

# Welcome to #newdutch

A global celebration of Dutch innovation



Beacon - Craig Morrison & Atelier MCFW / Photo: Jan Timmer

That's

#newdutch

NL

Netherlands

# Cultural travel inspiration: New Dutch – a different perspective of the Netherlands

On the following pages, we would like to inspire you with the cutting edge topic of New Dutch. Let us show you where to find the main New Dutch attractions and experiences in the Netherlands, from architecture, art, design, fashion and food. Discover the Netherlands' most modern and innovative side and surprise your clients with a New Dutch adventure.

A strong spirit of entrepreneurship and innovation brought about the creation of picturesque canals, majestic windmills and impressive waterworks. These Dutch icons, many of which are designated as UNESCO World Heritage Sites, are admired all over the world and the Netherlands' contemporary and innovative culture continues to gain popularity. A new Dutch generation is raising the bar in the fields of architecture, design, fashion and technology and vibrant cities such as Eindhoven, Rotterdam and Groningen have become a melting pot of creativity and innovation.

Immerse yourself in the fascinating world of New Dutch:

→ *New Dutch: a guide full of tips for visiting the Netherlands of today - Holland.com*

## New Dutch Hotspots





*Dutch Design Week*

# Where to experience New Dutch in Brabant

## Eindhoven

### **Dutch Design Week / 19–27 October 2024**

Eindhoven is the design capital of the Netherlands. The city owes this title to the renowned Design Academy, numerous creative entrepreneurs, and Northern Europe's largest design event, the annual Dutch Design Week in October. During this nine-day festival, the entire city is focused on design and some 2,000 international designers present their concepts and visuals.

→ [Website](#)

→ [Email](#)

### **GLOW / 9 - 16 November 2024 (annually)**

GLOW is one of Eindhoven's favourite events. Every November, this light festival showcases the work of around 35 light artists from all over the world, and works from local talents are highlighted. Thanks to its focus on innovation and social

topics, GLOW could well be the most progressive light festival in the world! Since the installations are dotted across the city, it's the perfect way to discover Eindhoven on foot.

→ [Website](#)

→ [Contact form](#)

### **MU Hybrid Art House**

MU is more than an art space: It's like an adventurous guide for contemporary art. The Art House represents international artists who like to challenge the concept of art through various mediums: from light installations to interactive performances and many more.

→ [Website](#)

→ [Email](#)





*Evoluon in Eindhoven*

### **Evoluon – Next Nature**

The Next Nature exhibition space at Evoluon gives visitors a glimpse of how people of the past envisioned the future. From flying cars to life on Mars - how did people imagine our lives today? Visitors can uncover this and more in the two

current, forward-thinking exhibitions; Space Farming and RetroFuture. Virtual reality brings space and the exhibits to life.

→ [Website](#)

→ [Email](#)

## **Tilburg**

### **Textiellab**

In the TextielLab (at the textile museum in Tilburg), craftsmen can be seen at work every day, together with students, designers and artists. This special collaboration leads to surprising design products, new techniques and works of art made from textiles. Visitors can witness the entire process while looking over the designers' shoulders, from sketch to final product.

→ [Website](#)

→ [Email](#)

### **Meta Maze Doloris**

Meta Maze is a walkthrough art experience with over 40 rooms of surreal art, designed and built by the creators of Karmania. In the realm of Doloris, you can immerse yourself in a world beyond ours. Follow oblique pathways, slip through hidden loopholes, walk through walls and encounter mysterious objects.

Several group reservation options, for any group size of 8 people or more

→ [Website](#)

→ [Email](#)



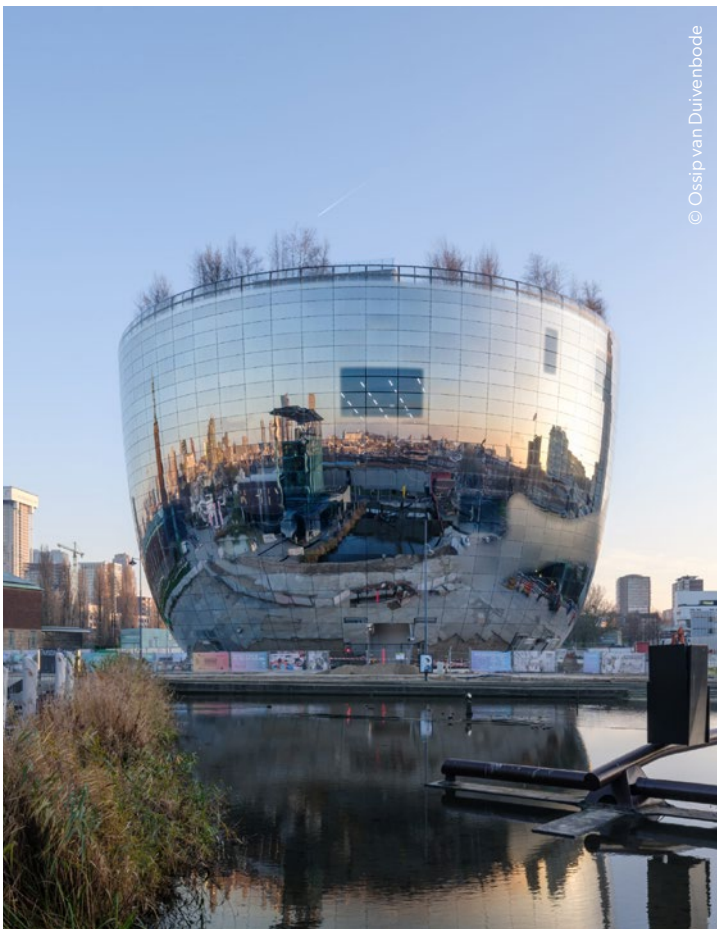
*Textiellab Tilburg*

### **More info**

For general information about New Dutch in Noord - Brabant, please contact:

→ [Visit Brabant Website](#)

→ [Email](#)



Depot Boijmans van Beuningen

# South Holland

## Rotterdam

### Depot Boijmans van Beuningen

Depot Boijmans Van Beuningen is the world's first publicly accessible museum/art storage facility and stores more than 150,000 works of art from all over the world. Designed by architects MVRDV, the structure is architecturally unique: the impressive façade reflects the glittering Rotterdam skyline and will catch your eye as soon as you enter the Museum Park in Rotterdam.

→ [Website](#)

→ [Email](#)

→ [Guided tours](#)

### Kunsthall Rotterdam

The Kunsthall, situated near the city centre in the Museum Park of Rotterdam, stands as a remarkable and must-see example of modern architecture. This unique cultural space consistently captivates visitors with its diverse and ever-changing exhibitions. From fashion design, cartoon art to modern art and classical painting - the Kunsthall surprises again and again with first-class special exhibitions.

→ [Website](#)

→ [Email](#)

### Portlantis / Opening: 2024 (Q4)

In 2024, a new state-of-the-art experience centre, Portlantis, is emerging where visitors can explore and experience the complex and dynamic world of the largest and most modern port in Europe. Spanning 3,500 square metres across five floors, Portlantis will be a unique, inspiring, and interactive exhibition and meeting place, right in the heart of the port.

→ [Website](#)

### FENIX/ Opening 2025

On the South bank of the River Maas in Rotterdam's historic harbour district, what was once the world's largest warehouse is being transformed into a new museum. Opening in 2025, the new migration museum, FENIX, explores the timeless story of human migration in a changing world. Through a series of encounters with art, architecture, photography, and history, FENIX is set to redefine the role of a museum for the next generation.

→ [Website](#)

→ [Email](#)





© Fries Museum

Fries Museum Leeuwarden

# Friesland

## Waddencentre Afsluitdijk

Kornwerderzand is home to an eye-catching building, the Afsluitdijk Wadden Centre. Here you can learn all about the history and future of the Afsluitdijk (32km-long motorway and flood protection construction) and also experience the Wadden Sea UNESCO World Heritage Site, the unique fish migration river and the IJsselmeer (lake) area in a natural way.

- [Website](#)
- [Email](#)
- [Groups](#)

## Fries Museum Leeuwarden

The Fries Museum is a dynamic museum in the heart of the vibrant city of Leeuwarden and a cultural hotspot in the north of the Netherlands. Captivating and ever-changing exhibitions tell stories from the Middle Ages to the more modern days of M.C. Escher.

- [Website](#)
- [Email](#)
- [Guided tours](#)

# North Holland

## Amsterdam

### STRAAT Museum

From Keith Haring to Banksy, street art has made many headlines in recent history. STRAAT is a street art and graffiti museum showcasing some of the biggest names and upcoming talents in the global street art scene. The current exhibition displays more than 180 spectacular and visual artworks, most of which are as big as outdoor walls.

- [Website](#)
- [Email](#)
- [Groups](#)



© Tim Stet

STRAAT Museum

# Flevoland

The diversity of New Dutch is exemplified by the province of Flevoland. Not only is it the youngest province in the Netherlands, but it also stands as the largest embankment project in history. The three polders of Flevoland together form the largest land area ever created by mankind in the world. Next to beautiful nature and midnight-blue lakes, Flevoland is home to landscape art and timeless modern cities.

## Architours Almere / Duration: 3-4 hours

A walk through Almere is like a visit to an architecture museum. In the city centre alone, there are numerous buildings by world-famous architects to admire. Architour organizes expertly guided architectural tours where you can learn more about the creation of the polders, the history of Flevoland and the remarkable architecture in Almere.

→ [Website](#)

→ [Email](#)

→ *Groups: max. 25 participants per guide*

→ Architours also offers tours in Rotterdam, Utrecht and Amsterdam

## Visitor Centre Het Flevo-Landschap

Het Flevo-landschap is building a new visitor centre at the location of the former visitor centre, De Trekvogel. In the meantime, visitors can obtain information about walking, cycling and excursions in Lepelaarplassen, Wilgenbos and Vaartsluisbos, from Camping Waterhout.

→ [Website](#)

→ [Contact](#)

## Oostvaardersplassen Outdoor Centre

The Oostvaardersplassen outdoor centre is the kick-off point for an adventurous exploration through the Oostvaardersplassen nature reserve. Numerous walking and cycling routes start from here, as well as excursions and other activities.

→ [Website](#)

## National Park New Land

The Nieuw (New) Land National Park is the youngest national park in the Netherlands, and entirely created by man. The park literally lies at the bottom of the former Zuiderzee (sea). It owes its existence to the largest land reclamation project in the world: the reclamation of the province of Flevoland. In the Nieuw Land National Park, the interaction between man and nature takes centre stage.

→ [Website](#)



Museum de Fundatie

# Overijssel

## Zwolle

### Museum de Fundatie

Museum de Fundatie owns and manages an extensive collection of fine art. The collection and exhibitions are presented at two locations: Kasteel het Nijenhuis near Heino and Museum de Fundatie in Zwolle.

→ [Website](#)

→ [Email](#)

→ [Groups](#)

# More useful tips

If you are looking for a specialist to help you plan your trip or create a travel package, you will find the right contact person here:

DMC's and incoming agencies can support you with the creation of travel itineraries and tickets:

→ [DMC's and incoming tour operators](#)

If you need images for your programme, you are welcome to use our extensive image database:

→ <https://media.nbtc.nl/>

Additional source of inspiration:

→ [New Dutch](#)

For further questions or information, please contact us at

→ [trade@holland.com](mailto:trade@holland.com)