spruyt Veas and his team advise both commercial as well as private collectors and others. Good to know: So Art exports purchases all over the world. The store takes care of handlings, custom-made packaging and guarantees a safe delivery at your home.

OPEN DAILY 11.00 – 17.30



ROBERT SCHREUDER ANTIQUAIR

NIEUWE SPIEGELSTRAAT 48 | ROBERTSCHREUDER.NL

Visit Robert Schreuder's small and enchanting antiques shop, which will take you back to the world of 18th- and 19th-century Grand Tour travellers on their way to Rome or Paris. Treat yourself to a beautiful neoclassical statue or watercolour that will perfectly adorn a modern loft as well as the study of a Georgian townhouse. Or choose from among the selected pieces of fine furniture, objets d'art, chandeliers, candlesticks and out of the ordinary objects on offer that will most likely steal your heart.

THURSDAY – SATURDAY 11.00 – 18.00



ART & ANTIQUES



ART & ANTIQUES



FRIDES LAMÉRIS ART & ANTIQUES

NIEUWE SPIEGELSTRAAT 55 | FRIDESLAMERIS.NL

Frides Laméris Art & Antiques offers a magnificent collection of glass from as early as the Roman times until 1800, as well as Asian porcelain and Dutch ceramics. Come by to learn more about the items, their stories and the traditions behind these delicate pieces of art, usually only displayed in museums; but here you can touch and sometimes even try them. In the weekend of the 26th of September Frides Laméris exhibits a new collection of unique 16th and 17th century glass and presents its latests catalog 'Passion for Glass'.

MONDAY 13.00 – 18.00 | TUESDAY – SATURDAY 10.00 – 18.00

Mh



Johannes Vermeer,
Meisje met de parel,
c. 1665

*Johannes Vermeer,
Girl with a Pearl Earring,
C. 1665*

Mauritshuis
The Hague

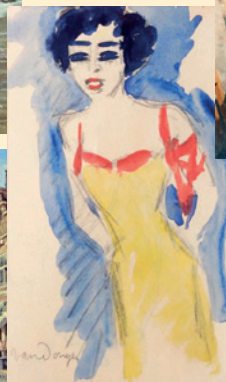
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Dutch and Flemish Old
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Rembrandt etchings;
Romantic and Hague
School, Dutch impres-
sionism: 19th-20th century;

Paintings - Drawings - Prints - Watercolours

Purchase - Consignment - Research - Lectures - Valuations and Restorations

French Pre- and Post-
Impressionism: 19th - 20th century;
Soviet Realism and Impressionism;
International Modern Art: 20th - 21st c.

BRUIL & BRANDSMA

WORKS OF ART
NIEUWE SPIEGELSTRAAT 68 | BB-ART.COM

In 1995 Rob Bruil and his associate Marieke Brandsma started a shop specializing in Dutch folk art, but gradually they expanded their focus as business grew. Nowadays B&B's (Bruil and Brandsma) broad collection not only includes Dutch furniture, glasswork, ceramics, sculptures and paintings, but artefacts from the European Renaissance (ranging from the 1600s to the 18th century) as well. The restoration-studio frequently assists museums and big collectors. Beautiful works of art tell a story, the owners say. Come in and experience that story.

TUESDAY – SATURDAY 11.00 – 18.00



INEZ STODEL

NIEUWE SPIEGELSTRAAT 65 | INEZSTODEL.COM

Inez Stodel, renowned for her extraordinary eye and taste, has specialized in jewels for over 50 years. She has been joined in the business by her daughter, Leonore van der Waals. In their shop you will find a broad collection of elegant and original jewels ranging in date from antiquity to the 1970s. In the collection you will find signed jewels made by grand houses as Cartier & Van Cleef & Arpels, as well as pieces by famous designers as Carlo Giuliano and Alexis Falize. Also, if you are in search of your perfect jewel Stodel and Van der Waals will find it for you.

TUESDAY – SATURDAY 10.00 – 17.00

SPIEGEL. *k*wartier

A WORLD OF ART & ANTIQUES

LAMBIEK

KERKSTRAAT 132 | LAMBIEK.NET

Visit Europe's oldest yet most entertaining comic book store (founded in 1968). Browse through new and antique comic books, prints and original drawings, best sellers and unique pieces of art found nowhere else. Stripwinkel Lambiek is the place to be for fans of the comic book lifestyle, producers and anyone looking for an original present or comic memorabilia. The complete collection of the packed store can be found online as well. The site also offers a complete so-called Comiclopedia with information on thousands of illustrators and comic books.

MONDAY – FRIDAY 11.00 – 18.00
SATURDAY 11.00 – 17.00 | SUNDAY 13.00 – 17.00

SHOP



COFFEE BAR



BOCCA

KERKSTRAAT 96 | BOCCA.NL

Amsterdam's centre of the arts is close to the absolute mecca for coffee lovers: Bocca. Inspired by their love of good food and honest work, brothers Menno and Tewis Simons serve a unique cup of pleasure. Located on Kerkstraat Bocca is the only brand in the market that controls all parts of the production: from the selection to the sales, shipping, roasting and packaging. All types of beans, cups and other coffee accessories can be found on the company's website as well as the so-called coffee subscription with which you can have the unique coffee sent to your home address on a regular basis.

TUESDAY – SATURDAY 09.00 – 18.00

BIKE RENTAL



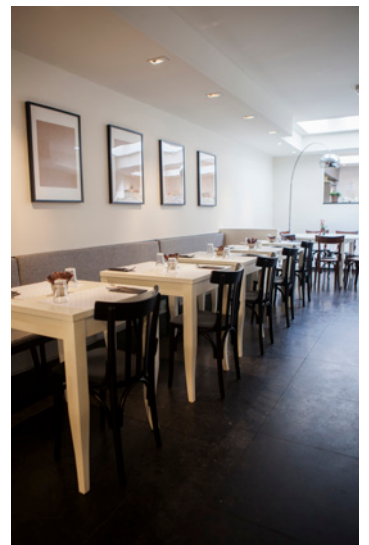
MIMI LATTERIA MILANESE

KERKSTRAAT 148

Visiting MiMi feels like going back to 1950s Italy. The shop is inspired in both its products as well as its interior by Milanese latterias – small grocers that specialize in milk and dairy products and many small-sized dishes and sweets. Start your day in Amsterdam with an espresso or cappuccino and a dolce, a typical Italian sweet mini-muffin, a home-baked cookie or a brioche. You'll feel like you're in Italy and the Netherlands at the same time. Buongiorno, goedemorgen!

OPEN DAILY 08.00 – 22.00

FOOD



MIKE BIKE TOURS

KERKSTRAAT 134 | MIKESBIKETOURSAMSTERDAM.COM

Getting around in Amsterdam is best done by bike. For that, Mike's Bike is the place to be. Here you can easily join multiple scheduled bike tours, rent bikes and find lots of bike accessories like bike bags, bells, saddles, seat covers, rain ponchos, locks and lights and 2nd hand bikes for sale. The store is open 7 days a week and also offers the well-known Amsterdam caps, hats and gloves from "Robin Ruth". Mike's is open from 9 to 6 from March to October. In winter the store opens an hour later.

OPEN DAILY 09.00 – 18.00



SPIEGEL. *kwartier*

A WORLD OF ART & ANTIQUES



JOE MERINO

KERKSTRAAT 169 | JOEMERINO.COM

Joe Merino is a store like you've never seen before. Its founders and designers offer you the perfect fit pullover. The store on Kerkstraat has one model in 50 different colours and six sizes. It's perfect for a rainy day in Amsterdam or to take home. You can also select the pullover of your liking online; the store delivers worldwide. Apart from its signature pullover collection, Joe Merino produces luxury knitwear for men, sportswear, outdoor pullovers, socks, scarves and t-shirts. All items are Dutch and of the best quality.

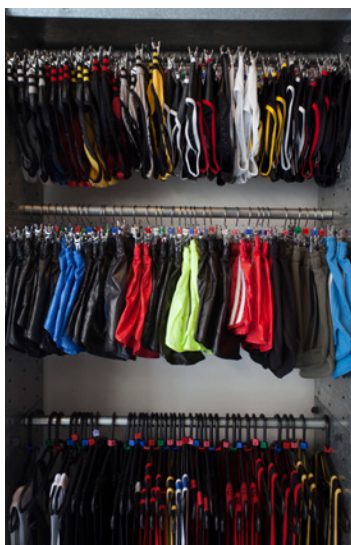
MONDAY – FRIDAY 10.00 – 18.00
SATURDAY 11.00 – 17.00 | SUNDAY 12.00 – 17.00

BLACK BODY

KERKSTRAAT 173 | BLACKBODY.NL

Black Body is one of the most well-known boutiques for fetish wear and accessories for men in Europe, and maybe even the world. The 20-year old store, located on Kerkstraat near Leidseplein is focused not only on gay but also straight men with a love for rubber, leather, neoprene, underwear, sportswear and swimwear. Black Body offers brands like Black Body, Boxer Barcelona, Mister B, Barcode Berlin, CellBlock 13, Andrew Christian and Invincible Rubber. All items, including toys, boots, masks and more, are also available on the shop's convenient web store.

MONDAY – SATURDAY 11.00 – 19.00
SUNDAY 13.00 – 18.00



One-stop shops for cool things to have



MATTER OF MATERIAL KERKSTRAAT 163 | MATTEROFMATERIAL.COM

This inspiring store, specialized in Dutch designed contemporary applied arts, focusses on the use of material, tradition in manufactory and high quality design. Every item offered is surprising, yet familiar. Matter of Material offers a personal selection of contemporary craftsmanship and applied arts of designers like Christien Meindertsma, Scholten & Baijings, Studio Job, Hella Jongerius, Lex Pott, and Aldo Bakker. The store also has a unique collection of works of promising new artists. A great contribution to the diversity of the art district.

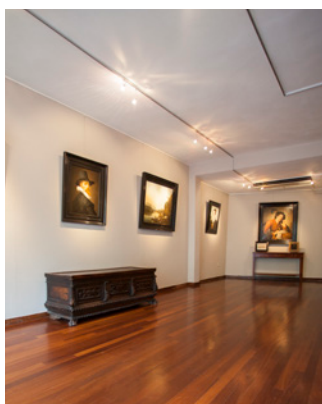
TUESDAY – SATURDAY 11.00 – 18.00 | SUNDAY 13.00 – 17.00

SPIEGEL *k*wartier

A WORLD OF ART & ANTIQUES

HELLO
AMS
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GALLERY



SALOMON LILIAN

SPIEGELGRACHT 5 | SALOMONLILIAN.COM

Salomon Lilian specializes in Dutch and Flemish seventeenth-century paintings. It is recognized as one of the leading international dealers and experts in the field. In addition to offering select paintings, Salomon Lilian provides evaluations, consultations, as well as research and curatorial services to private collectors and institutions alike. Salomon Lilian has a second gallery in Geneva and it exhibits at the TEFAF art fair in Maastricht and at Frieze Masters in London. Make an appointment to visit the gallery in Amsterdam.

BY APPOINTMENT ONLY



TEA ROOM



FOUR LEAVES

SPIEGELGRACHT 21 | FOURLEAVES.NL

Wilfred Herijgers is the driving force behind Four Leaves, a lovely store and tearoom where visitors can have a luxury tasting of one of the many flavoured and unflavoured teas. Have your cup of tea expertly prepared and served in the salon on the second floor. Get the taste? Well, why not take some back home with you? Four Leaves offers one of Europe's most exclusive teas from the Parisian luxury brand THEODOR. The store also exclusively sells a selection of sweets from esteemed Belgian chocolatier Pierre Marcolini.

TUESDAY – SATURDAY 11.00 – 18.30 | SUNDAY 12.00 – 18.30



LASEUR ANTIQUAIRS

SPIEGELGRACHT 19 | LASEUR-ANTIQUAIRS.NL

For almost 50 years Laseur Antiquairs has been one of the most respected antiquaries on Spiegelgracht. The store of Hans Laseur specialises in antique Dutch silver, Chinese porcelain and Art Nouveau. Laseur has a world-famous collection Rozenburg Den Haag eggshell porcelain of which the quality is outstanding. The Amsterdam school is represented at Laseur by hanging lamps in glass and lead. Laseur Antiquairs' art glass is of Gallé, Loetz and Daum. The store's blue and white Chinese porcelain is from the Kang-Shi period.

OPEN DAILY 11.00 – 17.00

ART & ANTIQUES



CHAGALL-GALLERY WUYT

SPIEGELGRACHT 32 | CHAGALL.NL

According to world-famous art critic Robert Hughes, Marc Chagall is 'the quintessential Jewish artist of the 20th century'. And he's right.

The early modernist is associated with many artistic styles, creating works in virtually every artistic spectrum. Galerie Wuyt has the largest collection of original etchings, woodblocks and stone-lithographs.

Browse through the work of Chagall to find a unique souvenir or valuable original work. The Gallery houses over a thousand pieces of art. A treasure for everyone who loves the French-Russian artist.

WEDNESDAY – SUNDAY 10.00 – 17.00



SPIEGEL. kwartier

A WORLD OF ART & ANTIQUES



SALOMON STODEL

SPIEGELGRACHT 11 | SALOMONSTODEL.COM

A unique one-hundred-and-forty-six-year-old antique dealer that is best described with the French word 'Generalist'. Salomon Stodel buys and sells a wide range of rare antique objects such as French furniture, baroque sculptures, Italian majolica and Dutch Delftware. The store is the true centre of the Amsterdam and European art world. That's why museums and collectors have always been clients of the Stodel company. The company is one of the founding partners of the world-famous Maastricht fair TEFAF and the national Dutch antique fair PAN.

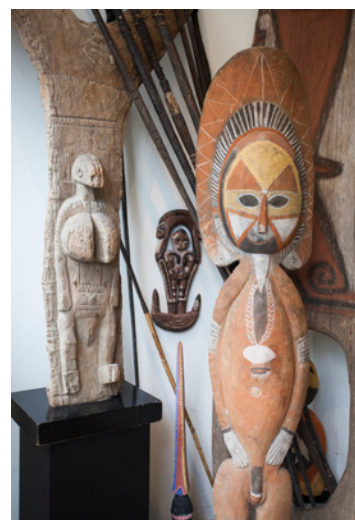
MONDAY – FRIDAY 10.00 – 17.30
SATURDAY 12.00 – 18.00

TRIBAL DESIGN

SPIEGELGRACHT 8 | TRIBALDESIGN.NL

After 15 enjoyable years in de Nieuwe Spiegelstraat, Tribal Design has moved to a magnificent, spacious gallery on “the sunny side” of the Spiegelgracht. Situated a stone's throw from the newly refurbished Rijksmuseum, Spiegelgracht 8 is in the center of Amsterdam's vibrant antiques quarter. At Tribal Design you can find a large selection of masks, statues, body ornaments and objects of daily use from all over Oceania, Africa and Indonesia. The carefully selected collection of authentic tribal art attracts collectors, museums and interior decorators worldwide.

MONDAY – FRIDAY 11.00 – 17.30
SATURDAY 11.00 – 17.00





DAM GOOD SOUVENIRS

Dam Square Souvenirs
is the place for a
top-quality gift
from Holland



An unforgettable shopping experience at Dam Square 17-19



SPIEGEL *kwartier*

A WORLD OF ART & ANTIQUES



REFLEX AMSTERDAM

WETERINGSCHANS 79A | REFLEXAMSTERDAM.COM

Probably the first place you see when leaving the Rijksmuseum for the canals is Reflex Art Gallery. This spacious and light gallery started as a family business in the mid-1980s exhibiting and working with modern masters. Ten years ago the gallery opened a new space solely to represent and exhibit internationally established artists as well as emerging talents. Reflex Art Gallery organizes 6 solo shows and themed group exhibitions per year, featuring artists like Nobuyoshi Araki, Harland Miller and Daido Moriyama.

TUESDAY – SATURDAY 11.00 – 18.00





ZAZARE DIAMONDS

WETERINGSCHANS 89 | ZAZAREDIAMONDS.COM

Right in front of the main entrance of cultural palace the Rijksmuseum you find one of the most exciting diamond exhibitions around. Zazare Diamonds invites you to its brilliant world of wonders. Travel back to a time when the precious stones were merely rock. See the highly qualified polishers working on the most beautiful jewellery. Marvel at the unique Zazare Diamond, carved with 257 facets (that's 201 more than an 'ordinary' brilliant). And find the ideal present for you or your wife (to be).

OPEN DAILY 10.00 – 18.00



FAMOUS AUCTION HOUSE

LIJNBAANSGRACHT 291 | FAMOUSAUCTIONHOUSE.COM

Famous is an art, books and collectibles store in Amsterdam, located in the heart of the city's art district. It offers a permanent collection of unique work of Damien Hirst, Takashi Murakami and Yoshitomo Nara and collectables like golden records, signed photographs, lithographs, special edition books and clothing. How about a scarf worn by Jimi Hendrix, a signed art book of David LaChapelle or a limited edition photograph and teddy bear of Terry Richardson? Famous regularly organizes auctions of memorabilia and art.

TUESDAY – SATURDAY 11.00 – 18.00



SPIEGEL. *kwartier*

A WORLD OF ART & ANTIQUES

MUSEUM



MUSEUM OF BAGS AND PURSES

HERENGRACHT 573 | MUSEUMOFBAGSANDPURSES.COM

With a collection of over 5,000 bags and purses The Museum of Bags and Purses provides an incredible overview of the history of Western ladies bags. The largest collection of its kind gives you a complete story of fashion, art, customs, techniques and materials. Check the website of Museum of Bags and Purses to learn more about exciting exhibitions by contemporary Dutch and international designers. Until Januari the 3rd, you can visit the exhibition Black and White: the dresscode of a lifetime. There's even a little black dress from Chanel! Found a bag to your liking? Why not take it home with you? The museum shop has a wide array of handbags, accessories and gift items.

OPEN DAILY 10.00 – 17.00





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**BATAVIA STAD
FASHION OUTLET**

BATAVIASTAD.COM

SPIEGEL. *k*wartier

A WORLD OF ART & ANTIQUES

ASTAMANGALA

KEIZERSGRACHT 574 | ASTAMANGALA.COM

Astamangala founder Sjoerd de Vries is educated as both art historian and Tibet-ologist. He frequently travels to the Himalayan region to examine local culture and unique art and antique. In his one of a kind store on the prestigious Keizersgracht Astamangala

De Vries offers a large collection of thangkas, sculptures in wood, bronze and copper repoussé, ritual objects, book covers, furniture, rugs and textiles from Tibet, Nepal, Bhutan and Mongolia. And art from Nepal and India, especially bronzes, miniature-paintings on paper and textiles.

TUESDAY – SATURDAY 12.00 – 18.00



FASHION



LA DOYENNE VINTAGE

KEIZERSGRACHT 600 | LADOYENNEVINTAGE.COM

Whether you're looking for a little black dress, a vintage Chanel bag, a Hermès scarf or custom jewellery, La Doyenne Vintage is the place to be. It's the sort of shop you'll wish you could keep a jealously guarded secret. This luxury vintage boutique – a paradise for lovers of haute couture, vintage and beautiful things – oozes French elegance. La Doyenne sells brands like Chanel, Dior, Yves Saint Laurent, Louis Vuitton, Hermès, Pucci and many others, from the 1920s onwards. All items are carefully handpicked and in perfect condition.

OPEN DAILY 11.00 – 19.00

BUFFET VAN ODETTÉ

PRINSENGRACHT 598 | BUFFET-AMSTERDAM.NL

Since 1998, when it opened its doors on the canals, Bufette van Odette (Odette's Buffet) has grown into one of the city's most cherished places for breakfast, lunch and dinner. It uses only the best locally grown ingredients: fish from Frank's Smokehouse, bread baked by Hartog's Volkoren, meat, cheese and vegetables from the famous Lindenhoff farm and coffee from local icon Bocca. Enjoy the beautiful terrace with a stunning view of the Prinsengracht or the stylishly decorated dining room inside.

TUESDAY – SATURDAY 11.00 – 18.30
SUNDAY 12.00 – 18.30



FOOD



GALLERY



GALERIE STROUS

PRINSENGRACHT 582 | GALERIESTROUS.NL

Dutch artist Leon Strous is known in the Netherlands and abroad for his detailed sculptures made of fine clay. The artist even has a permanent place in the commission ceramics of the World Art Games that took place in 2014 in Croatia. His dynamic works of art balance between reality and abstraction and are made with a lot of humour. In this specialized gallery completely dedicated to Strous visitors can not only admire the artist's work but also see Strous at work.

MONDAY – SUNDAY 12.00 – 17.00

SPIEGEL. *k*wartier

A WORLD OF ART & ANTIQUES

HELLO
AMS
.NL

A.A. KNOOP

ANTIQUES, DECORATION & FINE ARTS
PRINSENGRACHT 811 | AAKNOOP.NL


Located on the Prinsengracht, just around the corner of Spiegelgracht, A.A. Knoop offers a wide variety of Asian antiques from the Han, Northern Qi, Tang and Ming dynasties. The unique gallery has a wide collection of authentic family portraits.

A.A. Knoop also offers beautiful European antiques from the 17th, 18th and 19th century. Just looking for a present or something for the ambience of your house? A.A. Knoop is an exclusive dealer of the scented candles and room sprays of Cire Trudon (the 4-century-old French candle maker).

FRIDAY – SATURDAY 11.00 – 18.00 | OTHER DAYS BY APPOINTMENT



INDEX

- 
- 01 The Public Gallery of Art
Nieuwe Spiegelstraat 39
 - 02 Villa Del Arte Galerie
Nieuwe Spiegelstraat 38
 - 03 Kunstzalen A. Vecht
Nieuwe Spiegelstraat 40
 - 04 So Art Gallery
Nieuwe Spiegelstraat 46hs
 - 05 Gilian Originals
Nieuwe Spiegelstraat 46
 - 06 Robert Schreuder Antiquair
Nieuwe Spiegelstraat 48
 - 07 Frides Laméris
Nieuwe Spiegelstraat 55
 - 08 Bruil & Brandsma Works of Art
Nieuwe Spiegelstraat 68
 - 09 Inez Stodel
Nieuwe Spiegelstraat 65
 - 10 Bocca
Kerkstraat 96
 - 11 Lambiek
Kerkstraat 132
 - 12 Mike Bike Tours
Kerkstraat 134
 - 13 Mimi Latteria Milanese
Kerkstraat 148
 - 14 Matter of Material
Kerkstraat 163
 - 15 Joe Merino
Kerkstraat 169
 - 16 Black Body
Kerkstraat 173
 - 17 Tribal Design
Spiegelgracht 8
 - 18 Salomon Stodel
Spiegelgracht 11
 - 19 Laseur Antiquairs
Spiegelgracht 19
 - 20 Salomon Lilian
Spiegelgracht 5
 - 21 Four Leaves
Spiegelgracht 21
 - 22 Chagall Gallery Wuyt
Spiegelgracht 32
 - 23 Reflex Amsterdam
Weteringschans 79A
 - 24 Famous Gallery
Lijnbaansgracht 291
 - 25 Zazare
Weteringschans 89
 - 26 Tassenmuseum
Herengracht 573
 - 27 Astamangala
Keizersgracht 574
 - 28 La Doyenne Vintage
Keizersgracht 600
 - 29 Buffet van Odette
Prinsengracht 598
 - 30 Galerie Strous
Prinsengracht 582
 - 31 A.A. Knoop
Prinsengracht 811
 - 32 Douwes Fine Art
Stadhouderskade 40

Hospitality entrepreneurs

MATAN & TAMIR SCHABRACQ

‘It’s all about beneficence’

EDITOR TOM KELLERHUIS PHOTOGRAPHER SABRINA BONGIOVANNI

Matan and Tamir Schabracq (37) have been working in the hospitality industry since they were fourteen. Since then they have grown from dishwashers and doormen into successful entrepreneurs with a handful of successful hospitality businesses in the city.

The identical twin brothers Matan and Tamir have been successfully active in Amsterdam’s hospitality industry since 2010. Business is booming at Hannekes Boom, Bloemenbar, Cannibale Royale, Disco Dolly and De Vergulden Eenhoorn. “In all of the businesses we always work with two partners: Thomas Anderiesen and Pim Evers and in each of the ventures the four of us work with only one other partner.”

How long have you guys been in the hospitality industry?

“We started out as dishwashers when we were just 14 years old. And we were 18 when we started working at the old Sleep-Inn in Amsterdam East. We worked at the door as doormen.”

Did you two dream of having your own business early on?

“Tamir built up our doorman business as much as possible. He leased toilets and coatrooms from dance clubs. That was a fantastic business. We worked only on Friday and Saturday and earned just as much as people who worked 9 to 5 all week.”

At a certain point you both stopped working as doormen.

“Drugs entered the scene, making the work harder and less fun. But that’s not why we stopped. We just wanted to move on.” Matan lived in Bombay where he set up some hospitality businesses. And Tamir was busy renovating houses in Amsterdam and later in Bali. In 2011, Matan became involved in creating Hannekes Boom with three other young guys. “We had just won

a competition initiated by the city council for which we were awarded the right to develop the land where Hannekes Boom now stands. Hannekes Boom became a huge success.”

People often say: don’t go into business with friends.

“That’s true. That’s why it is important to make good agreements and never start a business in debt. We ran into a business that was not going well: Dansen bij Jansen, an institution that has been around since 1977. We were also established in 1977. We spent half of our adolescence there: first dates, first girlfriends, and first times drunk.”

Thus you did it purely for nostalgic reasons?

“No, it just came our way. We already had the Bloemenbar and Dansen bij Jansen was next to it. It was about to be taken over by a fraternity and the deal was almost final but we didn’t want that kind of atmosphere next to us. So we acted very quickly. That was the flipside of the recession. A lot was happening in the hospitality scene. If a business was not doing well, it was easy to acquire. And if the rent is not too high, you have a good deal. That’s how we were able to get Bloemenbar and Cannibale Royale for a good deal. Both businesses were run poorly but we believed in the locations. That’s the really cool thing: having three establishments right next to each other. And no, they don’t compete with each other. The Bloemenbar is a late-night pub, at Cannibale Royale you can eat and drink and Disco Dolly is a dance club. The beautiful thing is that they perfectly overlap. These establishments are on Handboogstraat, which was really dead before. Now it’s bustling with activity.”

Do you have an explanation for this success?

“Our place is open to everyone. The beer in all our establishments costs 2.20 euro, and that’s significantly lower than in the rest of the city, where you pay 2.60 or 2.80 euro. And I’m not going to make an advertisement for the brand but we have rather good





HANNEKES BOOM



CANNIBALE ROYALE



BLOEMENBAR



HANNEKES BOOM



DE VERGULDEN EENHOORN



CANNIBALE ROYALE - RUYSDAEL

beer. Even at Disco Dolly our door policy is very relaxed. That said, we would still turn away a group of drunken Englishmen or a bachelors party dressed as bananas. But we also want to avoid the opposite. If people want to have a bottle of champagne: sorry you'll have to go elsewhere. Our way of doing business, which involves working with lots of friends, is also a great way of bringing in lots of people. But we hate it when people say: oh your places are so hip. That is really the last thing that we want. Our places have to be somewhere we would like to be when we go out."

What do you think about the current state of the hospitality industry in Amsterdam?

"You have to be very careful these days. If you have someone in your place who makes a mistake, you might have to shut down the place. In 2012 Hannekes Boom received the most complaints of anywhere in Amsterdam. Law enforcement visited 262 times. We had neighbors that complained. Trying to avoid the visits from law enforcement was so demotivating. In the last three and a half years I have often been at the point where I just want to throw in the towel. Seriously, in Amsterdam they make it so hard for you. If the business doesn't go well you are vilified. And if it does go well you're considered an opportunist and a capitalist. Hannekes Boom was an initiative of the city, and it's very successful, in a place that was only used by drug dealers and prostitutes before. And now we hear: commerce over peace and quiet in the city center. That's when I think: Jesus, you live in Amsterdam. Move out to the countryside if you want peace and quiet.

Mayor Eberhard van der Laan said recently: you can occasionally reward the business owners who are doing well. Because it is important to remember that it's the entrepreneurs that keep everything going here."



In what way are you operating differently from others?

"In the hospitality industry it's all about beneficence, allowing everyone to have their fair share. It's important not to disrespect your personnel by paying minimum wages, as many other entrepreneurs in the industry do. You need to involve the staff in the business as it develops and give them a share in the success of the business."

HANNEKES BOOM

DIJKSGRACHT 4 | +31 (0) 020 419 9820 | HANNEKESBOOM.NL

Hannekes Boom is a unique bar and terrace on the banks of the Oosterdok, built from salvaged and recycled materials. The medium-sized, earthy building has an extremely cozy feel with endearing little lights dangling from the ceiling. On hot days, the enormous terrace is packed with sunbathers at picnic tables having a beer or preparing a BBQ. It's also popular in winter, when people head inside to curl-up in comfortable chairs in front of the open fire, enjoying the organic food and occasional live music.

CANNIBALE ROYALE

HANDBOOGSTRAAT 17 | +31 (0) 20 233 7160 | CANNIBALEROYALE.NL

At late-night meat-and-beer restaurant Cannibale Royale you can eat burgers until 3 am, which is perfect because it's right next to the Bloemenbar and Disco Dolly. The interior has nice details such as old, weird family photos, dolls hanging on ropes from the ceiling and old clocks. The Cannibale Royale burger is its signature dish: a pulled-pork burger served with sauerkraut, English cheddar, fried onions and bourbon-flavoured BBQ sauce on a wooden plate

DISCO DOLLY

HANDBOOGSTRAAT 11 | DISCODOLLY.NL

A club, a pub, a bar with a dance floor – whatever you want to call it, Disco Dolly is there for the young at heart, seven days a week. Risen from the ashes of near-legendary student haunt Dansen bij Jansen, Disco Dolly follows in the footsteps of its venerated predecessor by catering to the beer-thirsty with low prices, generous opening hours and a crowd-pleasing soundtrack of disco, funk, soul, boogie, house and hip-hop.

BLOEMENBAR

HANDBOOGSTRAAT 15 | BLOEMENBAR.NL

Bloemenbar is a cozy late-night bar. Open 7 days a week until 4am, and until 5am on Friday and Saturday. Bloemenbar has a cool ambiance and is decorated with a floral motif, befitting its name. Bloemenbar has a charming interior complete with old lamps, chintz sofas and funky art. Smokers can even relax in their glass-enclosed smoking room. If you're looking for a chill place to relax with some friends late into the evening, stop by Bloemenbar.

CANNIBALE ROYALE - RUYSDAEL

RUYSDAELKADE 149 | +31 (0) 20 23 35 860 | CANNIBALEROYALE.NL

Cannibale Royale opened a second location on Ruysdaelkade in April. This establishment will not be a late-night restaurant, but the concept remains otherwise unchanged. There will be delicious meat from the charcoal grill, good beer, fine wines, great music and the perfect atmosphere for good times. A nice bonus for this new location will be the large terrace and lunch menu.

DE VERGULDEN EENHOORN

RINGDIJK 58 | +31 (0) 20 21 49 333 | VERGULDENEENHOORN.NL

The historical monument De Vergulden Eenhoorn is a gem in the Eenhoorngebied. This old farm, established in 1702, is surrounded by the greenery in the middle of Amsterdam. It has been converted into a vibrant restaurant and a cozy cafe. There is a large picnic garden that is an oasis of calm where you can relax and enjoy local, delicious and wholesome food. Or would you prefer to eat in a cozy old cow barn? You'll feel right at home amongst the medley of guests; together you will enjoy a lovely day with delicious food and good selection of wines and beers.

CITY OF DIAMONDS

EDITOR FLORIS MÜLLER | PHOTOGRAPHER NIELS STAVORINUS

The history of Amsterdam runs parallel to that of the development of the worldwide diamond industry. Therefore, the Dutch capital can justifiably be called a city of diamonds. Here is a virtual tour of the most famous diamond factories in the city.

‘Welcome to brilliant Amsterdam’, a friendly guide greets a dozen tourists in a capital villa on the corner of Amsterdam’s Museum Square. Here Coster Diamonds has erected the city’s first Diamond Museum. The interest in the precious stones is overwhelming. This museum, like other big diamond exhibitions in town, is visited by thousands of tourists every day. Coster Diamonds is well prepared: the tour is in English. ‘Alternatively, we can explain everything about the history of diamond cutting and the production process in French, German, Italian, Russian, Chinese or any other language’, the guide assures her guests.

LANDMARK

‘Amsterdam is much more than just a city of cheese, flowers and bicycles’ explains an employee of The Mill, a diamond store located at a corner of Rokin in the centre of the city. ‘The capital profits a lot from the flourishing diamond trade’, he says. Unfortunately, not many Dutchmen know about that. According to him, this is because Amsterdam doesn’t have a real diamond quarter; no real visible landmark that points to its special position as a diamond city. In contrast, cities such as Antwerp, Milan and London have small diamond factories all clustered together in one central area.

FREE CITY

Such a quarter did exist though in Amsterdam. Once many hundreds of small diamond shops and factories were located around Waterloo Square. ‘It was a really vibrant community’, Gassan CEO Benno Leeser explained in an interview a couple of years ago. The square was the bustling centre of the former Jewish district of Amsterdam, which stretched from the Nieuwmarkt in the heart of the city to the streets in the Eastern part of town around the current Wibautstraat subway station.

‘Cutting, polishing and trading diamonds were so-called Jewish professions’, the director of the country’s largest diamond factory explains. In Amsterdam’s golden seventeenth century many Jews from Spain and Portugal found a place to live and work in Mokum [ed. Yiddish for ‘home’, and a nickname for Amsterdam].

DIAMOND CENTURY

‘Business was good’, a guide aboard a tour boat explains as he points to the impressive canal houses on the Nieuwe Herengracht and Nieuwe Keizersgracht. ‘From here commercial travellers brought the trade to all parts of the world’, he continues. ‘You could say that the diamond industry in cities like New York and London and parts of South America has its origin here, on the banks of the Amsterdam canals.’ ‘If the seventeenth century was Amsterdam’s Golden Age, the nineteenth century can surely be called the Diamond Century’, the tour guide says. As the flow of raw, uncut gems to the city increased, business exploded, he says. To control the market and stabilize prices, a so-called Diamond Exchange was created. In 1910 the organization opened its grand office at Weesperzijde. It was during this time that big diamond corporations erected their impressive steam factories for the industrial cutting of diamonds.

END OF AN ERA

Business had its sharp edges though. Work for the many thousands of independent diamond cutters didn’t come in regularly. This led to great poverty in the old Jewish quarter and throughout the city when trade halted. And then things got worse, much worse. During World War II, the Jewish community of Amsterdam was largely wiped out. And with it, most of the flourishing diamond tradition. The former Jewish quarter was demolished to make way for concrete construction. To

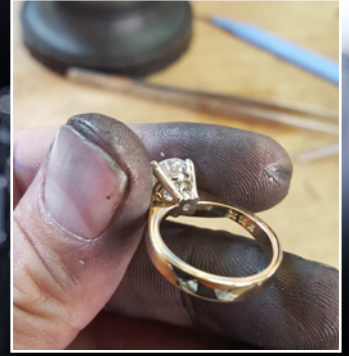
make things worse, in 1945 De Beers – the world’s largest supplier of rough diamonds – began to severely limit the flow of diamonds to keep prices high.

COLD BEER

Though Amsterdam lost most of its original position in the international diamond trade, not all was lost. In the late 1940s a small group of entrepreneurs in the city decided to resurrect the industry and the culture around it. It didn’t take long before tourists found their way to Amsterdam again. Diamond trader Fred Stoeltie (who closed his business a couple of years ago) was the first to organize group tours. ‘I took many French, English, Italian, and later American tourists to his shop on the corner of Amstel’, a sixty-year-old taxi driver recalls. Business was booming, he says. ‘Every time I came by, I was welcomed with coffee or a meal. And in good weather a glass of cold beer’, he smiles. Other diamond traders swiftly adopted this new way of engaging customers.

CLEAR CUT

All major diamond merchants in the city nowadays use a fixed system to assess the precious stones: The so-called four Cs (carats, cut, colour and clarity). ‘The quality of the Amsterdam stones is well known’, says a guide at Zazare Diamonds, a large diamond factory situated on the edge of the capital’s artistic quarter. ‘But to remain attractive we shouldn’t focus on quality alone. Finding new ways to distinguish oneself is very important.’ A few years back, Zazare introduced its own cut with 257 facets. Coster Diamonds and Gassan Diamonds also have their own patented model, each with 121 facets. You could say that the diamond industry continues to rediscover itself. It is like the city of Amsterdam: innovative, but based on centuries of tradition



GASSAN DIAMONDS

ROKIN 1 - 5 & NIEUWE UILENBURGERSTRAAT 173-175
+31 (0)20 622 5333 | GASSAN.COM

Gassan Diamonds is the largest diamond factory with offices in Amsterdam, near Waterloo Square and at the Dam Square. Gassan Diamonds was founded in the autumn of 1945. Since then the company has grown rapidly by focussing on the developing tourist sector. Nowadays Gassan receives hundreds of thousands of people for an extensive tour every year. The experienced staff at Gassan can advise you on the purchase of loose stones, rings, necklaces and luxury watches. Gassan is known for its signature cut, the Gassan 121.

OPEN DAILY 09.00 – 17.00



THE MILL DIAMONDS

ROKIN 123
+31 (0)20 627 2625 | MILLDIAMONDS.COM

Housed in one of the oldest existing parts of the city, on the corner of Rokin, The Mill is a smaller diamond factory that is worth a visit. See the renowned cutters at work and discover the impressive collection of loose stones, magnificent settings, luxury watches and other jewellery. The Mill Diamonds is an authentic jewelry shop that is specialized in diamonds and in the design and manufacturing of exclusive jewellery to go with them.

TUESDAY - SATURDAY 10.00 – 18.00 | SUNDAY 12.30 – 17.00



DIAMANT MUSEUM

PAULUS POTTERSTRAAT 8

+31 (0)20 305 5300 | DIAMANTMUSEUMAMSTERDAM.NL

The Diamond Museum, located on Museum Square, teaches you all you need to know about diamonds. From the formation of diamonds (which takes several billion years) to the polishing of the precious stones. See actual diamond cutters and goldsmiths turning diamonds into the most beautiful jewellery. The museum offers a permanent exhibition 'Brilliant Beauties' and a temporary show devoted to the crown, the symbol of royal power and worldly glory.

OPEN DAILY. 09.00 – 17.00

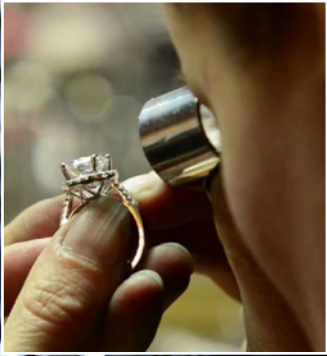
COSTER DIAMONDS

PAULUS POTTERSTRAAT 2

+31 (0)20 305 5555 | COSTERDIAMONDS.COM

With a history that goes back 175 years, Coster Diamonds is the oldest diamond business in the country. It became world famous by producing historic masterpieces such as the Koh-Noor, the jewel in the British crown jewels and the Dresden diamond which is part of the sceptre of the Saxon dynasty. Coster offers tours in multiple languages. In 2008 the company introduced the Cut 121, its own patented diamond cut (with 121 facets).

OPEN DAILY. 09.00 – 17.00



ZAZARE DIAMONDS

WETERINGSCHANS 89

+31 (0)20 626 2798 | ZAZAREDIAMONDS.COM

Established at the Weteringcircuit in front of the entrance of the Rijksmuseum, Zazare is the most modern of all the major diamond factories in Amsterdam. The company, which is part of the 127-year-old jewellery chain Schaap & Citroen, has daily tours in which every facet of production is explained. See the amazing collection of Zazare diamonds, including its own cut with 257 facets, the Star of Amsterdam. Zazare also has a large collection of luxury watches and jewellery.

OPEN DAILY 10.00 – 18.00





The Mill Diamonds

Jewellery & Diamonds



Rokin 123 1012 KP Amsterdam. Between Dam square and Munt tower.
info@milldiamonds.com www.milldiamonds.com +31 (0)20 627 26 25

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restaurants you
need to know
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EDITOR INEZ STERTEFELD

HAPPYHAPPYJOYJOY

BILDERDIJKSTRAAT 158 | +31 (0) 20 344 64 33
HAPPYHAPPYJOYJOY.ASIA

The turbulent streets, rich flavors and bright colors of Asia, typical for cities like Bangkok, Saigon and Hong Kong, come together in Amsterdam. The large open kitchen, full of steaming pans, sizzling barbecues and hot woks, is at the heart of Happyhappyjoyjoy.

Discover this new hangout with a menu of sweet, sour, salty, bitter and umami. At Happyhappyjoyjoy you will find everything that makes you happy in Asia. Once inside, you can't help but smile.

The new restaurant in Amsterdam West is a cheerful collection of colors and typical Asian flavors. Its playful, organized eclectic chaos is inspired by typical Asian local markets and busy streets, and it will make you feel like you're right in the middle of it all.

SUN. – THU. 12.00 – 01.00 | FRI. – SAT 12.00 – 02.00

**TALK
OF THE
TOWN**

RESTAURANT & BARS

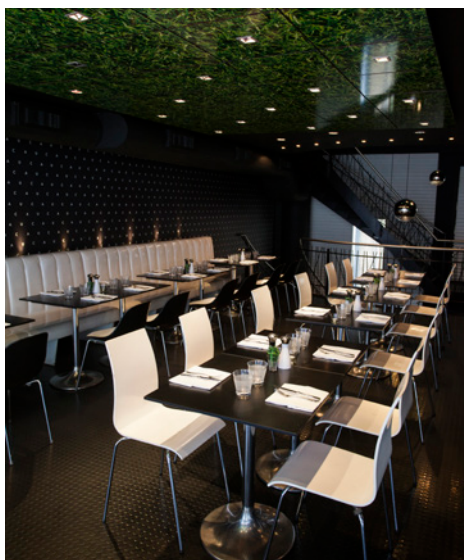


DE KLEINE VALK

MARIE HEINEKENPLEIN 5
+31 (0)20 223 20 96 | DEKLEINEVALK.NL

Restaurant and lounge bar De Kleine Valk is an initiative of the ambitious twentysomethings Didi and Danielle – two ladies from the youngest generation of hospitality celebrity Van der Valk. After having worked in the family business since childhood, the ladies are taking the next step by opening their own place. And what a place! De Klein Valk is a fresh, hip restaurant where, aside from delicious food, you can go for great drinks at the bar or on the big, sunny terrace. Famous signature dishes such as schnitzel, juicy steak and, of course, the applesauce with cherries are always on the menu complemented by more culinary adventures. From men in smart suits to hipsters and local residents, everyone will feel at home in this cozy place in the heart of Amsterdam.

SUN. – THU. 10.00 – 01.00 | FRI. – SAT. 10.00 – 03.00



CAU

DAMSTRAAT 5 | +31 (0) 20 623 96 32
CAURESTaurants.COM

The owners of CAU came up with their idea for a restaurant while visiting Buenos Aires, a city they describe as a collision of cosmopolitan sophistication and irresistibly chaotic energy. Set over 3 floors, and with CAU's iconic sky and grass motifs design, CAU Amsterdam offers the best in South American cuisine: highly appreciated Argentinean beef, mouth-watering steaks, burgers and sandwiches. A melting pot of comfort food. Drop in at lunchtime for some sharing plates and a beer or come by for dinner to savor one of their specialty cuts and a bottle of Malbec. But don't forget to leave room for a Corn Flake Ice Cream Sundae. Trust us on that one.

OPEN DAILY 10.00 – 23.15



BUBBLES & WINES

NES 37 | +31 (0) 20 422 33 18
BUBBLESANDWINES.COM

In one of the quaintest streets of Amsterdam, and only one-minute-walk distance from the famous Dam Square, you will find wine- and champagne bar Bubbles & Wines. In a modern, intimate chocolate brown ambiance you can enjoy more than 55 wines by the glass (including several sparkling) and over 500 by the bottle. The specialties are the "wine flights", three half glasses from one grape variety but from different wine regions. Make nice matches with the Gourmet Bites or just come in for a glass of Champagne, Pinot Grigio or Pinot Noir. The professional staff will help you out choosing your wine and matching Bites. An after dinner drink? - you can enjoy a choice of beautiful Grappas and other digestives. For gourmet lovers Bubbles & Wines is the best choice for a complete evening out.

MON. – SAT. 15.30 – 01.00 | SUN. 14.00 – 21.00

RESTAURANT & BARS



LION NOIR

REGULIERSDWARSSTRAAT 28
+31 (0) 20 627 66 03 | LIONNOIR.NL

Mushrooms, stuffed birds, antique tapestries, skulls: in Lion Noir restaurant you will hardly be able to take it all in. The special interior, designed by owner Casper Reinders, was largely scraped together at markets in Antwerp and Paris where you will feel at home immediately. There is a lounge bar on the ground floor where you can also eat. On the first floor, there is a restaurant with French international cuisine. The tables are covered with white linen, except for the old school table that is covered in graffiti. There is also a lot to see here, such as colorful paintings, bird cages, the skeleton of a canoe and even ancient water tanks where the bottles of champagne are stored. The beautiful garden of Lion Noir has been named one of the five best terraces in Amsterdam.

MON. – THU. 11.30 – 01.00
FRI. – SAT. 11.30 – 03.00 | SUN. 18.00 – 01.00



SICHUAN FOOD

REGULIERSDWARSSTRAAT 35
+31 (0)20 626 93 27 | SICHUANFOOD.NL

Restaurant Sichuan Food is world famous for its Peking duck. The traditional Sichuan cuisine is served in 3 courses. It comes with small, thin pancakes, delicate garnishes and a rich sauce. The Sichuan style is one of four main cooking preparations in China, internationally known for its hot and spicy flavours. Whether you explicitly have an appetite for Sichuan cuisine or just love food with some zest, Sichuan Food is well worth a try. Located in the center of Amsterdam, some years ago Sichuan Food was one of the first Chinese restaurants in Europe to receive a Michelin star. The menu serves great dishes with lobster, oyster, lamb, dim sum and much more. For an evening out with delicious dishes, some spice and good service, Sichuan Food is the right place.

OPEN DAILY FROM 12.00 TO 22.00



SPAGHETTERIA

VAN WOUSTRAAT 123 | +31 (0) 20 888 5500
SPAGHETTERIA -PASTABAR.NL

Van Woustraat in De Pijp - Amsterdam Zuid has become a culinary street with awesome restaurants and bars. Besides De Stadskantine, Geflipt, White Elephant, Firma Pekelharing and Le Restaurant, the cozy Italian eatery Spaghetteria Pastabar is a nice spot where you can eat the most delicious, fresh pastas. This little piece of Italy serves simple and affordable pastas made with fresh and organic ingredients according to traditional Italian recipes. Every day, Spaghetteria offers six different pasta dishes to choose from, with seafood, meat and vegetarian options. After placing your order for pasta and wine, take a seat at the big family table where you can enjoy the taste of Italy in the company of other food lovers from the city. In Amsterdam West you will find another Spaghetteria near The Foodhallen at Jan Hanzensstraat 32.

OPEN DAILY FROM 17.00 TO 22.00

RESTAURANT & BARS



WAGAMAMA

AMSTELSTRAAT 8 (REMBRANDTPLEIN)
WAGAMAMA.NL

'Wagamama' is Japanese for 'naughty child' – or one who is willful and determined. A child said to be 'wagamama' might demand constant attention, or expect their every wish to be fulfilled. While this restaurant is not quite a spoilt child, it is cheeky and a little bit mischievous. The concept is inspired by traditional Japanese ramen bars and Asian flavours. Wagamama offers a new kind of dining experience with fresh Japanese-inspired food in a friendly, vibrant setting. Come and enjoy specialties that include ramen (noodles in a big bowl of soup), yaki soba (noodles fried on a hot, flat griddle) and fresh juices.

RESTAURANTS

AMSTELSTRAAT 8 (REMBRANDTPLEIN)
MAX EUWPLEIN 10 (LEIDSEPLEIN)
ZUIDPLEIN 12 (STATION ZUID WTC)

OPEN DAILY FROM 12.00 - 22.00

THE FLYING DUTCHMAN

OUDEZIJDS VOORBURG WAL 197
+31(0)20 555 31 11 | SOFITEL.COM

Overlooking the beautiful inner garden of Sofitel Legend The Grand Amsterdam, this traditional Dutch "brown café" puts everybody in a cheerful mood. Whether you've come over to meet a friend for lunch, have the best club sandwich, imbibe a few beers after work or if you would like to watch the game, the bartender is always there to make this place inevitably a home away from home. An intimate smoking lounge has been created in the peaceful inner garden as well. This area, which is heated in the winter, is ideal for lighting up in comfort and enjoying a few pints. Time to kick back and light up. They have an extensive collection of international and local beers, traditional Dutch snacks such as Reypenaer cheese and 'bitterballen' and serve excellent canapés.

OPEN DAILY DAILY 17.00 – 01.00

LUCIUS SEAFOOD

SPIJSTRAAT 247
+31(0)20 624 18 31 | LUCIUS.NL

For more than 38 years Lucius seafood restaurant has been a reliable address for the true gourmets who love fish. A seafood restaurant where quality and atmosphere are the most important things. Whether you like a simple piece of grilled salmon or would rather be surprised with a fish specialty, there is something for everyone! From day one, Lucius has always been a place for national and international guests. For many years guests have been coming here from all over the world, so the menu is available in nine languages. Of course, the restaurant is also frequented by locals and guests from the rest of the Netherlands and many of them have been coming here for years. Lucius welcomes guests seven days a week and does everything to ensure that you have a wonderful evening..

OPEN DAILY 17.00 - 24.00 | RESERVATION NEEDED

RESTAURANT & BARS



MAPPA

NES 59
+31 (0)20 528 91 70 | MAPPA.NL

Mappa is situated in a former coffee house which was opened in 1810 by the Frascati brothers who became famous for their very popular Frascati Café. Since 2001 restaurant Mappa has been the happy occupant. Authentic Italian food is offered and all the home-made dishes are made from fresh, organic products. Mappa is mainly known for its variety of pasta dishes, but there are also beautiful antipasti (starters) and fish and meat specialties. Needless to say, good food goes hand in hand with beautiful wines. The wine list includes a selection of affordable wines from Spain, Portugal, France and of course Italy. The interior of Restaurant Mappa is stylish in a timeless way. As hospitality is very important to Mappa, you are guaranteed a wonderful evening out.

TUE. - WED. 18.00 - 22.00 | THU. - SAT. 18.00 - 23.00



SOCI T  WUNDERBAR

ROKIN 84 - ENGE KAPELSTEEG 3
+31 (0)20 3703448 | SOCIETEWUNDERBAR.NL

Wonder... Is it a bar? A restaurant? A cocktail bar? A club? It's Soci t  Wunderbar. A place with a cozy, stylish and metropolitan ambiance, where you will be surprised by great food and drinks. The menu is based on Indonesian sateh dishes - using authentic, fresh products. The bar serves all kinds of drinks, from cocktails to gin tonics, specialty beers to aperitifs and a unique collection of Grand Cru Champagnes. Soci t  Wunderbar is located in the heart of the city, at the Rokin. The beautifully restored building used to be the residence and office of Prince Hendrik, husband of Queen Wilhelmina. The somewhat hidden entrance is in the Enge Kapelsteeg and there is a very nice open-air terrace. Come and enjoy food and drinks, and mingle with the cosmopolitan Dutch and international crowd.

OPEN DAILY 12.00 - 22.00



MOSSSEL & GIN

GOSSCHALKLAAN 12
+31 (0)20 486 58 69 | MOSSELENGIN.NL

Mossel & Gin is specialized in sustainable, local food. At Mossel & Gin you will find fresh mussels in a variety of flavorsome sauces paired with special gin and tonic cocktails. In addition to fresh mussels served a variety of ways and gin and tonics, you'll also find crispy fries, oysters, shrimp, lobster, wines and other delicious things on the menu. We loved the wide variety of herb and fruit flavored gin and tonics on the drink menu, like lemon with pink pepper, cucumber, basil or rosemary. Served in a big goblet, the drinks are refreshing and pair wonderfully with the seafood menu. Mossel & Gin is sure to be a great hangout. Secure yourself a cozy seat inside or dine al fresco on the terrace or around the fire pit.

TUE. - THU. 16.00 - 01.00 | FRI. - SAT. 16.00 - 03.00
SUN. 13.00 - 01.00

RESTAURANT & BARS



HARD ROCK

MAX EUWEPLEIN 57-61
+31(0)20 523 76 25 | HARDROCK.COM

Hard Rock Cafe Amsterdam blends the city's bohemian feel with the free-spirited fun of the Hard Rock brand. Located on Max Euweplein, just a two-minute walk from the Leidesplein entertainment area, it's just steps away from the Paradiso live music venue, the Holland Casino, Rijks Museum, and plenty of other stellar attractions. This venue pulls out all the stops, with 5,500 square feet of space, upper-level seating, space for 220 guests, a waterside bar, a late-night lounge, and a VIP Private Legends room. Let Hard Rock Cafe Amsterdam rock your senses with a complete music-and-cuisine experience located right on the water. Happy Hour: Monday to Thursday 5PM – 7PM. Friday & Saturday 10PM – midnight.

OPEN DAILY 12.00 - 22.00
MERCHANDISE SHOP 10.00 - 24.00 - FRI. - SAT. 01.00



DE ROODE LEEUW

DAMRAK 93-94 | +31(0)20 555 06 66
RESTAURANTDEROODELEEUW.NL

Restaurant De Roode Leeuw dates back to 1911 and enjoys an outstanding reputation. It's renowned for its Dutch regional specialties such as mussels, herring, "stamppot" and green pea soup. The interior is cozy with wooden panels, Art Deco elements and beautiful carvings. The restaurant is a unique meeting point in the heart of the city, located at Damrak, just two steps from Dam Square. At any time of the day you can enjoy breakfast, lunch, a drink or an intimate meal. Between noon and 6 pm the menu offers small snacks, salads, sandwiches and a variety of hot dishes. From noon until 10 pm there is an à la carte menu featuring both Dutch regional specialties and more international dishes. Become acquainted with the delightful creations of our chef. It is a good idea to book your table in advance!

OPEN DAILY 12.00 - 22.00



VANDAAG

EUROPABOULEVARD 1 | +31(0)20 661 80 08
RESTAURANTVANDAAG.NL

Vandaag welcomes you to the largest international cuisine buffet in the Netherlands. From Oriental to Italian, from seafood to charcuterie, from cheese boards to huge chocolate fountains. A parade of more than 100 luxurious, homemade dishes made with high-quality ingredients, enjoy unlimited of seven different world cuisines. According to the principles of 'all-in cuisine', you pay a fixed price (which starts at €29.95) to enjoy an unlimited number of dishes, drinks and pastries. Alcoholic beverages are available at a friendly price. On Sunday there is an extensive brunch package for €19.95. Children are warmly welcomed and will enjoy our kids' corner, bake cookies or dinner at the child-sized kids' buffet. The restaurant is right across from the RAI and easily accessible by public transport.

MON. - TUE. 17.00 - 22.00 | FRI. - SUN. 16.30 - 22.00
SUN. BRUNCH 11.30 - 14.00

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PETER SCHOENMAKERS CHEF AT CAFÉ AMERICAIN

Chefs from the southeast of the Netherlands are usually well known for their knowledge of the Belgian, French and German cuisine. Chef Peter Schoenmakers does consider this school of classic cooking as a mainframe, seasonal cooking with best produce. His wife is a wine teacher so this adds up to his passionate background. His extensive experience in varied hotel groups all over the world and other hospitality companies, complements his knowledge for the 24/7 services in the hotel business that he combines with a perfect balance of service, variety and passionate cooking.

HOTEL AMERICAIN
LEIDSEKADE 97 | +31 20 55 40 723
EDENAMSTERDAMAMERICANHOTEL.COM

This unique listed Art Nouveau hotel, standing out like a rock in the heart of Amsterdam, is surrounded by the vibrant city theatre- and nightlife. The ambiance of Café Americain is well known for its versatility, you are welcome at any time and can go from breakfast to classic brasserie, to the famous high tea up to fine dining. To many locals the theatre menu is customary and perfect if you prefer an early dinner.

We start of with refreshing umami oysters with a surprisingly light Sancerre; this could be a dish on its own if you just want a perfect salty bite before hitting the town.

Our second course consists of beautifully prepared coquilles. Classic with boudin noir, the more refined French black pudding. Spiced up to more contemporary tasting with Spanish red pepper marmalade, varied apple servings and a definitely excellent matching Gruner Veltliner.

Risotto cooking is at everyone's taste and chef Schoenmakers has managed to stay perfectly in between, with soft lobster, oyster mushroom and tasty bisque with a surprising hint of lemongrass. The Pinot Grigio makes this dish 'Italy at its best'

Waiting for the next course the Jugendstil interior is a delight to watch. There is a reading table, comfortable chairs and a pleasant acoustic.

A perfect ambiance to continue with the Livar pig in a very light soy sauce with sweet potato crème, heart of palm for a little sourness and some earthy shiitake. The red Tin Mine Stellenbosch adds a perfect touch of butter. To finish this modern classic dining experience we are surprised with a beautiful as-it-should-be strawberry cheesecake with sorbet, flowers and fruit. Coffee is served with a variation of small patisserie and we are definitely ready to hit the renowned adjacent Bar Americain.

CHEF'S SPECIAL



Before starting our Vermeer Michelin adventure, chef Christopher Naylor takes us to his secret roof garden where a revolutionary system called Roof Food is located. Far above the city's canals you will find an assortment of vegetables and herbs where the chefs collect what is required for the menu every day - and if you find honey in your dish, you can be sure that the roof garden's beehives have provided it.

This makes tasting the chef's renowned season vegetable casserole a must! Even the most passionate fish or meat lover will not miss the proteins. Prepared in varied ways, this palette of numerous season vegetables really sings the song of a bountiful roof garden. The attention to detail in every dish is a joy to see and taste, along with the explanation from the passionate brigade. For the next course we are invited to the kitchen-based Chef's Table - a famous Vermeer experience for the in-crowd. Here you get a taste of how smoothly the team operates.

We are served red mullet with a fine, crispy layer of the finest Spanish dried ham and the fish and pork accept the chicken's gift of a soft egg and sweet corn puree. The dish is finished off with sorrel leaves and a Mirabelle prune, perfectly matching the 90% white Grenache and 10% Pedro Ximenez grape - Barranc dels Comellars, served by Vermeer's veteran sommelier, Simon Veldma, who turns wine discussions into learning curves.

For dessert, the first taste of strawberry and passion fruit is classic until you get to the subtle hints of coffee, mint and more. The matching red sparkling Piemonte Brachetto DOC 2014 is so light and fresh that we order a second glass to reminisce about this elegant and festive dining experience.

CHRISTOPHER NAYLOR CHEF AT RESTAURANT VERMEER

Christopher Naylor used to be the former protégée of the legendary chef Albert Roux, founding father of the famous French culinary 'Roux family'. While working with Roux, Naylor met the renowned Dutch chef, Robert Kranenburg, exploring new adventures in the world of the highest culinary standards. He has found a good balance for his kitchen and team between the sometimes harsh, but unbeatable, 'French' training and the more relaxed atmosphere of Amsterdam. He is always on the lookout for the best local produce, combining classic French methods with the increasing flair of modern cuisine.

HOTEL NH BARBIZON PALACE PRINS
HENDRIKKADE 59-72
RESTAURANTVERMEER.NL

SHOPPING

SHOPPING & STYLE

REYPENAER CHEESE TASTING *Singel 182 - reypenaer.com*

At Reypenaer Cheese Tasting you can personally test and evaluate the flavor, aromas, characteristics and quality of the cheeses, under the guidance of an expert cheese taster. A cheese tasting lasts approximately one hour (maximally 20 people per tasting). Price €15,- p.p. - is including wine arrangement.

SUN - MON: 12.00 - 18.00
TUE - SAT: 10.00 - 18.00
ONLINE BOOKING POSSIBLE



JAEGER-LECOULTRE BOUTIQUE

Pieter Cornelisz Hooftstraat 102 - jaeger-lecoultre.com

A time to celebrate: one year ago Swiss watch brand Jaeger-LeCoultre opened its first boutique in Amsterdam in cooperation with Dutch diamond house Gassan. The spacious boutique of more than 100 square meters is located on Pieter Cornelisz Hooftstraat 102. 'Jaeger-LeCoultre is a fantastic brand that continues to innovate the craft of watch making every year without losing track of its DNA', says Benno Leeser, CEO of Gassan. We couldn't agree more.

MONDAY 12.00 - 18.00 | TUESDAY - SATURDAY 10.00 - 18.00
THURSDAY 10.00 - 20.30 | SUNDAY 12.00 - 17.00



BETSY PALMER

Rokin 15 - betsy Palmer.com

In the Heart of the City, just off Dam Square at the Rokin, the recently renewed Betsy Palmer Shoes & Accessories is a true Women's Walhalla. Original in all aspects, Betsy Palmer hosts a most wonderful collection of European brands of shoes like Chie Mihara, Unisa, Pantanetti, Pomme d'Or and Castaner as well as a colourful and inspiring collection under the Betsy Palmer Brand. A refreshing selection of bags, socks, shawls, bike baskets and necklaces from various origins as well as surprisingly affordable clothing by authentic Amsterdam brand Zenggi has been added to complete your one-stop-shopping experience.

OPEN 7 DAYS A WEEK

OSKA *Willemsparkweg 71 & Prinsenstraat 18 - nl.oska.com*

OSKA equals casual and sustainable elegance. Timeless design, good fits and ensured wearing comfort. The design emphasizes the strong and authentic personality. OSKA is fashion for women with an eye for interesting yet easy details and high qualified fabrics. In addition to the OSKA clothing line, OSKA Amsterdam also has the new collection of ISCHIKO.

Expect personal attention and impeccable service.

TUESDAY - FRIDAY 11.00 - 18.00
SATURDAY 11.00 - 17.00
*SUNDAY 13.00 - 17.00

*PRINSENSTRAAT ONLY





GASSAN BOUTIQUE

Pieter Cornelisz Hooftstraat 84 - gassan.com

With stores in airports all over the world, Gassan is probably the most famous Dutch diamond shop around. The owners, the entrepreneurial Leeser family, have their head office a couple of blocks from Waterlooplein. This store though offers you all the highlights of the Gassan collection – even the patented cut Gassan 121, as well as international jewellery collections from leading names such as Al Coro, Carrera y Carrera, Leo Pizzo, Schaffrath and Utopia. Gassan also sells luxury watches of high-class brands like Audemars Piguet, Longines, Rado, Richard Mille and Vacheron Constantin.

MONDAY 12.00 – 18.00 | TUESDAY – SATURDAY 10.00 – 18.00
THURSDAY 10.00 – 20.30 | SUNDAY 12.00 – 17.00

RIVIÈRA MAISON

Van Baerlestraat 2 - rivieramaison.com

There's no style, like the country living Riviera Maison style. A unique Dutch brand with an international attitude. Every piece of furniture and every single accessory sold in this flagship store of Riviera Maison is handcrafted with the highest care. From sofa's to chairs and beautiful tables to complete interiors. A new collection is presented almost every season, staying up to date and fashionable without losing its timeless and original design. Riviera Maison is located right around the corner from Pieter Cornelisz Hooftstraat.

SUN. – MON. 12.00 – 18.00 | TUE. – SAT. 10.00 – 18.00
THU. 10.00 – 21.00



G&G SPECIAL SIZES

Prinsengracht 514 - ggspecialsizes.com

Are you looking for plus-sized men's clothing? G&G For Men is at your service. It is important for clothing to fit well, even if you have a size that is harder to find. The collections of G&G Special Sizes will convince you that being well dressed can easily be combined with being big or tall. You can choose big- and tall-sized men's clothing from among brands such as Bugatti, Polo Ralph Lauren, Pierre Cardin, Gardeur, Camel and Paul & Shark.

G&G For Men: The specialist in big and tall men's clothing. Tax free.

TUESDAY – FRIDAY 09.30 – 17.30
SATURDAY 09.30 – 17.00



KIBOOTS

Utrechtsestraat 47 &

Gerard Douplein 15 - kiboots.com

In the Utrechtsestraat you will find the Kiboots flagship store, this Dutch brand is world famous for its original Kilim boots, bags and accessories. In all colors and sizes available. The new pop-up store at the Gerard Douplein is more focussed on the Kiboots Home collection. Where you can find your own unique rug or pillow and take a piece of "the Kiboots feeling" into your own home.

UTRECHTSESTRAAT 47
SUNDAY – MONDAY 12.00 – 18.00
TUESDAY – SATURDAY 11.00 – 18.00

GERARD DOUPLEIN 15
TUESDAY – SATURDAY 11.00 – 18.00
SUNDAY 12.00 – 18.00

DE 9 STRAATJES[®]

CENTRUM



THE 9 STREETS

9 picturesque shopping alleyways in the Amsterdam canal belt. In the hart of Unesco's World Heritage, just behind Dam Square and on the way from Anne Frank to Rijksmuseum. The ideal neighbourhood to get to know Amsterdam in all its variety and richness. Nine little streets. Even after more than 400 years still lively with artisanal businesses, hidden cafes, hotspot restaurants and galleries And: a unique offer of specialized and authentic shops. Dealing in fashion, shoes & bags, vintage, antiques, housewares and one-offs. It's areas like this that really make you feel comfortable in Amsterdam, so they say!

'In the mood for some retail therapy? Visit De 9 Straatjes. It is charming and delightful.' - VANITY FAIR

AMSTERDAM WATCH COMPANY

Reestraat 3 - awco.nl

Amsterdam Watch Company has been buying and selling rare and exclusive watches all over the world for the last ten years and is known for its passion for vintage. Some of the most sought-after vintage models from brands such as Rolex, Omega, Patek Philippe, IWC and Jaeger-LeCoultre can be found in their store, all serviced by expert watchmakers prior to being displayed and sold with a one year warranty. Additionally, AWco is authorized dealer of the Dutch watchmakers Christiaan van der Klaauw and Roland Oostwegel and one of a handful dealers worldwide for the German D. Dornblüth & Sohn.

TUE – FRI: 11.00 – 18.00 | SAT: 11.00 - 17.00

TOP SHOPS



SHOE|DICTION

Oude Spiegelstraat 3 - shoediction.nl

At Shoe|Diction you will find the cream of the crop in footwear: Pollini but also Missoni, Etro, Giambattista Valli, Alexander McQueen and Vivienne Westwood. Brands that you will not easily find elsewhere in the Netherlands. When shopping here – in perhaps the nicest district of Amsterdam, with its wonderful mix of shops, ranging from budget to high end – you will probably take one or two new items home with you. Most likely these will be shoes! Are you curious? Take a look at our web shop or visit our shop.

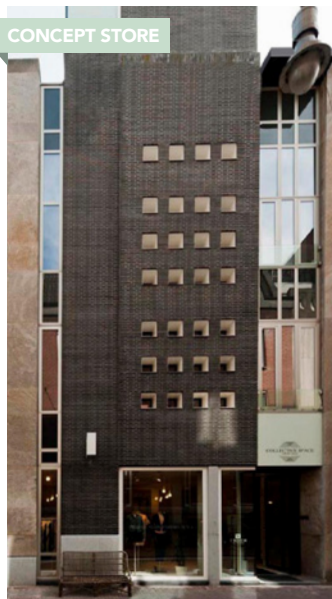
MON. 12.00 – 19.00
TUE. – FRI. 11.00 – 19.00
SAT. 11.00 – 18.00 | SUN. 12.00 – 18.00

COLLECTIVE SPACE

Wolvenstraat 31 - collectivespace.nl

Collective Space is a shopping experience. Eclectic items and exciting products are presented in a fun and positive environment with a service that is warm, fun and friendly. At Collective Space they highly value quality and comfort while never compromising its style. In general they adore Scandinavian design and showcase, besides a selection of cloths, eclectic items that will enlighten your home. When visiting the store in the picturesque 9 Streets you will receive a warm welcome and personal advice.

MON. 12.00 – 18.00
TUE. – SAT. 11.00 – 18.00 | SUN. 12.00 – 17.00



VAN RAVENSTEIN

Keizersgracht 359 Amsterdam, www.van-ravenstein.nl
info@van-ravenstein.nl ☎ +31 (0)20 639 00 67

DRIES VAN NOTEN
BALENCIAGA
CASEY CASEY
VERONIQUE LEROY
ANN DEMEULEMEESTER
MAISON MARTIN MARGIELA
PAUL HARNDEN SHOEMAKERS
WALTER VAN BEIRENDONCK
BERNHARD WILLHELM
J.W. ANDERSON
EACH X OTHER
SARA LANZI
LOEWE
NOIR



ART IN A BAR

INTERCONTINENTAL AMSTEL AMSTERDAM
PROFESSOR TULPPLEIN 1

From July until the end of September paintings of Jim Collier are on display in A bar at the InterContinental Amstel Amsterdam Hotel. The paintings in this exhibition were created by Collier in the surroundings of the hotel and in Amsterdam in general. Jim Collier was born in Bellingham, Washington and he began painting full time in 1987 when he left the teaching profession to join his wife in New York and improved his skills at the National Academy of Design. Jim Collier moved to Amsterdam in 1990. His landscapes, portraits and figurative works show the United States, the Netherlands, Italy, England, Norway and Thailand. He is one of the few Americans whose work was displayed at the 1986 Biennale in Venice.

AMSTERDAM.INTERCONTINENTAL.COM



HOTEL ROEMER EXPANDED

HOTEL ROEMER
ROEMER VISSCHERSTRAAT 10

Hotel Roemer- since 2007 part of the Vondel Hotels group - has been considerably expanded. Twelve deluxe, one triple and two quadruple rooms have been added and are located in an outbuilding located across the street. This boutique hotel has a homey, stylish and artistic character and each room has a perfect combination of interior design and contemporary art. Hotel Roemer is a well-kept secret with 38 top-quality rooms and suites in the city centre surrounded by Amsterdam's most famous museums, the Vondelpark and the lively nightlife of the Leidseplein area. Hotel Roemer also offers an exclusive boardroom, an intimate lounge – with an honor system bar where guests can make their own drinks at any time – and a courtyard offering an oasis of tranquility

VONDELHOTELS.COM



DELIGHTFUL JAZZ EVENINGS

PARK PLAZA VICTORIA HOTEL
DAMRAK 1-5

On September 27 the third season of “Jazz @ the Vic” will start in the Park Plaza Victoria Hotel opposite the Central Station. Every other Sunday from 17.00 to 20.00 you are invited in the Lobby bar to enjoy the best Jazz musicians and young talents from Amsterdam, who are joined by internationally renowned guest artists. “Jazz @ The Vic” will be hosted by Maarten Hogenhuis, a Dutch upcoming talent who in 2012 won Best Soloist in the Dutch Jazz competition. Maarten will invite the best of the local and international jazz scene to join forces and perform live concerts. Relax in the soft leather chairs while enjoying a drink, some finger food and a lot of entertainment!

For dates and information

PARKPLAZA.COM



© BILDERBERG COLLECTIE

100 YEARS DIKKER & THIJS

DIKKER & THIJS
PRINSENGRACHT 444

In the early 1900s Mr Dikker and Mr Thijs opened their oyster saloon in the beautiful corner building on Prinsengracht and Leidsestraat selling oysters, lobster and caviar. Now, 100 years later, Dikker & Thijs is still a big name in the culinary world. It evokes memories of the beautiful window of the deli, the extensive suppers in the Michelin-starred restaurant on the first floor and the cakes in Café du Centre. Those who pursued a career in the restaurant business made sure to get a job in the kitchen of Dikker & Thijs. Many famous Dutch chefs, including Bert Buschbach, Peter Lute, Cees Helder, and Joop Braakhekke, learned their skills at this famous restaurant. To mark the 100th anniversary of Dikker & Thijs the beautiful book “Primeurs en Delicatessen (Firsts and Delicacies) - about how Holland learned to eat” will be launched.

DIKKERENTHIJSHOTEL.NL



© WILLIAM RUTTEN.

‘HERRIE (TROUBLE) IN HOTEL SPAANDER’

ART HOTEL SPAANDER
HAVEN 15-19 VOLENDAM

It does not often happen that Volendam turns to the outside for help. There had to be something serious going on with the famous family hotel Spaander in this eel-fishing village on the IJsselmeer to get them to engage the help of TV series “Herrie in de keuken” (Trouble in the kitchen). Chef Herman den Blijker and hotelier Mr. Reimers provided management and staff with advice and the restaurant and rooms were surprisingly restyled. In collaboration with Herman the menus were completely renewed. When chef Paul Oomen looks back on the TV recordings and the collaboration with Herman, he calls the result: “pure, honest food”. Herman’s vision is reflected in the new dishes: good, honest, fresh products without too much fuss. Therefore the menu has become smaller, with more attention for the presented dishes.

SPAANDER.COM



NAVIGATORS IN THE CITY

RENAISSANCE AMSTERDAM HOTEL
KATTENGAT 1

Most major hotels have a concierge who is the source of information for guests; at all Renaissance Hotels there are Navigators and a navigator program. Lourens Speksnijder began working at the Sonesta and later came to the Renaissance Amsterdam Hotel. In 32 years he has advanced from driver, to bellboy, to concierge and is now the main Navigator. He explains that they publish a monthly brochure with tips in different categories: savor / sip / shop / see. It is a challenge to go into town by bike to discover new hidden treasures, which are discussed with his team to assess whether the new location can be added as a tip. The website contains all the tips and besides the brochure, there is an iPad in the lobby for guests to use.

RENAISSANCE-HOTELS.MARRIOTT.COM
/R-NAVIGATOR

HELLO AMSTERDAM
IS AVAILABLE IN
22.570 HOTEL ROOMS
IN AMSTERDAM

the HOTEL *list*

3 STAR HOTELS

Amstel Botel
Amsterdam Canal Hotel
Avenue Hotel
Best Western Apollo Museum hotel
Best Western Leidse Square Hotel
Boutique Hotel Museum Suites
Cocomama Hotel
Dream Hotel
Good Hotel
Hotel Gerstekorrel
Hotel Casa 400
Hampshire Eden Hotel Amsterdam
Hampshire Boutique Hotel - Sebastian's
Hampshire Hotel Beethoven Amsterdam
Hampshire Hotel Prinsengracht
Hampshire Hotel Lancaster Amsterdam
Hampshire Hotel Theatre District
Hampton by Hilton AMS Airport Schiphol
Hampton by Hilton AMS Arena Boulevard
Holiday Inn Express AMS Arena Towers
Holiday Inn Express Amsterdam Sloterdijk
Holiday Inn Express Amsterdam Schiphol
Holiday Inn Express Amsterdam South
Hotel Amstelzicht
Hotel Alexander
Hotel CC
Hotel City Garden
Hotel Dwars
Hotel Espresso
Hotel Exchange
Hotel Falcon Plaza
Hotel Parkview
Hotel Prins Hendrik
Hotel V
Hotel Mansion
Hotel Mosaic
Hotel Ness
Hotelschool The Hague
Max Brown Hotel
Morgan & Mees Hotel
Newwest Inn Hotel
Linden Hotel
Quentin Hotel Amsterdam
Sandton Hotel de Filosoof
The Student Hotel Amsterdam City
The Student Hotel West
Tulip Inn Amsterdam Centre
The Neighbour's Magnolia Hotel
Westcord Art Hotel Amsterdam
Westcord City Centre Hotel
Westside inn Hotel

4 STAR HOTELS

Amadi Park Hotel
Amadi Panorama Hotel
Apollfirst - Hampshire Classic
Art Hotel Dulac
Art Hotel Spaander
Artemis Hotel Amsterdam
Banks Mansion Amsterdam
Best Western Delphi Hotel
Best Western Blue Tower
Best Western Premier Hotel Couture
Canal House Amsterdam
Crowne Plaza Amsterdam City Center
Crowne Plaza Amsterdam - South
Die Port van Cleve
Dikker en Thijs Fenice Hotel
Dorint Airport hotel Amsterdam
DoubleTree by Hilton Amsterdam
Double Tree by Hilton Amsterdam - NDSM Wharf
Fletcher Hotel Amsterdam
Landgoed Duin & Kruidberg
Grand Hotel Downtown
Good Hotel Amsterdam
Golden Tulip Amsterdam West
Hampshire Amsterdam American Hotel
Hampshire Hotel Rembrandt Square
Holiday Inn Amsterdam
Holiday Inn Amsterdam Arena Towers
Hotel Ambassade
Hotel Amsterdam de Roode Leeuw
Hotel Arena
Hotel Cornelisz
Hotel Estherea
Hotel De Hallen
Hotel Savoy
Hotel Schiphol A4
Hotel V Nes
I Am Hotel
INK Hotel
Inntel Hotels Amsterdam Centre
Bilderberg hotel Jan Luyken
Marriott Courtyard
Memphis Hotel Amsterdam
Mercure Amsterdam Arthur Frommer
Mercure Hotel Amsterdam Centre Canal District
Mercure Hotel Amsterdam Airport
NH Amsterdam Centre Hotel
NH Caransa Hotel
NH Carlton Hotel
NH City Centre Hotel
NH Doelen Hotel
NH Amsterdam Noord Hotel
NH Museum Quarter Hotel
NH Zuid Hotel
NH Schiller Hotel
NH Schiphol Hotel
NH Jan Tabak Hotel
NH Naarden Hotel
Notting Hill Hotel
Nova Hotel & Apartments
Novotel Amsterdam City Hotel
Park Hotel

Park Plaza Hotel Amsterdam Airport
Park Plaza Victoria Hotel
Radisson Blu Hotel Amsterdam
Radisson Blu Hotel A'dam Airport
Hotel Roemer
Hotel Seven One Seven
Sheraton Amsterdam Airport
Steigenberger Airport Hotel
Swissotel Amsterdam
The Albus Hotel
The College Hotel
The Hoxton
The Manor Hotel Amsterdam
The Toren - Hampshire Classic
Tropen Hotel Amsterdam
Vondel Hotel
Parkplaza Vondelpark
Westcord Fashion Hotel Amsterdam
Wyndham Apollo Amsterdam
Ramada Apollo hotel
Roommate Aitana hotel

5 STAR HOTELS

Amsterdam Hilton Apollo
Bilderberg Garden
Dylan Amsterdam
Grand Hotel Amrâth Amsterdam
InterContinental Amstel Amsterdam
Luxury Suites Amsterdam
Marriott Hotel
NH Barbizon Palace Hotel
NH Grand Hotel Krasnapolsky
Okura Hotel Amsterdam
Pulitzer Hotel
Renaissance Hotel
Sir Albert Hotel
Sofitel Legend The Grand Amsterdam
W Hotel

LOBBY

Andaz Hotel
Art'otel
Conscious Hotel Vondelpark
Conscious Hotel Museum Square
Conservatorium Hotel
Hotel De L'Europe
Lloyd Hotel
Hotel Piet Hein
Hyatt Place Schiphol
Rho Hotel
Spa Zuiver hotel
Waldorf Astoria

HOUSE OF BOL'S

1575

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