

A-mag.

AMSTERDAM MAGAZINE

SIGHTS & SOUNDS
ART & FASHION
DANCING & DINING
FILM & THEATRE
MAY & JUNE 2013



DIVE RIGHT IN!

AMSTERDAM CELEBRATES 400
YEARS OF CANALS. THEY REMAIN
THE HEART OF THE CITY. JUMP IN FOR
UNIQUE WAYS TO MAKE A SPLASH!

Royal edition

I amsterdam®



13488

Neighbourhood watch

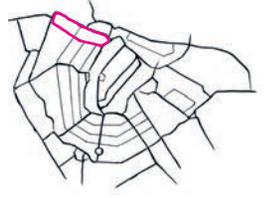
HAARLEM- BUURT

NIKOS AKRIVOS, 42

energetic healer, lifestyle coach and DJ
(from Greece)

'I'm really excited about opening my new spiritual shop here, because the Haarlemmerbuurt has such positive energy. I really like the atmosphere and environment.'





The Haarlemmerbuurt may be one of the smallest Amsterdam neighbourhoods, but it packs a serious punch.

text & photos Marie-Charlotte Pezé

Shoppers' delight

A stone's throw to the west of Central Station, the Haarlemmerbuurt is announced by the fresh herring stand on the lovely bridge over the Singel. If you manage to make it alive through the intersection (where dozens of pedestrians, bikes and motor vehicles somehow achieve a complex choreography without colliding), it is like stepping into a parallel, more enticing universe. The loud hustle of the city centre suddenly recedes into the background, giving way to a long, lively street bordered by quiet, charming lanes that branch off towards the canals of the Jordaan.

'Haarlemmerstraat, and its continuation, the Haarlemmerdijk, make a very long street: they have more than 250 shops,' boasts Nel De Jager, the *Winkelstraatmanager* (literally, Manager of the Shopping Street). De Jager has been caring for the neighbourhood since 1987. 'It had turned into a no-man's land. The residents had moved away, the shops had closed. The local government didn't believe it had a chance at a new life. They shrugged and said, "Supermarkets,

maybe?" But I disagreed.' You can tell from her no-nonsense attitude that it is De Jager's dedication, her powers of diplomacy and the immense affection she carries for the neighbourhood that resurrected it from the ashes.

INDEPENDENT SPIRIT

'There is a concept behind the street, and that is all thanks to Nel,' says Jan Fictoor, the owner of Egidius, the antique bookshop that has been standing on Haarlemmerstraat for decades. The area focuses on the idea of 'one building, one shop'. The community stands strong against the invasion of big brands and is very proud of its identity. 'We could drop you in the centre of many Dutch cities and you would have no way to differentiate them. It's always the same brands, the same shops. But not here,' adds Fictoor. By introducing property owners to young, independent and passionate shopkeepers, De Jager makes sure the area retains its flair, walking the tight rope of maintaining its cohesion while promoting variety. The twin streets won the 'Best Shopping Street in the Netherlands' award



The long, lively street boasts bespoke design shops, bustling cafés and independent fashion boutiques.

STORE WITHOUT A HOME

The name of this former pop-up shop is a non-sequitur now that it's found a permanent address – but also because you'll want to bring home every single item from their lovely design collection. Owner Janwillem Sanderse focuses on offering exclusive, unique pieces, which often have an international flair. He steers clear of the obvious, and instead picks whatever appeals to his own taste – which, we must say, is simply impeccable.

Haarlemmerdijk 26 
<http://storewithoutahome.blogspot.nl>



MARBLES VINTAGE & DESIGN

A new kid on the block, this lovely two-storey shop stocks the best quality vintage, with brands including Betty Barclay and Escada – and the exciting rare find like Dior or YSL. If the shop is filled to the brim with affordable garments and accessories, what makes the place truly special is the owner's warm welcome, and her contagious love for the creativity of her craft.

Haarlemmerdijk 64 





last year, and it's no wonder: they represent an entire kilometre of entertainment, with an independent cinema (The Movies), seven coffee-shops, dozens of cafés and restaurants and a plethora of stores, each packing their own personality. Unique design shops rub shoulders with trendy clothes boutiques, from the high end (Sukha, Tenue de Nîmes) through the middle (Luba, Dizzy) to a handful of surprisingly affordable vintage treasure troves. 'I always dreamed of having my shop here,' says Joosje Engels, owner of the freshly opened Marbles Vintage & Design. 'It still breathes the genuine Amsterdam.'

'You can do everything here,' says Chanel Loquet, a local resident. 'There's fresh fish and meat, fruits and vegetables – and even a Marqt organic supermarket has just opened.' And indeed, the quality food shops abound: Meeuwig specialises in oils while t'Zonnetje focuses on coffee beans; Unlimited Delicious is often touted as the best chocolate-maker in the city, and their French patisserie is equally praise-worthy. Vinnie's, Stout, Le Sud, Sane and many more cafés offer fresh salads and sandwiches, often with an exotic twist; and within a block of each other, both Hollandaluz and Ibericus honour southern palates with wide selections of cured hams. Every first Saturday of September for the past 14 years, the neighbourhood food joints take over the streets for a bustling culinary festival where hundreds of visitors dine on the pavement. With her charismatic smile, De Jager emphasises: 'We are more than a succession of shops: we are a community. People here have a real relationship with the shopkeepers. The residents come from all kinds of different backgrounds; there are immigrants, elderly people, students, families. The one thing they all agree on, is that Haarlemmerbuurt has a really great spirit.'

All the shops mentioned above are on the Haarlemmerdijk and Haarlemmerstraat.



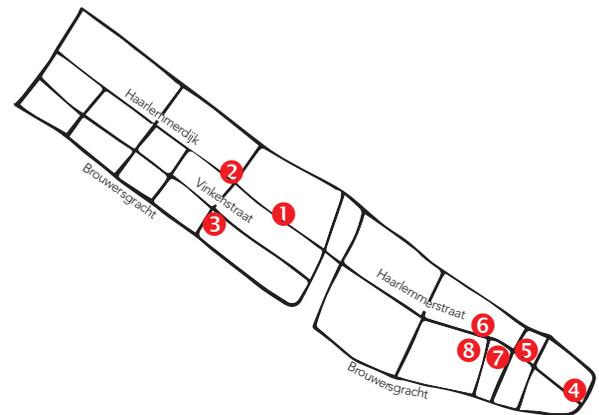
DELPHINE VAN DEN BRINK, 36
programme manager (from France)

'This neighbourhood is safe and the backstreets are quiet, open and clean. My son loves the playground on Herenmarkt.'



TREVOR LLEWELLYN, 40
photographer

'I love walking through the backstreets; it's so beautiful, especially when you can hear the Posthoorn Church bells.'



VESPER

There are few places that still exhale such old-world class as Vesper, and calling it a bar almost seems like an insult: this place is a shrine to cocktails. Maybe because of its modest proportions, it magically achieves a subdued liveliness that never borders on loud and agitated; as hushed and velvety as the décor, the atmosphere is swanky without being snobbish, a real cocoon of intimacy.

Vinkenstraat 57 **3**
www.vesperbar.nl



LUBA

Forget about whatever is the new black: Luba's racks are stocked with an array of colourful garments and accessories that redefine trendy and chic. Owners Els and Simone are always on the lookout for special, unique pieces from hard-to-find designers. Tried and true, the shop has been around for 17 years, and they've already opened two new outposts in Oud-West and De Pijp.

Haarlemmerstraat 12a **4**
www.luba-amsterdam.nl

'We are more than a succession of shops: we are a community.'

DE DAMPKRING COFFEESHOP

With three floors of spacious lounge areas and large airy windows, Dampkring is the place to get high in style. Clean and cosy, with its walls of trippy art and videos, it's definitely not your run-of-the-mill coffeeshop. Their wide variety of products is of the greatest quality – and for the most part organic. The staff are consistently helpful and informative.

Haarlemmerstraat 44 **5**
www.dampkring.nl



WEST-INDISCH HUIS

The West-Indisch Huis hides its colourful past well. Stately but not ostentatious, it sits on the quiet Herenmarkt square. Originally constructed in 1617 as a meat market, it was soon rented by the Dutch West India Company, which gave the building its name. It is between these four walls that the famous merchant company colonised the Caribbean and the Americas until 1647. It was here that, in 1625, the Dutch West India Company's 19 governors ordered the construction of a fort that would later become... New York City. For a century and a half after its illustrious prime, it became a basic hotel before being converted to an orphanage and home for the elderly. Destroyed by a fire in 1975, it was renovated by the City at great expense, and is today one of the most coveted wedding venues in Amsterdam.



MEEUWIG & ZN

If one place could get you excited about oil and vinegar, it's Meeuwig. For 16 years, the owners have travelled the world to find the best products. There's something precious about the wall of virgin oil barrels and glass bottles, and the vast selection makes you feel like you're visiting a palace of liquid gold. The deliciousness doesn't stop there: they also carry excellent deli fare.

Haarlemmerstraat 70 **6**
www.meeuwig.nl



STOUT

There's nothing more relaxing than spending a sunny spring afternoon lazing on the giant plump mattresses laid out on Stout's terrace. This staple neighbourhood café is the perfect mix of natty and laid-back, and the staff are as friendly as the menu is fresh and original. Every dish is a delight, from breakfast to dinner, and even the snack menu stands out in a sea of bitterballen.

Haarlemmerstraat 73 **7**
www.restaurantstout.nl

ON THE WAY OUT

We asked people leaving Schiphol Airport for their Amsterdam advice.

text & photos Marie-Charlotte Pezé

**MARLOU VAN IERSEN, 26,
AND JEROEN RYCKEN, 24,
FROM UTRECHT, GOING TO
MARRAKECH**

'We love the Nine Streets. So many nice, small boutiques, and really lovely cafés.'



**ANA SILVIA AND
HELIO MACEDO,
FROM BRAZIL**

'Our favourite part of our four-day trip was discovering the Van Gogh exhibit, temporarily housed at the Hermitage Museum.'



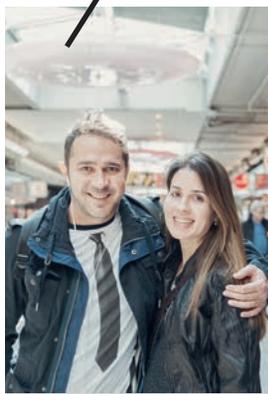
**LARS STANLEY
HUGHES, 32, SEX
INSTRUCTOR FROM
WALES**

'Go to Club Escape. It's the best club in Amsterdam.'



**MARINA CAPDEVILA, 27,
ANDREA OTÍN, 28, XENIA
SÁNCHEZ, MARTA FORN, 27,
FROM BARCELONA, SPAIN**

'We were here for the opening of Marina's exhibit at Basis (on Vijzelstraat). It's such a great place, with a friendly, laid-back and creative atmosphere.'



**JOHN DE JONG, 65,
FROM VELK, GOING
TO LIVERPOOL, UK,
FOR A CONFERENCE**

'I love getting coffee at the Conservatorium Hotel. It's cosy and homey so you can sit there quietly, and it's close to all the museums.'