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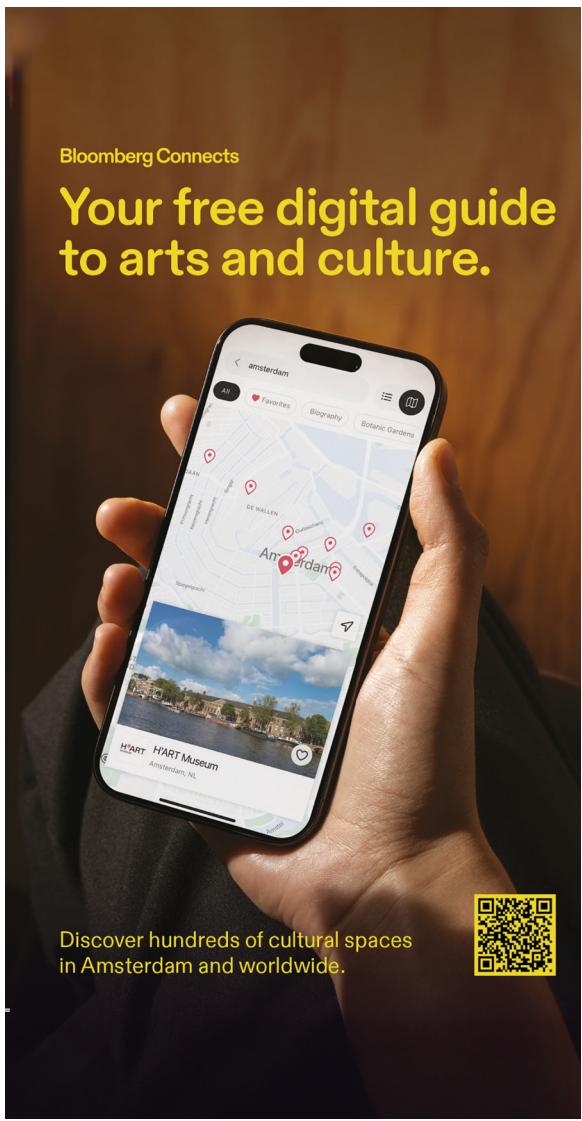
IMMERSIVE ART CENTER IN AMSTERDAM

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INFO & TICKETS

Bloomberg Connects

Your free digital guide to arts and culture.



Discover hundreds of cultural spaces in Amsterdam and worldwide.

Centrum

Lingerin histories, picturesque canals and lasting charm



Famed for its tilting canal houses and beautiful facades, Amsterdam city centre is home to renowned museums, charming shops and unmissable cultural hotspots.

HIGHLIGHTS **Royal Palace** ⁶⁶ Learn all about the history, art and architecture of this imposing building at Dam Square, frequented by the Dutch royals. **Rembrandt House Museum** ⁶² Gain insight into the life and work of the legendary Dutch painter and his 17th-century world. **Kalverpassage** ²⁶ Hunt for high-street finds at this shopping centre home to Restaurant Blue, which offers sweeping views over the city and the historic neighbouring churches.

De Plantage

Grand cultural garden with an elegant edge



This leafy borough offers a green contrast with tree-lined boulevards hiding a wealth of cultural attractions, top museums and world-class theatre, ballet and opera.

HIGHLIGHTS **ARTIS** ¹² Home to over 750 animal species, the Aquarium and the Planetarium, this historic zoo is one of Amsterdam's biggest family attractions. **Hortus Botanicus** ³⁵ From delicate cacti to towering palms, expect to fall for one of the oldest botanical gardens in the world. **Jewish Museum** ³⁹ Located across four monumental synagogues, discover a multifaceted picture of Jewish culture.

De Jordaan

Old-school brown cafés and leafy backstreets



The elm-lined canals and narrow streets of this former working-class neighbourhood are now buzzing with terraces, galleries, concept stores, and restaurants.

HIGHLIGHTS **Anne Frank House** ⁹ Explore the former home of a thoughtful teenager whose name is now known across the world. **Noordermarkt** ¹⁰² Shop for organic produce, cheese and homemade cakes, as well as antiques, books and vintage fashion. **Het Papeeneiland** ⁴⁴ Grab a drink of your choice at this storied brown café and creaky tavern, which has been around since 1642.

De Negen Straatjes

A network of grand canals, boutiques and speciality shops



This network of shopping streets flanked by grand canals is packed with designer boutiques, curated vintage shops, and hidden museums.

HIGHLIGHTS **Huis Marseille** ³⁷ A stunning photography gallery spread across opulent period rooms with a specialist bookshop and hidden garden. **Stromma** ³⁵ Dive into canal views with an Amsterdam canal tour that takes you past 100 notable sights. **Museum of the Canals** ⁴⁶ A museum dedicated to the history of Amsterdam's canals tucked away in an attractive waterside building.

Southern Canal Ring

Canal-side strolls and evening entertainment



This loop of canals is broken up by sunny café terraces, museums and shopping streets, whilst night owls flock to the theatres, gig venues, clubs and cinemas.

HIGHLIGHTS **Foam** ²⁴ An internationally renowned museum that exhibits all genres of photography in a beautiful canal-side setting. **Spiegelkwartier** ⁴⁷ Antique and art boutiques line these historic streets, one of the most picturesque parts of the canal belt. **Leidseplein (Theatre District)** ¹⁷ A lively entertainment district home to concert venues Paradiso and Melkweg alongside performing arts hotspots Internationaal Theater Amsterdam (ITA) and the DeLaMa Theater.

Oostelijk Havengebied

Maritime heritage meets striking modern architecture



Surrounded by water, the Eastern Docklands are known for their innovative architecture and repurposed warehouses that are home to diverse cultural offerings.

HIGHLIGHTS **The National Maritime Museum** ⁵³ Explore 500 years of Dutch seafaring history and a life-size replica of the VOC Ship Amsterdam. **NEMO Science Museum** ⁵⁴ Embark on a voyage of discovery at this fun interactive museum designed for children. **Muziekgewouw aan 't IJ** ⁶⁷ This iconic concert hall excels in its inspirational programme of classical, electronic, jazz and world music.

Westerpark

Cosmopolitan life with a lush green backdrop



Surrounding the famous park, this lively neighbourhood pairs greenery with cultural happenings, including cosy restaurants, sun-soaked terraces, festivals and markets.

HIGHLIGHTS **Fabrique des Lumières** ²³ An interactive museum blending digital art and music through light projections. **Museum Het Schip** ⁴⁸ Discover the fascinating history and buildings of the Amsterdam School architecture style. **Sunday Market Westergas** ¹¹⁸ Browse the vibrant stalls and food vendors of this bustling market that takes over the Westergas grounds.

Houthavens

Rugged reinvention and enterprising ventures



A port-turned-thriving residential area, Houthavens merges sleek design with an even sleeker culture, where waterfront restaurants mingle with industrial late-night venues.

HIGHLIGHTS **Theater Amsterdam** ⁶² A modern, glass-fronted theatre situated along the River IJ, that plays host to theatre, musical and stage productions of all genres. **Yellow House** ⁶³ Hidden among the industrial buildings, this brightly coloured restaurant, bar and dancefloor is complete with a sprawling rooftop terrace. **REM** ⁴¹ An architectural gem in Amsterdam, this former pirate radio and television station is now a restaurant offering sweeping river views.

Oud-West

Local hotspots, markets and hidden cultural gems



Boasting endless cultural establishments and a creative crowd, this leafy neighbourhood houses exciting restaurants and cultural spaces in unusual buildings.

HIGHLIGHTS **De Hallen** ³⁰ This beautifully renovated former tram depot houses the colossal indoor foodcourt, De Food-hallen, and independent cinema, De Filmhallen. **Orgelpark** ⁶⁸ Housed in the heritage-listed Parkkerk close to Vondelpark, this international concert hall gives a new face to the church organ in contemporary music culture. **LAB111** ⁶⁷ Located in a former pathological anatomical lab, enjoy special screenings, animated features and modern classics at this cult cinema.

Bos en Lommer & De Baarsjes

Community cool and indie flair



International and vibrant, this increasingly popular slice of Amsterdam is rapidly expanding into one of the city's most creative outposts.

HIGHLIGHTS **Podium Mozaiek** ⁸⁹ The packed programme at this international theatre and café includes music, theatre, dance, exhibitions and spoken word. **Erasmuspark** ¹⁰⁸ Bos en Lommer's green heart, this lush atmospheric park is framed by tree-lined canals and an ever-blooming 'miracle' garden. **No Man's Art Gallery** ⁵⁷ A dynamic exhibition space and restaurant showcasing a rotating art programme.

Nieuw-West

Alternative hangouts and serene lakeside escapes



Amsterdam's largest neighbourhood, Nieuw-West, is known for its green expanses and lakeside tranquillity, where cultural venues bring innovation and social soul.

HIGHLIGHTS **Van Eesteren Museum** ⁷⁴ Devoted to post-war architecture, this fascinating museum encompasses pavilions and open-air exhibits. **Meerwaard Theatre** ^{A8} The beating heart of Nieuw West's cultural scene, both a platform for the performing arts and an important social space. **Sloterplas** ¹¹⁶ This picturesque lake is popular with joggers, watersports fans and picnickers.

Oost

Bustling street markets and an impeccable food scene



Head to Oost for diverse food offerings, tranquil green spaces, monumental buildings, rooftop bars and great independent shops.

HIGHLIGHTS **Wereldmuseum** ⁷² Travel around the globe and across time in this majestic museum devoted to world cultures. **Brouwerij 't IJ** ¹¹⁷ One of the city's first independent microbreweries, this brewery under a windmill is a beer-drinking institution in Amsterdam. **Dappermarkt** ⁹⁸ Haggle to your heart's content at Amsterdam's oldest street market selling everything from herring to freshly-cut tulips and artisanal cheeses.

Noord

Industrial charm meets village feel



Take a free ferry over the river IJ to explore Noord's pretty villages and serene spaces alongside world-class museums, waterside hangouts and alternative nightlife.

HIGHLIGHTS **A'DAM Tower** ⁴ Take in the impressive 360° views from the roof deck boasting Europe's highest swing, before soaking up the sunset views from the revolving restaurant and cocktail bar. **Eye Filmmuseum** ²² Learn everything related to film and moving image at this iconic cinema, museum and waterside eatery. **Tolhuistuin** ⁵⁶ Check out this dynamic cultural hotspot for gigs, parties and club nights.

NDSM

Former shipyard turned creative haven

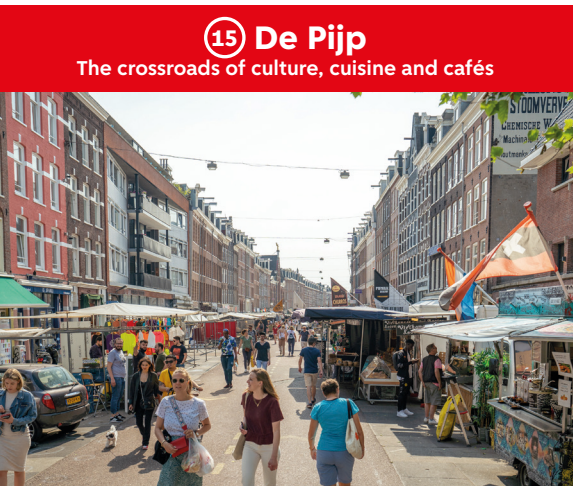


With a reputation for rebellious creativity and ground-breaking street art, this former shipyard is packed with industrial art spaces and quirky riverside bars.

HIGHLIGHTS **STRAAT Museum** ⁶⁵ Discover over 150 art-works in this colossal warehouse space dedicated entirely to graffiti and urban art. **Zonnehuis** ¹⁴¹ A retro and picturesque theatre that plays host to a range of shows, concerts and musicals. **IJ-Hallen** ¹¹ Bag a bargain at Europe's largest monthly flea and thrift market, which takes over the warehouses and docklands of NDSM one weekend a month.

De Pijp

The crossroads of culture, cuisine and cafés



With its mix of people, street markets and café terraces, De Pijp oozes beatnik flair and has been a haunt for creatives, students and bohemian spirits since the 1960s.

HIGHLIGHTS **Heineken Experience** ³² Embark on an interactive, behind-the-scenes journey through the beer world at this iconic brewery. **Museum De Dageraad** ⁴⁴ Learn all about expressionist architecture on a guided tour of this fascinating housing complex. **Albert Cuypmarkt** ⁹⁷ Browse the culinary delicacies and wares of the Netherlands' most popular open-air market.

Oud-Zuid

From age-old art to high-end chic



Home to art museums, concert halls, luxury shopping, impressive manors, and leafy streets Oud-Zuid is one of the city's most elegant and well-heeled neighbourhoods.

HIGHLIGHTS **Het Concertgebouw** ³³ Experience classical music and outstanding acoustics at one of the world's most renowned concert venues. **Museumplein** ^{H8} Indulge your inner art critic at the city's most famous museums, including Stedelijk Museum, Moco Museum and the iconic Rijksmuseum. **Vondelpark** ¹¹⁷ Unwind on the grass, in a café or by the water in Amsterdam's most-loved green space.

Zuidas

Modern metropolis with a surprising streak



Amsterdam's main business hub, Zuidas is the home of high-end restaurants and high-rise vistas, coupled with green enclaves and small markets.

HIGHLIGHTS **Zuidas Markt** ⁶¹¹ Dig into artisan produce like cheese, coffee and cannoli at this weekly market. **RAI** ⁵² An exhibition and congress space that has played host to legends like Martin Luther King, keep an eye on its agenda for some of the city's biggest events. **Botanical Garden Zuidas** ¹¹¹ Home to a fern and rock garden plus tropical plants in the greenhouse, this is a welcome retreat from the glittering skyscrapers nearby.

Zuidoost

Communal creativity and large-scale entertainment



Innovative and ever-changing, Zuidoost encompasses residential areas, green expanses and the big entertainment world of the Johan Cruijff Boulevard.

HIGHLIGHTS **Johan Cruijff Arena** ⁴⁰ Enjoy a stadium tour or concert at the home turf of the Netherlands' famous football team, Ajax. **AFAS Live** ⁷⁸ & **Ziggo Dome** ⁹⁶ Watch the stars perform from the worlds of music, theatre, comedy and more at these spectacular venues. **OSCAM** ⁶⁸ Art, fashion, design and craftsmanship unite at this museum opened to commemorate De Bijlmer's creativity.

Amstelveen

Nature's realm and modern art



Immerse yourself in Amstelveen's charming countryside, where nature takes precedence, but plenty of museums, shopping, and a true neighbourhood feel will keep you occupied.

HIGHLIGHTS **Museum Cobra** ¹⁷ Discover stunning temporary exhibitions and iconic modern artists such as Karel Appel, Asger Jorn and more. **Museum JAN** ⁴⁵ Admire a rich collection of modern masterpieces, including sculptures, paintings, glass art and Dutch design. **Ridammerhoeve Goat Farm** ¹⁰⁶ Play with friendly goats and purchase fresh produce like milk and cheese at this farm in the heart of Amsterdamse Bos.

Weesp

Cobbled streets full of history and tradition



Amsterdam's city district of Weesp is the place to soak up a quintessential Dutch atmosphere, historic architecture and quaint canals.

HIGHLIGHTS **Museum Weesp** ⁵¹ Stroll through Weesp's cosy streets as you learn about the city's history and the origins of the famous Weesp porcelain. **Fort Ossenmarkt** ²⁵ Grab a bike and explore the historic fortifications on the picturesque River Vecht. **Wisper Brouwerij Weesp** A brewery housed in a church, where copper kettles, high ceilings and excellent beer come together.

PUBLIC TRANSPORT



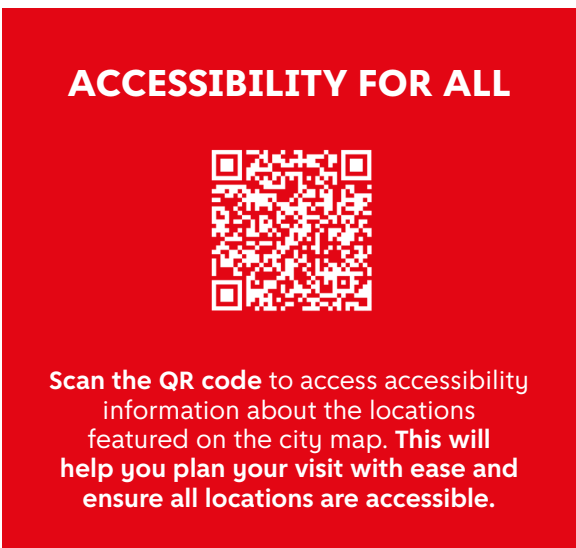
Scan the QR code for information on GVB public transport, including routes, schedules, and pricing details. It's the most convenient way to navigate the city's transport system.

WEEKEND GUIDE



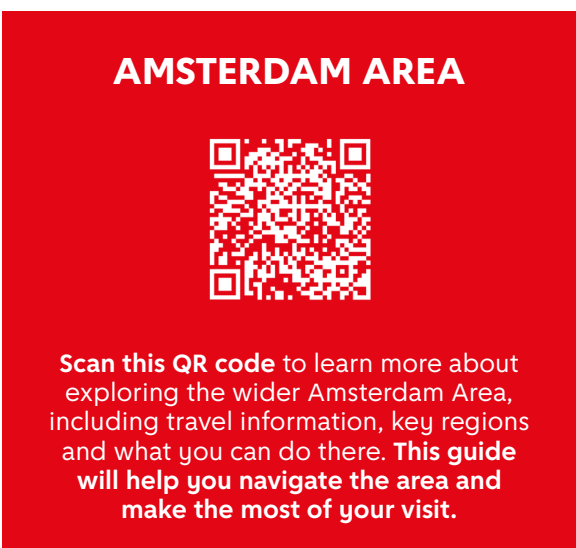
Scan the QR code for the updated weekend guide, featuring activities and events happening this weekend in Amsterdam. Perfect for making the most of your weekend visit.

ACCESSIBILITY FOR ALL



Scan the QR code to access accessibility information about the locations featured on the city map. This will help you plan your visit with ease and ensure all locations are accessible.

AMSTERDAM AREA



Scan this QR code to learn more about exploring the wider Amsterdam Area, including travel information, key regions and what you can do there. This guide will help you navigate the area and make the most of your visit.

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KALVERPASSAGE

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Walking Routes

Amstel River Walk (30mins)

Stroll down Amsterdam's watery heartbeat for Jewish history and sweeping views.

Start: Jewish Cultural Quarter - End: Café Hesp

Highlights: H'ART Museum | Magere Brug

Food Lovers Walk (40mins)

Take a bite out of De Pijp's gastronomic side with bustling markets and world-famous breweries.

Start: Utrechtsestraat - End: Brouwerij Troost

Highlights: Albert Cuypmarkt | Heineken Experience

Maritime Trade Walk (35mins)

Dip your toes into nautical history via the emerging Eastern Docklands.

Start: National Maritime Museum - End: Brouwerij 't IJ

Highlights: VOC Ship | Café de Druif

Wildlife Walk (50mins)

Escape into the green heart of Oost for animal spotting and people-watching.

Start: Hortus Botanicus - End: Flevopark

Highlights: ARTIS Zoo | Dappermarkt

Old Meets New Walk (40mins)

Discover the works of the Old Masters and modern sculpture in Oud-Zuid and Oud-West.

Start: Rijksmuseum - End: De Hallen

Highlights: Van Gogh Museum | Vondelpark

Architectural Walk (45mins)

Wander through Westerpark where industrial icons meet classical Amsterdamse School.

Start: Haarlemmerpoort - End: VESSEL

Highlights: Westerpark | Museum Het Schip

West is Best Walk (50mins)

Discover the canal-side charm and local buzz of Amsterdam's western districts.

Start: Westerkerk - End: Erasmuspark

Highlights: Houseboat Museum | MidWest

Public Art Walk (45mins)

Head over to Noord for sprawling street art and riverside hideouts.

Start: Free ferry to NDSM - End: Café de Ceuveul

Highlights: STRAAT Museum | Nxt Museum



Scan the QR code for more information about the walking routes.

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Legend

- 1

I Amsterdam Store

1

Museums, attractions, event venues, parks, markets and monuments

76

Canal Cruises

77

Bike Rentals

4

Amsterdam's neighbourhoods

4

for more information please turn over
- A

Walking routes

M

Daily market

M

Railway line/station

M

Metro line/station

F

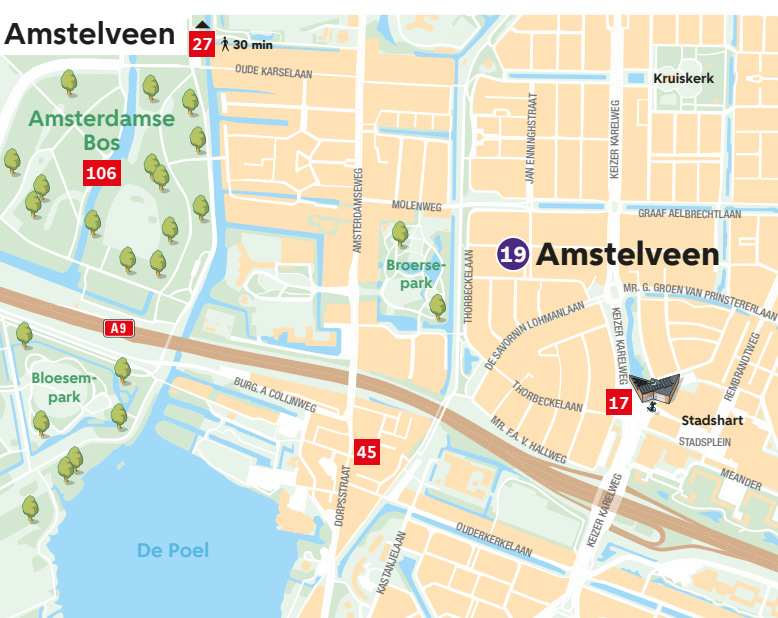
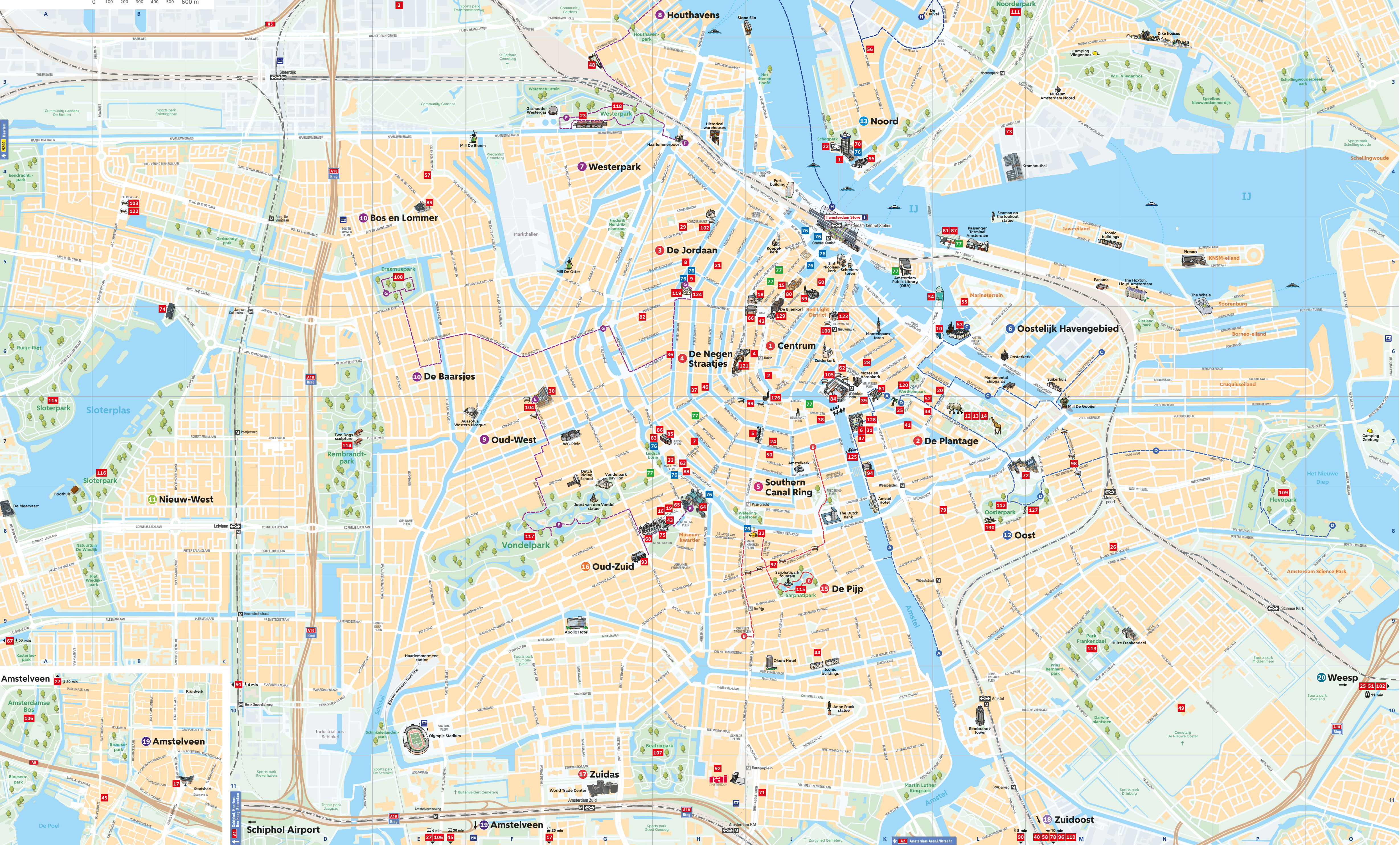
Ferry

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Park & Ride

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Museums & Attractions		
1	A'DAM Lookout	K4
2	Allard Pierson Museum	J6
3	AMAZE	E2
4	The Amsterdam Dungeon	J6
5	Amsterdam City Archives	J7
6	Amsterdam Museum on the Amstel	K7
7	Amsterdam Pipe Museum	H7
8	Amsterdam Tulip Museum	H5
9	Anne Frank House	H5
10	Arcam	L6
11	Art City NSDM	J1
12	ARTIS Amsterdam Royal Zoo	L7
13	ARTIS - Groote Museum	L7
14	ARTIS - Micropla	L7
15	BODY WORLDS Amsterdam	J5
16	Bols Cocktail Experience	H8
17	Cobra Museum of Modern Art	Amstelveen
18	De Nieuwe Kerk	J5
19	Diamond Museum	H8
20	Dutch Resistance Museum	L6
21	Embassy of the Free Mind	H5
22	Eye Filmmuseum	J4
23	Fabrique des Lumières	G3
24	Foam	J7
25	Fort Ossenmarkt	Weesp
26	Framer Framed	M8
27	Fun Forest	Amstelveen
28	GASSAN Diamonds	K6
29	Geelvinck Pianola Museum	H5
30	De Hallen	F6-7
31	HART Museum	K7
32	Heineken Experience	J8
33	Holland Casino	H7
34	Hollandische Schouwburg	K7
35	Hortus Botanicus	K7
36	Houseboat Museum	H6
37	Huis Marseille	H6
38	Huis Willet-Holthuysen	J7
39	Jewish Museum	K7
40	Johan Cruijff ArenA	Zuidboos
41	Luther Museum	K7
42	Madame Tussauds	J6
43	Moco Museum	H8
44	Museum De Dageraad	J9
45	Museum JAN	Amstelveen
46	Museum of the Canals	H6
47	Museum of the Mind	K7
48	Museum Het Schip	G3
49	Museum Tot Zover	N10
50	Museum Van Loon	J7
51	Museum Weesp	Weesp
52	National Holocaust Museum	K7
53	National Maritime Museum	L6
54	NEMO Science Museum	L5
55	NEMO - The Studio	L5
56	Nxt Museum	K3
57	No Man's Art Gallery	E4
58	OSCAM	Zuidboos
59	Oude Kerk	J5
60	Our Lord in the Attic Museum	J5
61	Portuguese Synagogue	K6
62	Rembrandt House Museum	K6
63	Rembrandts Amsterdam Experience	H7
64	Rijksmuseum	H8
65	Royal Coster Diamonds	H8
66	Royal Palace	J6
67	Sloten Windmill	A9
68	Stedelijk Museum	G-H8
69	STRAAT Museum	J1
70	THIS IS HOLLAND	K4
71	The Upside Down	J11
72	Wereldmuseum	L-M7
73	WONDR Experience	L4
74	Van Eastern Museum	B6
75	Van Gogh Museum	H8
Canal Cruises & Bike Rentals		
76	Canal Cruises Amsterdam	
77	Bicycle Rentals	
Theatre, Music & Meeting Venues		
78	AFAS Live	Zuidboos
79	Badhuistheater	L8
80	Beurs van Berlage	J5
81	BIMHUIS	L5
82	Boom Chicago	G6
83	De LaMar Theater	H7
84	Dutch National Opera & Ballet	J-K6
85	International Theater Amsterdam	H7
86	Melkweg	H7
87	Muziekgebouw aan 't IJ	L5
88	Paradiso	H7
89	Podium Mosaiek	E4
90	Postillion Hotel & Convention Centre Adam	L11
91	RADION	C10
92	RAI Amsterdam Convention Centre	H11
93	The Royal Concertgebouw	G8
94	Royal Theatre Carré	K7
95	Tollhuistuin	K4
96	Ziggo Dome	Zuidboos
Markets		
97	Albert Cupmarkt	J8
98	Dappermarkt	M7
99	Flower Market	J7
100	Nieuwmarkt	J6
101	Nieuwstraat Friday Market	Weesp
102	Noordermarkt	H4-5
103	Plein '40-'45 Market	B4
104	Ten Katemarkt	F7
105	Waterlooplein Flea Market	J-K6
Parks		
106	Amsterdamse Bos	Amstelveen
107	Beatrixpark	GH10-11
108	Erasmuspark	E5
109	Flevopark	PQ7-8
110	Nelson Mandelapark	Zuidboos
111	Noorderpark	LMD-3
112	Oosterpark	LMB
113	Park Frankendael	M9
114	Rembrandtpark	D6-8
115	Sarphatipark	J9
116	Sloterpark	AB6-8
117	Vondelpark	E-G8
118	Westerpark	F-G3
Monuments		
119	Anne Frank Monument	H5
120	Auschwitz Monument	K6
121	Beginhol	H6
122	Carillon Monument Plein '40-'45	B4
123	De Waag	J6
124	Homomonument	H5
125	Magere Brug	K7
126	Munttoren	J7
127	Monument for the Freedom of Expression	K7
128	National Holocaust Names Memorial	K8
129	National Monument	J6
130	Slavery Monument	L8

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