

Amsterdam in Motion: **The world's largest multimedia city scale model** **opens on Amsterdam's 750th anniversary**

An immersive time journey from Amsterdam in 1275 to the metropolis of tomorrow

On 27 October 2025, exactly on the 750th anniversary of Amsterdam, *Amsterdam in Motion* will open in Zuiveringshal Oost at Westergas. The highlight is the world's largest multimedia scale model of a city. Through immersive projections on this model, visitors will experience the development of Amsterdam: from a small village on the Amstel in 1275 to the metropolis of tomorrow. One floor up, *Amsterdam in Motion* continues with an interactive exhibition on themes such as daily life, housing, Football Club Ajax, and fashion. The project is an initiative of entrepreneur Duncan Stutterheim, in collaboration with the Amsterdam Museum and creative agency Monks. *Amsterdam in Motion* will become a permanent cultural experience for Amsterdammers and visitors from all around the world.

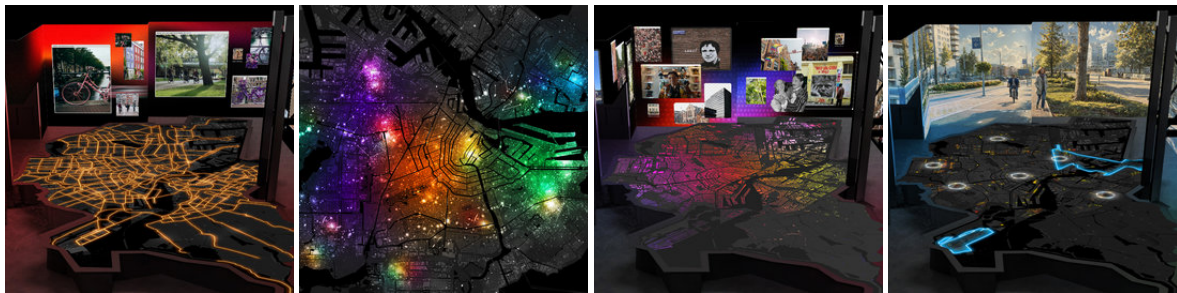


Photo: Monks

Immersive model and interactive exhibition

A visit to Amsterdam in Motion located in the cultural venue Westerpark begins on the ground floor of Zuiveringshal Oost. Here you will find a spectacular multimedia scale model - in fact, the largest multimedia city scale model in the world, featuring 30,500 manually placed buildings across 200 square meters at a scale of 1:1300. An immersive show with sound, voice-over, and projections onto both model and walls places visitors in the very heart of the city. From the Vondelpark to the harbor, it feels like you are truly there. In a fifteen-minute journey through time, the audience experiences the story of Amsterdam, from the small village of 1275 to today's metropolis and the city of tomorrow.

Judikje Kiers, Director of the Amsterdam Museum: *"This project is a total experience that immerses a broad audience in the many stories of Amsterdam and actively involves them. You learn about the city's history - from the Dam in the river Amstel to the present day - as well as about current developments. You learn about the Second World War, and where and how the wealth of the seventeenth-century was earned. About how Amsterdammers in the 1970s resisted demolition, high-rises, and motorways through protests and squatting actions. How Amsterdam became a cycling city. How environmentally conscious Amsterdammers now enrich their surroundings with green roofs and facade gardens. And how Amsterdam has always positioned itself as fertile ground for innovation and creativity - from the great philosopher Baruch de Spinoza and philanthropist Samuel Sarphati to today's scientists, artists, and creative thinkers."*

On the upper floor, visitors explore today's and tomorrow's metropolitan challenges through an exhibition with interactive installations. This presentation invites the audience to reflect on themes such as daily life, leisure, fashion, Football Club Ajax, innovation, migration, activism, biodiversity, and ecology. It shows how the government, scientists, and businesses address pressing issues such as climate change and the housing crisis. But also, for example, how a coot, a well-known bird in the Amsterdam canals, builds a sustainable nest out of used McDonald's wrappers, face masks, and sunglasses. Or how the canals receive countless discarded bicycles every year - some of which remain so long that they become overgrown with mussels.

Amsterdam in Motion also provides an educational program tailored to school pupils and university students, supported by a dedicated learning facility.

Iconic Zuiveringshal becomes the heart of the city experience

Zuiveringshal Oost at Westergas is the location where *Amsterdam in Motion* will open in October. Originally built in 1885 in neo-Renaissance style, this national monument once served to purify raw gas of unwanted substances such as sulfur. More recently, it housed the NEP television studios, known from *De Wereld Draait Door*. In anticipation of its new purpose, the building has undergone a comprehensive redesign for public use.

The city museum as storyteller and curator

Founded in 1926, the [Amsterdam Museum](#) is the city museum of Amsterdam and tells the story of the city: past, present, and future. The museum manages a collection of more than 100,000 objects of art and heritage. It produces exhibitions, publications, and public programs, always in collaboration with many partners. As a network museum, it programs throughout the city: at its main location on the Kalverstraat (the former City Orphanage, closed until 2028 for renovation), at its temporary location at Amstel 51 (H'ART Museum building, until the end of 2025), at Huis Willet-Holthuysen on the Herengracht, and with various partners across Amsterdam.

Some time ago the initiator and co-owner of the Westergas site buildings Duncan Stutterheim invited the Amsterdam Museum to take responsibility for the concept and content of *Amsterdam in Motion*. Since then, the museum, together with various partners, has developed the scale-model show and curated the interactive exhibition. From the opening onwards, the Amsterdam Museum will operate *Amsterdam in Motion*.

Judikje Kiers, Director of the Amsterdam Museum: *"As we work toward the reopening of our renovated main location on the Kalverstraat in 2028, we are continuously seeking new ways to tell the story of the city. It is a privilege to work with so many specialists on Amsterdam in Motion. With this non-profit initiative, which addresses urgent themes and appeals to everyone's social responsibility, we hope to create connections that will benefit the city as a whole. This experience and these collaborations will inform the development of the new Amsterdam Museum."* Initiator Duncan Stutterheim adds:

"With Amsterdam in Motion we seek to inspire Amsterdammers and visitors from all over the world. It is a gift to the city - a place where history, innovation, and the future come together."

Collaboration between creatives, institutions, and businesses

For this project, the Amsterdam Museum is working in partnership with Cultural Centre Westergas. The scale-model show of *Amsterdam in Motion* is designed and built by creative agency Monks, which combines content, data, media, and technology to develop interactive experiences and inspire the world.

Amsterdam in Motion is further made possible by Westergas Vastgoed C.V., the Stutterheim family, Hartwig Foundation, JCDecaux, Rabobank Amsterdam, Port of Amsterdam, and Phanta Vision. And also XPEX, ORAM, Amparts, BPD Cultuurfonds, Fiction Factory, Dell, Scenexus, Capgemini, AMFI, Amsterdam Institute for Advanced Metropolitan Solutions, Hogeschool van Amsterdam, NWO, Maeson, Epson, MassiveMusic, Municipality of Amsterdam, Stichting Zabawas, Amsterdam 750, IJsfontein, Shosho, Total Design, Triply, University of Amsterdam, Arcam, NEMO, and many others.



Zuiveringshal Oost Westergas, Amsterdam
Photo: Westergas

[Amsterdam in Motion](#)

Zuiveringshal Oost Westergas
Pazzanistraat 19-23
1014 DB Amsterdam

Tickets: Adults: €18

Children up to 18: free admission

Museumkaart, Amsterdam City Card, VriendenLoterij VIP Card, and Stadspas: free admission

Opening hours: Sunday - Wednesday: 10:00 - 18:00

Thursday - Saturday: 10:00 - 21:00

[Amsterdaminmotion.nl](https://amsterdaminmotion.nl)

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