

News

Dear travel agent,

Already the 75th edition of The Holland Journal!

Have you already seen our **NEW Website**?

Check it out because you will find lots of new and important information.

“**Like it**” so your followers on Facebook can also enjoy this valuable information as well.

As from March 17, the Rijksmuseum in Amsterdam will be closed until the reopening day, which will be April 13, 2013. The online ticket center for the **NEW Rijksmuseum** reopened on March 20, 2013.

The renovated **Van Gogh Museum** in Amsterdam will reopen on May 1, 2013. A large part of the collection can be seen at the Amsterdam Hermitage Museum until April 25, 2013.

In this Journal you will also find information about our upcoming **Sales Mission** to the USA in March 2014.

NAI

The **Netherlands Architecture Institute (NAI)** is more than a museum.

It is an archive, museum, library and cultural podium all in one.

Since 1993 the NAI has been accommodated in a striking building designed by Jo Coenen. The NAI is the home base of The New Institute, the organization that is the result of the merger between the NAI, the Netherlands Institute for Design and Fashion and the knowledge institute for e-culture.

The New Institute has one of the largest architecture collections in the world: 12 miles of drawings, sketches, scale models, photographs, books, periodicals, etc. The institute is responsible for conserving, managing and providing access to these archives and collections, which contain work by almost every important Dutch architect from the period after 1800. The library of The New Institute, which is open to the public, contains more than 40,000 books on architecture, design and related disciplines as well as an extensive assortment of national and international periodicals.

The **Sonneveld House Museum**, designed by the architecture firm of Brinkman & Van der Vlugt stands adjacent to the NAI. Built in the early nineteen thirties, it is one of the best-preserved houses in the International School of Modernism.

The Sonneveld House opened to the public as a house museum of the NAI in March 2001, following a period of intensive restoration and refurbishment.

As a visitor, you can see for yourself what it was like to live in a hypermodern home in 1933.

Open Tuesday through Saturday between 10am and 5pm. Sunday opening at 11am. Entrance fee Euro 10,00. Children up to 18 years are free of charge. www.NAI.nl



Boijmans and Van Beuningen

A visit to **Museum Boijmans Van Beuningen** in Rotterdam is a journey through the history of art. Dutch and European masterpieces provide a comprehensive survey of art from the early Middle Ages to the 21st century, from Bosch, Rembrandt and Van Gogh to Dalí and Christo.

Museum Boijmans Van Beuningen is one of the oldest museums in the Netherlands. In 1849 the lawyer Boijmans left his art collection to the city of Rotterdam, who in return opened the Boijmans museum (formally Schielands House). With the acquisition of the Van Beuningen collection in 1958 the museum got the second part of its name.

The stately redbrick building contains both large galleries where art can be viewed in daylight and more intimate spaces. The building survived the bombing of the city in 1940 and has been extended several times over the years.

To this day the building's tower remains a beacon in the city.

Marvel at the beautiful works by Brueghel the Elder and Rembrandt. Follow the development of Impressionism and Modernism in the paintings of Monet, Van Gogh and Mondrian. Lose yourself in the dream world of the Surrealists Dalí and Magritte. And the art is not only inside: the museum has a wonderful view of the sculpture garden.

The museum also shows how everyday objects have changed over the last eight hundred years, from medieval jugs and glassware from Holland's Golden Age to Rietveld furniture and contemporary Dutch design. A young generation of visual artists such as Eliasson and Cattelan bring the museum's art collection up to date.

Open Tuesday through Sunday from 11am until 5pm. Entrance fee Euro 12,50. Children up to 18 years are free of charge.

www.boijmans.nl



The Kunsthal in Rotterdam

The Kunsthal (Art Hall) in Rotterdam stages some 25 exhibitions a year with culture in the widest sense of the word: old art, new art, design, photography - from elitist to popular. The Kunsthal frequently experiments with themes, which in many cases provide the first impulse for an exhibition. This approach has resulted in an exciting and varied exhibition repertoire highlighting Impressionism, lingerie, Leonardo da Vinci, Blackfoot Indians, Jewels of the Orient and Pop Art.

More than 35.000 ft² of exhibition space are available in the striking building designed by the well-known architect Rem Koolhaas - a work of art in its own right, making a visit to the Kunsthal well worth your while.

The Kunsthal Rotterdam proudly presents the exhibition "The Fashion World of **Jean Paul Gaultier**: From the Sidewalk to the Catwalk", until May 12, 2103.

Gaultier has shaped the look of fashion over the last 35 years with his avant-garde fashion creations and cutting-edge designs. The first international exhibition of this celebrated and famed French couturier's work provides a spectacular overview of his extensive oeuvre. Initiated and produced by the Montreal Museum of Fine Arts in collaboration with the Maison Jean Paul Gaultier in Paris and the Kunsthal Rotterdam, the exhibition brings to life the world of Gaultier and gives a unique opportunity to visitors to have access to haute couture, stage and movie costumes.

Open Tuesday through Saturday from 10am until 5pm. Sunday from 11am. Entrance fee Euro 12,50. Children up to 18 years only pay Euro 2,00.

www.kunsthal.nl



Sales Mission USA

In addition to our educational (FAM) tours, next one in the fall of 2014 we are planning to organize our first Dutch **Sales Mission** to the USA.

Attendance is FREE for North American travel agents!

With a fine selection of partners, this could be 4 or 5-star hotels, top sights and city marketing representatives we are coming to the USA in March 2014. During this two-day event, both in the East and West coast of the USA, you will be given extensive presentations and you have the opportunity to have a one-on-one conversation with the presented partner. We are confident that this is a good way to learn more about the country.

In the coming months you will receive more information about this Sales Mission, dates and where it will be held. In the meantime, if there are any questions, please do not hesitate to contact us.



Holiday Inn Express The Hague Parliament

The first brand new **Holiday Inn Express - Parliament** (3-star) in The Hague is ideally located in the heart of the city centre, right next to the historic Inner Court (Dutch Parliament) and the American Embassy.

The sound proof, well-furnished and spacious rooms with a pillow selection offer modern equipment like LCD TVs with 50 international channels, free wireless Internet, coffee/tea facilities and a spacious shower. On top of all these facilities, guests are served a complimentary Continental breakfast.

The hotel offers a modern decorated lobby and bar, where guests feel at ease and can relax with friends and colleagues. The hotel provides private parking and there is public parking next to the hotel. Also the local tram is just a short walk away.

For further information and special prices, please contact The Dutch Travel advisor.
www.ihg.com/holidayinnexpress/hotels/us/en/the-hague/hagms/hoteldetail



Abdication Queen Beatrix April 30, 2013

Queen Beatrix has announced her abdication just before her 75th birthday.

After 33 years on the throne following her mother's abdication in 1980, Beatrix said she would relinquish the crown on April 30, 2013, leaving the monarchy to Crown-Prince Willem Alexander, the oldest of her three sons.

The abdication secures the Dutch throne for Crown-Prince Willem-Alexander at the age of 45. His wife, Princess Maxima, 41 and Argentinian will become Queen Maxima. Their oldest daughter Amalia will become Crown Princess.

The ascent to the throne of Willem-Alexander means the Netherlands will have its first king in more than a century. Abdication is also in the tradition of the Dutch monarchy. Beatrix's mother, Queen Juliana abdicated in 1980, her mother, Queen Wilhelmina, in 1948.

Due to the abdication, which will take place in Amsterdam most hotels will be fully booked and there will be a special protocol on April 30, 2013.

In the coming years we will not celebrate Queen's Day on April 30 but King's Day on April 27, which is the birthday of the future King Willem Alexander. Please take note that this is a National Holiday.



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