

HollandNews



There are only a couple of days left, before the next year will take over. With great satisfaction we look back on a surprising 2008 that revealed the Hidden Holland treasures. What will come up next year? Holland will be represented at the MATKA fair in Helsinki as well as during Reiseliv in Oslo. Make sure that you visit our Holland stand at the TUR fair in Göteborg and note 13 and 14 May 2009 in your agenda for our Tour Operator Workshop and familiarization trip to Den Haag and Delft. Surely you won't miss us during our upcoming theme year Holland Art Cities. Don't forget to have a look at the renewed website of Holland Art Cities (www.hollandartcities.com), where a movie will surround you with the influences of art. Just before the new year starts, the city of The Hague would like to present itself to you as one of the four Holland Art Cities for the next years.

The Hague Art City



The Hague is a city of many faces. Only half an hour from Amsterdam Airport Schiphol the home of the Dutch royal family as well as the Dutch government, is located by the sea with beach resorts such as Scheveningen and Kijkduin. It has a charming and historic city centre with all kinds of entertainment including world-class shopping centres, theatres, unique restaurants and approximately 30 museums.

In 2009, 2010 and 2011, the four biggest Dutch cities join forces for a mega project in the field of art: Holland Art Cities. The Hague, under the name of The Hague Art City, is the scene for an explosion of arts. The following "highlights" have already been announced:

Theme cluster 1:

Museum / Festival	When	Exhibition
Mauritshuis	February - June 2009	Ruisdael and Bentheim Castle
Municipal museum	February - July 2009	Artist Couples, love, art and passion
Municipal museum - Photo museum	24 January 2009 - 19 July 2009	Man Ray (extensive overview of his work from his personal legacy)

From February 2009 to the end of that year, the Imax-film "Van Gogh, bigger than painting" will be shown in the large screen cinema Omniversum. His paintings will come to life on the enormous IMAX screen and show us Van Gogh's beautiful use of colour and painting techniques. We follow the life of Vincent van Gogh and rediscover the places and landscapes that inspired him for his main works. The film takes us to France, where Van Gogh developed his famous yellow tints and to Auvers, where he produced 70 master works and created an incredible number of no less than 600 paintings in a mere decade.



The House of Viktor & Rolf

Be inspired by today's trendsetters during Holland Art Cities. In the Central Museum of Utrecht, there is an exhibition about the famous designers Viktor and Rolf, known not the least for their cooperation with H&M (25 November 2008 - 8 February 2009).



Hotel Arena presents new rooms TOMEET your dreams

Hotel Arena, one of Amsterdam's most unique hotspots, is located on the border of the centre of Amsterdam. Hotel Arena is a comprehensive catering concept: a hotel (TOSTAY), bar (TODRINK), restaurant

Theme cluster 2:

Museum / Festival	When	Exhibition
Mauritshuis	April-October 2010	The Young Vermeer
Municipal museum	October 2009 - January 2010	Cézanne / Picasso
Municipal museum - Gem	July 2009 - October 2009	Michael Raedecker
Holland Dance Festival	29 October - 15 November 2009	Large-scale international dance festival which, this year, will be dominated by the 50 th anniversary of the Netherlands Dance Theatre.

(TODINE), club (TONIGHT) and meeting rooms (TOMEET), all under one roof.



Hotel Amsterdam

With a history dating back to the 15th century, Hotel Amsterdam is one of the oldest hotels, located in the core city centre of Amsterdam. However the 79 4-star rooms offer a modern and exclusive experience. Read more on the brand new website of the hotel. As per 16 December 2008 you can book them via de following GDS codes Amadeus: WV AMSDER; Apollo/Galileo: WV 64205; Sabre: WV 8931; Worldspan: WV 20410

Melchior d'Hondecoeter & Vermeer at the Rijksmuseum

A bird spotters' paradise: Melchior d'Hondecoeter paintings at Rijksmuseum

Starting on 18 December, Rijksmuseum Amsterdam will exhibit six paintings from its own collection by Melchior d'Hondecoeter (1636-1695). Hondecoeter was the best-known Dutch painter of what are known as the 'bird pieces' of the 17th century. These paintings depict various types of birds, both indigenous and exotic. The presentation entitled *Melchior d'Hondecoeter: Fowl* contains a number of paintings commissioned by Stadtholder William III (1650-1702) for his palaces at Soestdijk and Het Loo and recently restored by Rijksmuseum.



Our Guest: Vermeer

The Rijksmuseum temporarily shows the biggest collection of Vermeer in Europe. From 11 March 2009 the Masterpiece *Woman holding a balance* (c. 1664) by Vermeer is guest of honour in the Rijksmuseum. Together with Rembrandt, Johannes Vermeer belongs to the most famous Dutch painters from the Dutch Golden Age. This masterpiece from the National Gallery in Washington will be shown together with the four beautiful paintings by Vermeer from the Rijksmuseum collection, including *The Kitchen Maid* and *Woman reading a letter*.



Tulip Excursion

A typical Dutch excursion to a flower producer in north-western Holland.

Keukenhof 2009 - 60th anniversary



In 1949 a group of prominent bulb growers and exporters started the first open air flower exhibition in Lisse. This was the start of a yearly event that has become one of the main attractions in the Netherlands, welcoming almost 45 million visitors since the official opening of the park almost 60 years ago. Keukenhof is a historic park covering an area of thirty-two hectares, full of tulips, hyacinths, daffodils

and all the other spring bulbs. The floral displays in the park and the unique flower shows in the various pavilions are a glorious visual feast. And in the midst of this magnificent spectacle of colour there are also exquisite works of art.

In 2009 the theme at Keukenhof will be USA, New Amsterdam/New York, 400 years commemorating the historic relationship between the United States and the Netherlands. In 1609 Henry Hudson founded New Amsterdam commissioned by the West India Company in Holland. New Amsterdam later became New York but several historical links can still be found within the city. At Keukenhof you will be able to see a spectacular flower mosaic of the Statue of Liberty made of more than 25,000 flower bulbs. Furthermore events will be organized with an American theme, a special American garden will be designed and visitors can follow a surprising theme route.

