



Press release

The Amsterdam Museum is renewing

New presentation, location, collaborations and visual identity

On Saturday 5 March, the Amsterdam Museum is opening the doors to its new temporary site in the fully converted Amsterdam Museum-wing of the Hermitage Amsterdam. This temporary home reveals the museum's aspirations of looking toward the city, its residents and history both openly and inquisitively, continually pinpointing new ways of achieving this. The museum is therefore presenting a new permanent collection, a series of new collaborations and a new visual identity.



*Artist Impression of the Panorama Amsterdam exhibition.
Amsterdam Museum in the Hermitage Amsterdam. Image: Studio L A*

Collection presented from new perspectives

The presentation of the new collection *Panorama Amsterdam: a living history of the city* displays over 250 objects, providing visitors with a multi-voiced picture of the multiple histories the city of Amsterdam abounds in: classic icons from the city collection, as well as new or rarely exhibited work. *“Our presentation depicts the city’s development in a different – in my view, new – way, in both the intent of the stories we convey, and in the exhibition’s structure. Visitors are immersed in the stories. Partly thanks to the exciting conception the museum trail in which they embark on a journey through Amsterdam’s past based on hundreds of objects – not only heritage, but also art, fashion, artefacts and design. The story and the structure establish links between the city’s old, well-known stories and new narratives and works,”* says artistic director Margriet Schavemaker.

The Amsterdam Museum is actively offering artists a space in its new collection presentation – a workspace – for showcasing their own reflections on the city’s stories and past. Visual artist Raquel van Haver is the first creator taking on the role of the museum’s ‘fellow’ in that space. *“In the run-up to our updated site in the former orphanage/Burgerveeshuis, we view this period as a testing ground in which we’re displaying the best pieces and rarely exhibited objects, exhibiting art old and new, with space for histories both well-known, and those yet to be told. We’ve included something for all of Amsterdam’s residents and admirers, achieved using a varied wealth of subjects. Themes under discussion include science, commerce, women’s rights, the Second World War, protests, Ajax football club, migration and sexual liberation. Moreover, we’ve deliberately opted for a broad and more inclusive representation of creators, meaning more people of colour and more women. This means that together, we’re constructing the proverbial museum of the future,”* says Schavemaker.

New collaborations in a co-creation tradition

Besides the collection, various temporary exhibitions are also on display in the Amsterdam Museum wing in the Hermitage. The museum has been working with several new partners, opting to collaborate with Studio L A, the firm of architects Lorien Beijaert and Arna Mačkić, which is responsible for designing the permanent collection in the

Amsterdam Museum wing of the Hermitage. The museum is also working with the architect Setareh Noorani – recently named ‘Museum Talent 2021’ – who was behind the design for the *Colonial Stories* temporary exhibition. *Work in progress* from curators Imara Limon and Inez van der Scheer. The museum is also part of the *Collecting the City* project, the temporary exhibition *Jacob Geel Vertelt* with guest curators Fouad Lakbir, Jesse Buursink and Moving Arts Project on the forced departure from a cherished neighbourhood in Amsterdam Nieuw-West. Moreover, the Amsterdam Museum provided space in the first temporary exhibition for – among others – the Meer dan Babi Pangang (More than Babi Pangang) foundation, Verdedig Noord (Defend Noord) and Museum om de Hoek (Museum around the Corner), an association of 23 local museums in Amsterdam.

Managing Director Judikje Kiers is extremely happy with this way of working: *“We’ve been around now since 1926, and as a museum have a long tradition of collaborating with residents, artists and designers, and favouring new perspectives. And we’re still doing that to this day, with a new generation; meaning we’re standing on our predecessors’ shoulders. The Amsterdam Museum thus continues to link the city’s history with the pressing stories of today, in a participative manner.”*

New visual identity and visual platform

The new visual identity the Amsterdam Museum is introducing forms a significant starting point with the opening of the temporary accommodation. This identity has been devised by Studio Sallali Vaverka, the collaboration between graphic designers Hamid Sallali and Isabelle Vaverka. Among other things, the museum is unveiling a new logo, new typography, new organisational colours and a logotype based on Amsterdam’s Saint Andrew’s Cross. The result can be seen in the campaign and in the media, as well as three-dimensionally in the design of certain sections of the renovated Amsterdam Museum wing of the Hermitage.

The museum is furthermore working on a new digital platform to be launched in various phases in collaboration with digital design agency Bravoure. *“This new identity and our new digital platform tie in with our aspirations to be connective as a museum brand. Connective between generations, themes and disciplines. And, in particular, also between people themselves,”* says Maurice Selek, Head of Communications & Marketing.

Renovation, restoration and conversion of the Kalverstraat 92 museum site

The Amsterdam Museum and the City of Amsterdam are working together on renovating, restoring and converting the existing museum complex on Kalverstraat, the former orphanage/ *Burgerweeshuis*. The preparations for this renovation are going ahead steadily, pending the relevant permit. The site on Kalverstraat can no longer be accessed by museum visitors from Monday 28 February. During the multi-annual renovation, the Amsterdam Museum will be featuring in the Amsterdam Museum wing in the Hermitage Amsterdam, among others.

Note for editors/not for publication: For queries or requests, please contact Kim Koopman (press briefing), k.koopman@amsterdammuseum.nl or +31 (0)6 22 92 77 29.

New visiting details (from 5 March 2022)

Amsterdam Museum in the Hermitage

Amstel 51

1018 EJ Amsterdam

www.amsterdammuseum.nl

Tickets at: www.amsterdammuseum.nl

New office details (from 28 February 2022)

Kantoren Amsterdam Museum

Herengracht 603

1017 CE Amsterdam

General telephone number: +31 (0)20 523 1822

Please adjust our new, temporary visiting and office details in your administration.