

WELCOMING AMSTERDAM | INCORPORATING TOURIST AND CITIZEN IN A STRATEGY FOR A GROWING TOURISTIC REGION |



Esmee Stalenberg, 4542584
Mentors: Arie Romein (1st) & Gerdy Stuij-Verschuure (2nd)

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PROBLEM | IMPACTS OF TOURISM IN AMSTERDAM AND OBJECTIVE OF THE PROJECT

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STRATEGY | CULTURAL CLUSTERS, NODES AND CONNECTIONS

BRIDGING THE GAP | BETWEEN THE CITY CENTER AND REGION

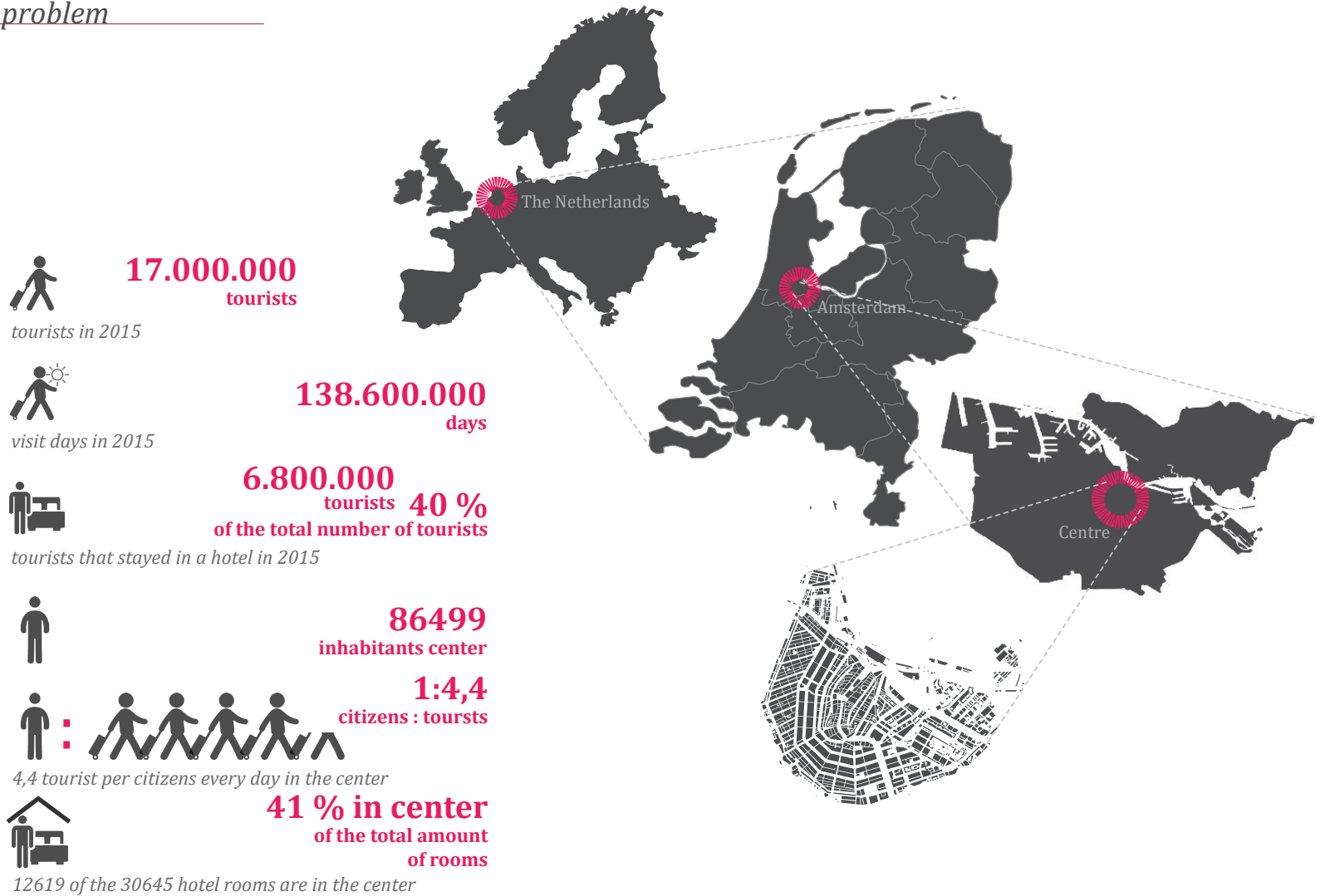
CLUSTER DEVELOPMENT | OF NDSM CLUSTER

PROJECT DEVELOPMENT | REFLECTION ON THE STRATEGY AND PROCESS

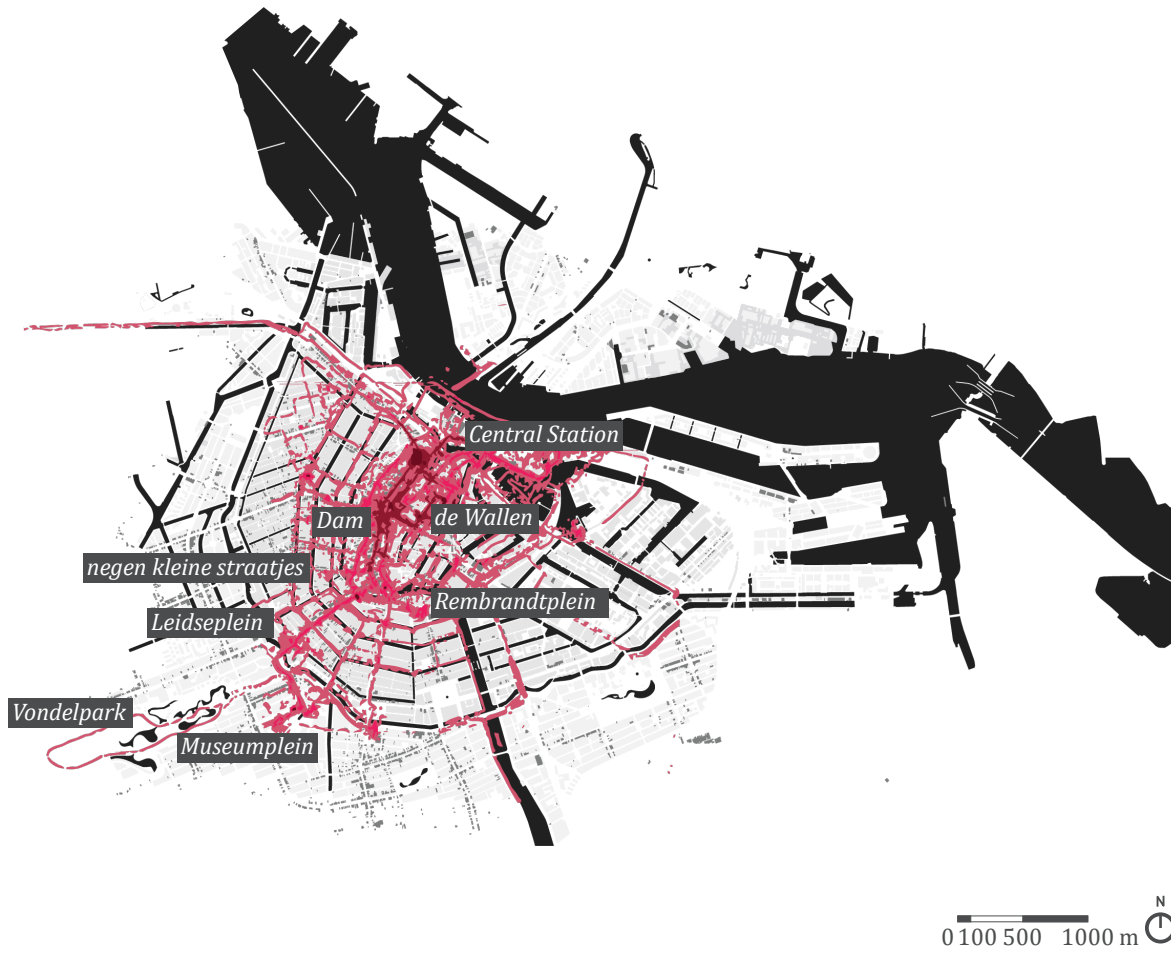
PROBLEM

**PROBLEM AND IMPACTS OF TOURISM IN
THE CASE OF AMSTERDAM**

problem

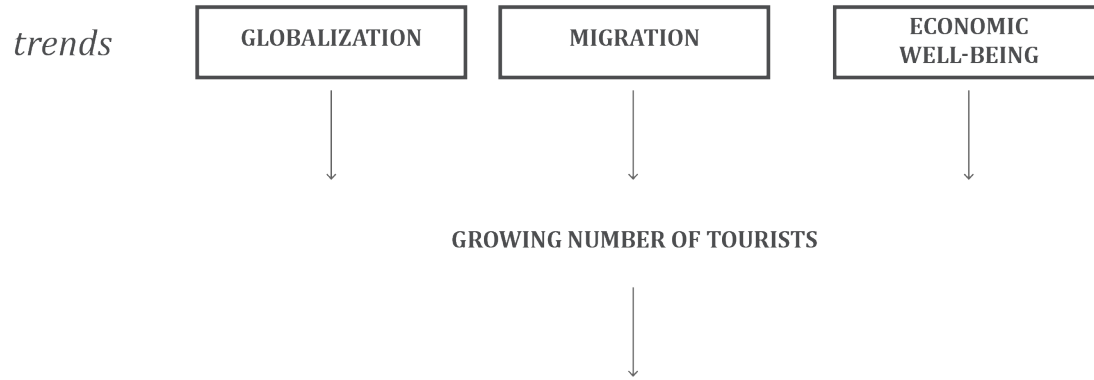


problem



Crowding locations tourists, based on: Kuddedieren (Poel & Boon, 2015), own image.

problem

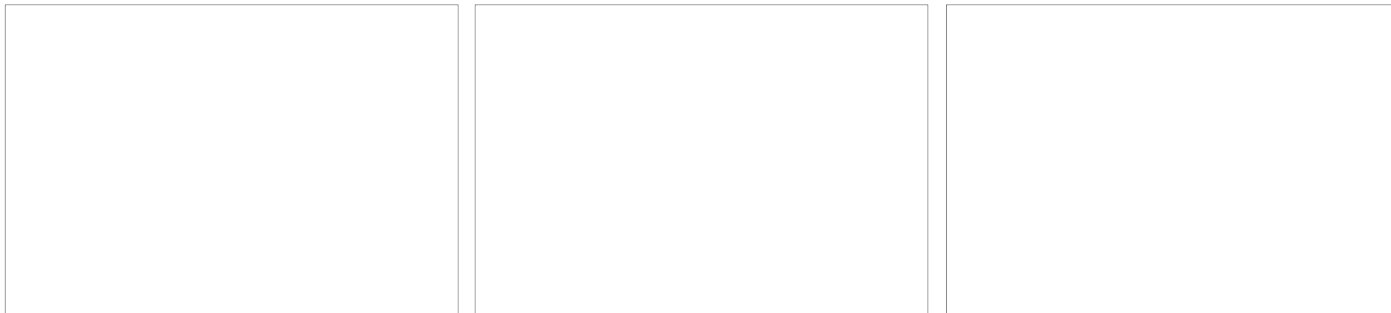


layers

social



diversification of activities;
loss of identity;
decreased liveability;





Protest in Barcelona tegen woningverhuur aan toeristen, derived from <https://www.nul20.nl/dossiers/airbnb-gewild-en-verafschuwd>

problem

trends



GROWING NUMBER OF TOURISTS

layers

economic



employment opportunities;
diversification of economy;
disappearing of local economy;
commodification;

loss of identity;

diversification of activities;
decreased liveability;

OLD AMSTERDAM
*Touristic shop for cheeses
with tasting room*

SOUVENIRS & GIFTS
Touristic shop for souvenirs

DRAKE'S
Clothing store

GANDHI
Restaurant for indian food

NEW YORK PIZZA
*Restaurant and take-away
pizza franchise*

NOVOPLAY
Gambling

TUC TUC
*Transportation mainly
used by tourists*

TOURS AND TICKETS
*Shop for tours and tickets for touris-
tic attractions like boat tours*

**AMSTERDAM
CHEESE COMPANY**
Touristic shop for cheeses

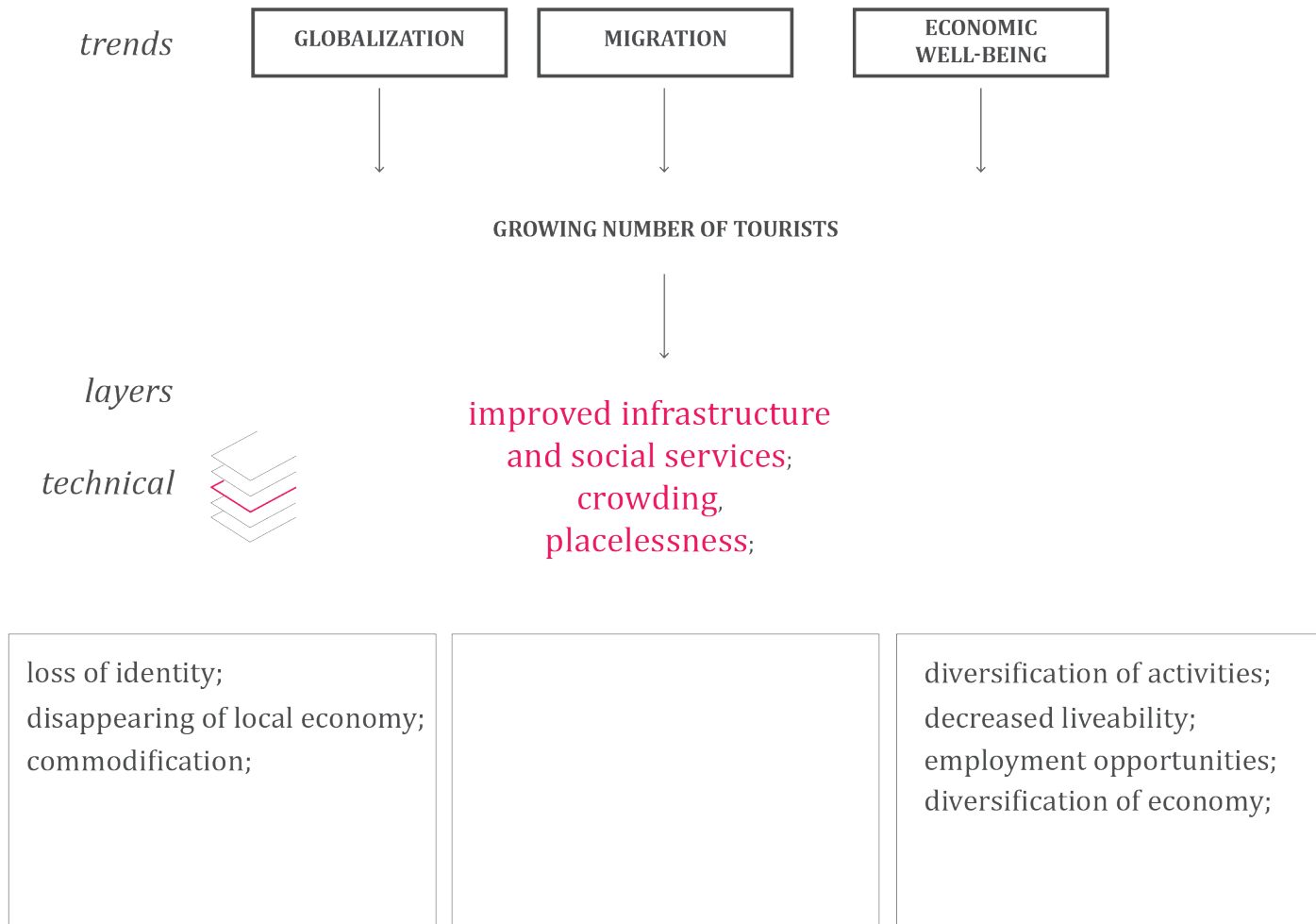
STARBUCKS
Coffee and food franchise

DELIFRANCE
*Lunchroom and
bakery franchise*

AMSTERDAM TODAY
Touristic shop for souvenirs

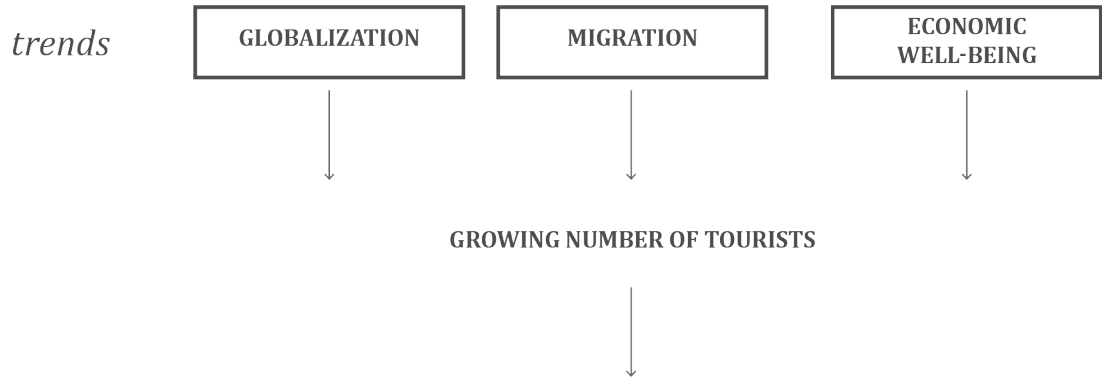


problem

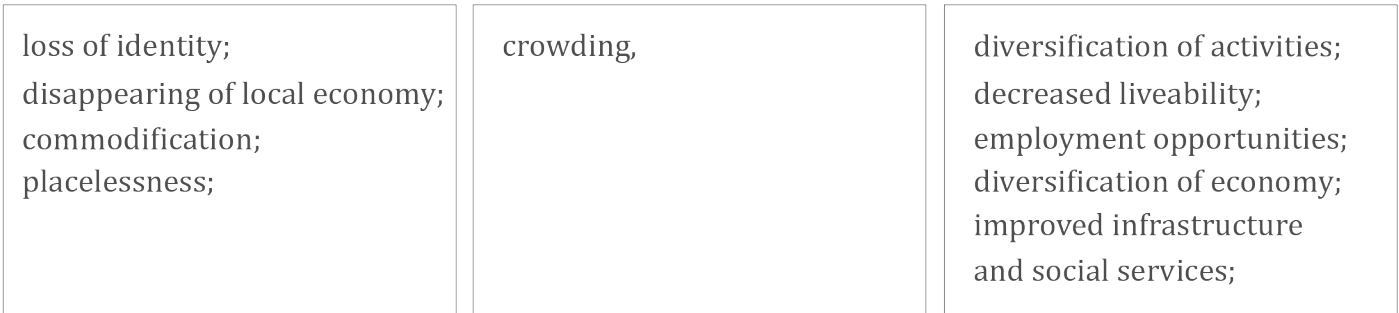




problem



layers



Travel area and highlights of the Amsterdam & Region Travel Ticket



- Museums, Sights, Attractions and Historic Towns
- Bus transfer point
- Walking route
- Bus line, Haarlem / Beach region
- Bus line, Schiphol Airport / Flowers region
- Bus line, Old Holland region
- Bus line, New Land / Castles & Gardens region
- Metro line with station
- Railway line with station
- Major bus stop

- 1 Umliden aan Zee Beach **[81 84]**
- 2 Port Umliden **[82]**
- 3 Beverwijk Bazaar — **[76]** and **[75]**
- 4 Bloemendaal aan Zee Beach **[81 84]**
- 5 National Park Zuid-Kennemerland **[81 84]**
- 6 Amsterdam Water Reservoir Dunes **[80]**
- 7 Zandvoort aan Zee Beach **[80 81 84]**
- 8 Race Circuit park Zandvoort **[81 84]**
- 9 Steam machine Circusus
- 10 Zaanse Schans **[301]**

- 12 Zaan Industrial Wall in Wormer — **[301]**
- 13 Teylers Museum **[80 100 356]**
- 14 Frans Hals Museum **[80 300 356]**
- 15 Haarlem central square **[80 300 356]**
- 16 FloraHolland Flower Auction **[172]**
- 17 Amsterdam Airport Schiphol **[197]**
- 18 Beemster Unesco World Heritage **[304 306]**
- 19 Volendam **[110 316]**
- 20 Edam **[110 314 316]**
- 21 Marken **[315]**

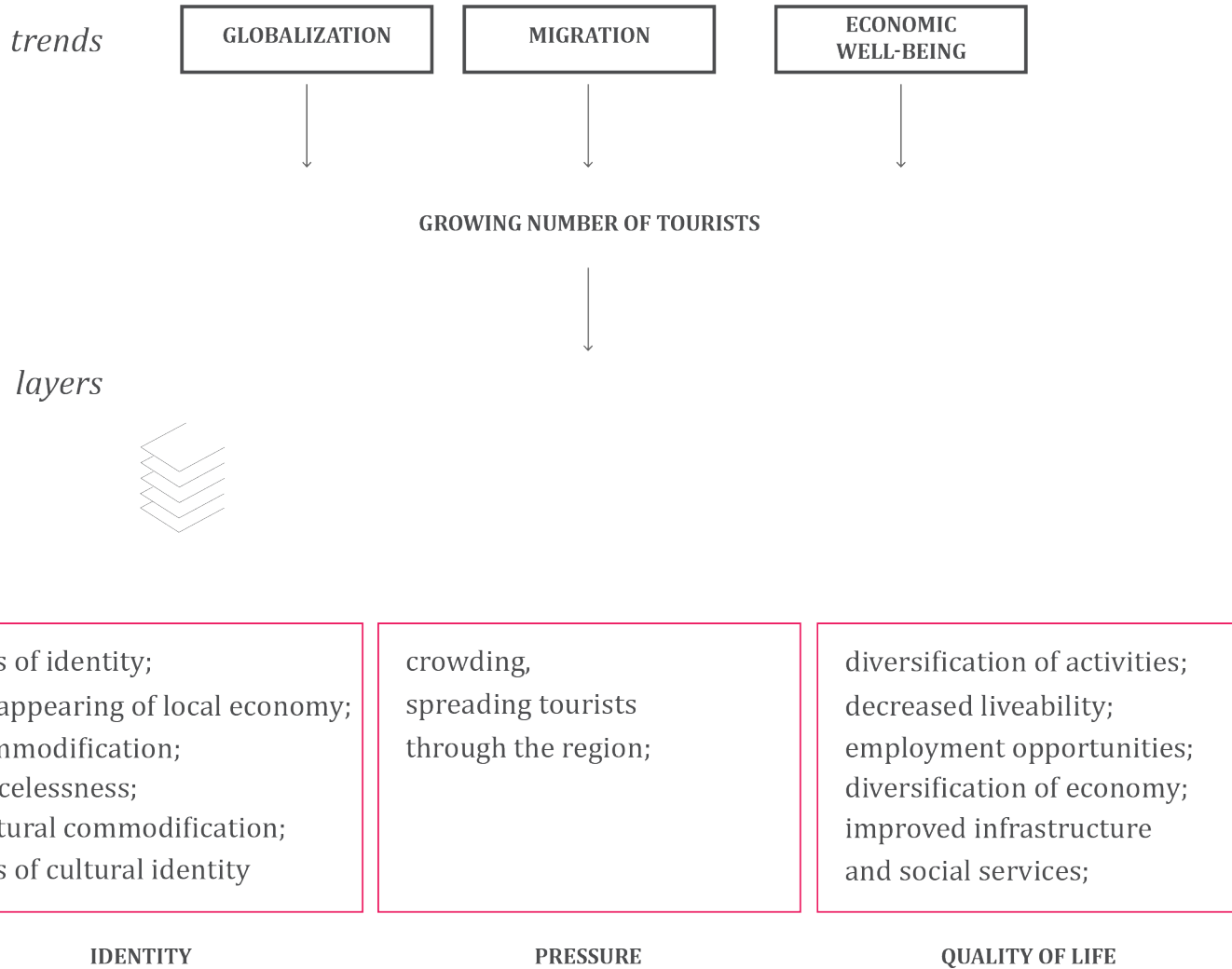
- 22 Monnickendam **[315]**
- 23 Rijksmuseum **[2 15]**
- 24 Van Gogh Museum **[2 15]**
- 25 The National Maritime Museum **[21 48]**
- 26 Stedelijk Museum **[2 15]**
- 27 Hermitage **[1 14]**
- 28 Royal Concertgebouw **[2 15 16 24]**
- 29 Anne Frank House **[13 14 15]**
- 30 Amsterdam Museum **[1 12 15]**
- 31 Albert Cuyp Market **[4 14 24]**

- 32 Amstelveen Center **[51 172 300 356]**
- 33 Cobra Museum **[51 172 300 356]**
- 34 Ouderkerk a/d Amstel **[300 356]**
- 35 Almere Center **[328]**
- 36 Loosdrecht Lakes
- 37 Amsterdam Castle Muiderslot **[20 322 327 328]**
- 38 Fortress Island Pampus **[320 322 327 328]**
- 39 Westinder Lakes **[172]**
- 40 Dutch Fortress Museum in Naarden **[320]**
- 41 Old harbour Huizen **[320]**

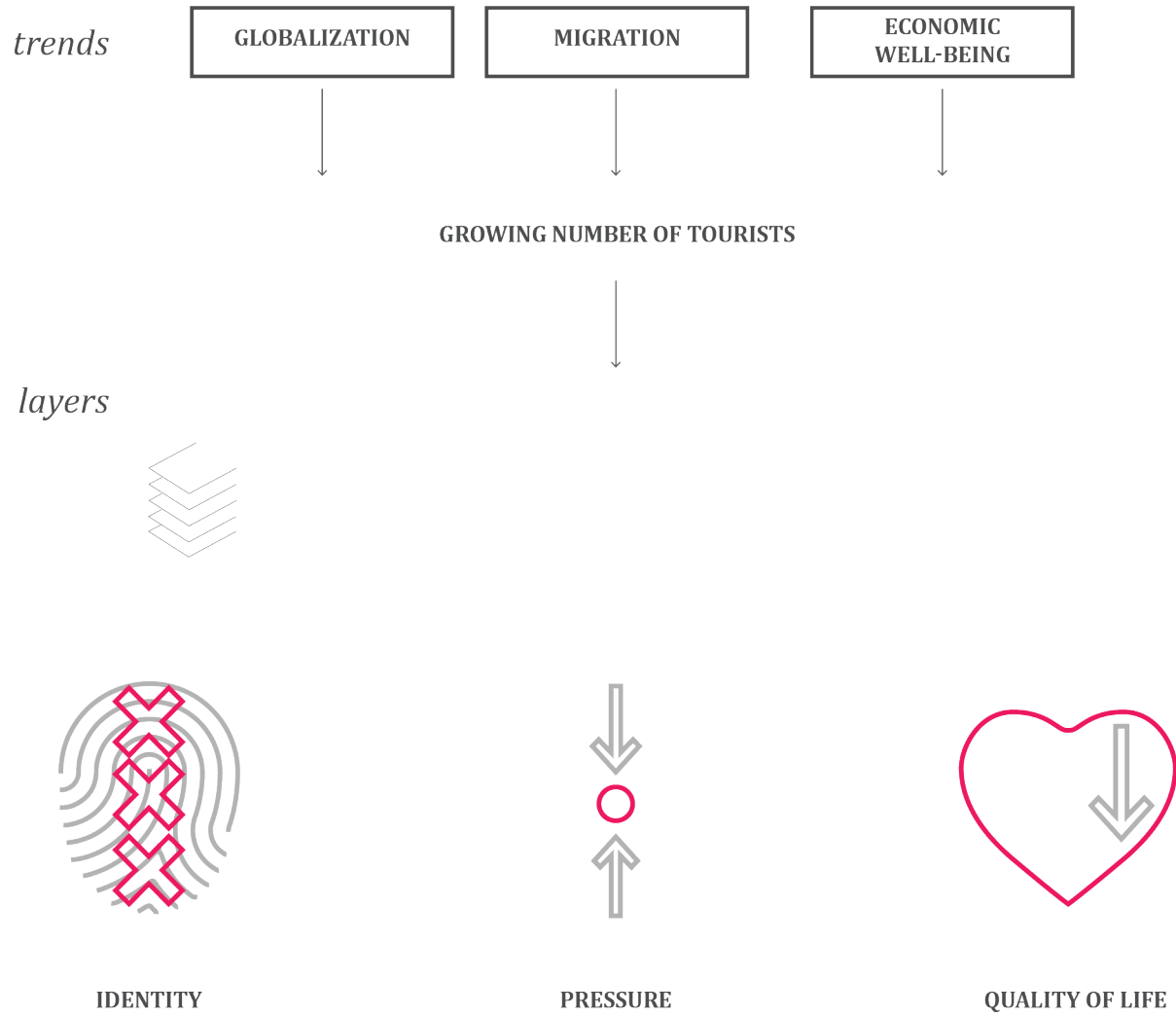
* see Amsterdam city map on backside



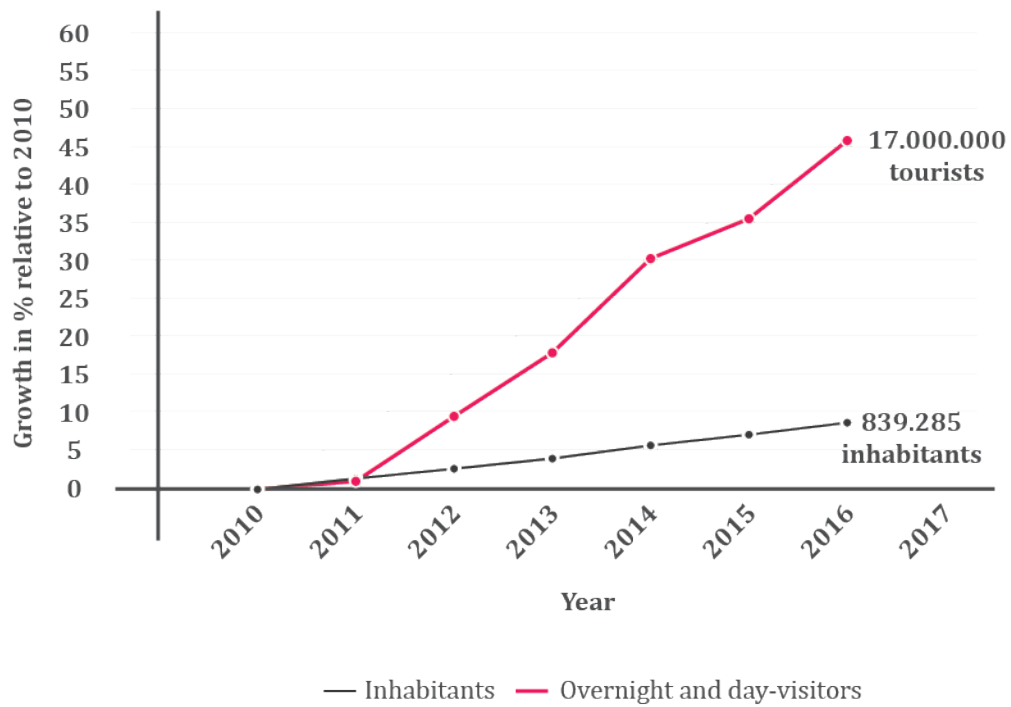
problem



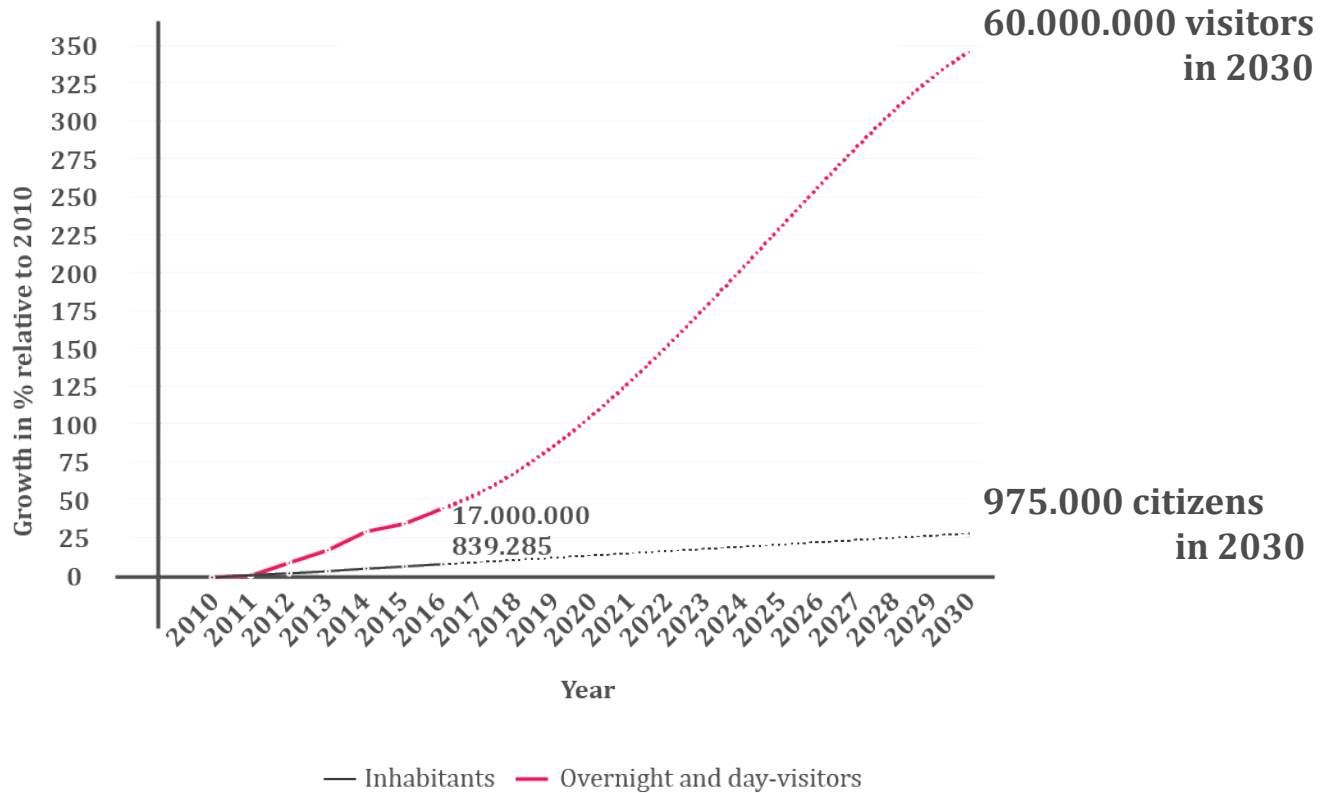
problem



problem

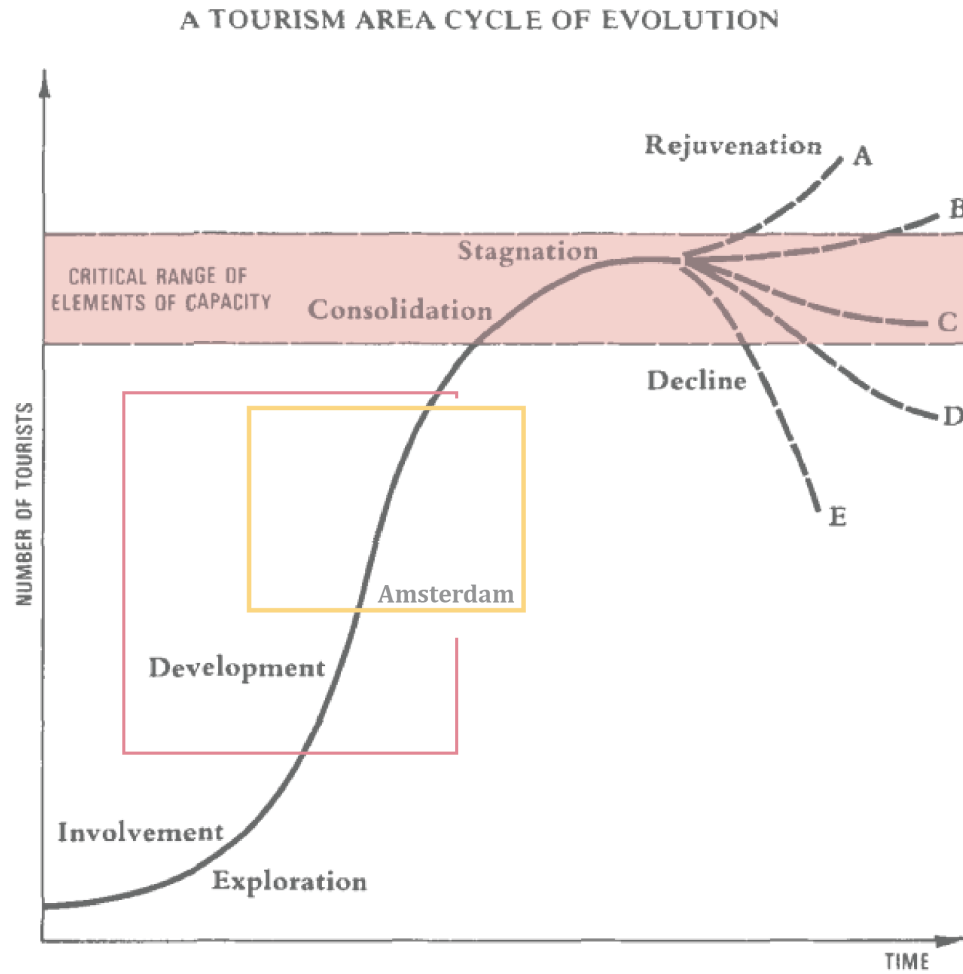


problem



Growth tourism disproportional, based on interview with Veldhuizen, 2017.

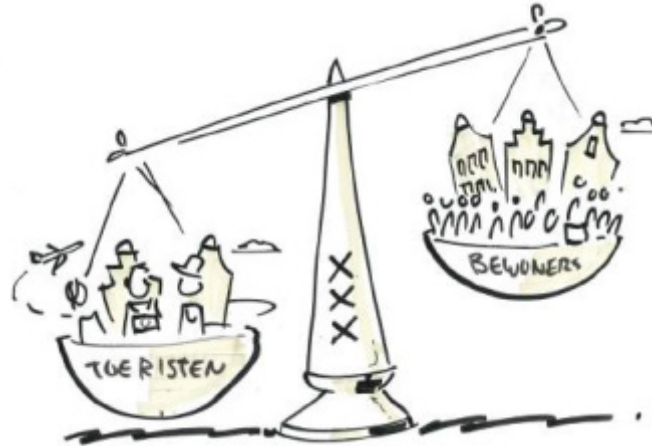
problem



A tourism area cycle of evolution by Butler, 1980.

problem

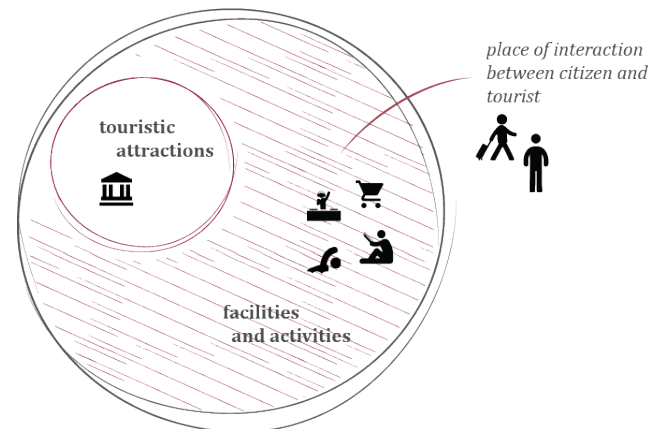
If the municipality does not take action soon, the migratory **flow of tourists** coming to the city & region of Amsterdam will leave **a disruptive impact** behind, making the city **increasingly less attractive to citizens**.



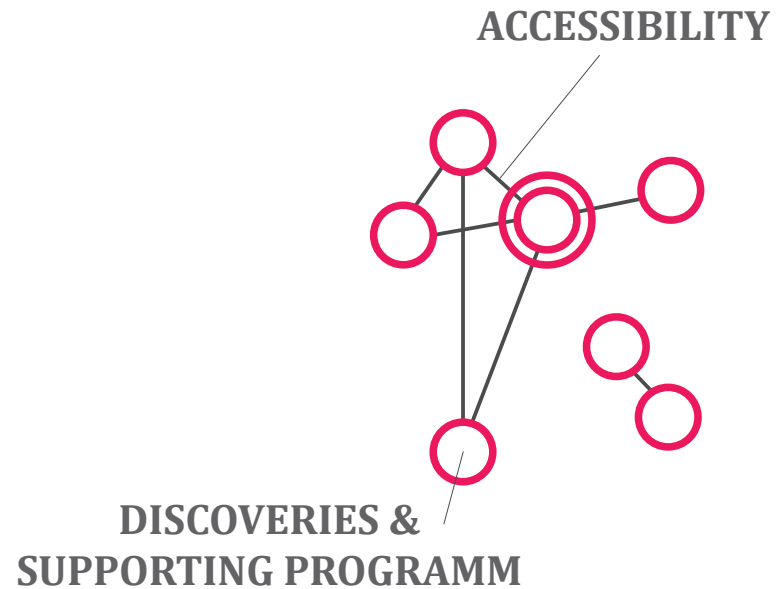
To **distribute the number of visitors** in the Amsterdam Metropolitan Area more evenly through the city and region to use the full socioeconomic potential equally, **relieve the pressure** on the problematic area - the city center - and **minimize the negative impacts** on all other areas while **providing attractive spaces** for both the citizen and tourist.

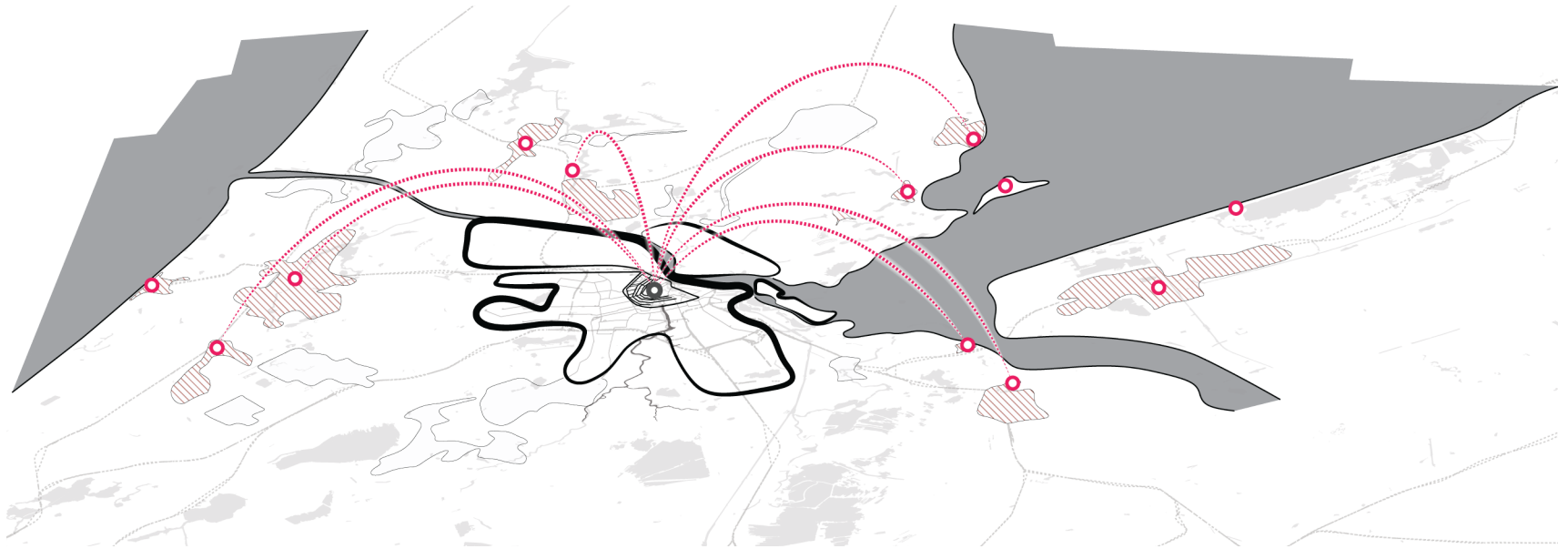
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tourist experience & quality of life

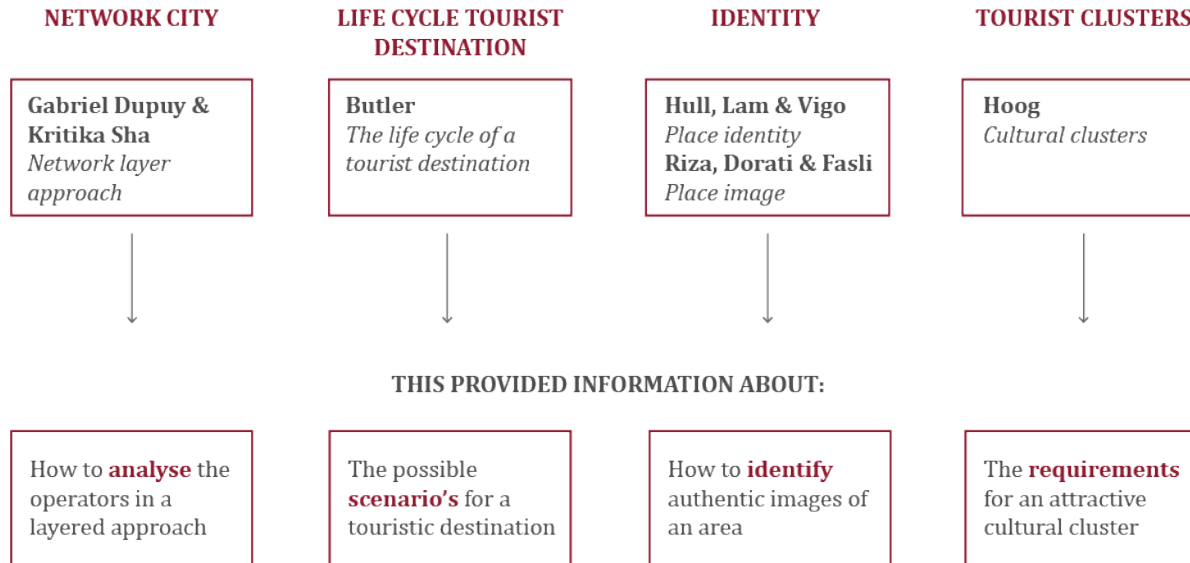


By a proposal of touristic areas spread out through the city existing of nodes and connections, filling in the gap between the city center and the region.





THIS IS INFLUENCED BY THEORIES FROM:



CONTEXT

LAYERED ANALYSIS

THIS IS INFLUENCED BY THEORIES FROM:

NETWORK CITY

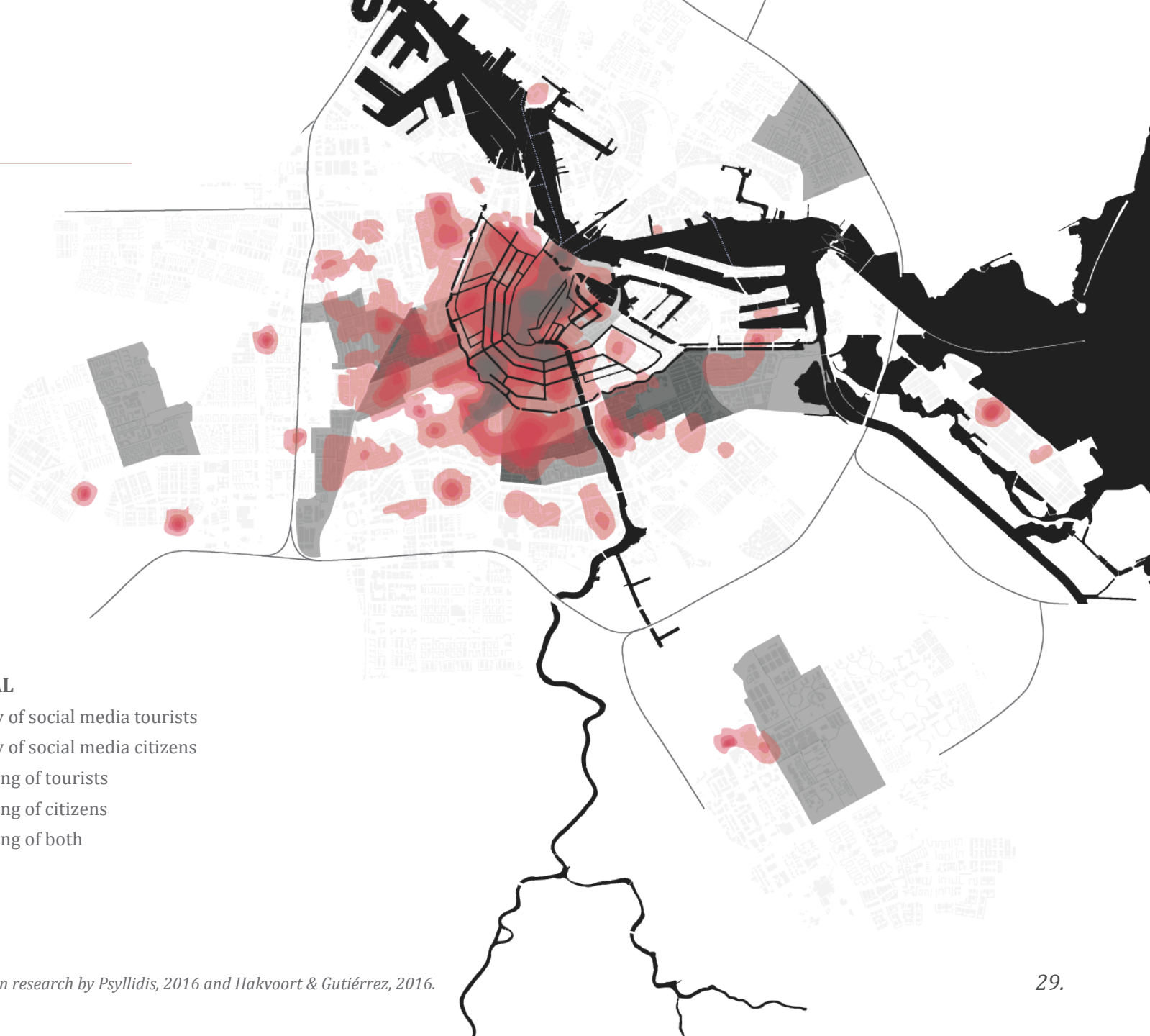
**LIFE CYCLE TOURIST
DESTINATION**

IDENTITY

TOURIST CLUSTERS



context



SOCIAL

- activity of social media tourists
- activity of social media citizens
- crowding of tourists
- crowding of citizens
- crowding of both

Based on research by Psyllidis, 2016 and Hakvoort & Gutiérrez, 2016.

context



ECONOMIC












- touristic attraction
- hotel
- Airbnb concentration
- facility (non housing)
- market
- cultural cluster
- event venue

Based on maps.amsterdam.nl and de Hoog, 2013 *The Dutch Metropolis*.

context

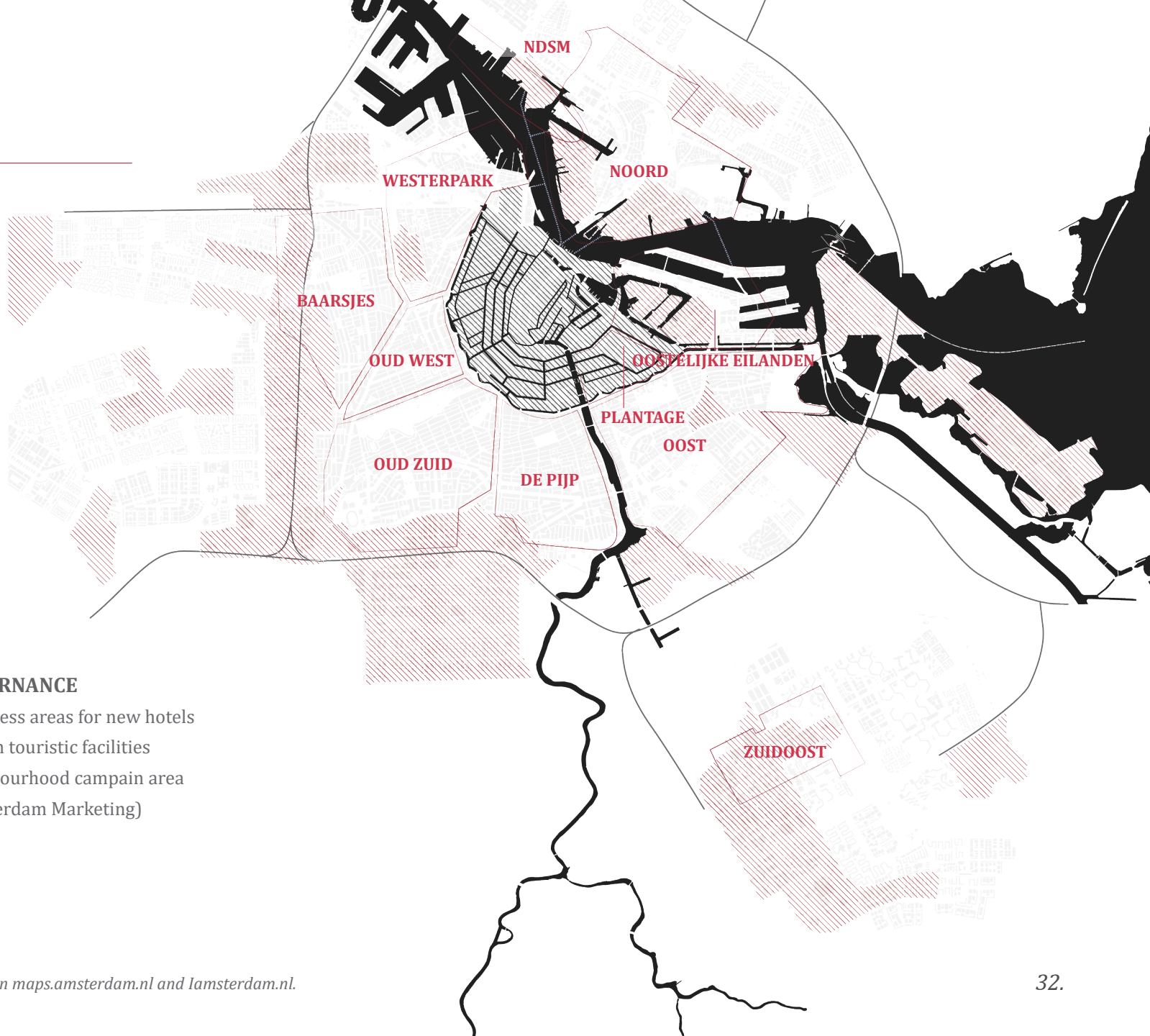


TECHNICAL




-  pedestrian friendly public space
-  pedestrian prioritized network
-  cycle prioritized network
-  tram line
-  bus line
-  ferry line
-  train tracks
-  highway
-  train/metro station
-  tram station
-  Passenger Terminal

Based on maps.amsterdam.nl

context



GOVERNANCE

-  no, unless areas for new hotels
-  stop on touristic facilities
-  neighbourhood campaign area (Amsterdam Marketing)

Based on maps.amsterdam.nl and iamsterdam.nl.

context



HISTORY

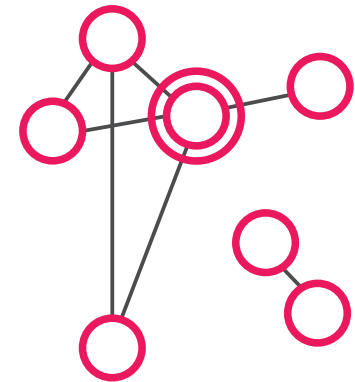
- monument
- UNESCO heritage
- national conservation
- local conservation
- identical element

Based on maps.amsterdam.nl.

STRATEGY

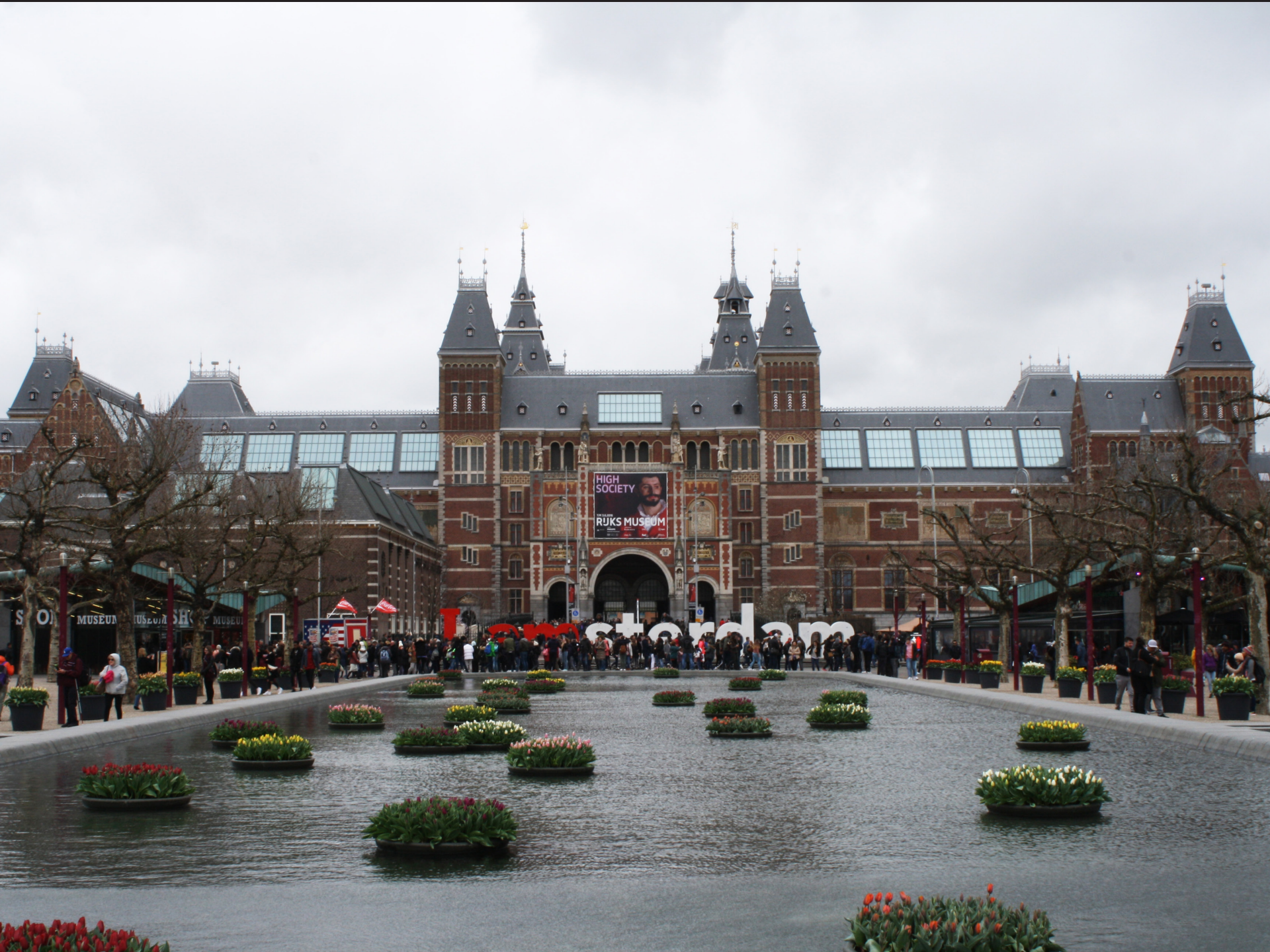
**CULTURAL CLUSTERS, THROUGH NODES
AND CONNECTIONS**

A cultural cluster is defined as a cluster that:
“has at least three cultural institutions within a walking distance of not more than 5 min from each other and draws at least 500.000 visitors per year” (Hoog, 2013, p. 47).



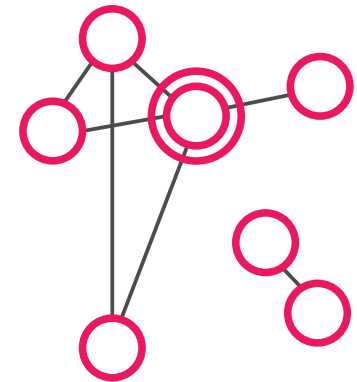
CLUSTER



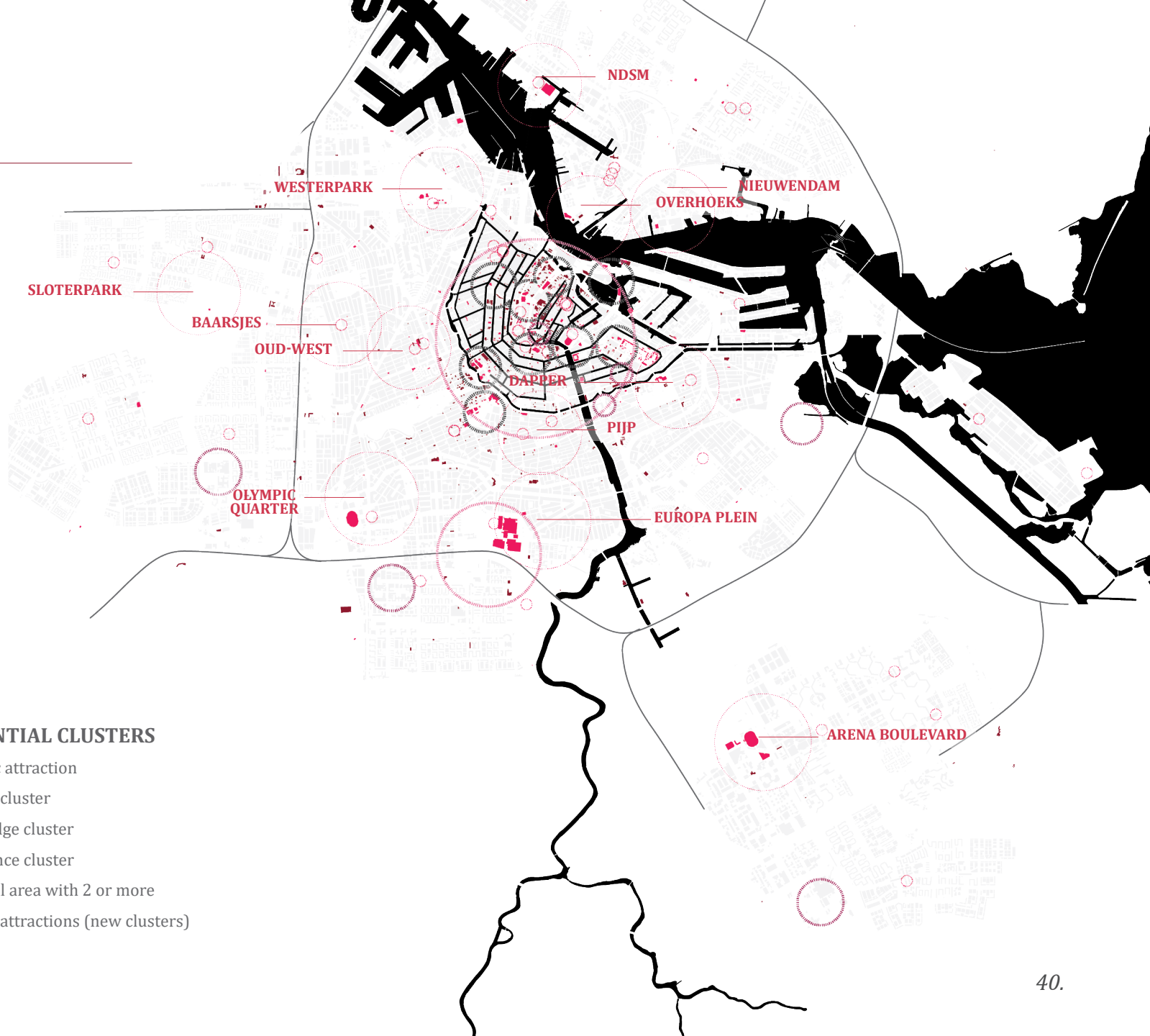









For this project, the potential clusters will be defined as an area that:
*“has at least **two or more cultural activities** within a walking distance of not more than **10 min** from each other and draws at least 300.000 visitors per year, **including event visitors**”*



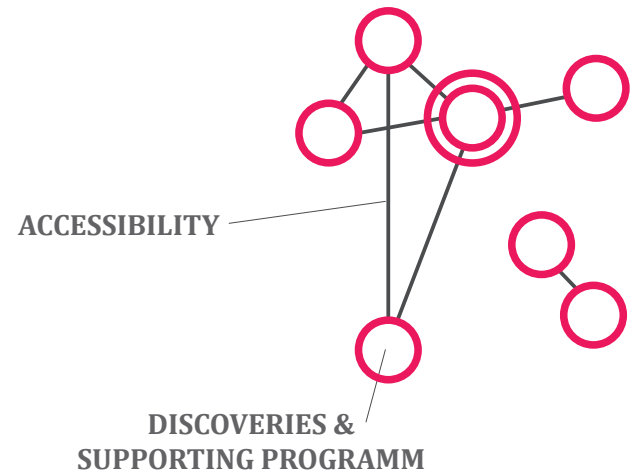
CLUSTER



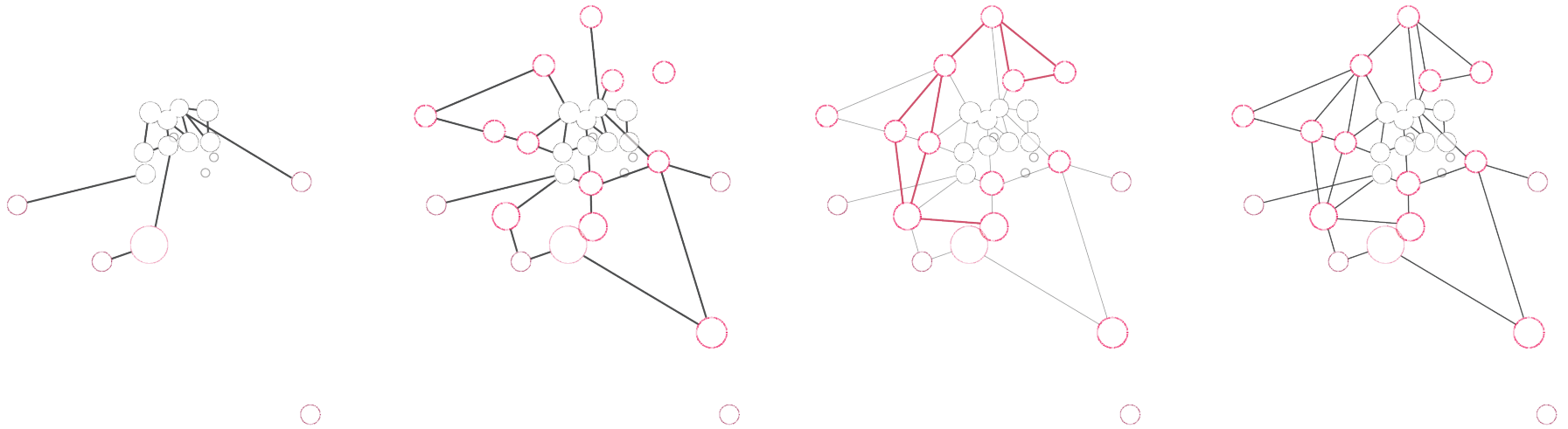
POTENTIAL CLUSTERS

-  touristic attraction
-  cultural cluster
-  knowledge cluster
-  conference cluster
-  potential area with 2 or more cultural attractions (new clusters)

Important is to create a *relation with other clusters* to strengthen the attractiveness, what can lead to combination of clusters into districts or quarters: *a variety of possibilities of connections between hubs or clusters.*



strategy



strategy



strategy





PUBLIC TRANSPORT NETWORK

- tram line
- bus line
- ferry line
- station
- proposed extra tram network
- proposed extra bus network

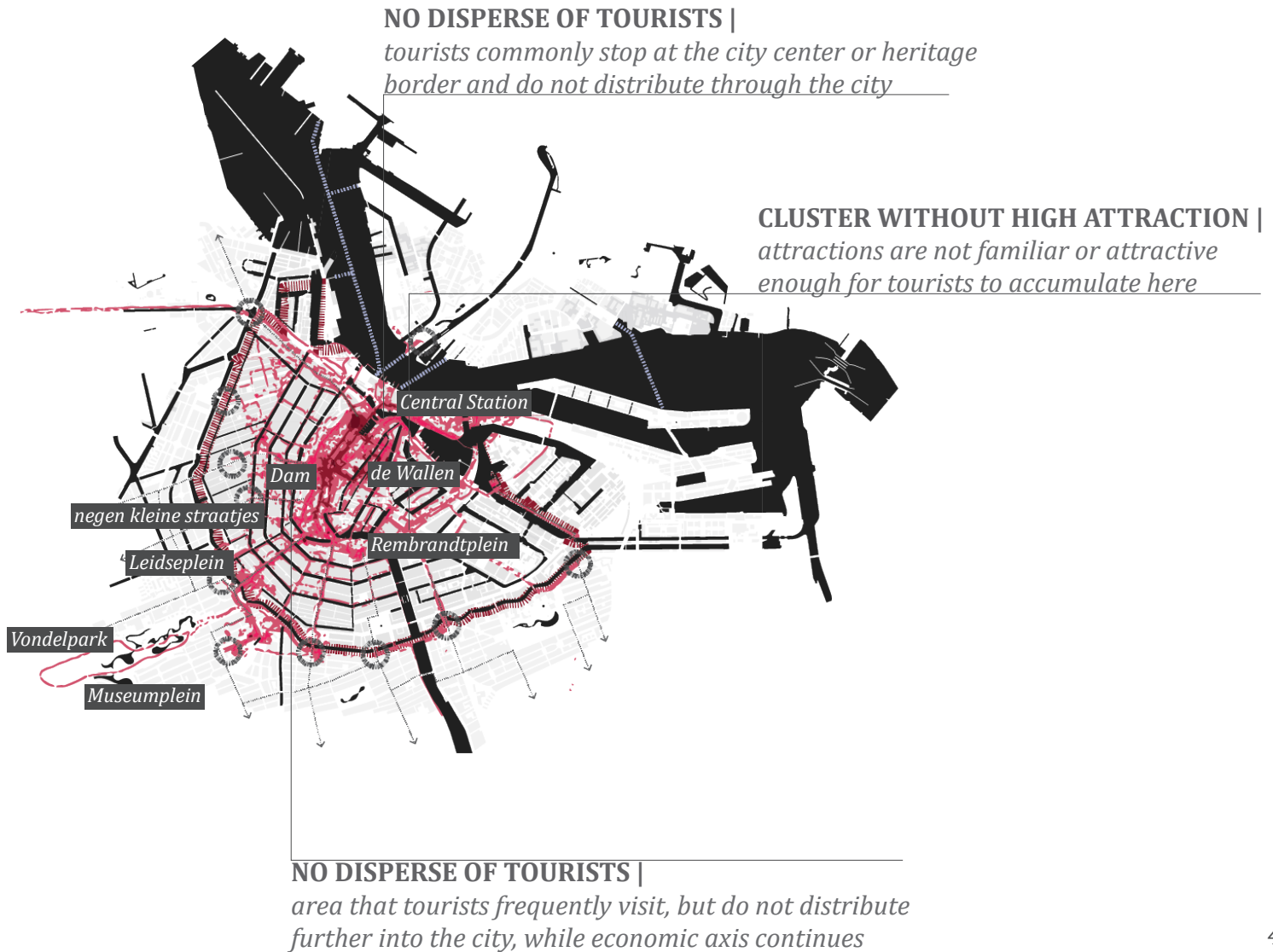
- PEDESTRIAN NETWORK**
- pedestrian friendly public space
 - park/forest
 - existing pedestrian prioritized network
 - proposed extra pedestrian network

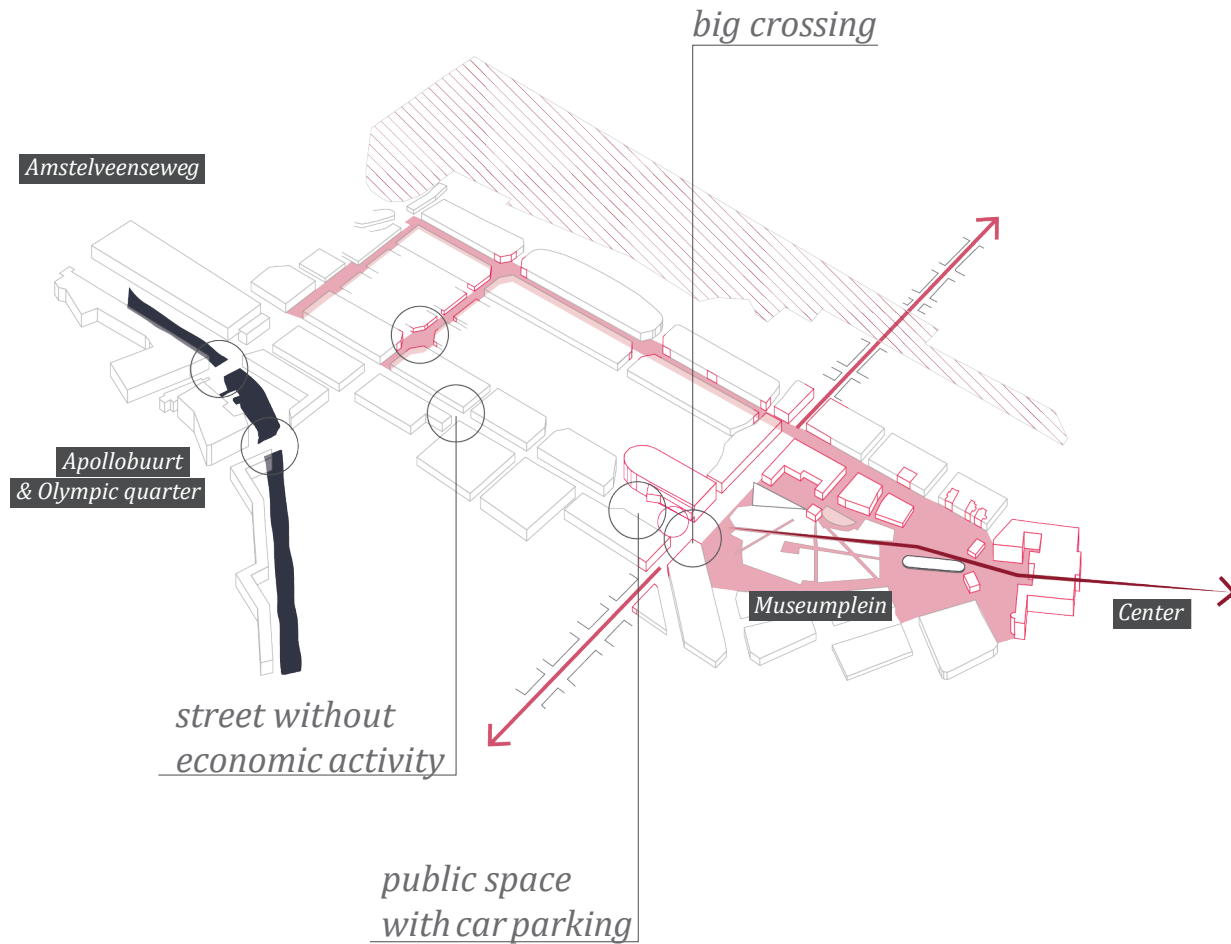


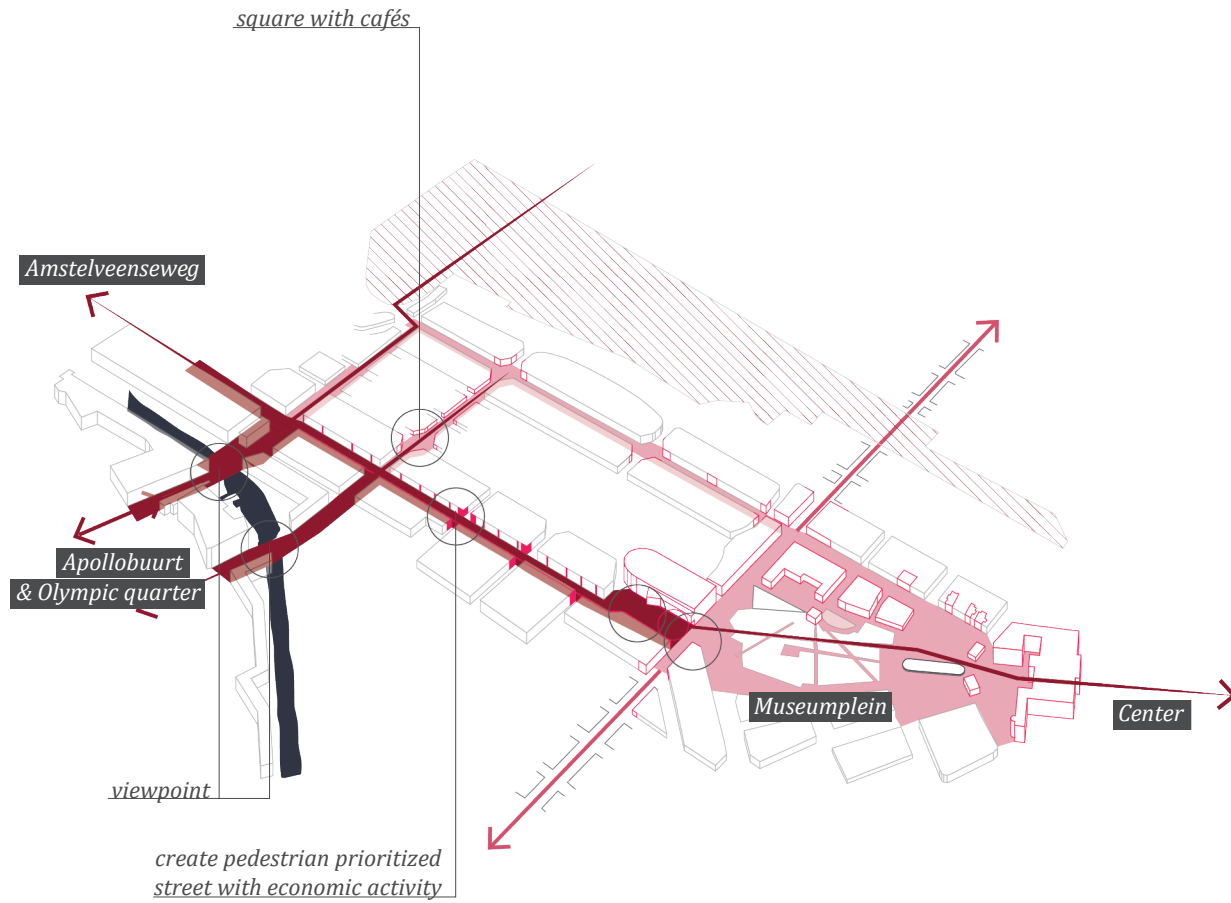


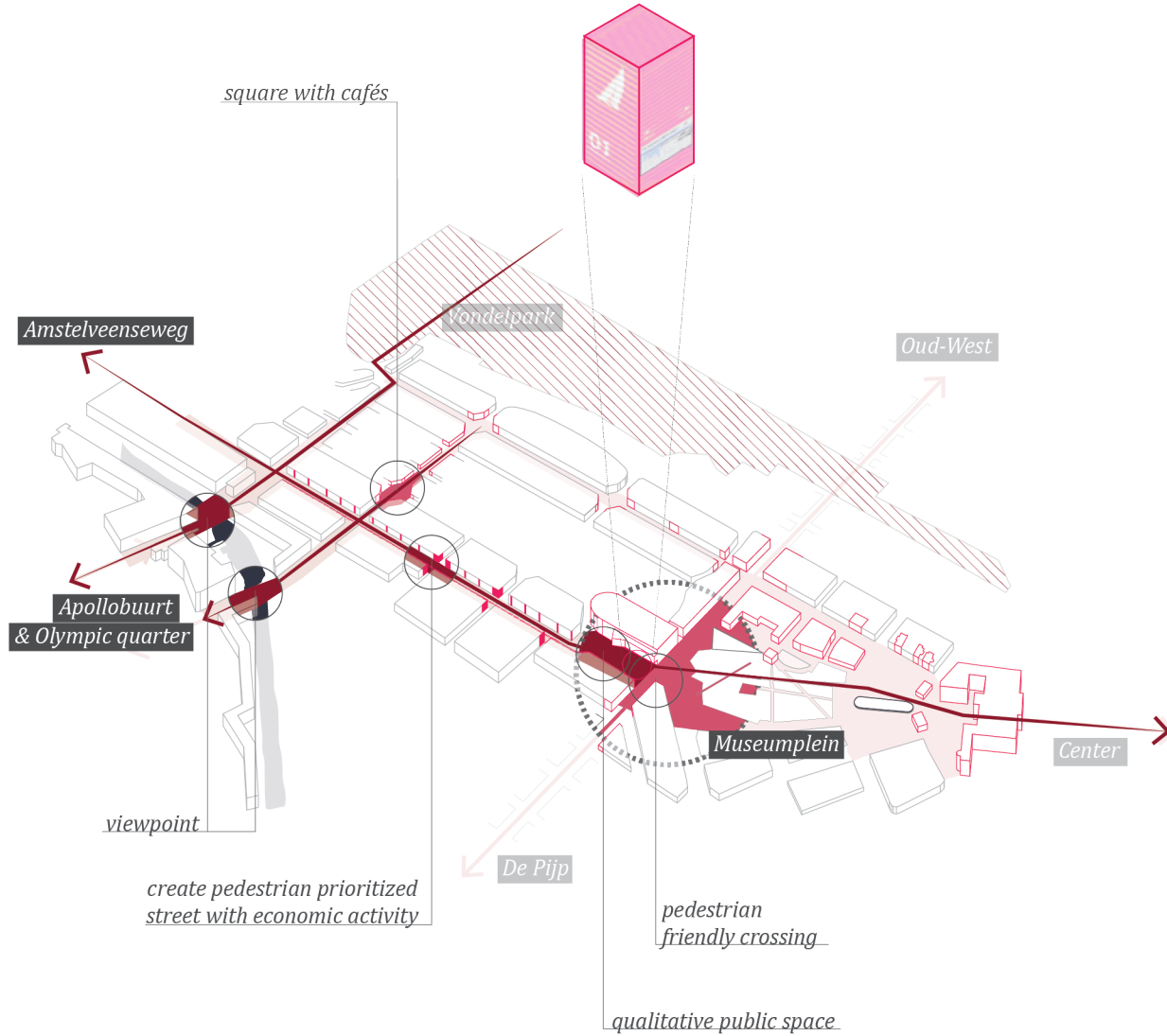
PEDESTRIAN NETWORK

- pedestrian friendly public space
- park/forest
- existing pedestrian prioritized network
- proposed extra pedestrian network



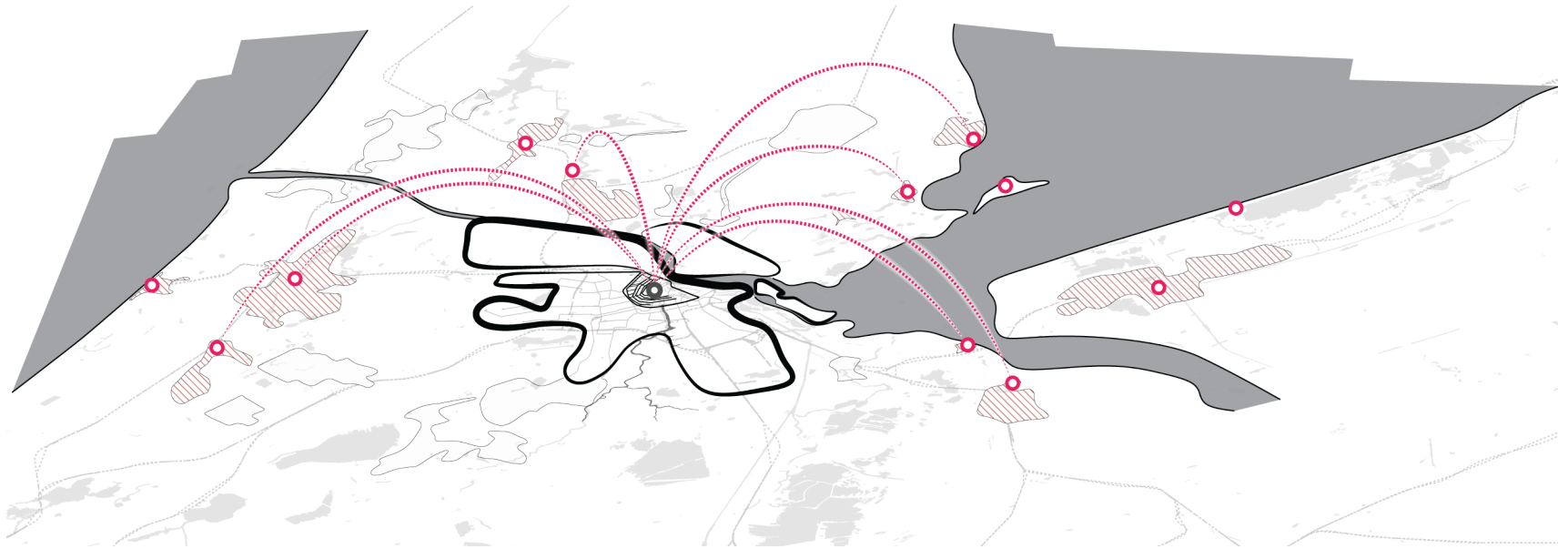






BRIDGING THE GAB
BETWEEN THE CITY AND REGION

bridging the gab



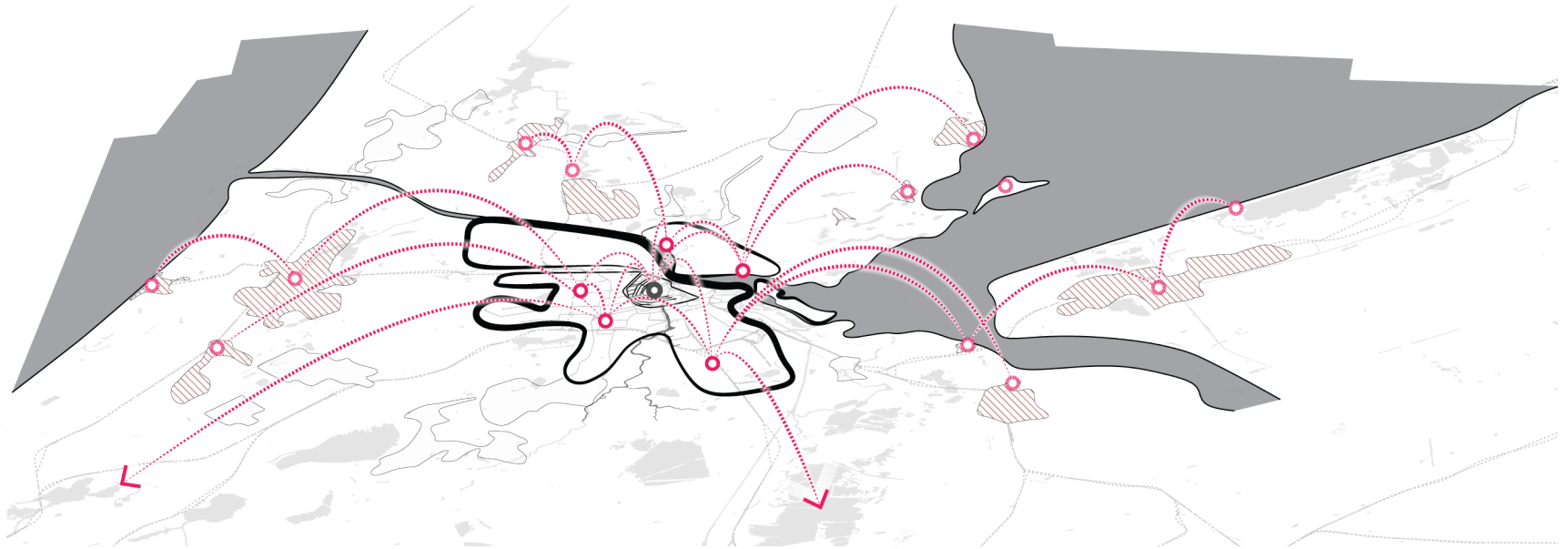
Travel area and highlights of the Amsterdam & Region Travel Ticket



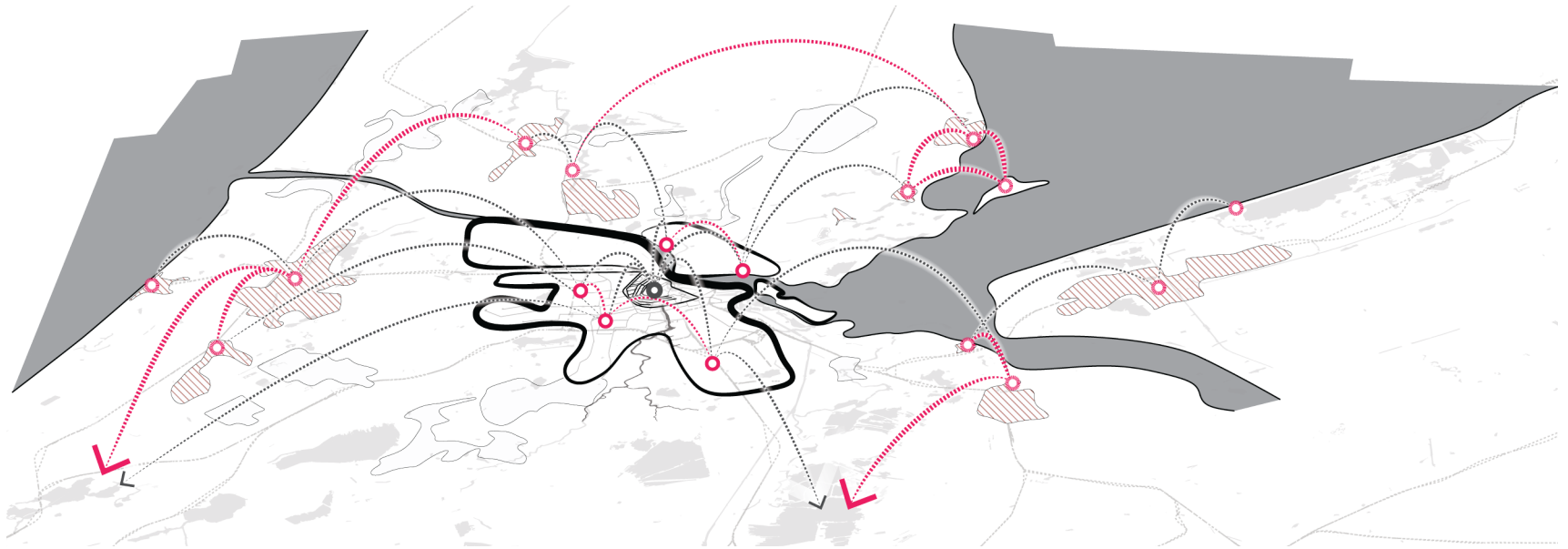
- | | | | | | |
|---|---|---|--|---|---|
| <ul style="list-style-type: none"> Museums, Sights, Attractions and Historic Towns Bus line, Haarlem / Beach region Bus line, Schiphol Airport / Flowers region Bus line, Old Holland region Bus line, New Land / Castles & Gardens region Major bus stop | <ul style="list-style-type: none"> Bus transfer point Walking route Metro line with station Railway line with station | <ul style="list-style-type: none"> 1 Umliden aan Zee Beach [82] 2 Port of Umliden [82] 3 Beverwijk Bazaar — 4 and 5 6 Bloemendaal aan Zee Beach [81, 84] 7 National Park Zuid-Kennemerland [81, 84] 8 Amsterdam Water Reservoir Dunes [89] 9 Zandvoort aan Zee Beach [80, 81, 84] 10 Beach Circuitpark Zandvoort [81, 84] 11 Steam machine Cruisius 12 Zaandam Center [91] 13 Zaanse Schans [91] | <ul style="list-style-type: none"> 14 Zaan Industrial Wall in Wormer 15 Teylers Museum [80, 100, 356] 16 Frans Hals Museum [80, 100, 356] 17 Haarlem central square [80, 100, 356] 18 FloraHolland Flower Auction [172] 19 Amsterdam Airport Schiphol [197] 20 Beemster Unesco World Heritage [80, 306] 21 Volendam [110, 316] 22 Edam [110, 314, 316] 23 Zaanse Schans [91] 24 Marken [315] | <ul style="list-style-type: none"> 25 Monnikendam [315] 26 Rijksmuseum [2, 5] 27 Van Goghmuseum [2, 5] 28 The National Maritime Museum [32, 48] 29 Stedelijk Museum [2, 5] 30 Hermitage [9, 14] 31 Royal Concertgebouw [2, 5, 14, 24] 32 Anne Frank House [5, 14, 19] 33 Edam [110, 314, 316] 34 Albert Cuyt Market [4, 14, 24] | <ul style="list-style-type: none"> 35 Amstelveen Center [51, 172, 300, 356] 36 Cobra Museum [51, 172, 300, 356] 37 Ouderkerk a/d Amstel [300, 356] 38 Almere Center [35] 39 Loosdrecht Lakes 40 Amsterdam Castle Muiderslot [20, 82, 97, 308] 41 Fortress Island Pampus [20, 82, 97, 308] 42 Westeinder Lakes [172] 43 Amsterdam Museum [1, 2, 5] 44 Dutch Fortress Museum in Naarden [30] 45 Old harbour Huizen [20] |
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* see Amsterdam city map on backside

bridging the gab



bridging the gab

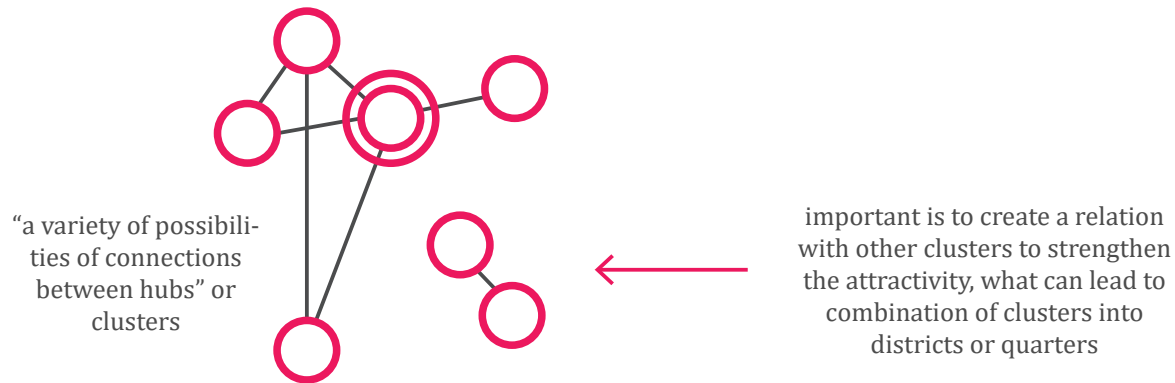


CLUSTER DEVELOPMENT

NDSM CLUSTER REQUIREMENTS

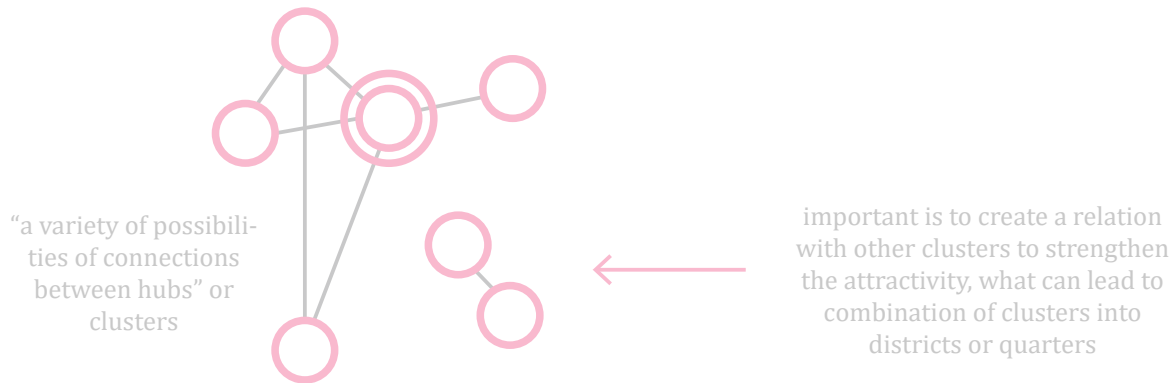
cluster development

| start/new clusters | development | ongoing growth |
|--|---|---|
| develop around and in addition to existing (cultural) facilities adding attractions + events create attractivity | development and improvement of the factors: number of institutions, accessibility, design of public space and supporting programme | improving the quality of the institutions, accommodation of visitors and public space and better connect to surrounding areas |



cluster development

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cluster development



cluster development



cluster development



ECONOMIC&TECHNICAL


- pedestrian friendly public space
- pedestrian prioritized network
- proposed extra network
- facilities (non-living)

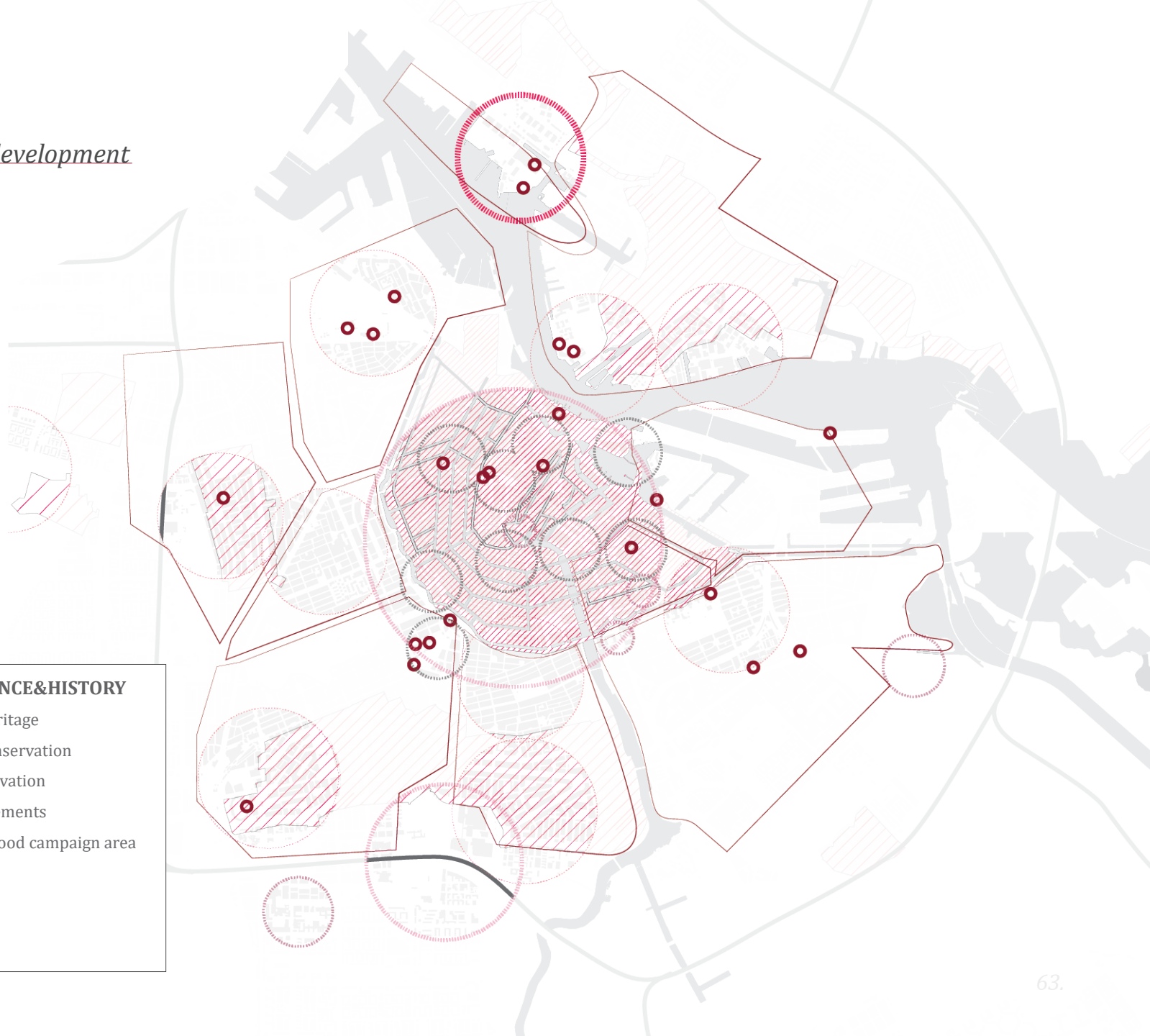


cluster development



GOVERNANCE&HISTORY

-  UNESCO heritage
-  national conservation
-  local conservation
-  identical elements
-  neighbourhood campaign area

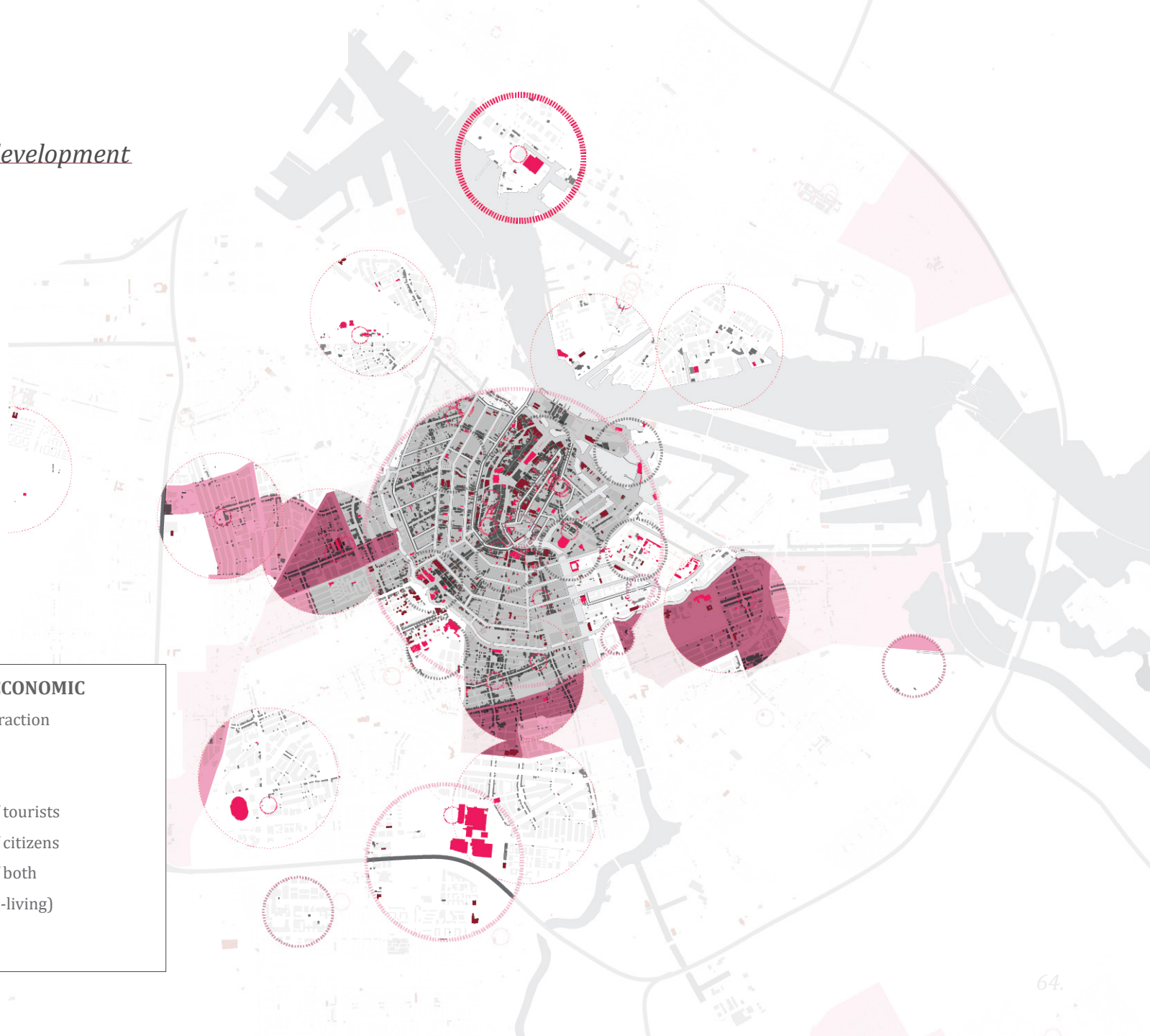


cluster development



SOCIAL&ECONOMIC




-  touristic attraction
-  hotel
-  market
-  crowding of tourists
-  crowding of citizens
-  crowding of both
-  facility (non-living)

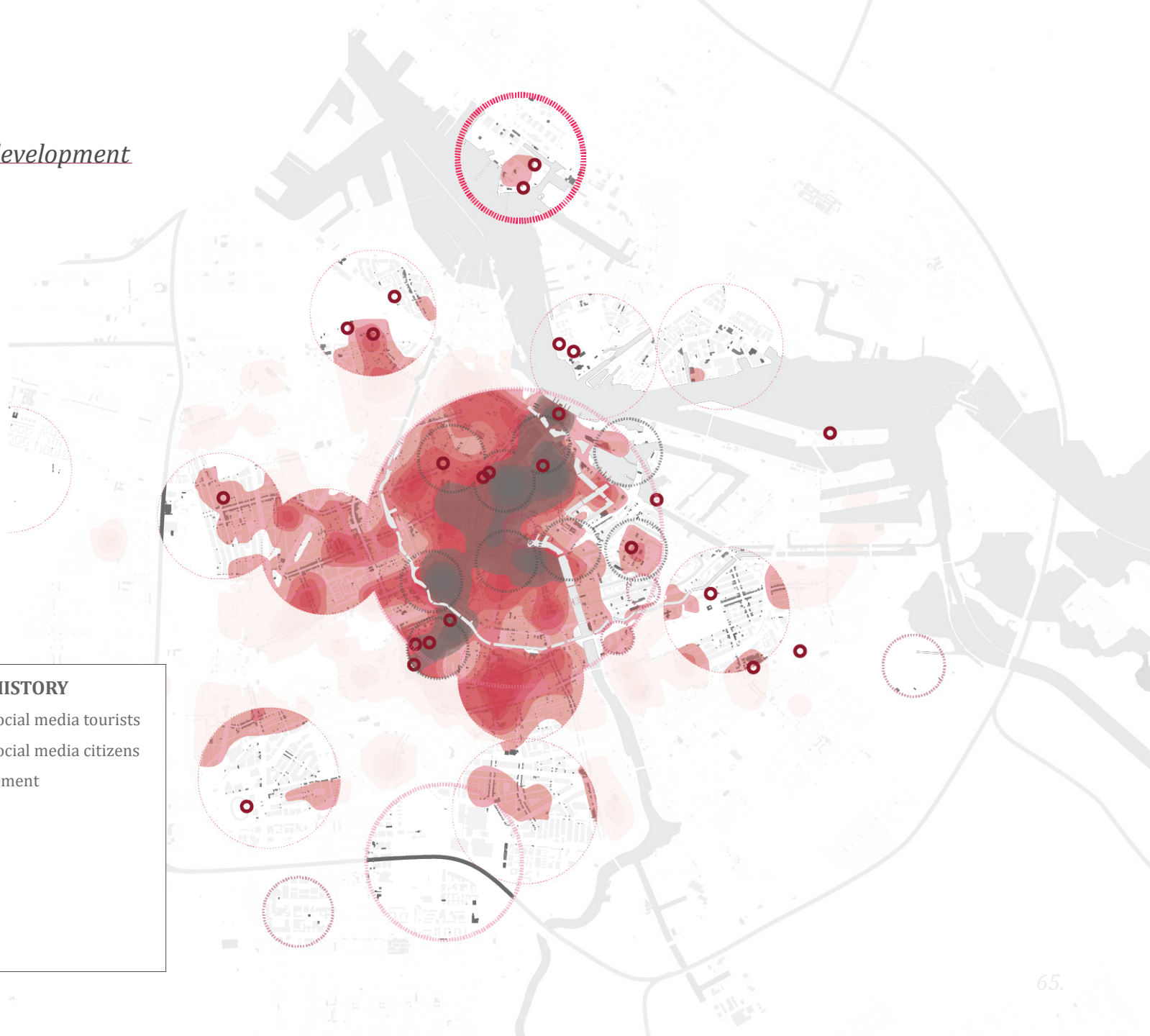


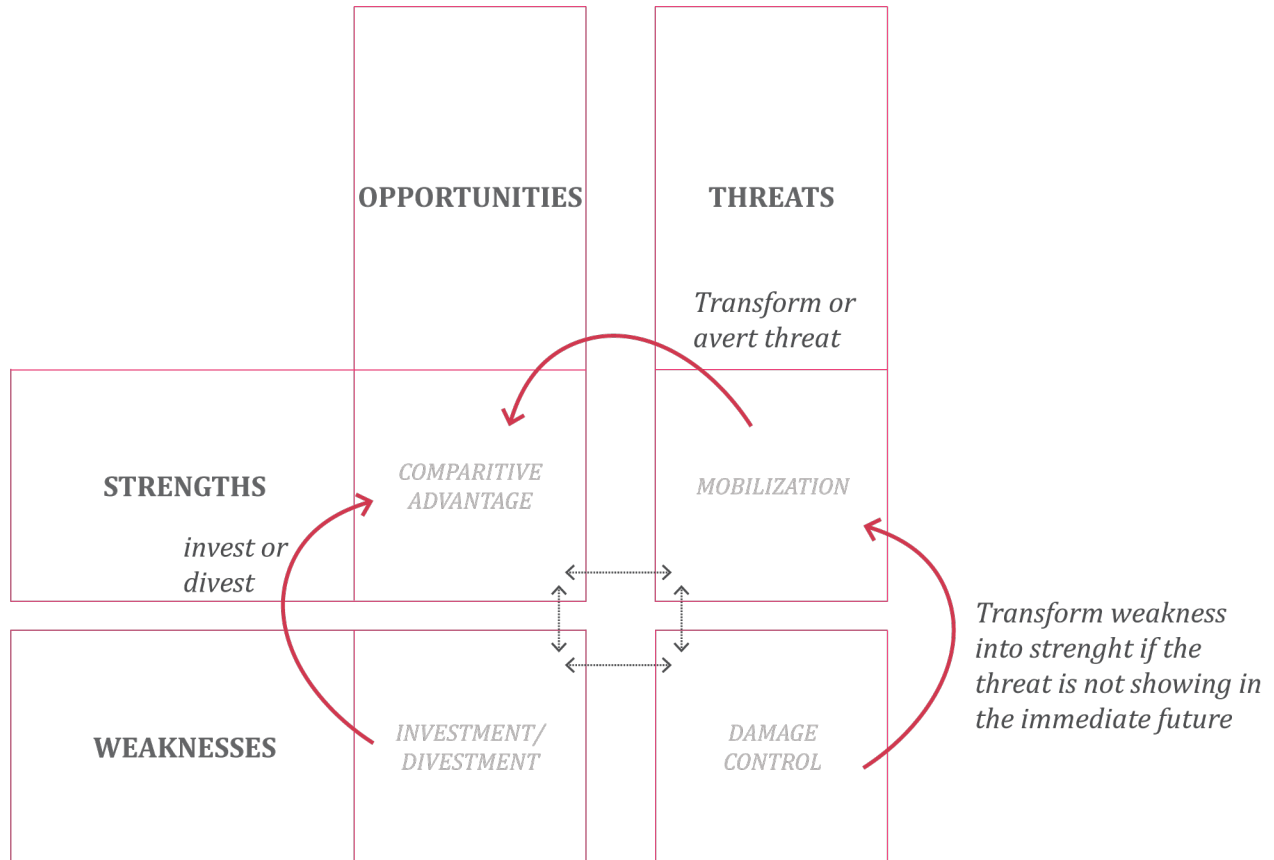
cluster development



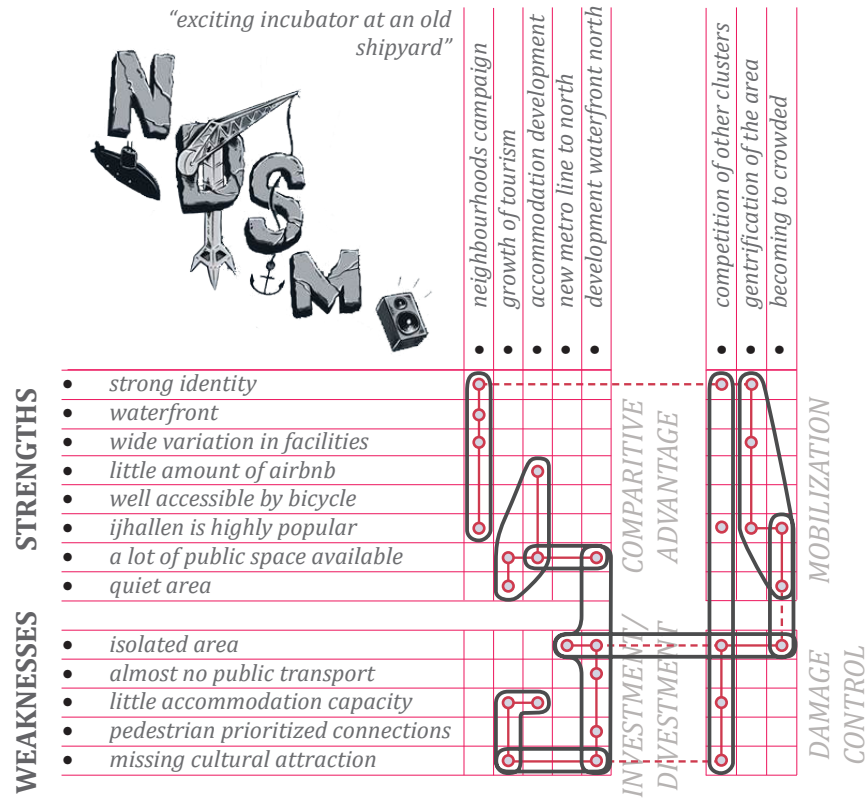
SOCIAL&HISTORY

-  activity of social media tourists
-  activity of social media citizens
-  identical element

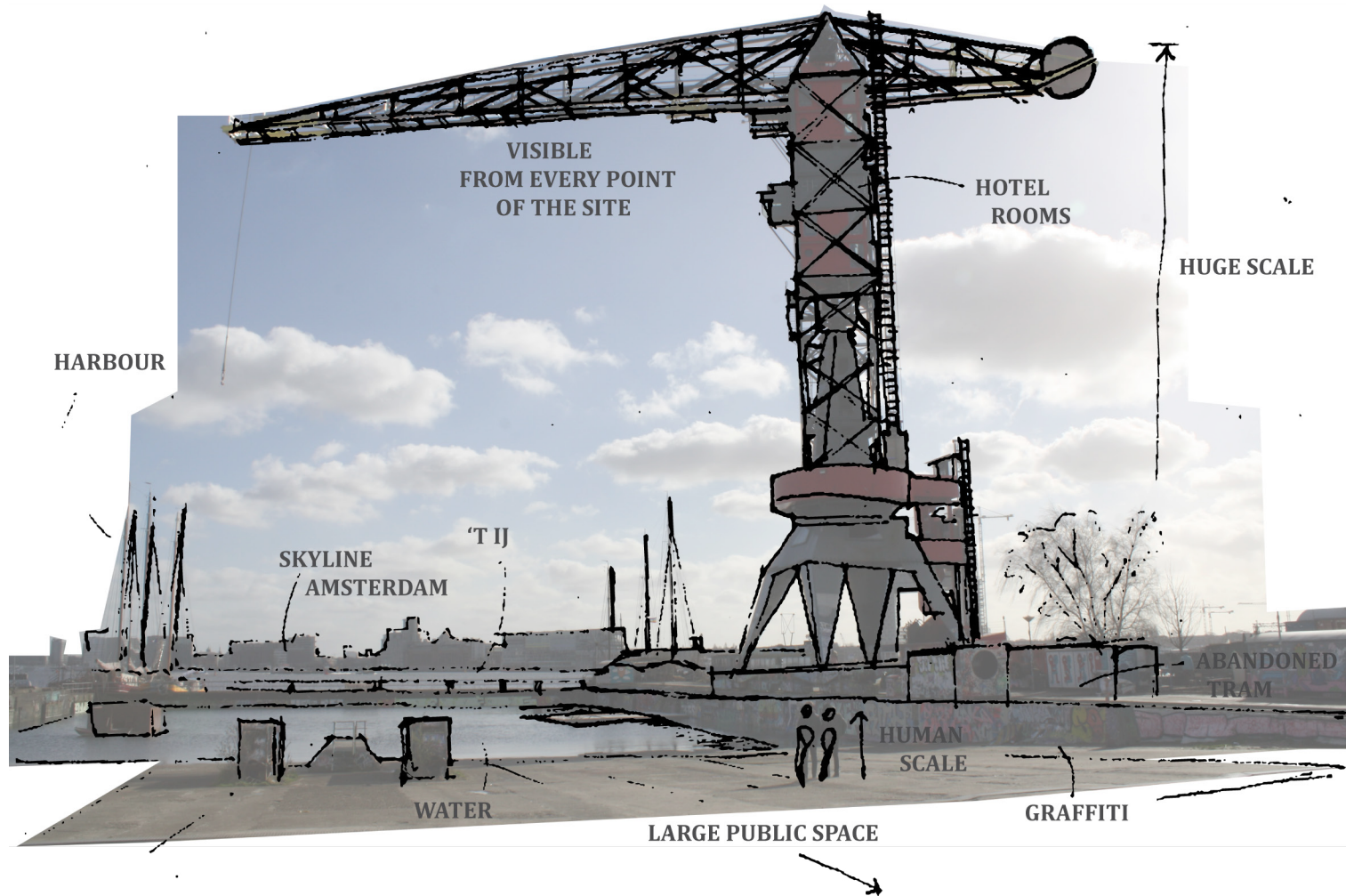




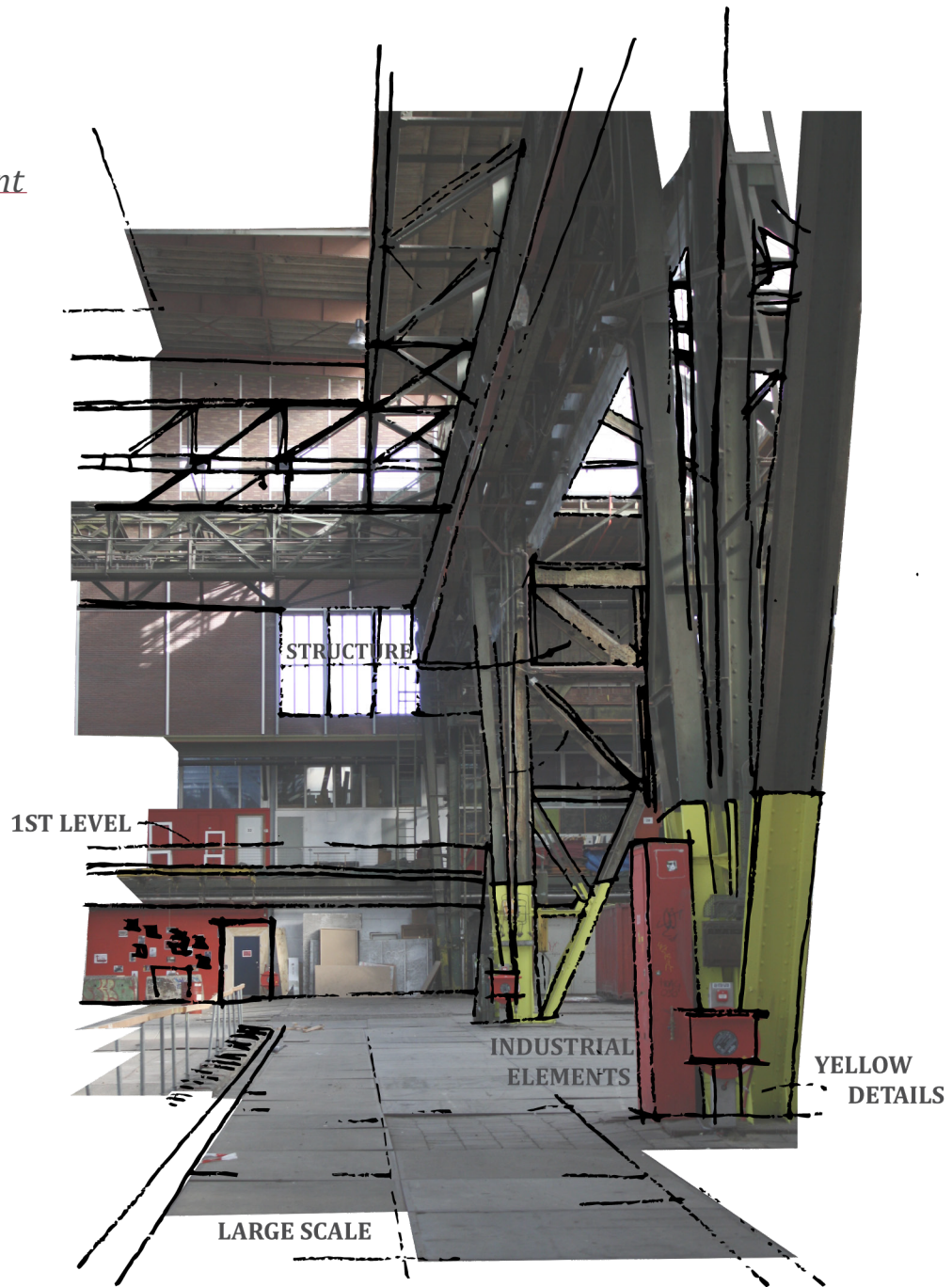
OPPORTUNITIES THREATS



cluster development



cluster development





*“We believe that the development of Noord in artistic and cultural fields must **not be a copy of what has been crystallized in the city center** in four hundred years in form of museums, stages, cultural houses, galleries and so on. If **gentrification** sweeps away or tightens everything that is rough or frayed, when the original becomes invisible and new residents do not engage with the district, **Noord will lose its soul**. Then the folksy, green, industrial and artistic character, through which people feel related to this part of the city, will be swept away by flattening and **commercialization**” (Danse, 2017).*

cluster development

DISCOVERIES

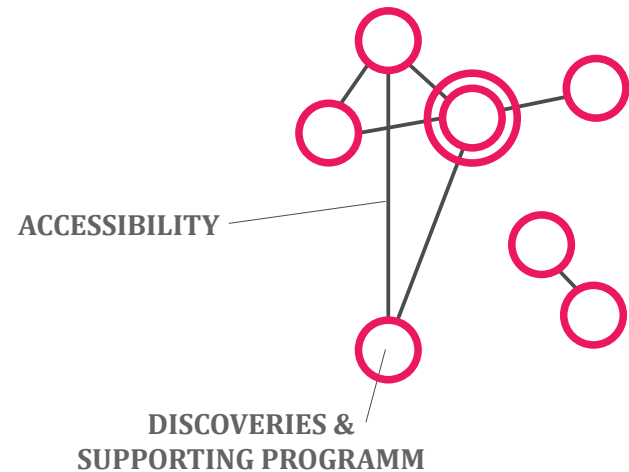
- protected city scapes/
history
- monuments
- economic activity
- authentic (public) space

SUPPORTING PROGRAMM

- (cultural) attractions/
events
- accommodation
- public space
- hospitality industry

ACCESSIBILITY

- public transport
- attractive pedestrian
connections
- multiple choices for
connections



DISCOVERIES

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history
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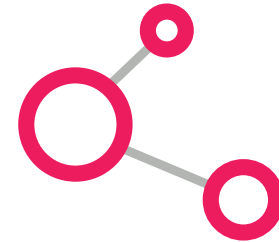
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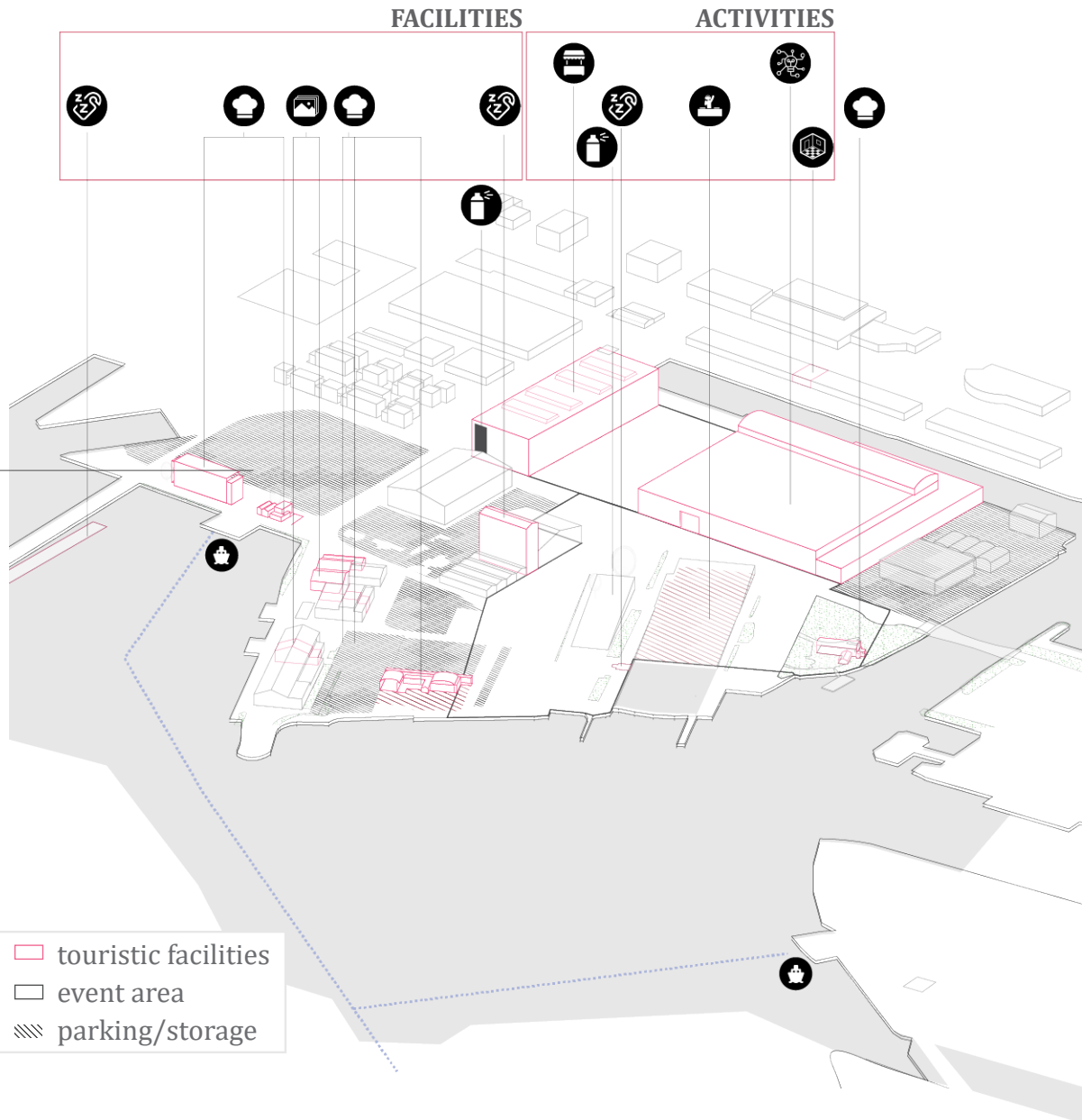
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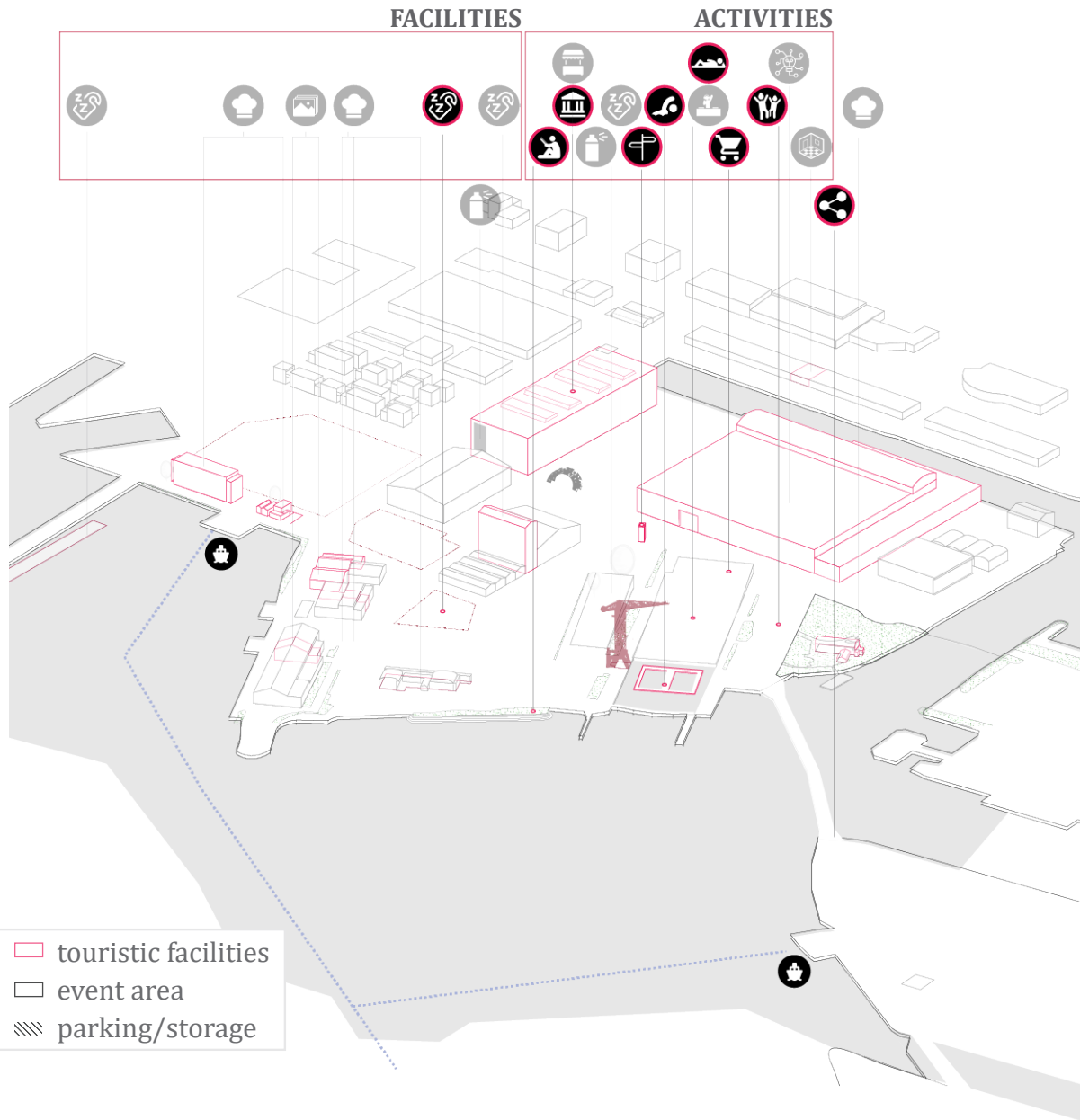
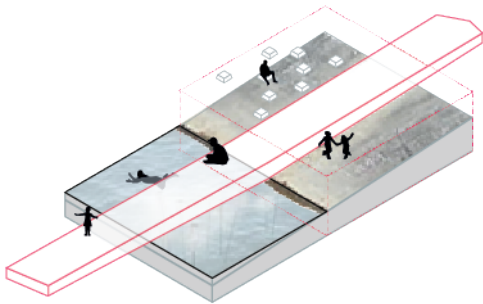
cluster development



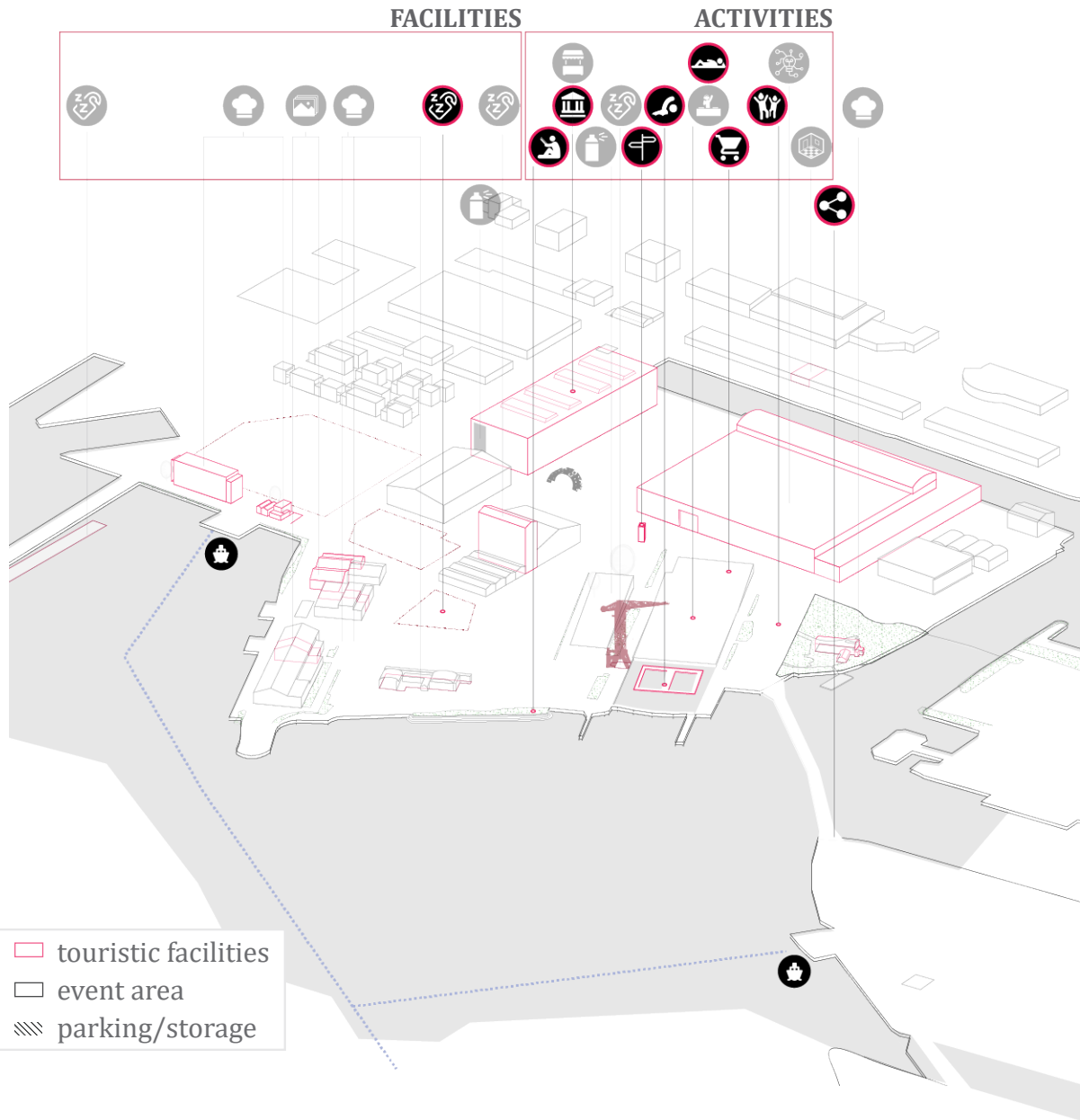
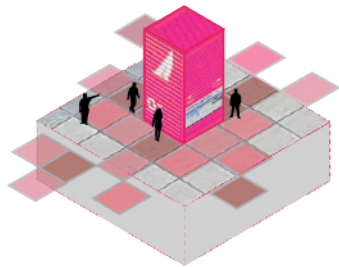
area to be developed with housing



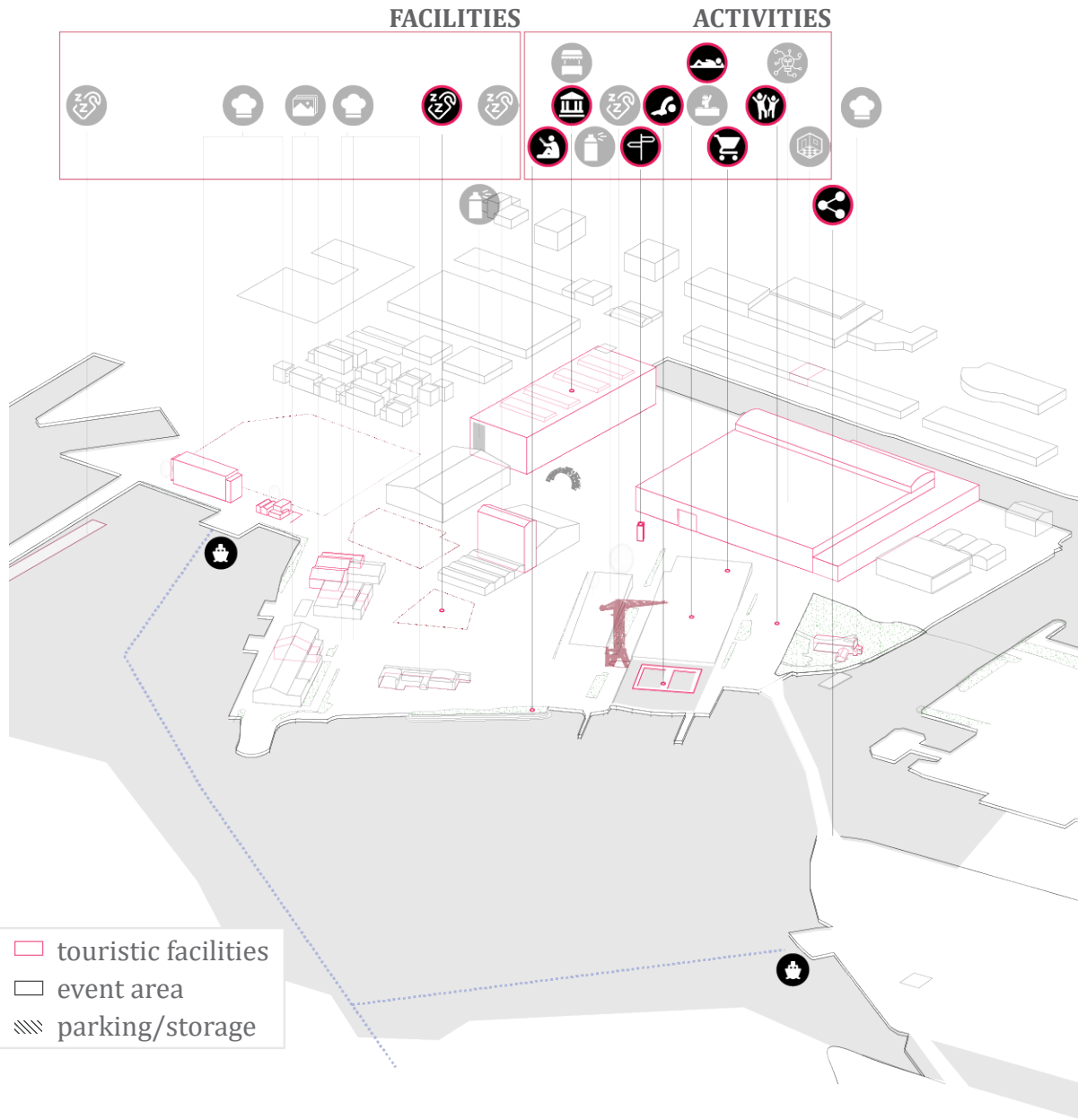
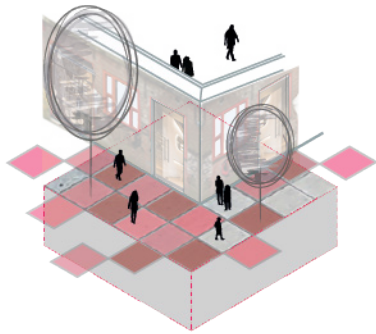
cluster development



cluster development



cluster development



cluster development



FERRY | Central Station
Houthavens

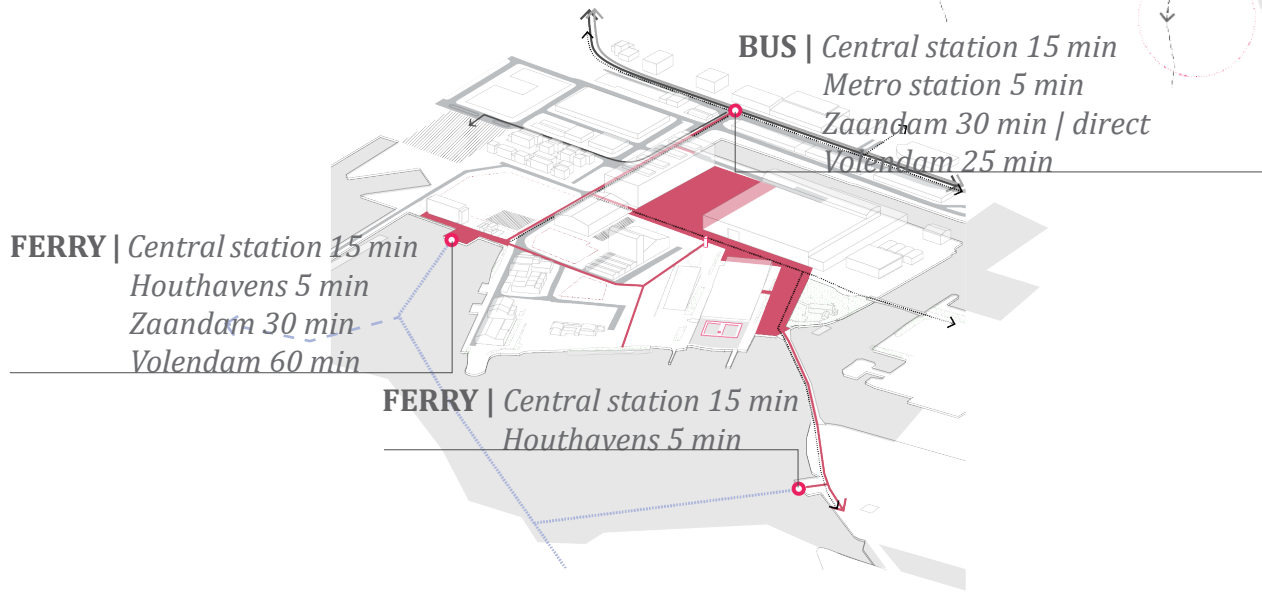
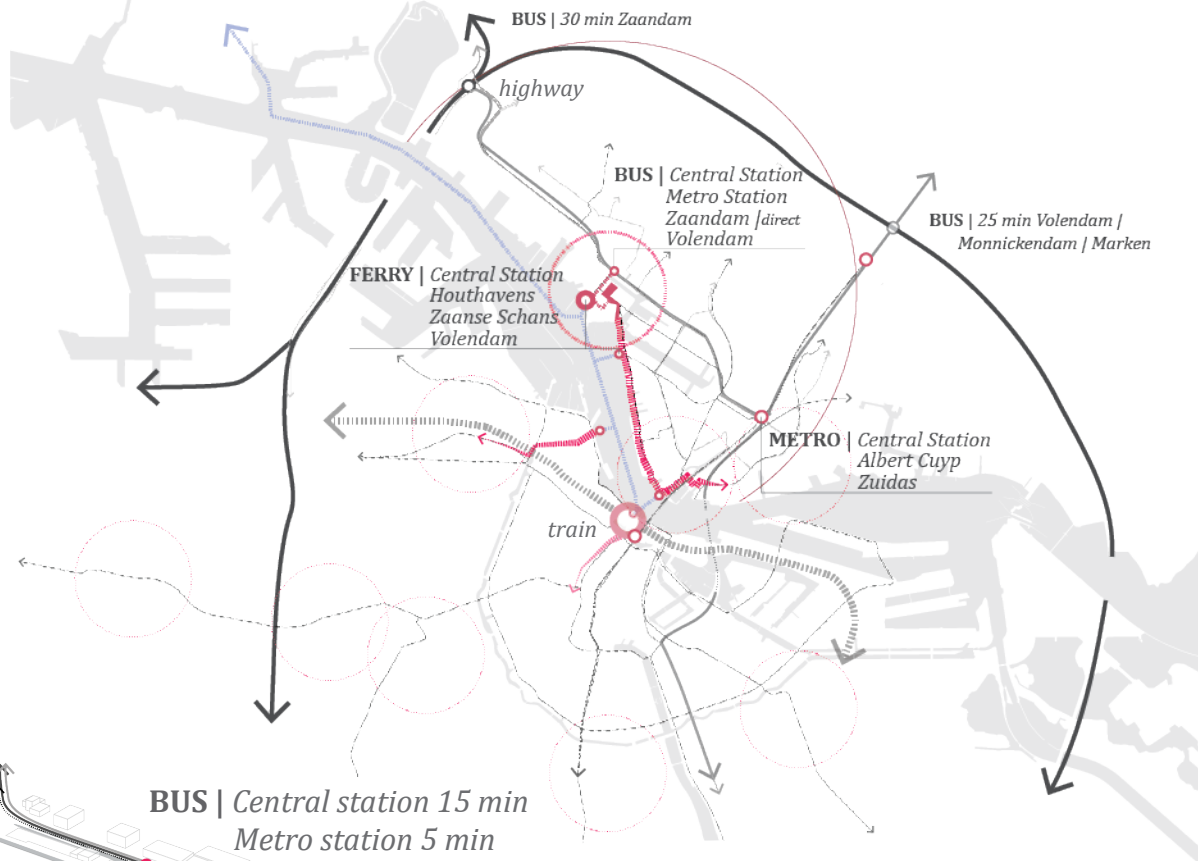
BUS | Zaandam | 1 transfer
Central Station

train

BUS | Central station 15 min
Zaandam 45 min | 1 transfer

FERRY | Central station 15 min
Houthavens 5 min

cluster development



cluster development



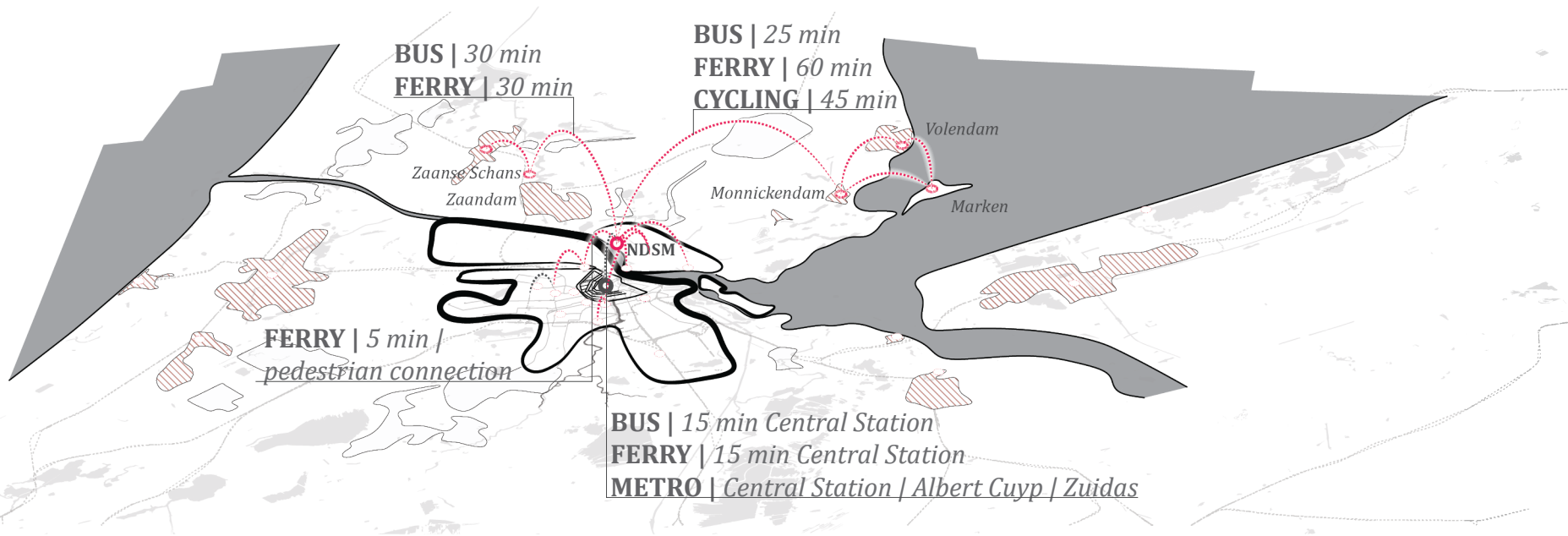
BUS | 45 min
1 transfer

Zaandam

NDSM

BUS | 15 min Central Station
FERRY | 15 min Central Station

cluster development



PROJECT DEVELOPMENT

REFLECTION ON THE PROJECT AND PROCESS

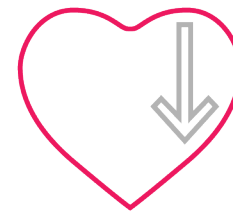
The strategy attracts visitors to other parts of the city - and therefore **relieves the pressure on the city center** - **diversifies activities and facilities** for both the citizen and tourist and brings **job opportunities** in the new clusters and bridges the gap between the city center and region to **distribute visitors on both scales.**



IDENTITY

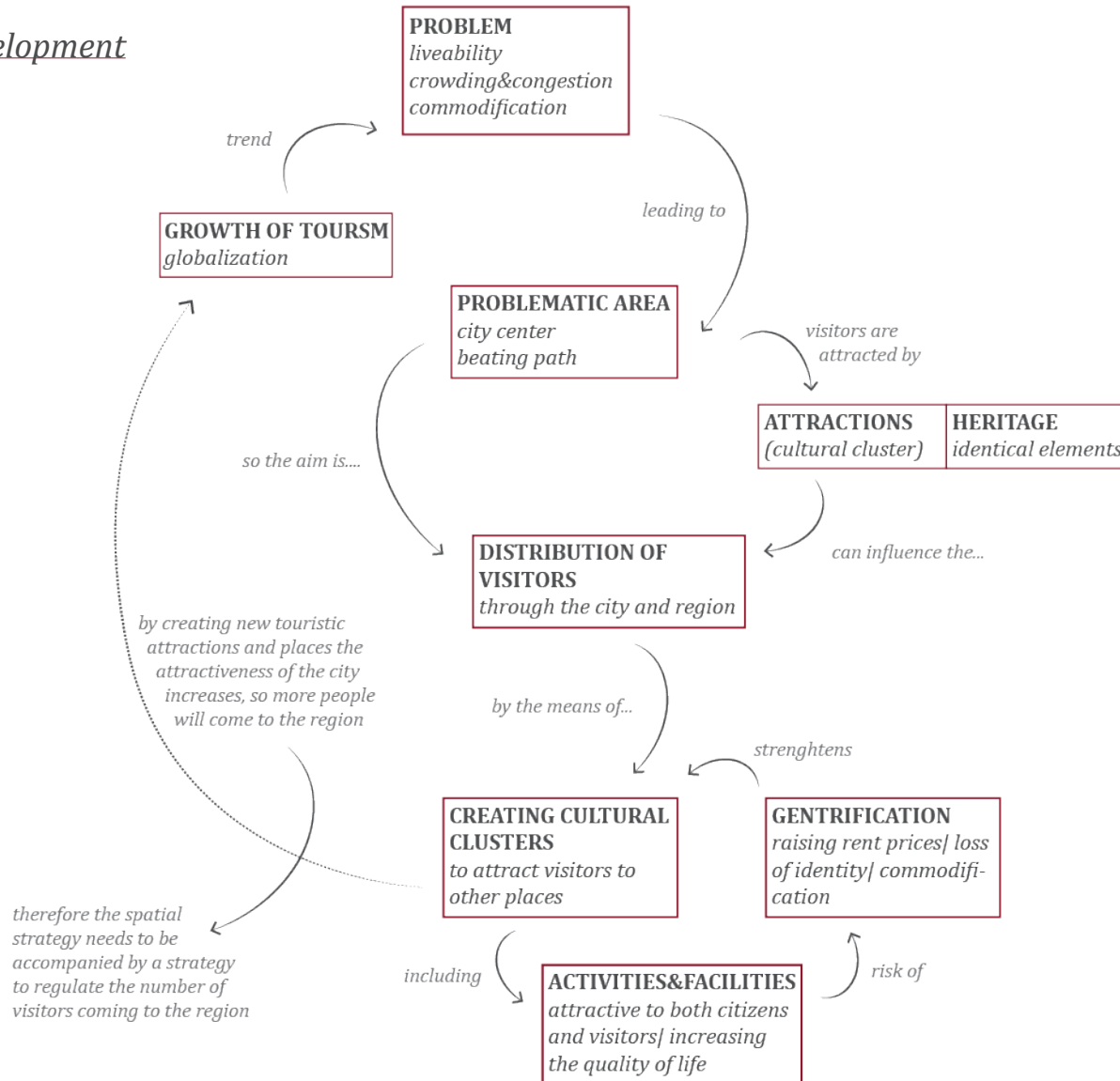


PRESSURE



QUALITY OF LIFE

project development



10. Foam Fotografiemuseum Amsterdam D7

Photography museum Foam exhibits all facets of the photographic medium from contemporary to historical work, and from fine art to applied photography. World-famous photographers are featured alongside young, emerging artists in a lively exhibition programme.
 Open daily 10:00-18:00, Thu-Fri until 21:00,
 1 Jan 12:00-18:00, Closed 27 Apr.
 Keizersgracht 609; www.foam.org

11. Geelvinck Piano Museum E4

Discover the story of the piano, the self-playing piano of the late 19th century up to the roaring Twenties. This cozy museum is a hidden gem, where time stopped a century ago. Enjoy concerts on pianos, listen to movies and music tours. 1 Amsterdam City Card offers discounts on chamber concerts, also at the Geelvinck Salon in the Cronhoutboer (no. 8).
 Open Fri-Sun 11:00-17:00, Closed 27 Apr.
 Westerstraat 106; www.geelvinck.nl

12. Hermitage Amsterdam E7

A spectacular museum with changing exhibitions from the Hermitage Museum in St Petersburg. 2018's exhibition: Dutch Masters of the Hermitage and Classic Beauxes.
 Time slots are €10 surcharge apply for the blockbuster Dutch Masters.
 Open daily 10:00-17:00, 1 Jan & 25 Dec from 11:00.
 Closed 27 Apr & between exhibitions.
 Amstel 51; www.hermitage.nl

13. Outsider Art Museum - Hermitage E7

The only museum in the Netherlands that shows leading artworks by national and international Outsider Artists. Experience the extraordinary art made by individuals who, for the most part, are not formally trained as artists. Their work is authentic, unconventional and goes against the grain.
 Open daily 10:00-17:00, 1 Jan from 11:00.
 Closed 27 Apr & 25 Dec.
 Amstel 51; www.outsiderartmuseum.nl

14. Portrait Gallery of the Golden Age - Hermitage E7

Thirty colossal 17th-century group portraits from the Amsterdam Museum and the Rijksmuseum have been brought together for the first time ever in the Hermitage Amsterdam. These 'brothers and sisters' of the Night Watch are rarely shown due to their size.
 Open daily 10:00-17:00, 1 Jan from 11:00.
 Closed 27 Apr & 25 Dec.
 Amstel 51; www.portraitgalleryofthegoldenage.com

15. National Holocaust Memorial - Jewish Cultural Quarter F6

The National Holocaust Memorial (Hollandsche Schouwburg) commemorates the persecution of Jews between 1940 and 1945. It includes an impressive wall of names and a permanent exhibition.
 Open daily 11:00-17:00,
 Closed 27 Apr, 10, 11 & 19 Sep.
 Plantage Middenlaan 24; www.jck.nl

16. National Holocaust Museum - Jewish Cultural Quarter F6

The National Holocaust Museum is currently in the process of development. This historic site relates the story of the Holocaust in an artistic form based on personal accounts in changing exhibitions and events.
 Open daily 11:00-17:00,
 Closed 27 Apr, 10, 11 & 19 Sep.
 Plantage Middenlaan 27; www.jck.nl

17. Hortus Botanicus - Botanical Garden F6

One of the oldest botanical gardens in the world, the Hortus Botanicus is a beautiful and intimate place that has a unique collection of plants, and offers a sense of tranquility in the busy city.
 Open daily 10:00-17:00, July-Aug on Sun until 19:00.
 Closed 1 Jan & 25 Dec.
 Plantage Middenlaan 29; www.dehortus.nl

18. Huis Marseille - Museum for Photography C6

This high-quality photography museum is located on one of Amsterdam's most prestigious canals. Enjoy the collection, the exhibitions, the museum shop and free audio tours in several languages.
 Open Tue-Sun 11:00-18:00, Mon during public holidays (2 Apr, 21 May, 26 & 31 Dec).
 Closed 1 Jan, 27 Apr & 25 Dec.
 Keizersgracht 401; www.huismarseille.nl

19. Jewish Historical Museum - Jewish Cultural Quarter E6

Located in four monumental synagogues near Waterlooplein, the Jewish Historical Museum presents a picture of Jewish heritage in the broadest sense. The museum's focus is on Judaism in a unique and lively way.
 Open daily 11:00-17:00,
 Closed 27 Apr, 10, 11 & 19 Sep.
 Nieuwe Amstelstraat 1; www.jhm.nl



20. Klederdracht Museum - Dutch Costume Museum C6

The museum presents all the traditional costumes of the Netherlands in a 17th-century canal house. Come and learn about the Dutch history and folklore. Visit the museum shop for some original gifts and fabrics and have your picture taken in a traditional Volendam costume (surcharge €10 pp).
 Open daily 10:00-18:00, Closed 1 Jan & 27 Apr.
 Check website for additional closing dates.
 Herengracht 427; www.hetklederdrachtmuseum.nl

21. De Nieuwe Kerk Amsterdam D5

This more than 600-year-old church is well known for its beautiful architecture, changing international exhibitions and a special link with the Dutch royal family. Highlights in 2018 include: Masterpiece, World Press Photo and Buddha.
 Open daily 10:00-17:00.
 Closed 1 Jan, 27 Apr, 4 May, 25 Dec & between exhibitions (see website). Surcharge: €3,50 & €4,50 Dam Square; www.nieuwekerk.nl

22. Oude Kerk E5

The oldest monument in Amsterdam is located in the middle of the Red Light District. Rembrandt married his wife Saskia here, you can still see her tombstone amongst 2500 others. Today, large-scale and site-specific exhibitions of contemporary artists take place within the ancient walls.
 Open Mon-Sat 10:00-18:00, Sun 13:00-17:30.
 Oudekerkplein 23; www.oudekerk.nl

23. Museum Ons' Lieve Heer op Solder - Our Lord in the Attic E4/5

Tucked away in the heart of Amsterdam's inner city lies a uniquely preserved house from the Dutch Golden Age. Explore the period rooms of this 17th-century museum on your climb to the highlight of the museum: an entire church in the attic.
 Open Mon-Sat 10:00-18:00,
 Sun & public holidays 13:00-17:00.
 Oudezijde Voorburgwal 38-40; www.op solder.nl

24. Multatuli Huis - Multatuli Museum D4

The birthplace of the famous Dutch writer, Multatuli (pen name of Eduard Douwes Dekker), this house displays his books, furniture and utensils. Multatuli's book Max Havelaar is a critical novel about Dutch colonial rule in what is now Indonesia.
 Open Tue 10:00-17:00, Wed-Sun 12:00-17:00,
 Closed 27 Apr, 25 & 26 Dec.
 Korspoortsteeg 20; www.multatulihuis.nl

25. NEMO Science Museum G5

Explore five floors full of fascinating science at NEMO Science Museum. Don't forget to admire the stunning view over Amsterdam from the roof terrace.
 Open Tue-Sun 10:00-17:30, daily 12 Feb-9 Sep, Mon during Dutch school & public holidays.
 Closed 27 Apr.
 Oosterdok 2; www.nemosciencemuseum.nl

26. Portugese Synagoge - Jewish Cultural Quarter E/F6

Visit the majestic Portuguese Synagogue with its unique 17th-century interior, and discover the beautiful museum treasury in the outbuildings.
 Open Sun-Fri from 10:00,
 Closed Sat, 27 Apr, 10, 11 & 19 Sep, Jewish holidays and during special events.
 Check website for closing times.
 Mr. Visserplein 3; www.jck.nl

27. Museum Het Rembrandthuis - Rembrandt House Museum E6/9

Rembrandt van Rijn resided in this house from 1639 to 1658, and the interior has been restored to that period. You can step into his life and see where he lived and worked. The museum also stages exhibitions of Rembrandt and his predecessors. Daily etching and print-making demonstrations.
 Open daily 10:00-18:00,
 Closed 27 Apr & 26 Dec.
 Jodenbreestraat 4; www.rembrandthuis.nl

28. Rijksmuseum C8

Rijksmuseum is one of the world's most famous museums. Be inspired by the largest collection of Rembrandt's paintings, including The Night Watch. Or be enchanted by the other masters from the Dutch Golden Age in the Gallery of Honour.
 Open daily 9:30-17:00.
 Museumstraat 1; www.rijksmuseum.nl

29. Het Scheepvaartmuseum - The National Maritime Museum G5

The Arsenal, built in 1656 as a storehouse for the Admiralty, is home to the Scheepvaartmuseum. Amsterdam's history is related to the sea and trade. Climb aboard East Indiaman and experience the 17th century Golden Age up-close and personal in a VR Journey. Join us and feel our history come alive.
 Open daily 9:30-17:00,
 Closed 1 Jan, 27 Apr & 25 Dec.
 Kattenburgerplein 1; www.hetscheepvaartmuseum.nl

30. Museum Het Schip - Arts and Architecture A/B1

Museum Het Schip, dedicated to the Amsterdam Schip movement in arts & architecture, is located in the world-famous housing complex Het Schip, designed by architect Michel de Klerk. Visit the museum and have your picture taken in a traditional Volendam costume (surcharge €10 pp).
 Open Tue-Sun 11:00-17:00, English-guided tours at 15:00.
 Closed 1 Jan, 27 Apr & 25 Dec.
 Oostzaanstraat 45; www.hetschip.nl

31. Stadsarchief Amsterdam - City Archives D7

Learn about the history of Amsterdam in one of the city's most remarkable buildings. Enjoy the constantly changing exhibitions, magnificent subterranean vault or take a guided tour. Complete your visit at the cafe overlooking the canal.
 Open Tue-Fri 10:00-17:00,
 Sat, Sun & public holidays 12:00-17:00.
 Closed 1 Jan, 27 Apr & 25 Dec.
 Vijzelstraat 32; www.amsterdam.nl/stadsarchief

32. Stedelijk Museum Amsterdam - Modern Art & Design B8

The Stedelijk is the Netherlands' largest museum of modern contemporary art and design. Its collection is widely acknowledged as one of the most important in the world and includes works by Appel, Chagall, Dumas, Mattias, Mondrian, Picasso, Warhol and many others.
 Open daily 10:00-18:00, Fri 12:00-22:00.
 Museumplein 10; www.stedelijk.nl

33. Tassenmuseum Hendriks - Museum of Bags and Purses D7

This museum houses the world's foremost and largest bag collection and tells the story of bags from the 18th century up to the present day. It is located in a magnificent 17th-century canal house, part of the UNESCO World Heritage Canal Ring Area of Amsterdam.
 Open daily 10:00-17:00, 5, 24 & 31 Dec until 16:00.
 Closed 1 Jan, 27 Apr & 25 Dec.
 Herengracht 573; www.museumofbagsandpurses.com

34. Museum Tot Zover - Funeral Museum H8

This national funeral heritage museum shows multicultural rituals, as well as art and photography exhibitions. The museum is located in the monumental cemetery De Nieuwe Ooster, which can be reached via tram 9 to stop Kruisdijk (2 min. walk).
 Open Tue-Sun 11:00-17:00, Sat & 26 Dec until 15:00.
 Closed 1 Jan, 27 Apr, 7 Oct & 25 Dec.
 De Nieuwe Ooster cemetery, Kruisdijk 124; www.totzover.nl

35. Tropenmuseum H7

Located in one of Amsterdam's most beautiful buildings, the Tropenmuseum is a museum about people from all around the globe, and its exhibitions show the enormous cultural diversity that enriches our world.
 Open Tue-Sun 10:00-17:00, Mon during Dutch school & public holidays.
 Closed 1 Jan, 27 Apr & 25 Dec.
 Linaeusstraat 2; www.tropenmuseum.nl

36. Van Gogh Museum - Free time slot ticket required B8

The Van Gogh Museum houses the world's largest collection of works by Vincent van Gogh, including over 200 paintings, 500 drawings and 700 letters.
 Open daily 9:00-17:00, Fri until 21:00.
 See website for extra opening hours.
 Museumplein 1; www.vangoghmuseum.com
 Book your free time slot ticket online on tickets.vangoghmuseum.com

37. Museum Van Loon D7

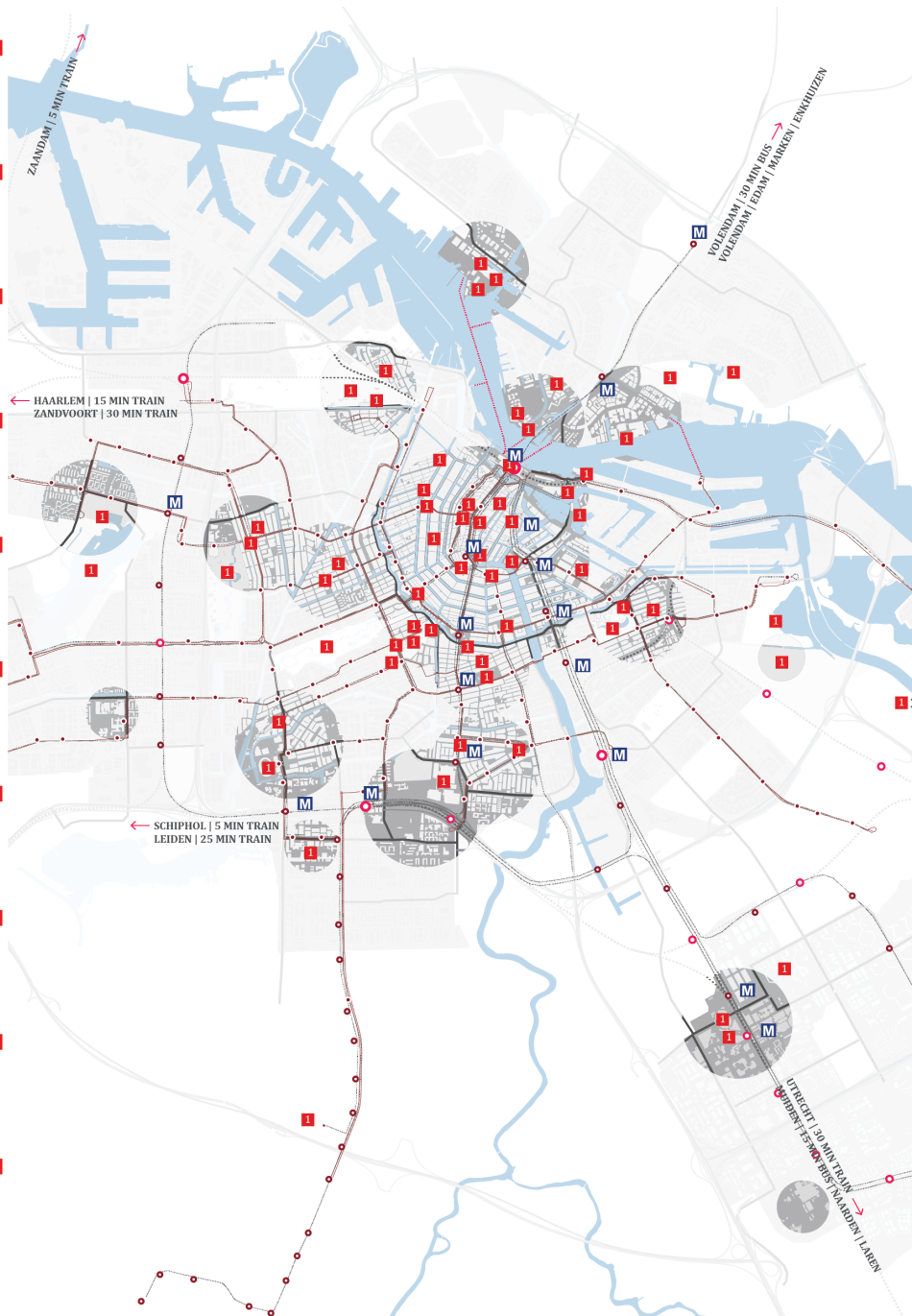
The grand canal house of the Van Loon family, co-founders of the Dutch East India Company (VOC), is one of the best examples of a historic house in the Netherlands. Marvel at its 18th-century interior, magnificent garden and authentic coach house. A surcharge may apply during special exhibitions.
 Open daily 10:00-17:30, 24 Dec until 15:00.
 Closed 1 Jan, 27 Apr & 25 Dec.
 Keizersgracht 672; www.museumvanloon.nl

38. Verzetmuseum - Dutch Resistance Museum G6

Learn the fascinating and inspiring stories about everyday life in the Netherlands under Nazi occupation and the resistance against it. In English, with free audio tour, see the original language; special children's section for ages 9 and up.
 Open Mon-Fri 10:00-17:00,
 Sat, Sun & public holidays 11:00-17:00.
 Closed 1 Jan, 27 Apr & 25 Dec.
 Plantage Kerklaan 61; www.verzetmuseum.org

39. Museum Willet-Holthuysen E7

Visit a historic canal house for a unique experience. The museum, with ballroom and dining room, shows you how the married Willet-Holthuysen couple lived in the 19th century.
 Open Mon-Fri 10:00-17:00, Sat, Sun & public holidays 11:00-17:00, 5, 24 & 31 Dec until 16:00.
 Closed 1 Jan, 27 Apr & 25 Dec.
 Herengracht 605; www.willet-holthuysen.nl



Enjoy free entrance* to the following museums and attractions with the Amsterdam City Card

* Van Gogh Museum requires a free time slot ticket

1. Allard Pierson Museum D6

The archaeology museum of the University of Amsterdam shows original artefacts from ancient Mediterranean cultures dating from 10,000 BC to 1000 AD.
Open Tue-Fri 10:00-17:00,
Sat, Sun & public holidays 13:00-17:00.
Closed 1 Jan, 27 Apr & 25 Dec.
Oude Turfmarkt 127, www.allardpiersonmuseum.nl

3. Amsterdam Museum D5/6

Experience the story of Amsterdam and take a fascinating journey of discovery through seven centuries of the city's history.
Open daily 10:00-17:00, 1 Jan 12:00-17:00,
5, 24 & 31 Dec 10:00-16:00.
Closed 27 Apr & 25 Dec.
Kalverstraat 92, www.amsterdammuseum.nl

5. ARTIS Amsterdam Royal Zoo G6

An ARTIS Amsterdam Royal Zoo, nature, culture and heritage come together. Stroll among the shady trees and admire the diversity of plants and animals.
Open Mar-Oct daily 9:00-18:00,
Nov-Feb 9:00-17:00, Jun, Jul & Aug every Sat until sunset, 1 Jan 10:00-17:00, 31 Dec 9:00-16:00.
Plantage Kerklaan 38-40, www.artis.nl

6. ARTIS-Micropia G6

ARTIS-Micropia shows what is invisible to the naked eye. When you look really closely, a new world is revealed to you, more beautiful and spectacular than you could ever have imagined. Welcome to Micropia, the only museum of microbes in the world.
Open Mon-Med & Sun 9:00-18:00, Thur-Sat 9:00-20:00, 1 Jan from 10:00, 31 Dec until 16:00.
Artisplein, Plantage Kerklaan 38-40, www.micropia.nl

7. Cobra Museum Amstelveen B11

The programme at the Cobra Museum of Modern Art includes transdisciplinary contemporary art exhibitions with works by both Dutch and international artists.
Concession bus 162, 170, 172 to Amstelveen bus station (2 min. walk), or tram 5 to stop Binnenhof (10 min. walk). Open Tue-Sun 11:00-17:00,
Mon during public holidays. Closed 1 Jan & 27 Apr.
Sandbergplein 1, Amstelveen, www.cobra-museum.nl

8. Cromhouthuis - Biblical Museum C6

In this impressive canal house, the Cromhout family history – with its ups and downs and unexpected turns – is told in a spectacular setting. On the upper floors, you'll find the Biblical Museum, which has been here since 1975.
Open Tue-Sun 11:00-17:00. Closed 1 Jan & 27 Apr.
Herengracht 366-368, www.cromhouthuis.nl

9. EYE Filmmuseum E2/3

EYE screens all manner and size of films, and its permanent exhibition and several changing exhibitions at the intersection of art and film bring the world of cinema comfortably within reach. The City Card is only valid for the permanent exhibitions (a surcharge may apply).
Exhibition open daily 10:00-19:00. Closed 27 Apr.
Check website for additional closing dates.
Lippenmeerdijk 1, www.eyefilm.nl

10. Foam Fotografiemuseum Amsterdam D7

Photography museum Foam exhibits all facets of the photographic medium: from contemporary to historical work, and from fine art to applied photography. World-famous photographers are displayed alongside young, emerging artists in a lively exhibition programme.
Open daily 10:00-18:00, Thur-Fri until 21:00,
1 Jan 12:00-18:00. Closed 27 Apr.
Keizersgracht 609, www.foam.org

12. Hermitage Amsterdam E7

A spectacular museum with changing exhibitions from the Hermitage Museum in St Petersburg. 2018's exhibition: Dutch Masters of the Hermitage and Classic Beauties.
Time slots and a €10 surcharge apply for the blockbuster Dutch Masters.
Open daily 10:00-17:00, 1 Jan & 25 Dec from 11:00.
Closed 27 Apr & between exhibitions.
Amstel 51, www.hermitage.nl

13. Outsider Art Museum - Hermitage E7

The only museum in the Netherlands that shows leading artworks by national and international 'Outsider Artists'. Experience the extraordinary art made by individuals who, for the most part, are not formally trained as artists. Their work is authentic, unconventional and goes against the grain.
Open daily 10:00-17:00, 1 Jan from 11:00.
Amstel 51, www.outsiderartmuseum.nl

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Thirty colossal 17th-century group portraits from the Amsterdam Museum and the Rijksmuseum have been brought together for the first time ever in the Hermitage Amsterdam. These 'brothers and sisters' of the Night Watch are rarely shown due to their size.
Open daily 10:00-17:00, 1 Jan from 11:00.
Closed 27 Apr & 25 Dec.
Amstel 51, www.portraitgalleryofthegoldenage.com

15. National Holocaust Memorial - Jewish Cultural Quarter F6

The National Holocaust Memorial (Hollandsche Schoenberg) commemorates the persecution of Jews between 1940 and 1945. It includes an impressive wall of names and a permanent exhibition.
Open daily 11:00-17:00.
Closed 27 Apr, 10, 11 & 19 Sep.
Plantage Middenlaan 24, www.jck.nl

16. National Holocaust Museum - Jewish Cultural Quarter F6

The National Holocaust Museum is currently in the process of development. This historic site relates the story of the Holocaust in an artistic form based on personal accounts in changing exhibitions and events.
Open daily 11:00-17:00.
Closed 27 Apr, 10, 11 & 19 Sep.
Plantage Middenlaan 27, www.jck.nl

17. Hortus Botanicus - Botanical Garden F6

One of the oldest botanical gardens in the world, the Hortus Botanicus is a beautiful and intimate place that has a unique collection of plants, and offers an oasis of tranquillity in the busy city.
Open daily 10:00-17:00, July-Aug on Sun until 19:00.
Closed 1 Jan & 25 Dec.
Plantage Middenlaan 26, www.dehortus.nl

19. Jewish Historical Museum - Jewish Cultural Quarter E6

Located in four monumental synagogues near Waterlooplein, the Jewish Historical Museum presents a picture of Jewish heritage in the broadest sense. The Children's Museum focuses on Judaism in a unique and lively way.
Open daily 11:00-17:00.
Closed 27 Apr, 10, 11 & 19 Sep.
Nieuwe Amstelstraat 1, www.jhm.nl

21. De Nieuwe Kerk Amsterdam D5

This more than 600-year-old church is well known for its beautiful architecture, changing international exhibitions and a special link with the Dutch royal family. Highlights in 2018 include: Masterpiece, World Press Photo and Buddha.
Open daily 10:00-17:00.
Closed 1 Jan, 27 Apr, 4 May, 25 Dec & between exhibitions (see website). Sun charge: €3.50-€4.50.
Dam Square, www.nieuwekerk.nl

22. Oude Kerk ES

The oldest monument in Amsterdam is located in the middle of the Red Light District. Rembrandt married his wife Saskia here, you can still see her tombstone amongst 2500 others. Today, large-scale and site-specific exhibitions of contemporary artists take place within the ancient walls.
Open Mon-Sat 10:00-18:00, Sun 13:00-17:30.
Oudekerkplein 23, www.oudkerk.nl

25. NEMO Science Museum G5

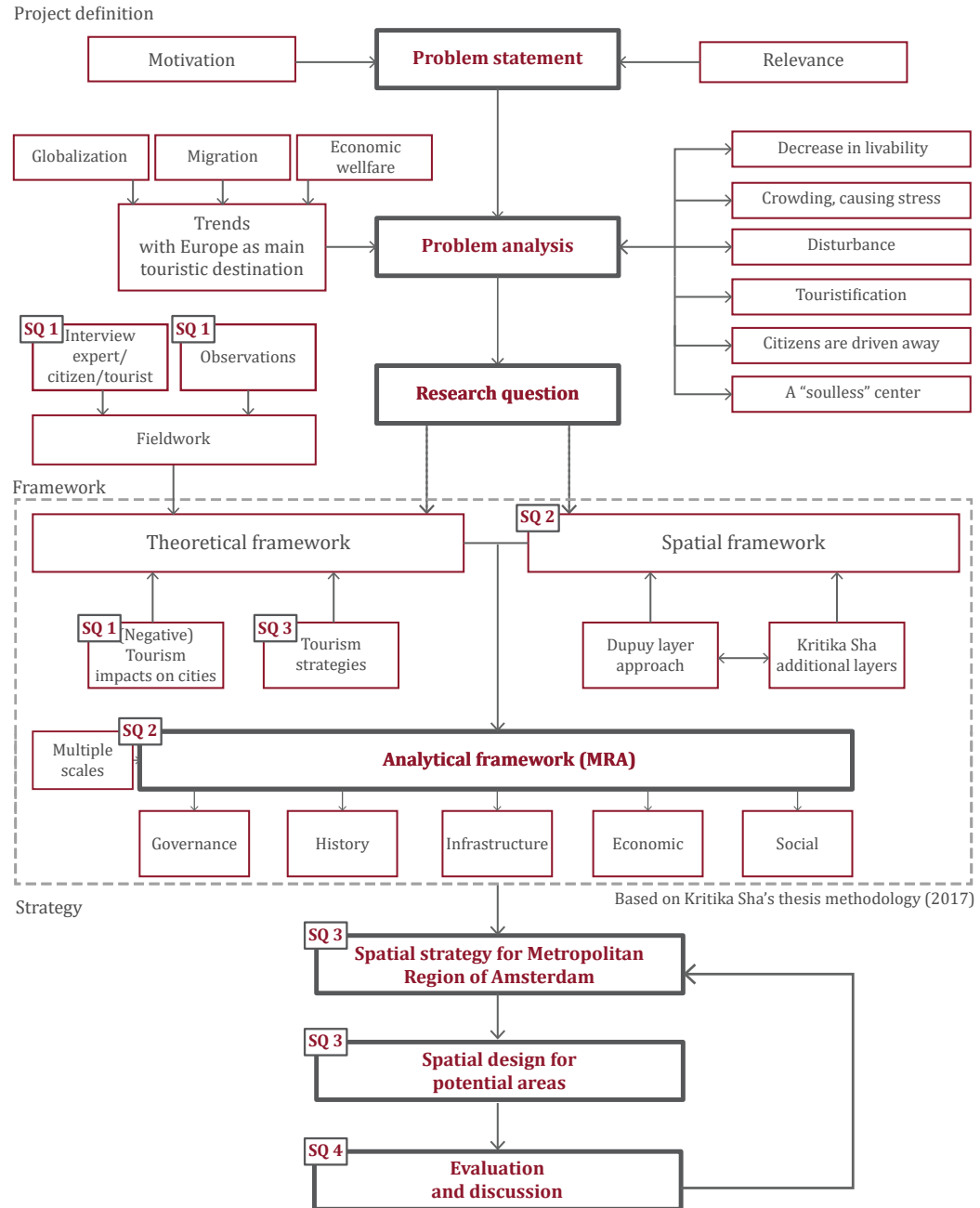
Explore five floors full of fascinating science at NEMO Science Museum. Don't forget to admire the stunning view over Amsterdam from the roof terrace.
Open Tue-Sun 10:00-17:30, daily 12 Feb-9 Sep, Mon during Dutch school & public holidays.
Closed 27 Apr.
Oosterdok 2, www.nemosciencemuseum.nl

26. Portuguese Synagogue - Jewish Cultural Quarter E/F6

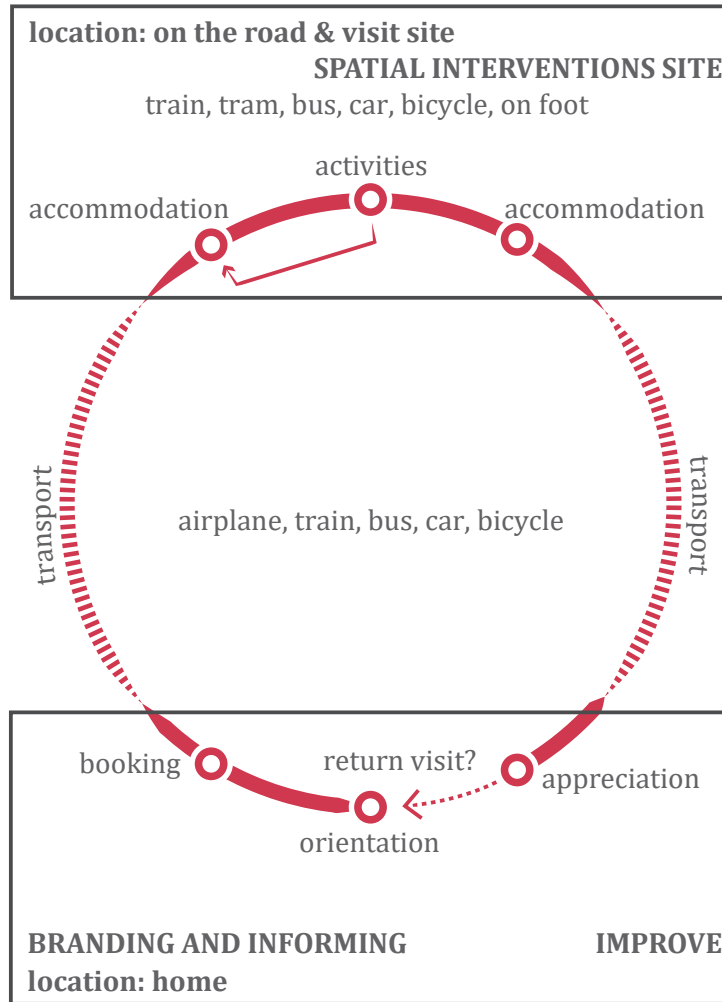
Visit the majestic Portuguese Synagogue with its unique 17th-century interior, and discover the beautiful museum treasury in the outbuilding.
Open Sun-Fri from 10:00.
Closed Sat, 27 Apr, 10, 11 & 19 Sep, Jewish holidays and during special events.
Check website for closing times.
M. Visserplein 3, www.jck.nl

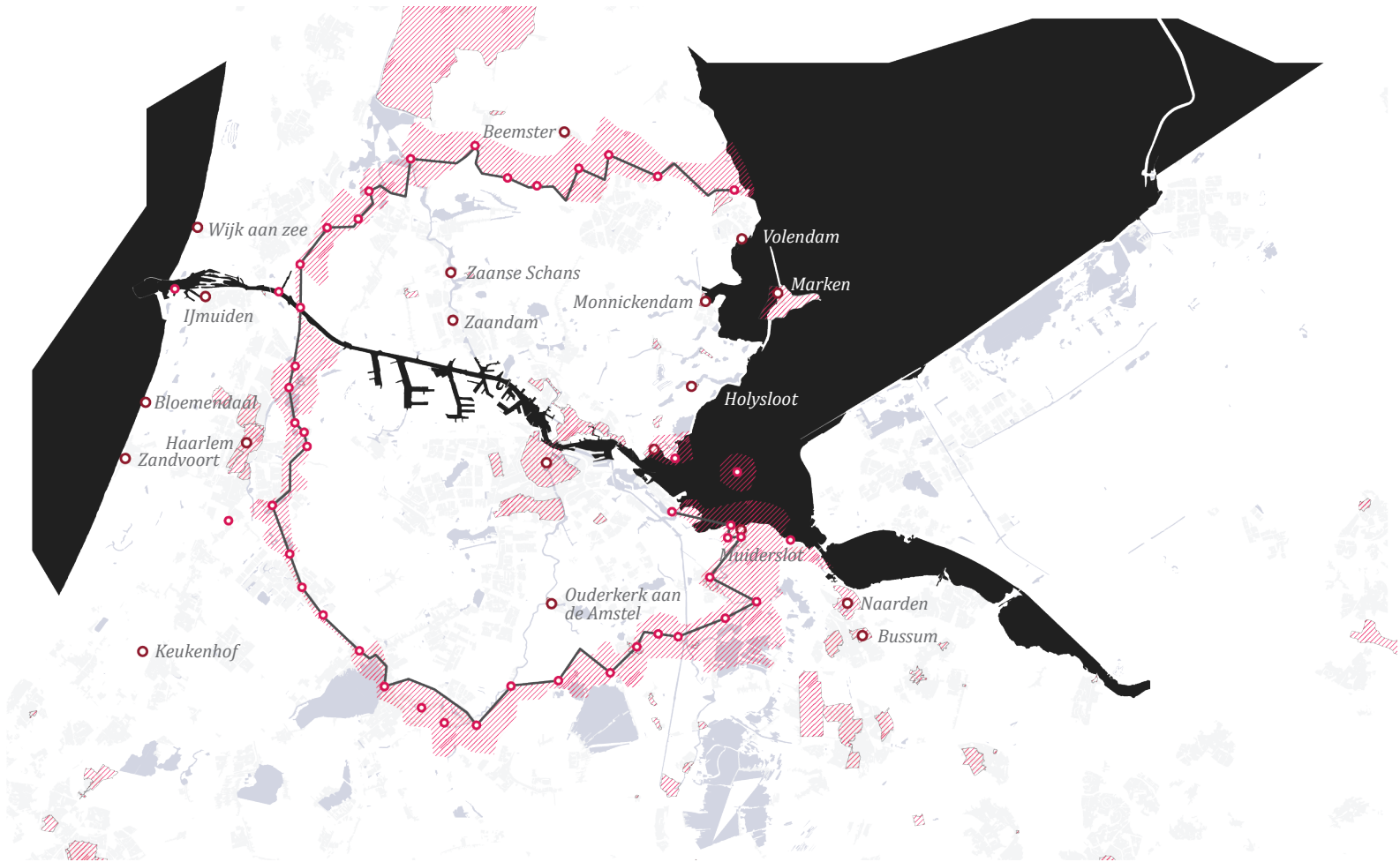
WELCOMING AMSTERDAM |
INCORPORATING TOURIST AND CITIZEN IN A STRATEGY FOR A GROWING TOURISTIC REGION |





journey of the tourist



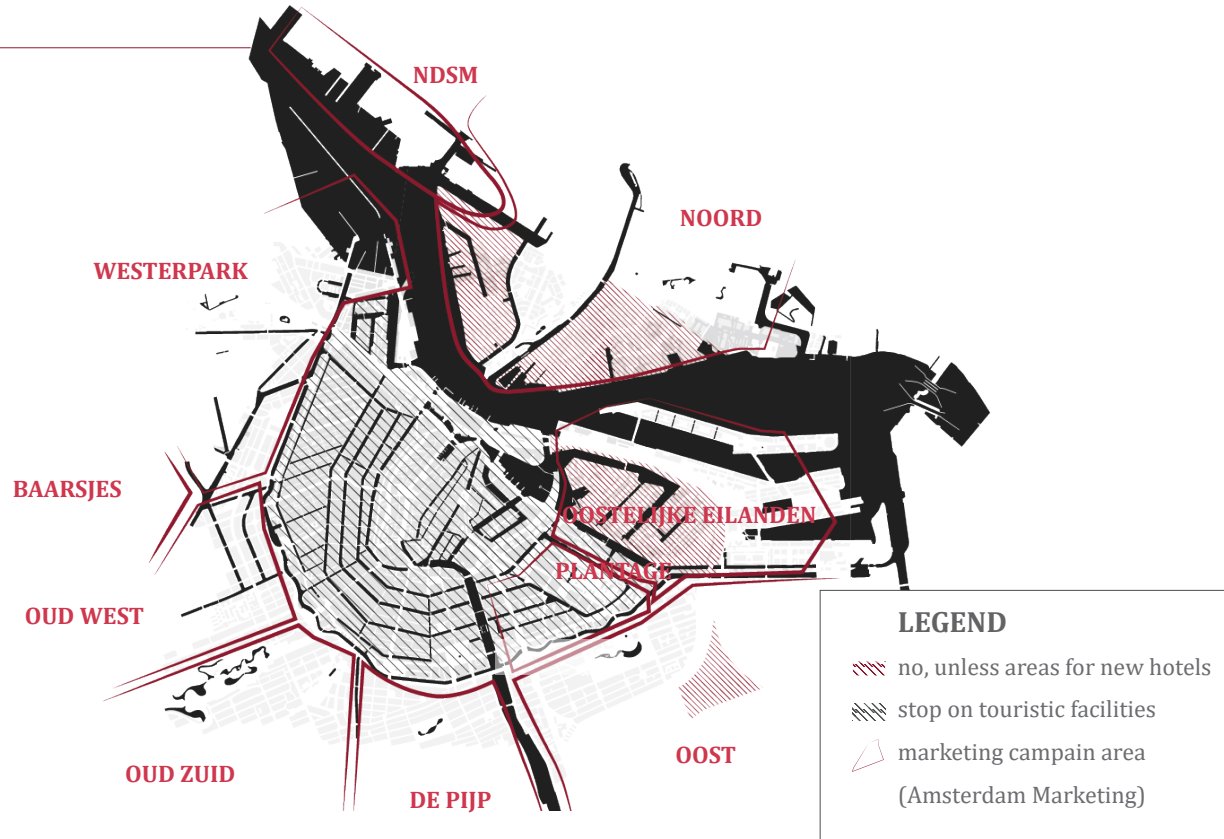




LEGEND

- monument
- UNESCO heritage
- national conservation
- local conservation
- identical element
- forts of the defence line



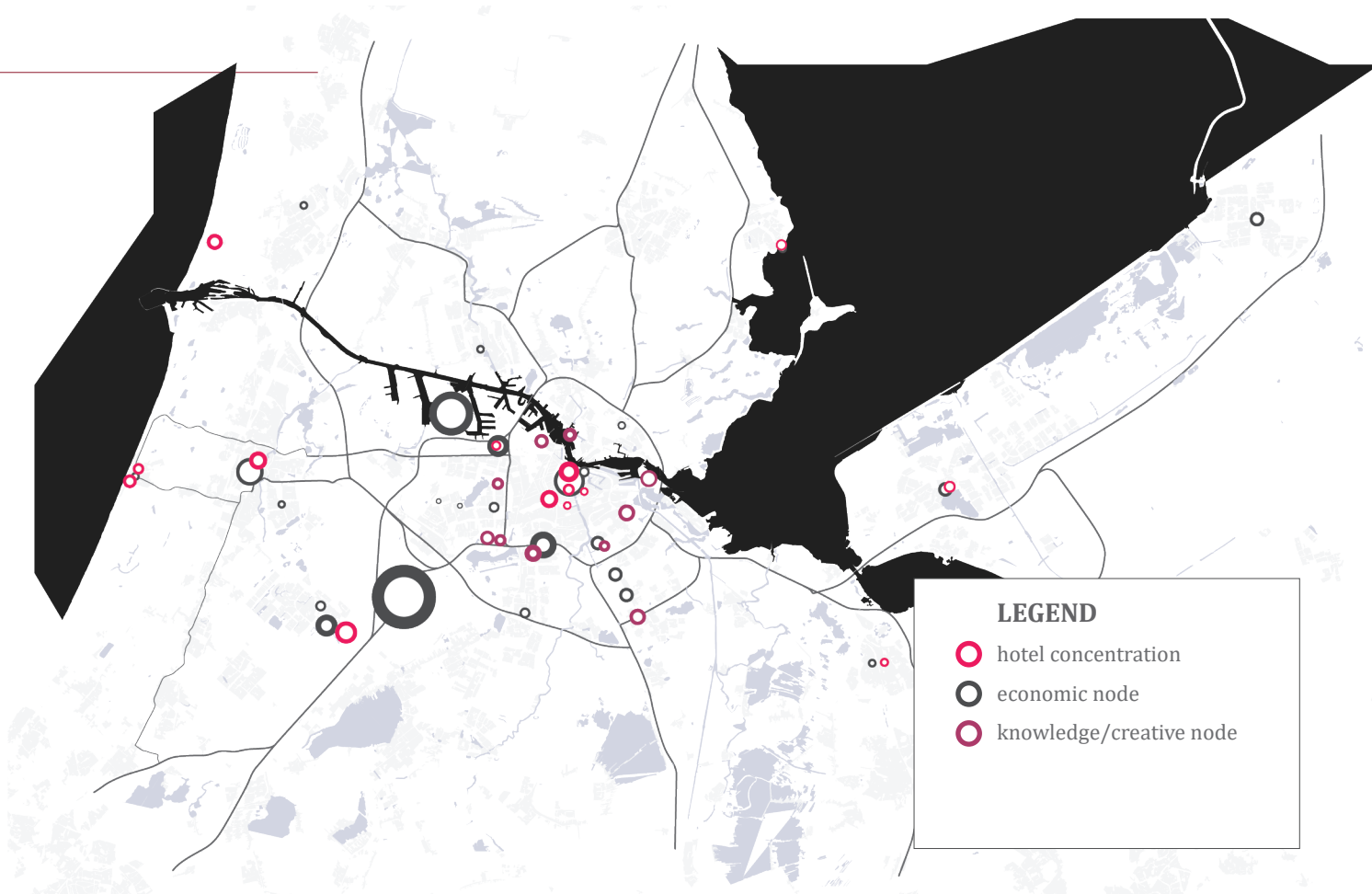











LEGEND

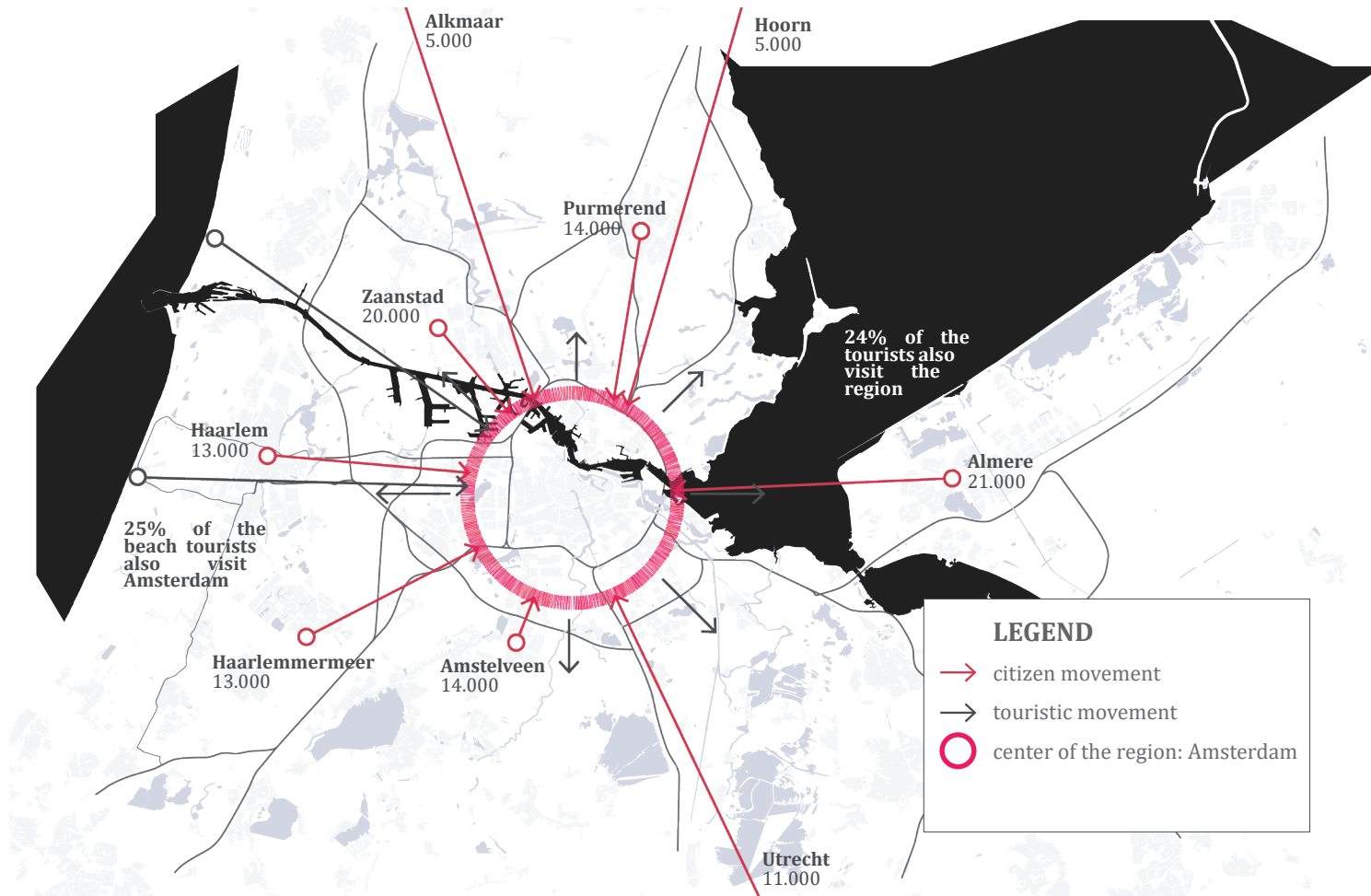
- pedestrian friendly public space
- pedestrian prioritized network
- cycle prioritized network
- tram line
- ferry line
- train tracks
- highway
- train station
- metro station
- tram station

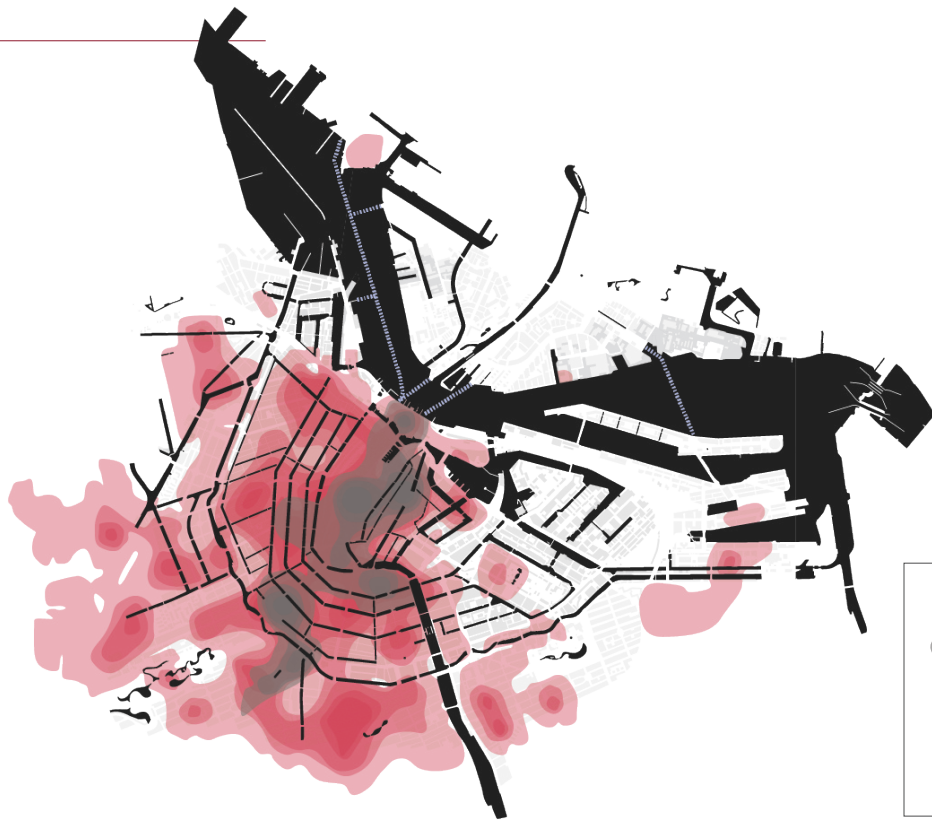




LEGEND

-  touristic attraction
-  hotel
-  facility (non housing)
-  market
-  cultural cluster (Hoog, 2013)

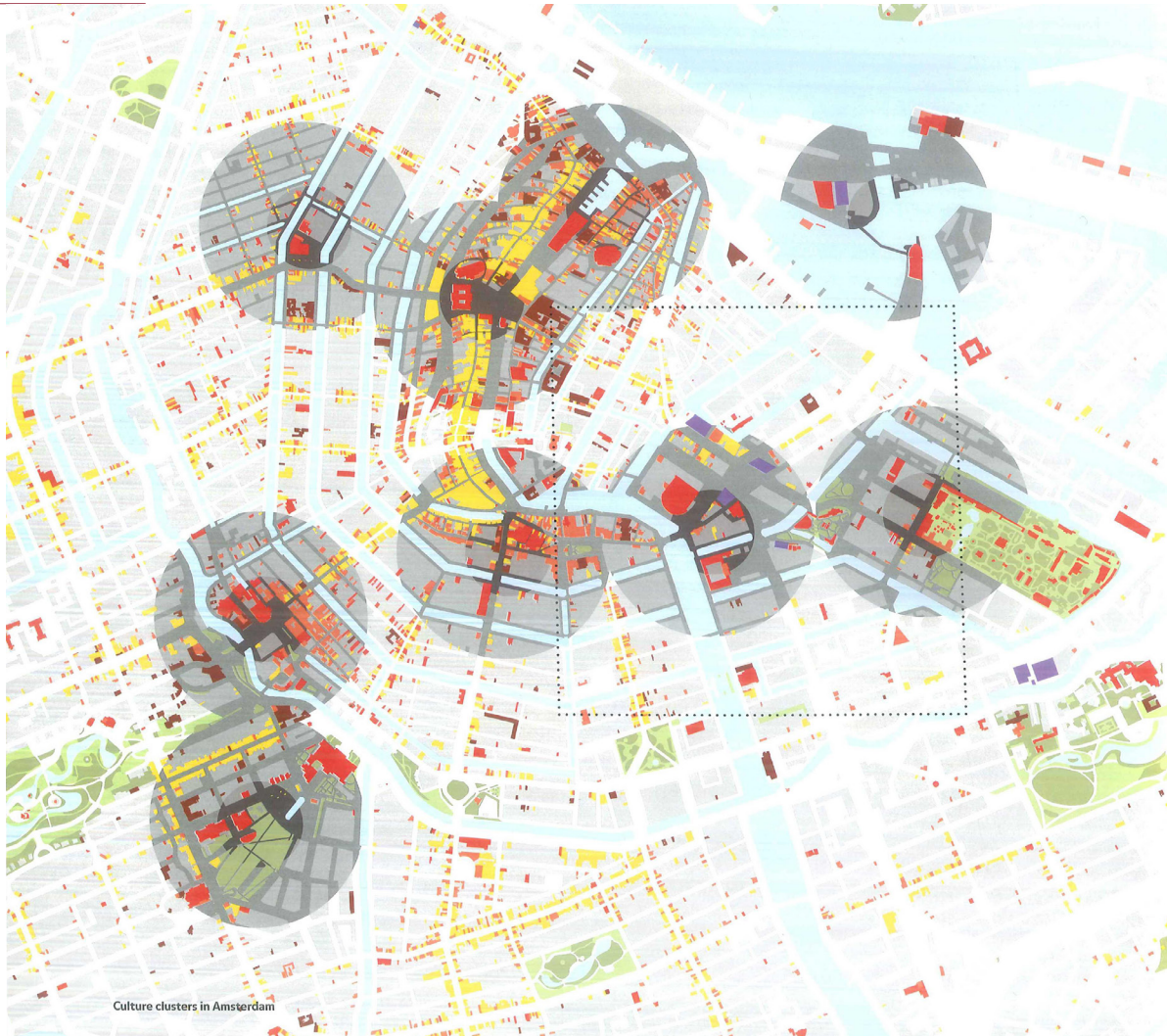




LEGEND

- activity of social media tourists
- activity of social media citizens

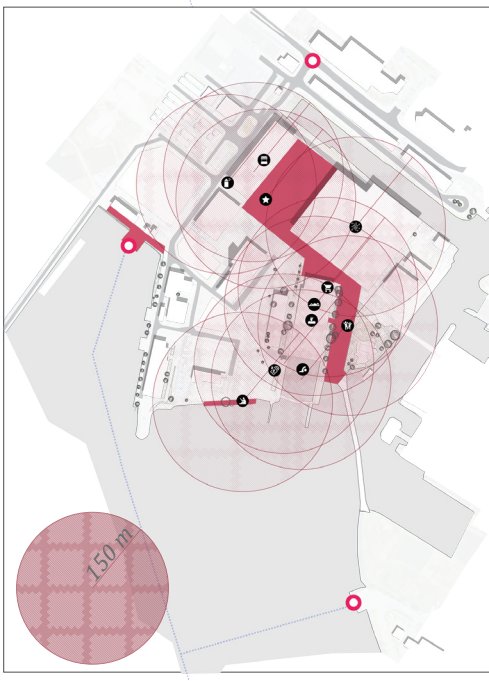
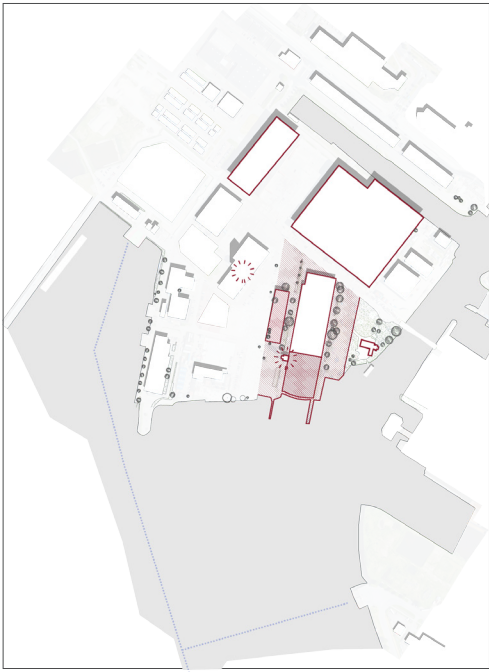
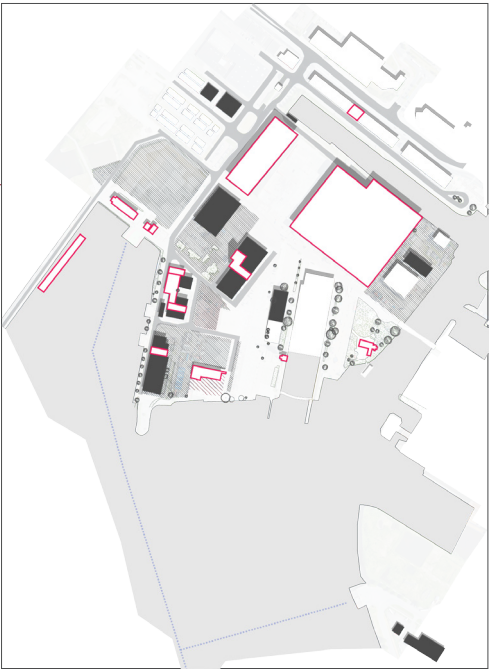
clusters



Cultural centers in Amsterdam by de Hoog, 2013.



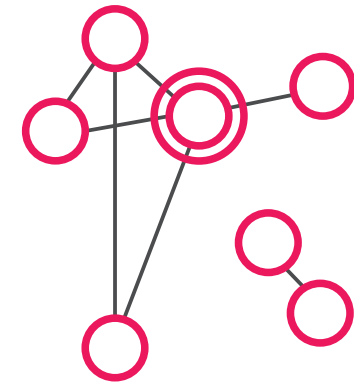
Confrontation matrix for Baarjes based on theory from Kearns, 1992.



NDSM CLUSTER STAKEHOLDERS



For this project, the potential clusters will be defined as an area that:
“has at least *two or more cultural activities* within a walking distance of not more than *10 min* from each other and draws at least 500.000 visitors per year, *including event visitors*”



CLUSTER