



Image: VERO Visuals

# The new Amsterdam Museum

City museum of the future

**AMSTERDAM X MUSEUM**



Cornelisz Anthonisz.  
*Bird's eye view of Amsterdam, 1538*



“The Amsterdam Museum is a tribute to the city and all of its inhabitants. The museum is situated in the historical city center, yet relates to the whole of Amsterdam in terms of its program and audience. It is a place where new generations can be excited about our beautiful city and which offers space for presentations, discussion, and of course the admiration of magnificent art.”

— Touria Meliani (Deputy Mayor for Arts & Culture, Municipality of Amsterdam)





# The new Amsterdam Museum

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Mayor Femke Halsema at the opening of the  
exhibition Freethinkers: From Spinoza to now  
Photo: Francoise Bolechowski

# Foreword

**Knowing where you come from is important for knowing where you want to go. Which is why we enjoy telling you about the history of our city. About its buildings, artworks, and especially about peoples' stories. And those stories still continue today. Every day, new stories are being created for and about the city.**

Each generation passes on those stories and tells them in its own way. And where better to see and experience this than in our shared home, the Amsterdam Museum? A building with a rich past in the heart of our city. A city museum with a world-class collection. With an open mind, a curious attitude, and current perspectives.

Just as the city is constantly changing, so is the meaning of a museum like the Amsterdam Museum. This museum, as the pulse of the city, aspires to maintain its innovative and changing character. Which is why the city council is investing in the renovation and conversion of the museum. A museum that complements Amsterdam's city center, where space for ambitious and future initiatives always exists.

And yet, the Amsterdam Museum still needs your help. I would like to bring this to your attention as chair of the Recommending Committee for the museum's fundraising campaign and, of course, as mayor of our wonderful city.

**Femke Halsema, mayor of Amsterdam**

Chair of the Recommending Committee for the new Amsterdam Museum





Visitors to the exhibition  
Collecting the City, Operation Living  
Photo: Inez Agnese

# Our dream

**A place where everyone feels at home**

**The Amsterdam Museum is a progressive city museum. We have always been this way, since opening in 1926. We stand on the shoulders of our predecessors; we are the heart and the pulse of the city, with our collection, the city, and always with its residents in the leading role. An important meeting place in the center of the city, in a building with a rich history, the former Burgerweeshuis (City Orphanage), itself a masterwork in the Collection of Amsterdam. Yet this unique building could be better, more accessible, more spacious, and more sustainable. Which is exactly what we are doing in the upcoming time. With a design by Neutelings Riedijk Architects we are literally building our dream. A future-proof city museum that honors the rich history of the building while keeping today and tomorrow in sight.**

A museum for all Amsterdammers and for anyone who feels connected to Amsterdam. With an open attitude, freely accessible courtyards, and an Entrance Hall that is welcoming to all. With a logical and accessible route, new exhibition galleries, and an lookout deck on the roof. From everybody, for everyone.

With plenty of space for education and learning. With a Children's Museum, lectures, symposia, and a variety of public programs. In our Storytelling Lab we collaborate with all the city's inhabitants. And in our Artist-in-Residence Studio we offer space to artists and makers.

The new Amsterdam Museum will be one of the most inspiring city museums in the world. With an open mind, with historical narratives and current perspectives, with a collection that

includes past and present. A dynamic oasis in the heart of Amsterdam.

Yet such a thing is not easily accomplished. Building our dream will cost 85 million euros. As the main benefactor, the Municipality of Amsterdam is already contributing more than 70 million euros. Which is fantastic, but we still need 15 million for furnishing the interiors and our exciting programming.

Which is why we need you. Lend a hand, participate, build, and think along with us! Your contribution will make our museum possible and allow our dream for Amsterdam to come true. You can read more about it in this brochure.

Thank you in advance!



**Judikje Kiers**  
general director



**Margriet Schavemaker**  
artistic director



# The collection

Everything Amsterdam: past, present, and future

“People make the city, the atmosphere of the city is liberating, the freedom to give voice to all kinds of stories from all corners of the world and from every perspective. Those stories bind and enrich us, give strength and comfort, bear witness to struggle and to the fight to live your own life. At the Amsterdam Museum, the city’s heart beats.”

— Hans Looijen (director, Museum van de Geest)

The Amsterdam Museum is a city museum and collects everything that has to do with the city. The museum cares for and presents the collection of Amsterdam, which comprises more than 100,000 objects. Portions of this collection are displayed for our public in *Panorama Amsterdam* – our semi-permanent exhibition at Amstel 51 (Hermitage building) – at Huis Willet Holthuysen at Herengracht 605, and at temporary locations throughout the city. The rest is kept at the Collection Center in Amsterdam-Noord, from where we lend it to institutions all over the world.

The collection reflects the history of Amsterdam and its inhabitants. The collection has tremendous diversity: it includes paintings, sculptures, applied art, photography, furniture, tools, graffiti, fashion, maquettes, personal items, jewelry, coins, and documents, but also digital heritage such as videos and podcasts, as well as immaterial heritage. Visitors can become acquainted with masterpieces from 17th-century painting and with Amsterdam’s first shared electric car (the Witkar from 1968), or with recently purchased works by Brian Elstak and others. The task of collecting objects is never-ending. What the city is engaged in today will be different tomorrow, and therefore becomes history.

There are also gaps in the collection. We still know too little about certain events and some of the city’s inhabitants, or have been presenting

one side of the story for too long. We therefore continue to seek out previously unseen facts and stories that provide a more complete and multifaceted picture. And we reflect on the collection through programs such as New Narratives and commissioning contemporary makers. We also enjoy working with residents to expand the collection, such as with the Women of Nieuw-West project, the digital exhibition *Corona in the City*, and contemporary collection projects.

The Amsterdam Museum is more than a collection of objects for visitors. It is a house brimming with stories, a place for unexpected encounters and a catalyst for new ideas. What will the city look like in the future? What can we learn from ingenious solutions from the past? Which narratives, persons, and perspectives are missing? Through exhibitions and public programs – online and in the museum – we encourage visitors to consider such questions and converse with each other.

According to studies, many Amsterdammers feel out of touch with their neighborhoods and fellow residents in the city. Or they feel that, being a resident, there is little for them in the city center. This is far from the truth. The Amsterdam Museum is precisely the place where they can feel at home (again). For all visitors from the Netherlands and beyond, the museum is a wonderful place to begin exploring and discovering Amsterdam.





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1. Panorama Amsterdam at the Amsterdam Museum on the Amstel, the museum's temporary location in the Hermitage building.

2. The monumental group portrait by Raquel van Haver (1989) shows a gathering of notable activists, artists, students, historians, and philosophers. She depicts several protagonists who over the years have fought and continue to fight against institutional racism, including political figures who together rally around this issue.

3. Brian Elstak, M54  
Photo: Monique Vermeulen

4. The exhibition Panorama Amsterdam at Amstel 51 (Hermitage building)  
Photo: Gert Jan van Rooij



# The building

## From closed-off monument to open museum



“The art and healthcare sectors have a great responsibility with respect to realizing, making sustainable, and increasing the visibility of successful cultural initiatives for the well-being and health of (vulnerable) citizens.”

— Godfried Barnasconi (chair, Cordaan Board of Directors)

The first mention of a building on this site, the Cloister of Saint Lucia is from 1414. In the six hundred years since, many people have lived in this complex of buildings: the nuns of the cloister and later the orphans of the Burgerweeshuis (City Orphanage). All of them left their own mark on the premises. The new Amsterdam Museum now adds a contemporary chapter to the history of the building.

### History of a heritage monument

The building's history goes back to the late Middle Ages. In that time, the Cloister of Saint Lucia, a nunnery dedicated to Saint Lucia, stood on this spot. After its first appearance in records from 1414, the monastic complex expanded further. This lasted until 1578, the year when the Catholic city government was deposed. The new Protestant city council confiscated the monastic property and allocated it to various charities.

The building complex subsequently became the property of the Burgerweeshuis (City Orphanage), and Amsterdam's orphans took up residence. The situation remained unchanged for nearly four centuries, until 1960. In that year, the Burgerweeshuis (City Orphanage) opened a new home for children on the IJsbaanpad in Amsterdam and the municipality purchased the heritage monument. Following a major renovation, Queen Juliana opened the Amsterdam Historical Museum in 1975, on the occasion of the 700th anniversary of the city.

Over the centuries, the complex's many inhabitants frequently made changes according to their own needs and use. They expanded, knocked out walls, and demolished entire sections, which also determines the heritage character of the building. After functioning as a city museum for more than 45 years, it is time for a necessary update. The renovation of the museum is aimed at optimizing the building for its function as a museum. A much-needed step, because the current complex no longer meets the demands that visitors and professionals place on a modern city museum, now and in the future.

### Focused conversion

The visibility of the museum, and therefore also the ability to find it, is far from ideal. The building's structure makes a logical route impossible, while the layout is an obstacle to the possibilities in contemporary modes of presentation. Due to its many different levels, the building's accessibility for persons who are physically challenged is quite limited. As a result, some spaces in the museum – such as the Regent's Room and the Historical Vault – cannot be accessed by everyone. By creating window openings and renovating effectively, we can transform the building into a hospitable, open, accessible, sustainable, visible, and future-proof museum.





#### 1414–1578 cloister

The nuns of Saint Lucia made their home here in 1414. The cloister expanded in the following decades until its function changed after the Reformation in 1578.

#### 1579–1960 Burgerweeshuis (City Orphanage)

Once the cloister was given over to the regents of the Burgerweeshuis (City Orphanage), they were able to expand the existing orphanage on the Kalverstraat. The orphanage remained there for almost 400 years, until relocating in 1960.

Demolition work, ca. 1965.

#### City museum since 1975

After a complete renovation, the Amsterdam Historical Museum was opened at this location in 1975, on the occasion of the 700th anniversary of the city. It offers an important place where visitors and inhabitants of Amsterdam can meet and get to know each other.





# Our program

Meeting place for visitors and residents

“The past shapes the future.”

— Won Yip (investor)

Since its opening in 1975, the museum has been internationally known as a progressive city museum where activities and exhibitions are organized on diverse subjects, for and with Amsterdammers, and always with the city and its residents in the leading role.

In the new Amsterdam Museum we present the city through a lively and multivocal roster of exhibitions, events, and educational programs.

A central place is occupied by a semi-permanent exhibition about the 750-year-history of the city; highlights and new finds from the collection of Amsterdam relate the historical and contemporary narratives that make the city what it is, in all its manifestations. This also includes themes and subjects that are not (yet) taken up in the traditional canon.

We organize educational programs, guided tours, lectures, and talk shows. In all our efforts we collaborate with a diverse group of makers and partners, so a multivocal articulation can emerge. There are also spaces where Amsterdammers can

come together with their network to share their stories about subjects close to their hearts. Meals can be prepared and enjoyed together.

Temporary exhibitions about living in the various neighborhoods of the city help to represent the history, present, and future dreams of the diverse and plentiful networks throughout Amsterdam. In doing so, we spark a dialogue about who we are, were, and will be in a beautiful, robust, and diverse city facing serious challenges in this millennium.

The new museum includes ample space for education, workshops, and public programs: the auditorium, the various areas for workshops, the Children’s Museum, and the project space annex, the Storytelling Lab, school groups benefit from a separate education school on the Boys’ Courtyard.



*New Narratives, guided tour by Stephanie Afrifa  
Photo: Claire Bontje*

## Makers

The Amsterdam Museum investigates how the impact of history manifests in the present and shapes our future in turn. An investigation in which, according to the museum's vision, contemporary artists and makers are the ones who are able to form a bridge between past and present and offer their interpretations. This is accomplished in collaboration with the museum's curators, who offer their knowledge about the historical collection. Contemporary art, through its power of imagination, is able to actualize, rewrite, and question history. Moreover, it can investigate how history transpires as well as refer to potential future scenarios that may arise as a result. A multidimensional kind of artistry is complementary

in this respect: makers who move freely between disciplines, between artistry, authorship, and curatorship, and for whom performing research, also about themselves, is second nature.

Co-creation and the dialogue with contemporary artists and makers plays an important role in the museum. This will take different forms: from educational programs to (smaller) exhibitions at both our own locations and those of our partners in the city and province, and from on-site and online public programs to research projects and publications. At its heart is the power of the narrative and listening to each other, and the intertwining of past, present, and future.





Image: Absent Matter, 2023

## Children's Museum

An important part of the new Amsterdam Museum is being a museum for and by children. In two new monumental spaces at the conclusion of the museum route and in various studio spaces adjacent to a new learning courtyard with an old heart (known as the "orphan's cupboards," where the orphan boys used to store their tools), children will have the opportunity to demonstrate what is important to them.

But what exactly will be programmed here and how will the spaces be arranged?

What do children need to make these spaces their own and optimally use them as a place for artistic reflections on the city and their place in it? To answer these questions, in the period 2023–2025 we plan to work with the children of Amsterdam in designing the new Amsterdam Museum, for and by children, using the ELJA Children's Museum Lab. In this period we will also work with a children's director and a children's Advisory Group on a yearly basis. Ultimately, the goal is that children from throughout Amsterdam will visit the new Amsterdam Museum.



Image: Absent Matter, 2023

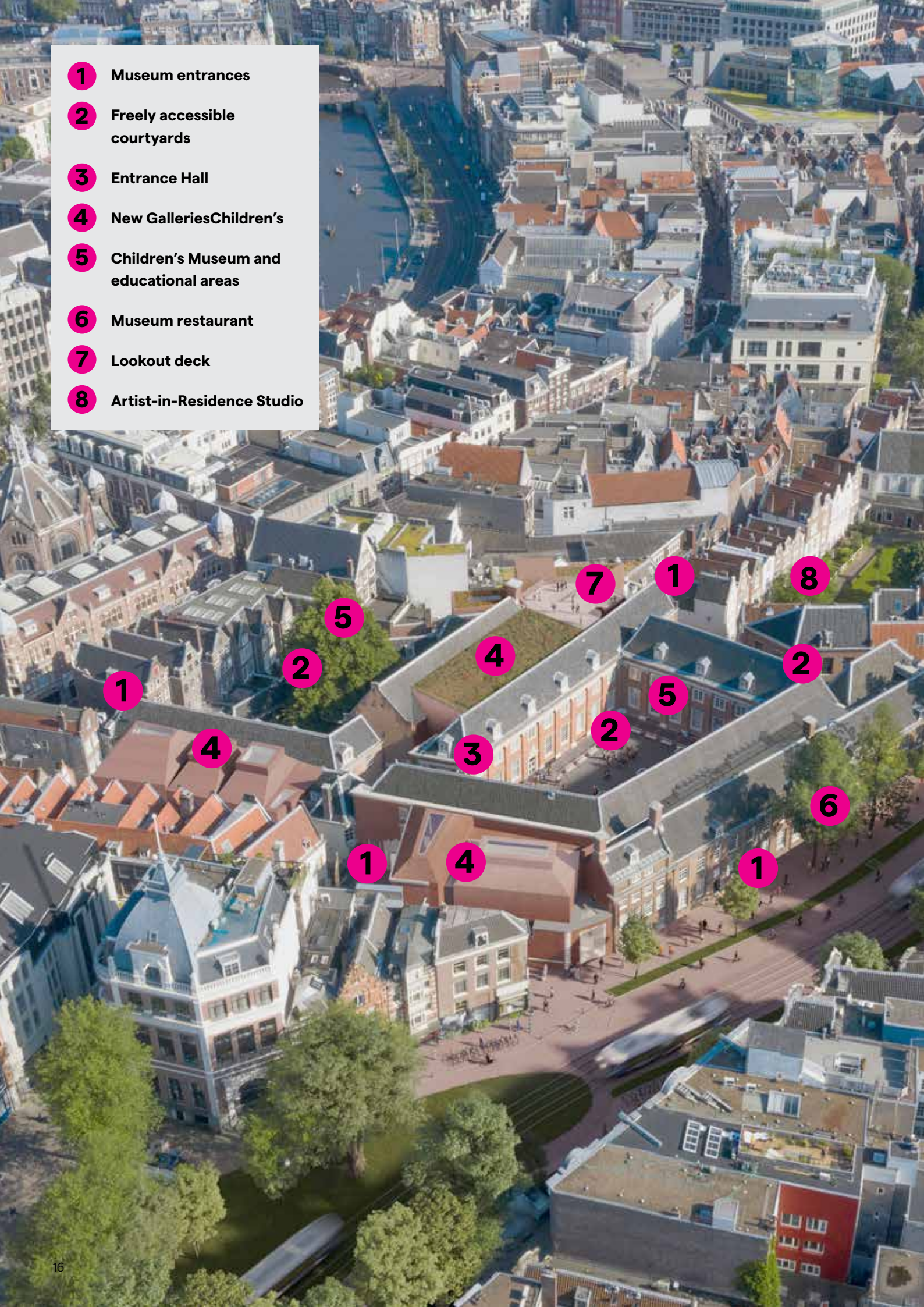
## Storytelling Lab

The Amsterdam Museum is an important podium for inhabitants of the city who want their voices to be heard. Through long-term collaborations with social and cultural organizations, as well as initiatives in the city's various districts, we can continuously keep our fingers on the pulse and be alerted to topics that are important among local residents – subjects such as migration, gentrification, or the rights of women and LHBTIQ+ people worldwide. The museum has many years of experience with co-creation trajectories in which the input of participating residents is paramount.

With these co-creation projects, residents are heard and empowered.

This also occurs through establishing connections between local residents and between inhabitants of various districts of the city. In this way, as a museum of, for, and by Amsterdammers, we make an important contribution to an inclusive feeling of “we.” The stories from residents are given a permanent place at the new Amsterdam Museum in the Storytelling Lab. Here, Amsterdam residents can come together to make their voices heard and share stories, with the option of enjoying a meal while doing so, because the Storytelling Lab has its own kitchen for everyone to use.



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- 1 Museum entrances
- 2 Freely accessible courtyards
- 3 Entrance Hall
- 4 New Galleries Children's
- 5 Children's Museum and educational areas
- 6 Museum restaurant
- 7 Lookout deck
- 8 Artist-in-Residence Studio



# The new Amsterdam Museum

**Meeting place for locals and visitors**

“In policymaking, Cultural Heritage receives a great deal of attention – and rightly so. It is the link between our cultural past, present, and future. The Amsterdam Museum fulfills this role in an exemplary manner; Cultural Heritage for all Amsterdammers!”

— Hedy d’Ancona (former minister)

The new Amsterdam Museum will be an open, welcoming museum with a clear internal route and large rooms for the collection, presentations, and temporary exhibitions. It includes multifunctional spaces for education and learning, workshops, discussion, lectures, and other public programs. With its open access on the ground floor and the many windows facing the street and courtyards, it forms a clear connection with the city and its inhabitants.

Neutelings Riedijk Architects is developing the design and renovation plan. Among other projects, the firm previously designed the Netherlands Institute for Sound and Vision in Hilversum, the renovated Naturalis in Leiden, and the new Municipal Office in Deventer.

The architects are known for their attentive and respectful approach to the surroundings, site, history, and needs of users. Moreover, they have extensive experience with museums.

At the heart of the design for the new Amsterdam Museum is the establishment of a recognizable entrance, creating a logical internal route, and adding new museum galleries. Altogether this will make the museum a more efficient, spacious, flexible, and sustainable building. The design boosts the museum’s recognizability and ensures the new Amsterdam Museum is an important cultural spot between the Dam and Spui.



# Open, hospitable, and accessible

“The Amsterdam Museum is an important place for everyone, where you can see how Amsterdam lives and grows. It is significant for Amsterdam and for every Amsterdammer.”

— Frida van Boxtel (antiquarian, member of the Costume Board of the Amsterdam Museum Society Foundation)

The new Amsterdam Museum opens toward the city. Windows and doors which were once closed are opened up. The galleries surrounding the Entrance Hall and the courtyards are accessible to everyone, free of charge. Moreover, the museum is also accessible for persons with reduced mobility.

Everyone will soon be able to make their way to and through the new Amsterdam Museum with ease. The publicly accessible entrance, the Entrance Hall, facilitates a welcoming access. All visitor facilities will be located here, such as cloakroom, restrooms, museum shop, catering, information desk, and ticketing counter. Statues and artworks from the city's collection will be shown here as well. This multifunctional space with its striking staircase will also be used for public programs. The greatly improved museum route begins and ends in the Entrance Hall.

The museum restaurant is located on the Nieuwezijds Voorburgwal and therefore contributes to the revitalization of the redesigned street. The design also incorporates an lookout deck atop the museum's Large Gallery, providing views of the surrounding historic buildings and the horizon in the distance. The visitor then comes face to face with the museum's centerpiece, Amsterdam.

*Artist impression of the Nieuwezijds Voorburgwal and the restaurant  
Image: VERO Visuals*







Artist impression of the entrance on  
Sint Luciënsteeg  
Image: VERO Visuals



Artis impression of the Girls' Courtyard  
with entrance to the Entrance Hall and  
start of the museum route  
Image: VERO Visuals



# New and improved spaces

## m<sup>2</sup>

The space for museum display is increased: from 2,400 m<sup>2</sup> to 2,900 m<sup>2</sup>. Of this area, 1,200 m<sup>2</sup> is available for large and extra large galleries. The amount of wall surface is increased by 75%, so still more oversize works can be mounted.

## %

The building becomes more efficient. The publicly accessible area will grow from 41% to 57%. This is accomplished in two ways: by clustering spaces and by utilizing existing spaces differently.

The museum visit follows an unambiguous, logical, and uninterrupted route through historic rooms and new museum galleries.

A visit to the museum begins in the new, centrally situated Entrance Hall. There will be new exhibition halls, spaciouly laid out and provided with good climate control systems; two galleries by the Boys' Courtyard and two others by the Sint Luciënsteeg. The new Large Gallery is on the first floor, above the Entrance Hall. This hall provides sufficient space for the largest works from the collection, which we were unable to show at this location before.

In each of these old and new halls, the extraordinary collection comes into its own. And there is plenty of space for temporary

presentations. Moreover, in a space next to the Children's Courtyard, makers have the opportunity to create a new collection in situ as an artist-in-residence. In this "guest house," an artist, writer, philosopher, designer, etc., will work for half a year while reflecting on Amsterdam's the past and present. The results of this creative process will be viewable in the museum. The studio is also open to the public at regular times.

The courtyards are a calm and relaxing spot for both visitors and local residents. There, visitors can experience the historical value and architectural qualities of this heritage monument. Historic spaces and interiors, such as the Historical Vault and the Regent's Room, are given a prominent and logical place as part of the museum experience.





Artist impression of  
the Entrance Hall  
Image: Absent Matter



Artist impression of the Large  
Gallery above the Entrance Hall  
and the Historical Vault  
Image: Absent Matter

Artist impression of the new Large Gallery with the Entrance Hall  
underneath and the Historical Vault, Image: Absent Matter



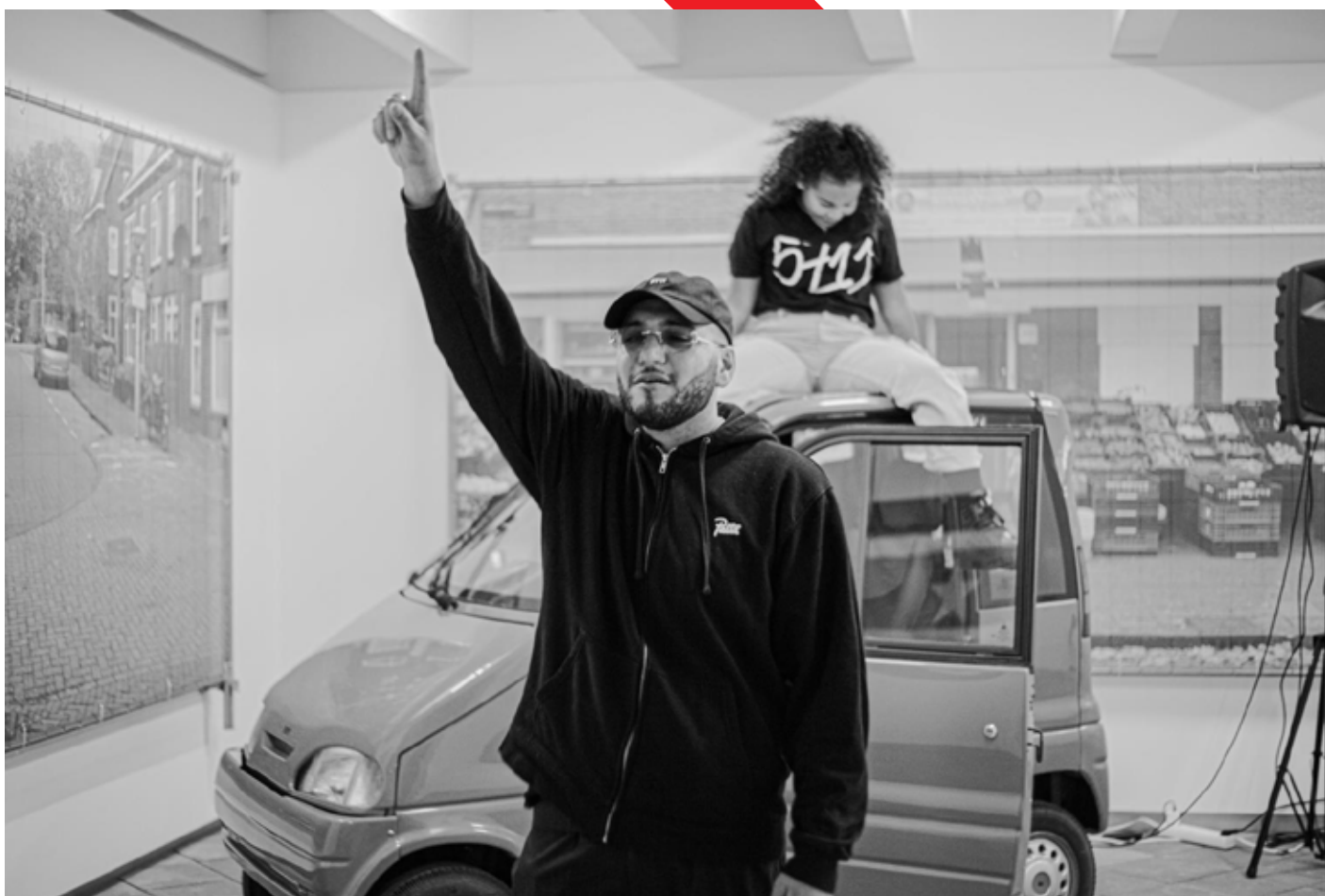


Open House at the exhibition  
Panorama Amsterdam at  
Amstel 51 (Hermitage building)  
Photo: Patrick Kenawy

Exhibition view of *Collecting  
the City, Homage to Zubrowka,  
the Club RoXY Muse*  
Photo: Monique Vermeulen



Museumnight, 2022,  
*Welcome to the Northside*  
Photo: Francoise Bolechowski





# Through the eyes of a visitor

The new Amsterdam Museum is the heart and pulse of the city. For all Amsterdammers, for learning, for artists, and for anyone who feels connected to Amsterdam. Following its renovation and refurbishment, the museum, situated in the midst of the historic center in a respectfully renovated Burgerweeshuis (City Orphanage), will become a truly inspiring city museum.

If your curiosity has been roused by the festive opening and an overwhelming PR campaign, you can buy tickets on the museum's website or reserve a place at one of the many regular public activities and a table for lunch at the restaurant.

Getting there is easy. The museum is nearby the North-South line metro stop on the Rokin, within walking distance of Amsterdam CS, and reachable by bicycle. Meet your friends in one of the museum's Courtyards, an oasis in the city. There you can already catch a glimpse of what awaits you inside through the large windows. Meanwhile, a lively and inspiring gathering of women from Nieuw-West is going on in the Storytelling Lab on the Girls' Courtyard. And an artist is hard at work in the Artist-in-Residence Studio on a new assignment for an upcoming exhibition.

Together you step into the heart of the new museum: the Entrance Hall, a freely accessible space where you can familiarize yourself with the museum a bit. Your friends go to get a ticket at the counter; meanwhile, you browse the wide selection of items offered by the shop, which is filled with new designs by young Amsterdam creatives, and think about what you might want to purchase when you leave. Everyone is given a floor map of the museum by the gracious host, on paper or digitally. And you are advised about the interactive guide, which you can download or experience by borrowing a device for free.

And off you go. You follow a logical route through both new and renovated halls that relate the unique story of Amsterdam and tell about the special site where you are standing. Stories from yesterday, today, and even tomorrow, too. With highlights from the museum's rich collection, as well as new works and installations. Stories that celebrate the history while providing new and critical perspectives. You listen and share your own experiences and stories.

One of the highlights of your visit is the Large Gallery where a selection of large works from the collection are optimally displayed, the group portraits of civic guards, regents, and regentesses from the 17th and 18th centuries, and their contemporary equivalents painted by Natasja Kensmil, Raquel van Haver, and others. And you gaze out over the museum's centerpiece, the city of Amsterdam, from the lookout deck.

Pause for a moment at the Boys' Courtyard. The place for education in Amsterdam and the location of the Children's Museum. School groups attend workshops in special areas, to be subsequently brought into the museum. Finally, you visit one of the many temporary exhibitions in which contemporary makers respond to the challenges of the city. Tired but satisfied, you take a seat in the restaurant on Nieuwezijds Voorburgwal, where a delicious lunch made with products from Amsterdam awaits. And where you decide to enroll in one of the courses in the nearby auditorium.

# A sustainable museum



Museumnight, 2022  
Photo: Francoise Bolechowski

The building will be made more sustainable through a conscientious application and reuse of materials, the installation of energy-efficient systems, and sustainable technological interventions where possible. For instance, the installation of a ground source heat pump and outfitting the building with better insulation while respecting the heritage value of the facades. Moreover, the building will no longer use natural gas and will become much more energy efficient through the application of modern technologies.

We are exploring how to make the outdoor spaces greener and therefore capable of collecting and storing excess rainwater. A green roof will be incorporated above the Entrance Hall and the Large Gallery, in all likelihood planted with mosses and sedum.

The renovation will implement circular construction wherever possible, meaning that existing building materials are reused. This

involves distinguishing different material flows: the preservation of materials derived from the disassembly phase of the existing structure that can be reused within the project. This mainly involves wood and poriso, a type of light brick that can be ground up. This is then mixed with a minimal amount of new clay to make new bricks. In terms of other materials that will become available, such as masonry and roof tiles, the aim is to find a destination for these within the project.

In cases where material cannot be sourced from this or another project, new material will be used. It is important that the raw materials for these elements are both circular and environmentally friendly, and that the material is reused in subsequent projects at the end of its lifespan. To this end, much less concrete will be used in the renovation, and a greater amount of sustainable wood will be incorporated. As a result, the building will be more lightweight and interventions can be dismantled more easily.



# Our fundraising campaign

for the new Amsterdam Museum



*Keti Koti meal  
Photo: Monique Vermeulen*

The new Amsterdam Museum will be for anyone who feels connected with the city of Amsterdam. Yet we cannot realize this without your support. Our goal is clear. For the realization of the city museum of the future, 85 million euros is needed. The Municipality of Amsterdam is contributing more than 70 million euros, which covers the building shell and more. The entire furnishing within the museum and the programming will be funded by the museum. This involves an amount of 15 million euros.

Anyone can help us to reach our goal: governments, funds, foundations, businesses, and individuals. And any measure of support, large or small, is most welcome. Because an investment in the renovation of the Amsterdam Museum at this unique location is an investment in the future of our city.

We will gladly discuss the possibilities of making a lasting impact through your contribution and how we can thank you in return. As a cultural foundation with ANBI status, we also offer tax benefits for businesses, funds, and individuals.

Are you interested in supporting our renovation as a business, fund, or individual? Please contact Marije Fokkema (development manager) at [m.fokkema@amsterdammuseum.nl](mailto:m.fokkema@amsterdammuseum.nl) for more information, possibilities, and compensation opportunities.

While the renovation of the museum premises at the Burgerweeshuis (City Orphanage) on the Kalverstraat is in progress, the Amsterdam Museum will remain open to the public at various other locations, such as the semi-permanent exhibition Panorama Amsterdam at Amstel 51 (Hermitage building) and the Willet-Holthuysen House at Herengracht 605.

We will keep local residents, interested parties, and stakeholders regularly updated about the renovation. For example, through our newsletter and through gatherings that we will organize regularly in the coming years. Subscribing is easy – just send an email with your information to [info@amsterdammuseum.nl](mailto:info@amsterdammuseum.nl) and we will include you on our mailing list.

Current information about our programming and exhibitions as well as information about the plans for the renovation can be found on our website: [amsterdammuseum.nl](http://amsterdammuseum.nl).

If you have any questions, please contact us at:

T +31 (0) 20 5231822

E [info@amsterdammuseum.nl](mailto:info@amsterdammuseum.nl)

## Colophon



### Renovation brochure

The renovation and conversion of the Amsterdam Museum is a cooperative project of the Municipality of Amsterdam and the Amsterdam Museum.

### Commissioners

Judikje Kiers

(general director, Amsterdam Museum)

Max van Engen

(official commissioner with the Municipality of Amsterdam for the realization of cultural buildings)

### Address

Herengracht 603

1017 CE Amsterdam

### Foreword

Femke Halsema (mayor of Amsterdam)

Judikje Kiers (general director, Amsterdam Museum)

Margriet Schavemaker (artistic director, Amsterdam Museum)

### Brochure design

Amsterdam Museum

### Additional images

Amsterdam Museum

Amsterdam City Archives

Amsterdam, October 2023

“As a young maker, I think it’s remarkable how contemporary Amsterdam is there to see in the museum. The Amsterdam Museum is an amazing place for young makers and artists, somewhere I gladly go for inspiration.”

— Osborne Stjeward (entrepreneur)

# AMSTERDAM X MUSEUM





"A museum which connects you to the city, and the place where we Weespers will also feel at home."

— Yuri van der Linden (art historian)

"It's like I feel less alone. Being a gender-diverse person, it was at the Amsterdam Museum that I saw for the first time in a museum that I am also part of history."

— Tammie Schoots (student)

"The Amsterdam Museum is the cultural figurehead of the city. There are so many museums here, but only the Amsterdam Museum is truly part of the city, telling the stories of the city."

— Luan Buleshkaj (spoken word artist)

"We relate stories about diversity and inclusion with our dolls; we call this normalization. Our shop is therefore a reflection of society, which is what Amsterdam and the Amsterdam Museum are, too."

— Ellen Brudet (owner, Colourful Goodies)

"Like the Amsterdam Museum, I'm interested in colonial histories. I believe it's important to talk about history from multiple perspectives. I used to come to the Amsterdam Museum with my great-grandmother, and later also with my grandmother. Here, history is presented from those multiple perspectives."

— Imane Valk (scholar & former Amsterdammertje of the Year)

# AMSTERDAM MUSEUM