



# In this celebratory year, Amsterdam Museum looks ahead to the city's future

*Refresh Amsterdam #3: Imagine the Future, exhibition from July 11 to November 30, 2025*

**Opening at the Amsterdam Museum on Friday, July 11, 2025, is an exhibition about the future: *Refresh Amsterdam #3: Imagine the Future*. For the third edition of the biennial presentation *Refresh Amsterdam*, contributions are not only coming from artists this time—the general public will also get the opportunity to share a vision of the future and be part of the exhibition.**

*"We are celebrating Amsterdam's 750th anniversary, yet simultaneously thinking about the future. That's why we're inviting artists and the general public to look ahead and share their dreams, expectations, and wishes regarding the future with us,"* explains Imara Limon, head curator at the Amsterdam Museum.

## Artworks

The Amsterdam Museum commissioned fifteen professional contemporary artists to create work on the urgent topics that affect our shared future. How do they see this future? How can art and creativity help us explore new possibilities? What can this mean for us and the world around us? The exhibition features works by visual artists, designers, filmmakers, photographers, writers, and performers. This includes an artwork made from children's drawings of the future, speculation about a more inclusive future based on fictional archaeological finds, and research into seeds and plants for Amsterdam in the time ahead. Each artwork is therefore a call to see the future not as an inevitable given, but as just one of many possible, alternative futures that we can actively shape—through imagination, creativity, and collaboration.

## Raquel van Haver

Visual artist Raquel van Haver (1989, Colombia) created six new works for the Amsterdam Museum as part of *Amsterdam 750* and the project *Group Portraits of the 21st Century*. These six large group portraits are presented separately in the main hall of the exhibition *Refresh Amsterdam #3: Imagine the Future*. Works by Van Haver, who also made a group portrait for the first edition of *Refresh Amsterdam* in 2020, show people who, according to the artist, should be remembered in the future because they contribute to the city of Amsterdam today. She was inspired by regents portraits and other group portraits by Dutch masters from the 17th and 18th centuries, including those from the collections of the Amsterdam Museum and the Rijksmuseum. Van Haver portrays

well-known and less familiar social figures who have been active in various fields over the past six decades, from education to housing and social cohesion in the city. Her group portraits depict, for example, anthropology professor Gloria Wekker, writer and rapper Massih Hutak, poet and performer Diana Ozon, and DJ Joost van Bellen. Each painting is framed with a special veneer containing even more stories.



*Raquel van Haver in front of her work for Refresh Amsterdam #3: Imagine the Future, Amsterdam Museum. Photo: Bo Bolderink*

### Major public competition

In addition to professional artists, members of the public are also requested to submit their own vision of the future. The Amsterdam Museum is going on tour throughout the Netherlands, asking the Dutch public to share their dreams, expectations, and wishes concerning the future. This notion of the time ahead can take any form: a video, postcard, song, poem, painting, construction drawing, or photograph. It can be anything, as long as it reflects a personal view of the future of the Netherlands. All submissions will become part of the digital collection of the Amsterdam Museum. A professional jury will select the twenty most inspiring submissions. The winning entries, as well as the works of the professional artists, will be on view in the exhibition *Refresh Amsterdam #3: Imagine the Future*.

### Conclusion of Panorama Amsterdam

*Refresh Amsterdam #3: Imagine the Future* will fill the entire wing of the Amsterdam Museum on the Amstel, roughly 1,100 square meters. As of Monday, June 2, 2025, the permanent collection presentation *Panorama Amsterdam: A living history of the city* and the temporary exhibitions now on display (*Women of Amsterdam – an ode* and *Collecting the City #5: Homeless in the city*) will close as a result. The museum will continue its temporary programming at other locations while preparations for the renovation of the Burgerweeshuis move ahead.

### About Refresh Amsterdam

*Imagine the Future* is the third edition of *Refresh Amsterdam*, a large-scale art manifestation the Amsterdam Museum organizes together with a range of partners every two years. Through a public program and exhibition featuring work from different creative disciplines, the museum addresses topical subjects which are relevant in the city and society at the time and provides a platform for artists from various perspectives and backgrounds.



*Previous editions of Refresh Amsterdam at the Amsterdam Museum.*

*L: "Sense of Place" (2020). R: "War & Conflict" (2023). Photos: Amsterdam Museum*

The first edition of *Refresh Amsterdam*, themed “Sense of Place,” was held in 2020. Through their work, 25 artists reflected on today’s city. They surveyed changes and related unique stories about little-known aspects of the city. The selected projects were about Amsterdam, yet also showed how the experiences of people from diverse backgrounds, networks, and traditions often transcend city limits and national borders.

The second edition of *Refresh Amsterdam* opened in 2023 and focused on how war and conflict in the world impact the city. The city as we know it today was shaped by people from all over the world, more often than not fleeing war and oppression. Twenty contemporary artists offered their perspective on the theme. To mark the celebratory year *Amsterdam 750*, the VriendenLoterij is contributing to the exhibition through the Special Cultural Projects subsidy, making this third edition of *Refresh Amsterdam* more extensive and getting the whole of the Netherlands involved in the presentation.

*Refresh Amsterdam #3: Imagine the Future will be shown from July 11 to November 30, 2025, at the Amsterdam Museum on the Amstel (Amstel 51, H’ART Museum building). The exhibition is made possible in part by the VriendenLoterij. The Amsterdam Museum is generously supported by its Main Benefactor the Municipality of Amsterdam and Main Partner for Education the ELJA Foundation.*

## **Final exhibition at Amstel 51**

*Refresh Amsterdam #3: Imagine the Future* is the Amsterdam Museum’s final exhibition at the H’ART Museum building. Since 2014, the Amsterdam Museum presented group portraits from the Amsterdam Collection and the Rijksmuseum there; in 2022, the museum established its temporary main location at the premises. The current lease agreement expires as of January 1, 2026, so the Amsterdam Museum will launch programming at various other locations in Amsterdam while it continues to prepare for the renovation and refurbishment of the Burgerweeshuis. This decision aligns with the Amsterdam Museum’s mission to develop programs as a network museum together with organizations and groups in the city. The reopening of the renovated main location on Kalverstraat is planned for 2028.

Judikje Kiers: *“Our presentation on the Amstel is a testing ground for our new museum. Over the past few years, we have tried out different collaborations and ways of storytelling, presenting, and programming. Until the reopening of our renovated main location on Kalverstraat in 2028, we will dig even deeper into the city and at the same time focus on the refurbishment and redesign of the Burgerweeshuis. This allows us to continue to evolve as a museum in the lead-up to the new Amsterdam Museum.”*

The Amsterdam Museum will be active at De Hallen, various OBA locations, and elsewhere, and is working with partners on a presentation at the Westergasfabriek. Objects from the Amsterdam Museum collection will continue to be shown at home and abroad.



Entrance area of the Amsterdam Museum on the Amstel. Photo: Amsterdam Museum, Gert Jan van Rooij

### **Valuable collaboration**

The Amsterdam Museum has maintained a presence at the heritage-listed museum building on the Amstel since 2014, initially with the exhibition *Group Portraits of the 17th Century*, and since 2022 with the collection presentation *Panorama Amsterdam*, along with no fewer than fifteen temporary exhibitions on a diverse range of topics related to Amsterdam: from the Bijlmer airplane crash, gentrification in Amsterdam-Noord, Amsterdam's colonial period, club Roxy, 400 years of shared history with New York, and benefactor Piet van Eeghen to war and conflict, powerful women, and homelessness in Amsterdam. In addition, the museum developed a rich educational program in collaboration with the ELJA Foundation and with and for MBO students, and organized an estimated 250 public events between 2022 and the end of 2025. The Amsterdam Museum on the Amstel also received an estimated 400,000 visitors between 2022 and 2025, including almost 30,000 students and 1,300 school classes.

For over a decade, the Amsterdam Museum and H'ART Museum have enjoyed a wonderful and rewarding collaboration on the Amstel, with successfully complementary presentations by both institutions for a broad audience of art and heritage lovers from both the Netherlands and abroad. The Amsterdam Museum presents the city's collection while H'ART Museum shows collections from international partners. The latter has resolutely and resourcefully reinvented itself in recent years, and currently collaborates with leading partners such as Centre Pompidou, the British Museum, and the Smithsonian American Art Museum. Together with Museum van de Geest, the institutions make a unique museum building. In 2025 the entire building will be dedicated to the birth of Amsterdam with a rich palette of exhibitions.

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#### **Note to editors, not for publication**

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#### Images

The images above are available for download in high resolution here: <https://we.tl/t-E6nrX88kys>.