



Holland Journal

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Dear Holland Specialist / Travel Agent,

Before I start with some interesting (new) sights / exhibits in Holland I would like to have your attention for the following.

As you may know or have seen, together with the Lewis Ginter Botanical Gardens and Sterling Brownell Travel in Richmond, I have planed an unique **Holland garden tour** this coming June. This tour takes you to spectacular gardens; meet the owner(s) of these gardens, fine dining and many "off the beaten path" sights. The director of Lewis Ginter will join you as well on this unique tour. We still have a few seats left on this tour. Are you or do you have clients who are interested in this special tour, please let me know a.s.a.p. A detailed itinerary is available and travel agents will receive a very nice commission!



Queen Juliana launched the **SS Rotterdam**, known as "**The Grande Dame**", on September 13, 1958. The Rotterdam was the last great Dutch "ship of state", employing the finest artisans from the Netherlands in her construction and fitting out process. For 40 years the ship was also one of the most successful ships of all time. She sailed from 1959 until her final retirement in the fall of 2000.



After retiring from transatlantic service in 1969, the ten-year-old *Rotterdam* received a small refit for permanent cruising and began her new life as a full time cruise ship. By the 1980s the ship had settled into a routine of winters in the Caribbean and summers in Alaska, with the occasional (and very popular) world cruise.



Much to the dismay of the ship's loyal fans, HAL announced that changing safety regulations made it necessary to retire the ship. The final voyage took place on September 30, 1997. Sold to Premier Cruises and re-named SS Rembrandt, the ship continued on in cruise service until the sudden financial collapse of the company forced the ship's lay-up in Freeport, Bahamas and than Gibraltar. After years of lying idle, a new destination was found for the former SS Rotterdam as a hotel and tourist attraction in her old homeport of Rotterdam. She was restored in Poland and Wilhelmhaven, Germany and on August 4, 2008 returned to the city of Rotterdam. She is open to the public as of the February 15, 2010 as a combination museum / hotel.



The hotel part has 257 rooms and each of them is really unusual. You can choose between an inside / outside room or suite.



Each of the rooms are themed like the inside "Original room", which brings you back to the maiden voyage of the ship. The colors and materials are as used in that period. You will get the feeling of being the first guest as it was in 1958.



There are three tours between 45 and 90-minutes and each tour has its own unique experience. Tours are daily from 10am until 4pm (November – March) and 10am until 7.30pm (April – October). Entrance fee range between Euro 10 - 16 per person for adults and Euro 6 - 9,50 for children between 4 and 11 years. Under 4 years are free. www.opder rotterdam.nl

Every travel agent knows that when you travel to Holland, you will arrive at Amsterdam Schiphol Airport, the largest International Airport in the Netherlands.

But Holland also has several other Airports like Rotterdam "Zestienhoven", or since February 10 this year called **Rotterdam The Hague Airport**. This Airport, located between The Hague and Rotterdam is very convenient for those flying to London, Nice, Geneva, Rome and other major cities within Europe. Price fighters like for example Transavia www.transavia.com is flying daily.

Rotterdam The Hague Airport is popular under the Dutch because it is such a small Airport. In and out would only take a short time. But this is not the main reason. The main reason is the Airfare. You can already fly to London for Euro 50 including all taxes and Euro 60 to for example Rome. Why should to you fly from Amsterdam Schiphol Airport when it cost a lot more, with for example KLM and it also takes much longer?

Let me know if you have any questions or visit their website at www.rotterdam-airport.nl





The known Dutch architect H.P. Berlage built the **Gemeentemuseum** in The Hague. It was his last large assignment before he died in 1934. The museum itself opened in 1935.

It invites visitors to wander at will, discovering the diversity of the collections as if by accident. The recently created "Wonder Rooms" section in the basement presents an entirely different, interactive world of color, shape and sound.



The collection of the museum is extremely varied. At the heart are the well-known masterpieces of The Hague School and, of course, the world's largest collection of paintings by Piet Mondrian, culminating in his final work, *Victory Boogie Woogie*.

Besides these, The modern art collection provides a varied overview of developments in the fine arts since the early 19th century. Charley Toorop's piercing eyes and Floris Verster's bowl of eggs are flanked by works by leading foreign artists, including Picasso, Kandinsky and Monet, plus an extensive collection of German Expressionist pieces. This helps to place Dutch examples of the Realist and Symbolist schools and the De Stijl movement in an international context.



The Gemeentemuseum owns one of the largest fashion collections in Europe, in which all the great couture houses are well represented. The original pink Givenchy dress that Audrey Hepburn wore in *Breakfast at Tiffany's* is just one famous item in the collection. It also includes earlier pieces that illustrate the history of couture: Worth, Poiret and Vionnet were forerunners of the famous couturiers who now define the look of Paris's Avenue Montaigne.



Until **June 6, 2010** there is a special exhibit "**Haute Couture**" **Voici Paris!**

This major exhibition will showcase the history of haute couture, alongside creations by today's top couturiers. Renowned fashion houses like Dior, Chanel, Christian Lacroix and Jean Paul Gaultier will lend a number of exclusive couture creations from their latest collections, fresh from the catwalk, and never before seen in the Netherlands. Visitors will be able to admire close by the details that make these garments so unique: the sumptuous fabrics, unparalleled embroidery, and the cut. In short: all the skills of Parisian couture.



Contemporary couture is not the only thing the exhibition will highlight.

The museum galleries will also recount the story of couture, beginning in the second half of the 19th century. Visitors will not only have the opportunity to admire exclusive creations by top designers, but also design drawings, accessories, moving images and photographic material. The exhibition will also cover the history of Dutch couture, from the copies of designs from Paris to the great Dutch couturiers like Charles Montaigne (Karel Meuwese), Frans Molenaar, Frank Govers, Fong Leng, Victor and Rolf and rising new star Jan Taminiau.

The museum is open Tuesday through Sunday from 11am until 5pm.

Entrance fee Euro 10. During special exhibits there is a surcharge of Euro 3 per person.

www.gemeentemuseum.nl

Please do not hesitate to contact us if you have any questions.

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Your tour guide for Holland