

*programme*

# *identity matters*



**RICHES**  
RENEWAL, INNOVATION AND CHANGE:  
HERITAGE AND EUROPEAN SOCIETY

*Amsterdam, 14th & 15th of April 2016*

# Content

Welcome	<i>page 3</i>
Image of Europe	<i>page 4</i>
Practical Information	<i>page 5</i>
Keynotes	<i>page 8</i>
Programme	<i>page 40</i>
Urban Safaris	<i>page 44</i>
Thank you	<i>page 78</i>

## Welcome to Identity Matters, the closing conference of RICHES

The RICHES project is about change. About renewal and innovation. About trying to understand the way in which we construct our lives and our identities through cultural artefacts, media and heritage.

In this 30 month European research project we covered a wide range of topics. From urban communities that are growing foods locally, to interventions in ethnographic museums to make them more accessible for young people, to experimenting with 'distributed performances' between remote locations. With (local, regional, personal, institutional, digital) identities as a linking pin between them.

Identity is not a static, it is dynamic. We are in constant dialogue with each other, with institutions and with cultural artefacts to create meaning. We try to figure out who we are in different contexts, as individuals, within our nation state, relating to our cultural lineage. And culture, in the broadest sense, has the potential to help us in this quest.

And though we might feel we are going through difficult times as a society, we take an optimistic stance. We give the floor to initiatives that aim to make a difference, to speakers that can empower us to look at our lives and work. And with enough space for us all to get to know each other as we embark on Urban Safaris in the afternoon.

We hope the speakers and participants inspire you. We hope the Safaris bring new insights into current practices. And we hope these experiences stick with you in your professional or personal life.

Enjoy!

Dick van Dijk, Christine van den Horn & Robin van Westen  
Future Heritage Lab, Waag Society

#IAMRICHES

[riches-project.eu/](http://riches-project.eu/)

# Image of Europe

## How do you see Europe?

We all consciously or unconsciously have an idea of what Europe means to us: a preferred holiday destination, a continent in turmoil, a democratic experiment? Or maybe just the little shop on the corner? Conference participants can submit and vote on visuals

that for them represent Europe. Together we choose the iconic image that for us will be the symbol of Europe: optimistic? worrisome? innovative? Anything goes, we decide as a group.

## How does it work?

Submit your image of Europe: You can submit your iconic, digital image of Europe at [im.waag.org](http://im.waag.org). Make sure people vote for your contribution!

### Voting

You are shown a collection of images and you choose the ones which fit best to your own subjective idea of what makes Europe. After several choices your personal top 10 is presented and you choose the final top 3 of images that for you represent Europe.

### Viewing results

On an interactive map of Europe you can click on a country or on personal submissions to see (aggregated) top ranked images.

*What visual story do you want to bring to the table!?*

## Link

[im.waag.org](http://im.waag.org)

# Practical info

## How to get around Amsterdam

### By bike

To explore the city of Amsterdam, just act like a local: hop on a bike and go. Where can I find some wheels? A central spot to

find a safe and sturdy bicycle is Orangebike (Singel 233, T: +31(0)203541781, [orangebike.nl](http://orangebike.nl)). Expect a rental for less than 20 euro a day.

### By public transportation

The Dutch pay for public transportation with their OV-chip cards. You can buy a rechargeable card at any metro station or

train station. Disposable cards are available inside trams and buses. A one hour card costs 2,50 euro.

### By taxi

Call +31 (0)20 777 777 or +31 (0)20 6252 433

## Lost? Don't know where to go?

Call Waag Society's producer Tessel van Leeuwen for help:

0031 (0)6 15 34 09 73.

Emergency phone number: 112

## How to get to the Waag

Address: Nieuwmarkt 4, 1012 CR Amsterdam

Metro lines: From Amsterdam Central Station you can take any metro line and get out at 'Nieuwmarkt'. Take exit "Nieuwmarkt", and you will see the Waag

in the middle of the square. Metro runs: weekdays 06:15 am - 00:30 am and weekends 07:30 am - 00:30 am.

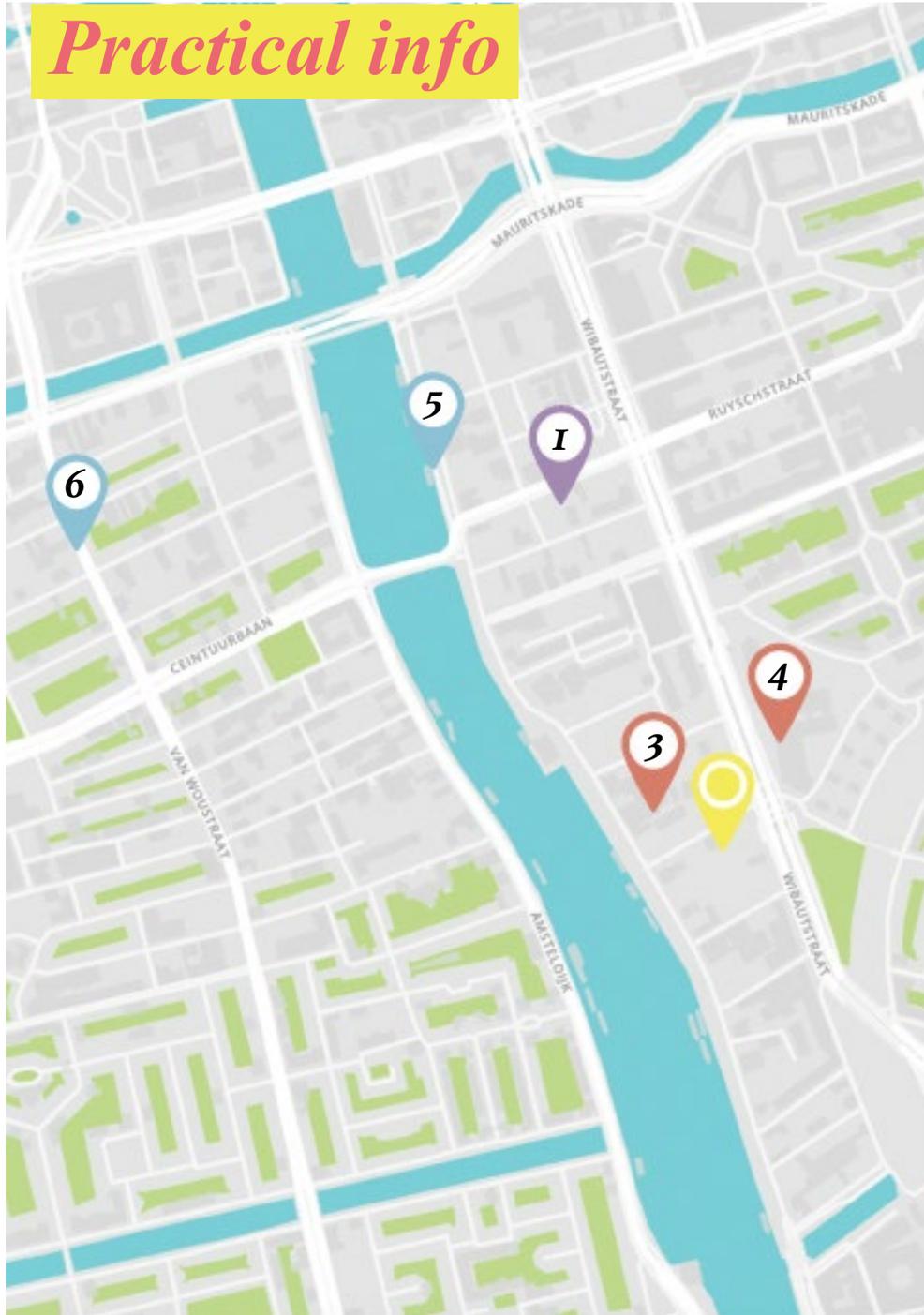
## How to get to the Volkshotel

Address: Wibautstraat 150, 1091 CC Amsterdam

Metro lines: From Amsterdam Central Station you can take any metro line and get out at 'Wibautstraat'. Take exit "Gijsbrecht van Aemstelstraat", make a u-turn and you

will see Volkshotel on your left. Metro runs: weekdays 06:15 am - 00:30 am and weekends 07:30 am - 00:30 am.

## Practical info



Some tips to go on your own urban safari in this neighbourhood

## Coffee/drinks

### 1. De Ruyschkamer (drinks)

Ruysstraat 34, 1091 CC Amsterdam  
Opening hours Thu / Fri: 17:00 - 01:00

### 2. Coffee Bru (coffee)

Beukenplein 14, 1091 KH Amsterdam  
Opening hours Thu / Fri: 08:00 - 18:00

## Restaurants

### 3. Canvas (inside the Volkshotel, menu price: 31,00)

Wibautstraat 150, 1091 GR Amsterdam  
Opening hours Thu / Fri: 12:00 - 22:30  
T: 31 (0)20 2612 100

### 4. Restaurant C (menu based on cooking temperatures, menu price: 45,00)

Wibautstraat 125, 1091 GL Amsterdam  
Opening hours Thu / Fri: 12:00 - 23:00  
T: +31 (0)20 2103011

## Cultural Hotspots

### 5. The Amstel riverside

Take a stroll towards the city centre and the beautiful Carré theatre Weesperzijde.

### 6. Van Woustraat

Take a stroll across the Van Woustraat for some good (window)shopping.

## Architecture of the Volkshotel

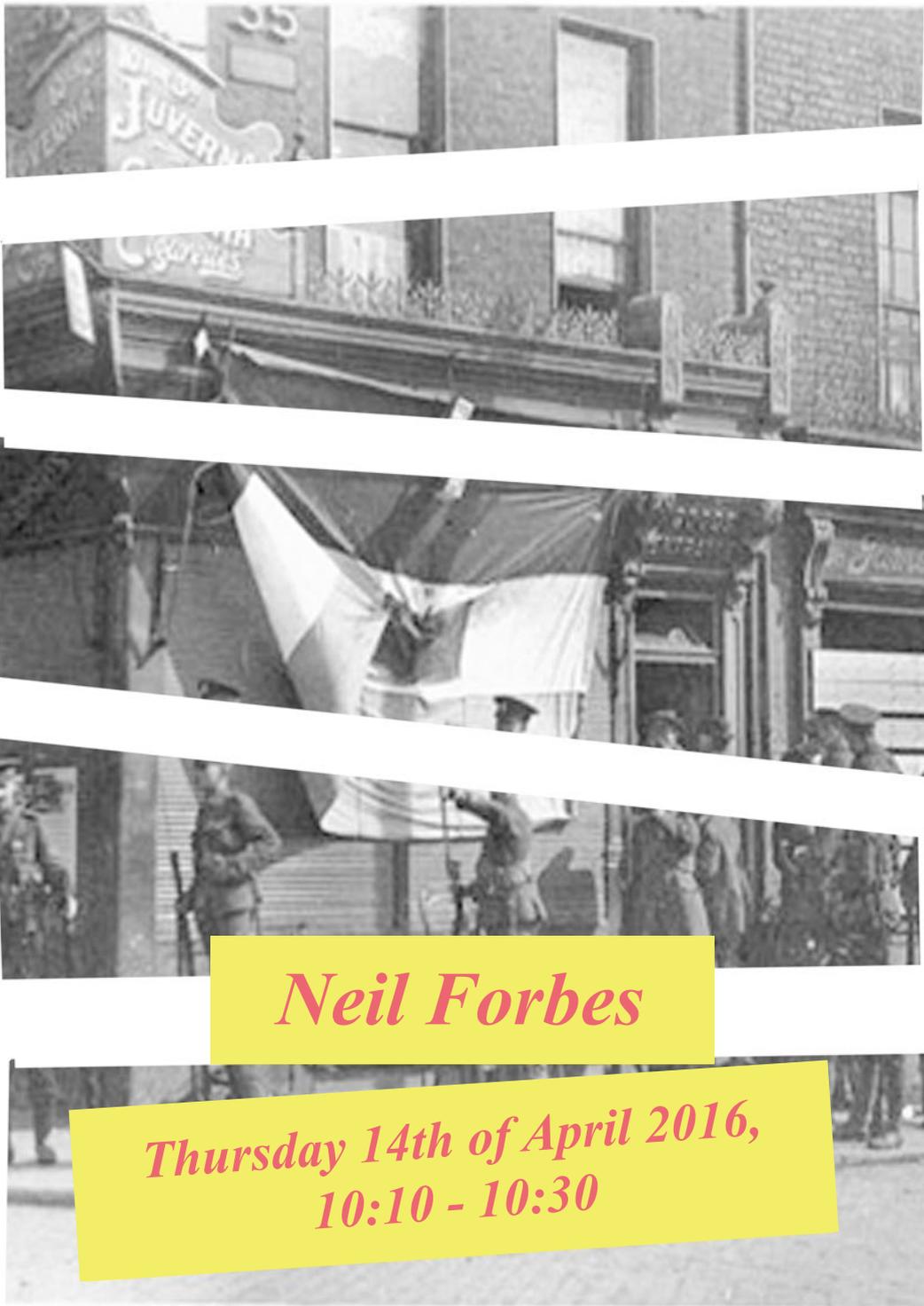
The former offices of the Volkskrant newspaper date from 1965. The design, by the Rotterdam architectural firm Kraaijvanger, was very modern for its day and was based on the layout of a newspaper. The façade refers to a front page with at the top the large heading 'de Volkskrant'. In 2007, the newspaper left the building and it was

temporarily used as a club, café and creative breeding ground. It has been completely redeveloped and adapted to its new use as a hotel. Architect Steven Steenbruggen preserved the original 1960s design. Bas van Tol (design office Müller Van Tol) was responsible for the interior and was inspired by the history of the newspaper.

[arcam.nl/en/volkshotel/](http://arcam.nl/en/volkshotel/)



*Keynotes*



*Neil Forbes*

*Thursday 14th of April 2016,  
10:10 - 10:30*

## *Keynote 1*



### *Neil Forbes* Identity and Cultural Heritage: The role of historical approaches

Thursday 14th of April 2016, 10:10 - 10:30

#### *Topic*

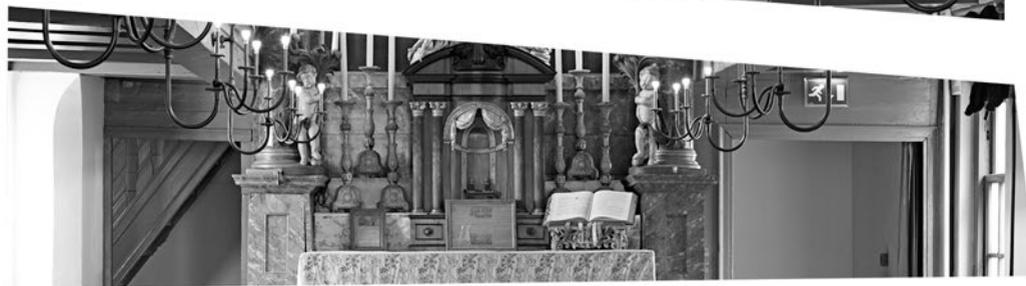
This presentation will provide a brief overview of RICHES by focussing on the main findings of the project and, in particular, on the key recommendations that have emerged as a result of the research carried out. In that respect, one of the key questions that has guided project work is what, in contemporary Europe, 'identity' means, and what its relationship is with cultural heritage. The presentation will also take the First World War centenary commemorations to reflect critically on how the forces and influences that help to shape identity shift and change with the passage of time and historical revisionism. 'Identity matters' related to memorialisation, collective memory, and the role of the state will be considered briefly in the talk.

#### *Biography*

Neil Forbes is professor of international history at Coventry University, in the UK, and coordinator of the EU's FP7 RICHES project. His research interests and publications lie in cultural heritage, especially conflict heritage and the memorialisation of war, and in the history of international political, economic and business relations from the nineteenth century, specialising in the study of the interwar years. He has led a number of EU and UK research projects, including a large digitisation project in association with BT plc and The National Archives. Formerly director of research at Coventry University, he sits on a number of advisory boards, peer review panels and national and international bodies.

#### *Link*

[riches-project.eu/](http://riches-project.eu/)



*Judikje Kiers*

*Thursday 14th of April 2016,  
10:30 - 11:00*

## *Keynote 2*



### *Judikje Kiers* Focus on Inclusiveness: Our Lord in the Attic and the Amsterdam Museum

Thursday 14th of April 2016, 10:30 - 11:00

#### *Topic*

Our Lord in the Attic is a hidden Catholic church that was built in the Protestant 17th century. Many groups of young people visit this museum with their schools and find an opening here to discuss what's going on in our world today and speak about religious freedom, the importance of freedom of speech and tolerance.

Another example of inclusivity is the co-visit-tour, which has been developed through co-creation and allows mobile visitors to share their experience with visitors that are unable to climb the tiny stairs to the hidden church, through screens and mobile technologies.

Inclusivity through heritage is also a central theme in the Amsterdam Museum. As the city of Amsterdam is home to 180 nationalities, the museum as a representative of that population, naturally has a multicultural and conjunctive character.

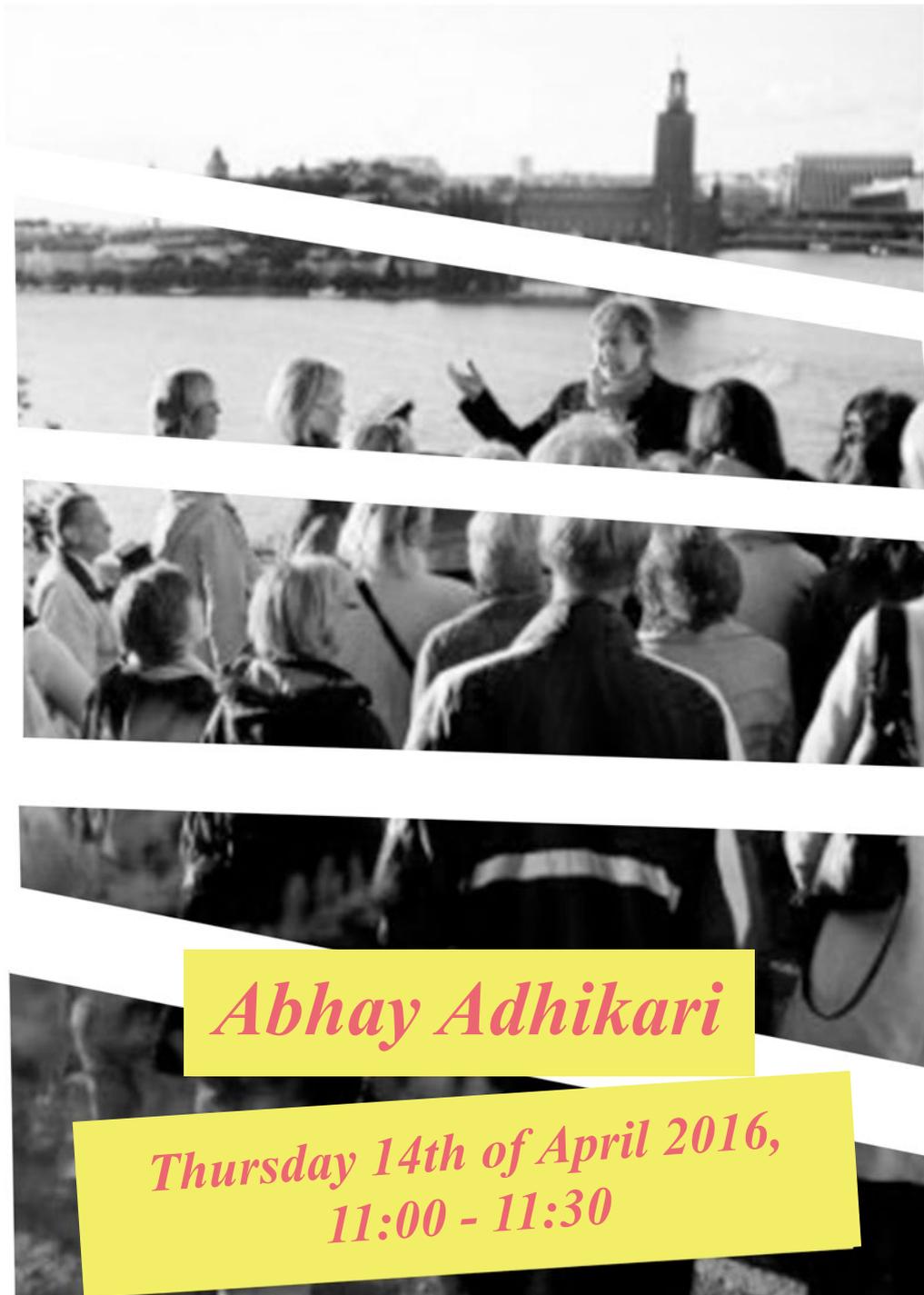
Drawing from these two exemplary museums, the presentation will focus on how inclusiveness can be central to the work of heritage institutions.

#### *Biography*

Judikje Kiers studied Art History and Architectural history at the Free University Amsterdam. She started her career at the Frans Hals Museum and then worked at the Rijksmuseum and at the Rietveld Academy and Reinwardt Academy. Since 2001 she has been the director of the Museum Our Lord in the Attic, which has recently finished a large-scale renewal. Since 2009 she has combined this function with the directorship at the Biblical Museum Cromhouthuis, Amsterdam. Since March 2016 she is the director of the Amsterdam Museum and the Museum Willet-Holthuysen. The Amsterdam Museum describes itself as a meeting place for anyone who wants to learn more about the city.

#### *Links*

[amsterdammuseum.nl/en](http://amsterdammuseum.nl/en)  
[opsolder.nl/en/museum-ons-lieve-heer-op-solder](http://opsolder.nl/en/museum-ons-lieve-heer-op-solder)



*Abhay Adhikari*

*Thursday 14th of April 2016,  
11:00 - 11:30*

## *Keynote 3*



### *Abhay Adhikari*

Creating a Digital Identity for Cultural Heritage in Stockholm: How we used social media to create positive social

Thursday 14th of April 2016, 11:00 - 11:30

### *Topic*

As our societies become saturated with technology, instant gratification can seem the norm. In this chaotic digital landscape, the heritage sector has an important role to play. Especially to create value driven ecosystems that offer people the opportunity to discuss, debate and critically engage with issues that affect our day-to-day lives.

Such an ecosystem cannot be achieved by joining the 'white noise' of social media. So what should the Digital Identity of a heritage organisation be? We set out to answer this question in a 1-year development programme in Stockholm in 2015.

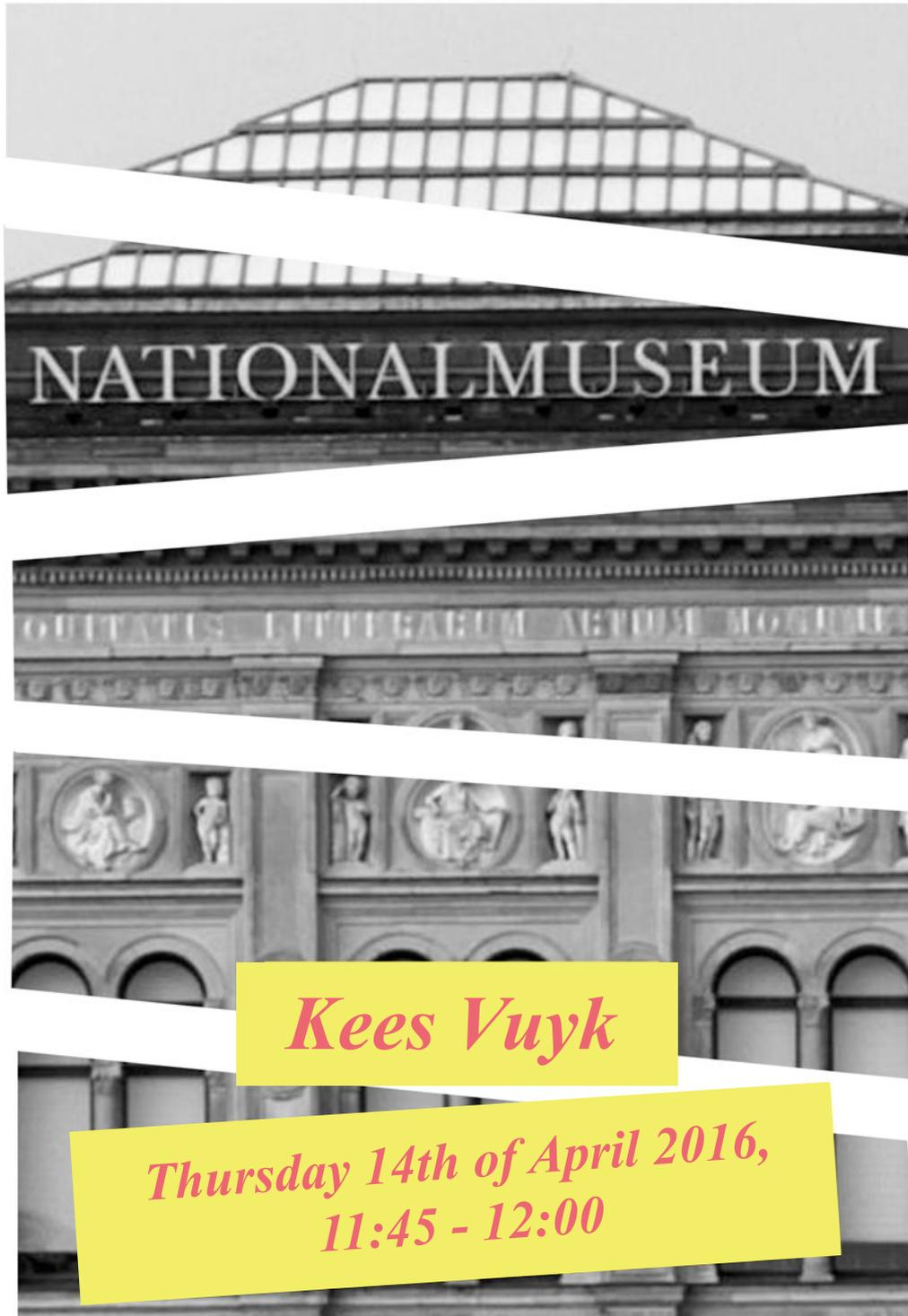
We worked with 4 national organisations to use social and digital media to raise awareness on issues such as climate change and gender equality. We also used different participatory models to create positive social impact in collaboration with national audiences. This presentation highlights our successes. It also introduces the operational and organizational challenges we faced and the solutions that helped us move ahead.

### *Biography*

Abhay is interested in the context and values that define our Digital Identities. He works globally with organisations to design digital engagement projects. His development workshops have been hosted by The Guardian (UK), Van Abbemuseum (The Netherlands), Nordiska Museet (Sweden) and Asian Paints (India). Abhay is currently leading the Sustainable Development Lab for the city of Leeds (UK) to create citizen driven products and services for vulnerable residents. Some of these are now being scaled to 100,000 users. Abhay has a research background in biofeedback gaming.

### *Links*

[digitalidentities.info](http://digitalidentities.info)  
[contact@digitalidentities.info](mailto:contact@digitalidentities.info)  
Twitter: @gopaldass



## Keynote 4



### *Kees Vuyk* Heritage between Future and Past

Thursday 14th of April 2016, 11:45 - 12:00

#### *Topic*

The attention for heritage is still quite young. It dates back to the nineteenth century. Many great heritage institutions – at least in the western world – were founded in that century. Their task was to give the diverse populations that inhabited the territory of the nation a common orientation that lied beyond their traditional communities. They had to provide people with answers to the question: where are we going to?

At the same time another process was going on, also caused by modernisation: the great migration that moved people from the country to the cities to become factory workers instead of farm labourers. These people abandoned the traditional life of their parents and grandparents. Traditional identities were lost. People had to find new identities, new ways also to build that identity. Interest in heritage was one of these ways. These people looked for answers to the question: where do I come from?

Both distinct motives shape the tension in which heritage institutions have to operate today.

#### *Biography*

Dr. Kees Vuyk studied psychology and philosophy. He was a.o. the director of a school of art and design and of the Dutch Theatre Institute (which included the Dutch Theatre Museum). Currently he is Associate Professor of Cultural Policy at Utrecht University. His research circles around the topic of the (social) value of art.

#### *Link*

[uu.nl/medewerkers/CMVuyk](http://uu.nl/medewerkers/CMVuyk)

*Kees Vuyk*

*Thursday 14th of April 2016,  
11:45 - 12:00*



## Keynote 5



### Marleen Stikker

How 'identity' became another word for transaction

Thursday 14th of April 2016, 12:00 - 12:15

#### Topic

Identity as a topic of debate and reflection has historically been the domain of the humanities. Digital identity is now big business and dominated and managed by engineers and ICT companies. With digitization our identity is defined as the trustworthiness of our transactions. Broad meandering cultural phenomena are reduced to data, algorithms and platforms. Platforms that we have to trust, although we have no insight in the internal working. What did we lose in this process? Is there still room for playfulness and changing identities? How can the arts and humanities be a meaningful and a critical player? How can we design trusted models for digital identities that meet our real needs and find our sovereignty again?

#### Biography

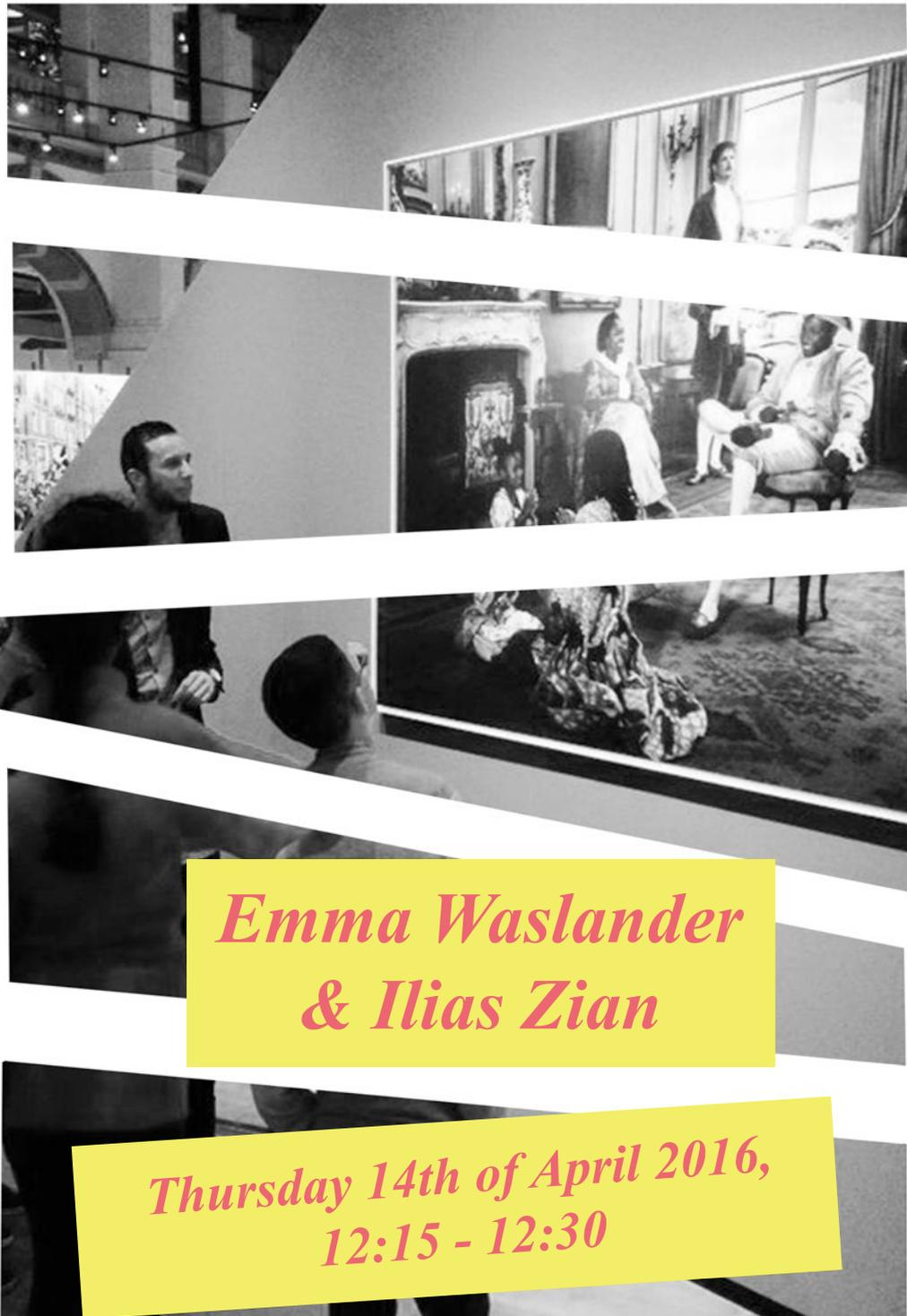
Marleen Stikker is the director of Waag Society. She founded De Digitale Stad (The Digital City), the first virtual community introducing free public access to the internet in 1994. She is founder of Waag Society, a research institute for creative technologies and social innovation. Marleen Stikker strongly adheres to the Maker's Bill of Rights motto "If You Can't Open It, You Don't Own It". Waag Society is actively involved in the Open Design and Commons movement and believes that society needs open technologies to meet societal challenges.

#### Link

[waag.org](http://waag.org)  
[huffingtonpost.com/marleen-stikker](http://huffingtonpost.com/marleen-stikker)

Marleen Stikker

Thursday 14th of April 2016,  
12:00 - 12:15



## *Emma Waslander & Ilias Zian*

*Thursday 14th of April 2016,  
12:15 - 12:30*

## *Video presentation 6*



*Emma Waslander  
& Ilias Zian*

My Future Heritage

Thursday 14th of April 2016, 12:15 - 12:30

### *Topic*

A conversation between four young adults aged 17 to 21 years old, about the meaning of identity and how this relates to cultural heritage. Through questions and statements the young people will discuss the future of our heritage.

### *Biography*

#### **Emma Waslander**

Emma Waslander is a freelance projectmanager and program developer for cultural institutions. Currently working on projects for young adults such as Museumnacht, Stedelijk X and Friday Nights at Stedelijk Museum Amsterdam.

#### **Ilias Zian**

Ilias Zian is heritage specialist and cultural advisor, focussing on education, communication and diversity. As part of the RICHES project Zian works as a researcher at the National Museum of World cultures. Zian is also museum educator at the Tropenmuseum.

### *Links*

[emmawaslander.com](http://emmawaslander.com)  
[emmawaslander@gmail.com](mailto:emmawaslander@gmail.com)  
[Ilias.Zian@gmail.com](mailto:Ilias.Zian@gmail.com)

## Keynote 7



### *Tarik Yousif* Deconstructing the White Man's View of the World

Thursday 14th of April 2016, 12:30 - 12:45

#### *Topic*

A common view on heritage is crucial for the sustainability of that heritage. In a diverse multi-cultural demographic locally and in urbanization on a global level common appreciation for heritage of heritage is not necessarily secured for the future. Is there space to redefine and perhaps even re-imagine our cultural heritage from a multi-cultural perspective? What opportunities are there when we look from a new perspective? Which perspectives can be used to influence the views in the cultural heritage discussions in the EMEA region (Europe, the Middle East and Africa)? My view, your view, our view. What is the view?

#### *Biography*

Tarik Yousif is a multitasker in every sense of the word. He is advisor to various enterprises and NGO's. He is a speaker on entrepreneurship and he is a frequent chairman of conferences and debates in which he is a gentle yet disruptive force. Since 1998 Tarik is a journalist presenter working for the Dutch public broadcaster NTR. He was creative director of Creative Urbans, a multidisciplinary architectural institute. He was also managing director of NG, a conceptual development agency on the intersection of arts and technology. Finally, he is the head coach of his son's hockey team and the trainer of his daughter's team, to which he dedicates a mere 10 hours per week.

#### *Link*

[tarikyousif.nl](http://tarikyousif.nl)

*Tarik Yousif*

*Thursday 14th of April 2016,  
12:30 - 12:45*



## Keynote 8



### *Pnina Avidar*

#### Man-made & Custom-tailored

Friday 15th of April 2016, 10:10 - 10:30

#### *Topic*

When it comes to the Dutch landscape, nothing is what it seems to be. Paradoxically enough, with no mountain in sight, moving mountains is a common practice in the Netherlands. For centuries the Dutch land, rivers and shores have been drained, reclaimed, raised, dug up, put under water, dried out, shored up, channeled and parceled. The Dutch landscape is a collective art, telling us stories of survival, domestication and inventiveness; a unique story of a land that is to a great extent man made. It is the matrix, the terra firma of Dutch culture and traditions, and the key to understanding the people and their land. The Dutch made the land and the Land made the Dutch.

#### *Biography*

Ir. Pnina Avidar is engaged in architectural research & design - 12PM -Architecture in Amsterdam (owner), architecture education (Head of the Architecture Department at MA&U Tilburg), architectural writing (articles in various media and past editor of OASE), cultural initiatives relating to space (FAVA - spatial solutions and social empowerment and NLroute - Dutch landscape and tourism). Pnina is... an ephemeral condition.

#### *Link*

[nlroute.nl](http://nlroute.nl)

*Pnina Avidar*

*Friday 15th of April 2016,  
10:10 - 10:30*

## Keynote 9

No  
Photo  
Yet

**Ruben Pater**  
The Politics of Design

Friday 15th of April 2016, 10:30 - 10:50

### Topic

The Politics of Design is a book that explores the cultural and political context of the typography, colors, photography, symbols, and information graphics that we use every day. Are creative professionals really aware of the political meaning and impact of design in today's network society? This talk examines cultural contexts and stereotypes with visual examples from around the world. It demonstrates that communication tools are never neutral, and encourages its users to rethink global cultural understanding. Additional works by contemporary artists and designers show that political awareness does not limit creativity, but opens up new explorations for a critical visual culture. Museums and places of cultural heritage have a responsibility to share their collection with a wide variety of people, but these collections often have a problematic history in terms of gender, colonialism and power structures. Institutions can learn from visual communication as a way of addressing the complexities of artworks and the context of art history as a history of power.

### Biography

Under the name Untold Stories, designer Ruben Pater creates visual narratives about geopolitical issues. He initiates projects in which research is followed by visual ways of storytelling for a wide audience, creating new relations between journalism and design. His 'Drone Survival Guide' (2013), received attention worldwide as an educational tool against military drones. A research into disaster communication resulted in the 'First Dutch Flood Manual' (2011). 'Double Standards' (2012) was an installation and publication about the controversial role of maritime trade in Somali piracy. He teaches at the Royal Academy of Art in The Hague and the Design Academy in Eindhoven.

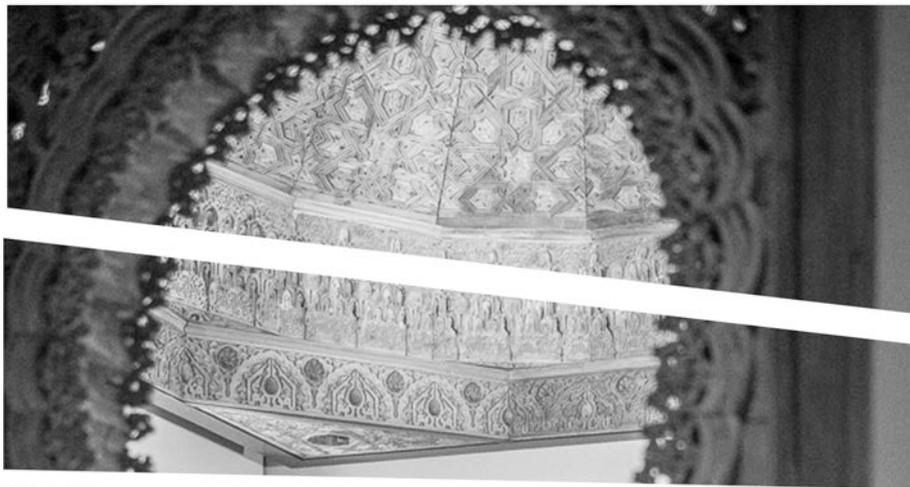
### Link

[untold-stories.net](http://untold-stories.net)

**Ruben Pater**

**Friday 15th of April 2016,  
10:30 - 10:50**

Ruben Pater



*Razan Nassreddine  
& Robert Winkler*

*Friday 15th of April 2016,  
10:50 - 11:10*

## *Keynote 10*



*Razan Nassreddine  
& Robert Winkler*

**Multaka: Meeting Point Museum -  
Refugees as Guides in Berlin Museums**

Friday 15th of April 2016, 10:50 - 11:10

### *Topic*

As part of the project “Multaka: Museum as Meeting Point – Refugees as Guides in Berlin Museums”, Syrian and Iraqi refugees are being trained as museum guides so that they can then provide free guided museum tours for Syrian and Iraqi refugees in their native language. Our tours take place at the Museum of Islamic Art, the Museum of Ancient Middle Eastern Art, the Museum of Byzantine Art and Sculpture Collection, and the German Historical Museum since November 2015. Multaka (Arabic for “meeting point”) aims to facilitate the interchange of diverse cultural

and historical experiences. The guided tours transfer questions about historical objects to contemporary debates, in order to establish a connection between past and present. The tours focus on historical and cultural connections between Germany, Syria and Iraq. Through the depiction of such commonalities, museums have the opportunity to function as a connecting link between the refugees’ countries of origin and their new host country, in order to create a context of meaning for their lives in Germany.

### *Biography*

#### **Razan Nassreddine**

Razan Nassreddine is contributing her experience in curating contemporary art projects. She is a curator and holds an M.A. in cultural management and contemporary art theory, focusing on contemporary Syrian Artists. For Multaka she is responsible for the intercultural communications, concept development and workshops.

#### **Robert Winkler**

Robert Winkler is a German art historian and cultural manager. He has worked in the contemporary art market and gathered various experience in cultural education programmes. For Multaka he is responsible for background organization, concept development, financing and press.

### *Links*

[smb.museum/en/museums-and-institutions/museum-fuer-islamische-kunst/research/multaka.html](http://smb.museum/en/museums-and-institutions/museum-fuer-islamische-kunst/research/multaka.html)  
[freunde-islamische-kunst-pergamonmuseum.de/index.php?presse-echo-multaka](http://freunde-islamische-kunst-pergamonmuseum.de/index.php?presse-echo-multaka)



*Janine Prins*

*Friday 15th of April 2016,  
11:10 - 11:30*

## *Keynote 11*



### *Janine Prins*

#### A Flowery Creation of Cohesion

Friday 15th of April 2016, 11:10 - 11:30

#### *Topic*

Social cohesion can have many guises, in policy, social theory and practice. This presentation takes us into the field of Zundert, a floatbuilding town in the south of the Netherlands, to investigate how grass roots conscious creation of social cohesion can work out in practice. What kind of cohesion is achieved, by what means? Superdiversity, multicultural ideology and inclusivity are not interpreted the same by all.

#### *Biography*

Drs. Janine Prins is visual anthropologist, affiliated with Leiden University since 2009, and independent documentary filmmaker since 1994. She is currently also affiliated with Waag Society as researcher-in-residence for RICHES, supervising and executing ethnographic research.

#### *Link*

[resources.riches-project.eu/documents](http://resources.riches-project.eu/documents)

## Keynote 12



### *Trilce Navarrete* The Identity of the Innovator

Friday 15th of April 2016, 11:45 - 12:05

#### *Topic*

How is innovation stimulated? Where does Cultural Heritage fit in the innovation process? What is the role of Cultural Heritage creators and managers in the innovation process of a society? How can an innovative environment be nurtured?

Innovation has been identified to fuel the economy and to improve wellbeing and is therefore highly desirable. Understanding innovation has taken many decades of empirical research in several scientific fields. Studies have analyzed the drivers that make up the innovation process, on one hand, and the process of creating and adopting innovations on the other hand.

In this presentation, we share the results from our research on innovation in European heritage organizations and propose a quintessential identity for an innovator.

#### *Biography*

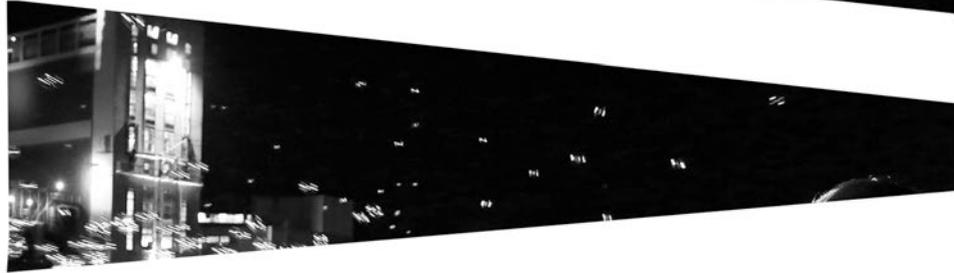
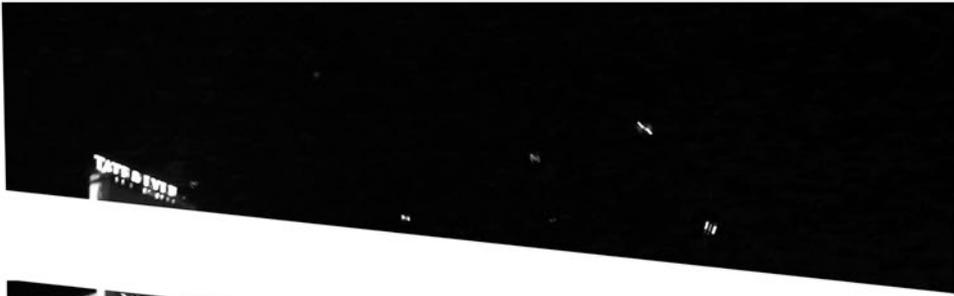
Dr. Trilce Navarrete is Postdoc researcher at the University of Southern Denmark. She specializes in the economic and historic aspects of digital heritage. She has contributed to the creation of the European statistics for digital heritage (ENUMERATE) and has served as advisor for the creation and evaluation of (national) digital infrastructures. Her research has been driven by an interest to understand the processes involved in the (re)use of heritage materials and their role in the transfer of knowledge across time.

#### *Link*

AWP-8-2015 Karol J. Borrowiecki and Trilce Navarrete "Digitization of Heritage Collections as Indicator of Innovation":  
[culturaleconomics.org/awp/AWP-o8-2015.pdf](http://culturaleconomics.org/awp/AWP-o8-2015.pdf)

*Trilce Navarrete*

*Friday 15th of April 2016,  
11:45 - 12:05*



*Ellen Holleman*

*Friday 15th of April 2016,  
12:05 - 12:25*

## *Keynote 13*



*Ellen Holleman*

Festival Industrie  
Cultuur: Celebrating  
industrial heritage

Friday 15th of April 2016, 12:05 - 12:25

### *Topic*

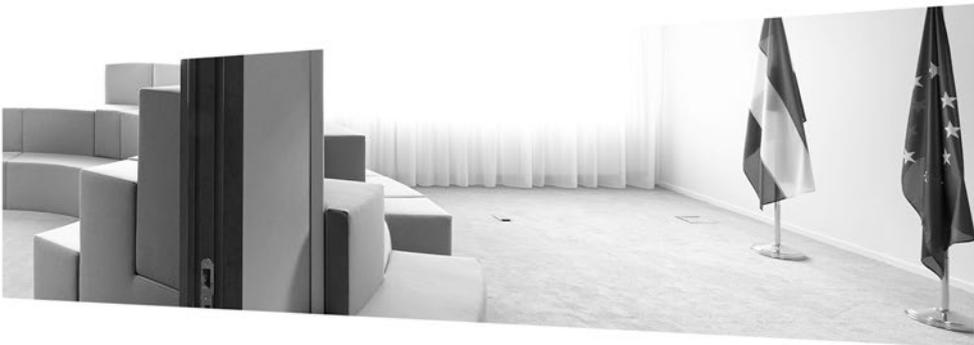
In 2015 the Festival Industrie Cultuur was initiated, a cultural program on industrial heritage. This festival celebrates the rich industrial past in the Noordzeekanaalgebied (North Sea Canal area) and the Zaanstreek, and allows a broad audience to (re)discover and experience the industrial heritage and present manufacturing industries. The Zaanstreek, where the Stichting Zaanse Industriebouwen (SZIC) is the initiator and driving force, is the center of the festival. The 2nd edition in 2016 continues to initiate and organize activities in special locations, which allow visitors to experience the identity of the region. The ambition of the festival is to develop into a leading cultural tourism program in the coming years. Addressing a topic that for decades has been seen as problematic, namely the presence of industry in a densely urbanized area. The festival shows how strongly industry defined the present culture and identity in this region and examines what the presence of contemporary industries can mean for the future.

### *Biography*

Ellen Holleman was trained as a visual artist at the Academy of Fine Arts, Utrecht. Shortly after her graduation she started working in urban planning. Over the years she managed to combine her background in arts with a broad experience in concept development, process management and urban planning. Since 2007 she is partner at Islant urban design studio. She is co-author of the books 'Balkan in the Polder' (Mondriaanfonds, 2012) and 'Hembrugterrein, verleden, heden, toekomst' (Uitgeverij Noord-Holland, 2004). She is co-founder of Festival Industrie Cultuur and organizer of the first edition in 2015. Ellen currently lives and works in Zaanstad.

### *Link*

festivalindustriecultuur.nl  
islant.nl



*XML architecture*

*Friday 15th of April 2016,  
12:25 - 12:45*

## *Keynote 14*



*David Mulder van der Vegt*  
Seeing Europe -  
Design for the Interior of  
the European Council

Friday 15th of April 2016, 12:25 - 12:45

### *Topic*

The exchange of ideas is at the heart of politics. The architecture in which this exchange takes place has a powerful impact on the type of conversation. The design of XML and Bey for the European Council building stimulates this exchange of ideas through the design of the presidential chambers. The new design offers multiple seating arrangements combined into a single space. Government leaders can change positions between group settings or bilateral talks, and can choose sides on opposing benches or have a dialogue in a more informal setting.

### *Biography*

XML is an Amsterdam based architecture office and is led by two partners, Max Cohen de Lara and David Mulder van der Vegt who founded the office in 2008. The work of XML is fuelled by a research-driven approach that turns a careful analysis of a project's core challenges into the driving force of design. Projects include a design for a new UN headquarters in Bonn, an arts pavilion in Hong Kong, a store in the historical centre of Amsterdam, and the recently completed new interior for the European Council building in Brussels. Alongside their architectural practice, both partners are founders and directors of the two-year research program 'Designing Democracy' at the Sandberg Institute in Amsterdam.

### *Link*

[x-m-l.org](http://x-m-l.org)



## Q&A

### The RICHES Legacy and the Highlights of the Project: Q&A, closing and outlook

Friday 15th of April 2016, 12:45 - 13:00

#### *Neil Forbes*

Professor of International History at Coventry University. See page 11 for a short biography.

#### *Tim Hammerton*

Project Manager of the FP7 RICHES and CIP Europeana Space projects, coordinated by Coventry University. He has previously managed European mobility and significant European funded projects, including the Redundancy and Redeployment contracts when the large MG Rover and Peugeot car factories closed; successfully meeting outcomes, within budget. As a result, he was invited to sit on regional committees such as the West Midlands Regional Redundancy

Strategy Group and other key working groups to provide advice on developing effective project management infrastructure. His cultural heritage credentials are demonstrated, as he recently had a Coventry located Treasure Trail published, using historical buildings and information as clues, which is now available to the general public.

#### *Antonella Fresca*

ICT expert, Director and General Manager of Promoter SRL, she has been working on European cooperation projects since the nineties: she is Technical Coordinator and Communication Manager of European projects in the domains of digital cultural heritage, smart cities, digital preservation and eInfrastructures. 2002-2012, advisor of the Italian Ministry of Culture; from its establishment until 2012, Decree Member of the Concertation Table for Research Priorities for Cultural Heritage in Italy between the Ministry of Culture (MiBAC) and the Ministry of Research (MIUR). 1999-2002, Project Officer at the European

Commission; previously, researcher in the industry and at Olivetti in Pisa, Ivrea and Cupertino (USA). Reviewer in the FCT Call for a National Roadmap of Research Infrastructures of Strategic Relevance (FCT, Portugal) and for the Austrian Agency for International Cooperation in Education and Research (OeAD-GmbH). She regularly serves as independent expert for the EC. Antonella is Vice-President of PHOTOCONSORTIUM International Association for photographic heritage and she is enterprise fellow at Coventry University.

## Q&A

*Friday 15th of April 2016,  
12:45 - 13:00*

# Programme

## Thursday 14th of April 2016

Morning programme 10:00 - 13:00

Location: Houten Zaal, Volkshotel

9:30 - 10:00 Doors open and registration

- 10:00 - 10:10** Welcome  
Robin van Westen & Dick van Dijk
- 10:10 - 10:30** 1. Identity and Cultural Heritage:  
The role of historical approaches  
Neil Forbes
- 10:30 - 11:00** 2. Focus on Inclusiveness: Our Lord in the Attic and the  
Amsterdam Museum  
Judikje Kiers
- 11:00 - 11:30** 3. Creating a Digital Identity for Cultural Heritage in Stockholm:  
How we used social media to create positive social impact  
Abhay Adhikari

11:30 - 11:45 Coffee break

- 11:45 - 12:00** 4. Heritage between Future and Past  
Kees Vuyk
- 12:00 - 12:15** 5. How 'identity' became another word for transaction  
Marleen Stikker
- 12:15 - 12:30** 6. My Future Heritage  
Emma Waslander & Ilias Zian
- 12:30 - 12:45** 7. Deconstructing the White Man's View of the World  
Tarik Yousif
- 12:45 - 13:00** Logistics of the afternoon programme  
Robin van Westen & Dick van Dijk

## Thursday 14th of April 2016

Afternoon programme 13:00 - 17:00h

13:00 - 14:00 Lunch at Werkplaats, Volkshotel

14:00 - 14:30 Travel time to the location of the afternoon programme

- 14:30 - 16:30** Urban Safari#1  
Identity and Locality  
Mediamatic, Dijkspark 6, 1019 BS Amsterdam
- 14:30 - 16:30** Urban Safari#2  
New Performativity  
Waag Society, Nieuwmarkt 4, 1012 CR Amsterdam
- 14:30 - 16:30** Urban Safari#3  
World Cultures  
Tropenmuseum, Linnaeusstraat 2, 1092 CK Amsterdam
- 14:30 - 16:30** Urban Safari#4  
New Narratives  
Hortus Botanicus Amsterdam, Plantage Middenlaan 2a,  
1018 DD Amsterdam
- 16:30 - 17:00 Travel time from the location to the Waag
- 17:00** Drinks@Waag  
Getting to know each other & exchanging experiences  
Waag Society, Nieuwmarkt 4, 1012 CR Amsterdam

# Programme

## Friday 15th of April 2016

Morning programme 10:00 - 13:00

Location: Houten Zaal, Volkshotel

9:30 - 10:00 Door opens and registration

**10:00 - 10:10** Welcome back and introduction  
Robin van Westen & Dick van Dijk

**10:10 - 10:30** 8. Man-made & Custom-tailored  
Pnina Avidar

**10:30 - 10:50** 9. The Politics of Design  
Ruben Pater

**10:50 - 11:10** 10. Multaka: Meeting Point Museum -  
Refugees as Guides in Berlin Museums  
Razan Nassreddine & Robert Winkler

**11:10 - 11:30** 11. A Flowery Creation of Cohesion  
Janine Prins

11:30 - 11:45 Coffee break

**11:45 - 12:05** 12. The Identity of the Innovator  
Trilce Navarrete

**12:05 - 12:25** 13. Festival Industrie Cultuur: Celebrating industrial heritage  
Ellen Holleman

**12:25 - 12:45** 14. Seeing Europe - Design for the Interior of the European Council  
XML / David Mulder van der Vegt

**12:45 - 12:55** The RICHES Legacy and the Highlights of the Project  
Neil Forbes, Antonella Fresa & Tim Hammerton.

**12:55 - 13:00** Logistics of the afternoon programme  
Robin van Westen & Dick van Dijk

## Friday 15th of April 2016

Afternoon programme 13:00 - 17:00

13:00 - 14:00 Lunch at Werkplaats, Volkshotel

14:00 - 14:30 Travel time to the location of the afternoon programme

**14:30 - 16:30** Urban Safari#5  
New Approaches to Digitization  
Amsterdam City Archives, Vijzelstraat 32, 1017 HL Amsterdam

**14:30 - 16:30** Urban Safari#6  
Urban Cultures  
Imagine IC, Frankemaheerd 2, 1102 AN Amsterdam-Zuidoost

**14:30 - 16:30** Urban Safari#7  
Making the Exhibition  
De Appel arts centre, Prins Hendrikkade 142, 1011 AT Amsterdam  
De Oude Kerk, Oudekerksplein 23, 1012 GX Amsterdam

**14:30 - 16:30** Urban Safari#8  
Do-It-Yourself  
Waag Society, Nieuwmarkt 4, 1012 CR Amsterdam

16:30 End of the programme

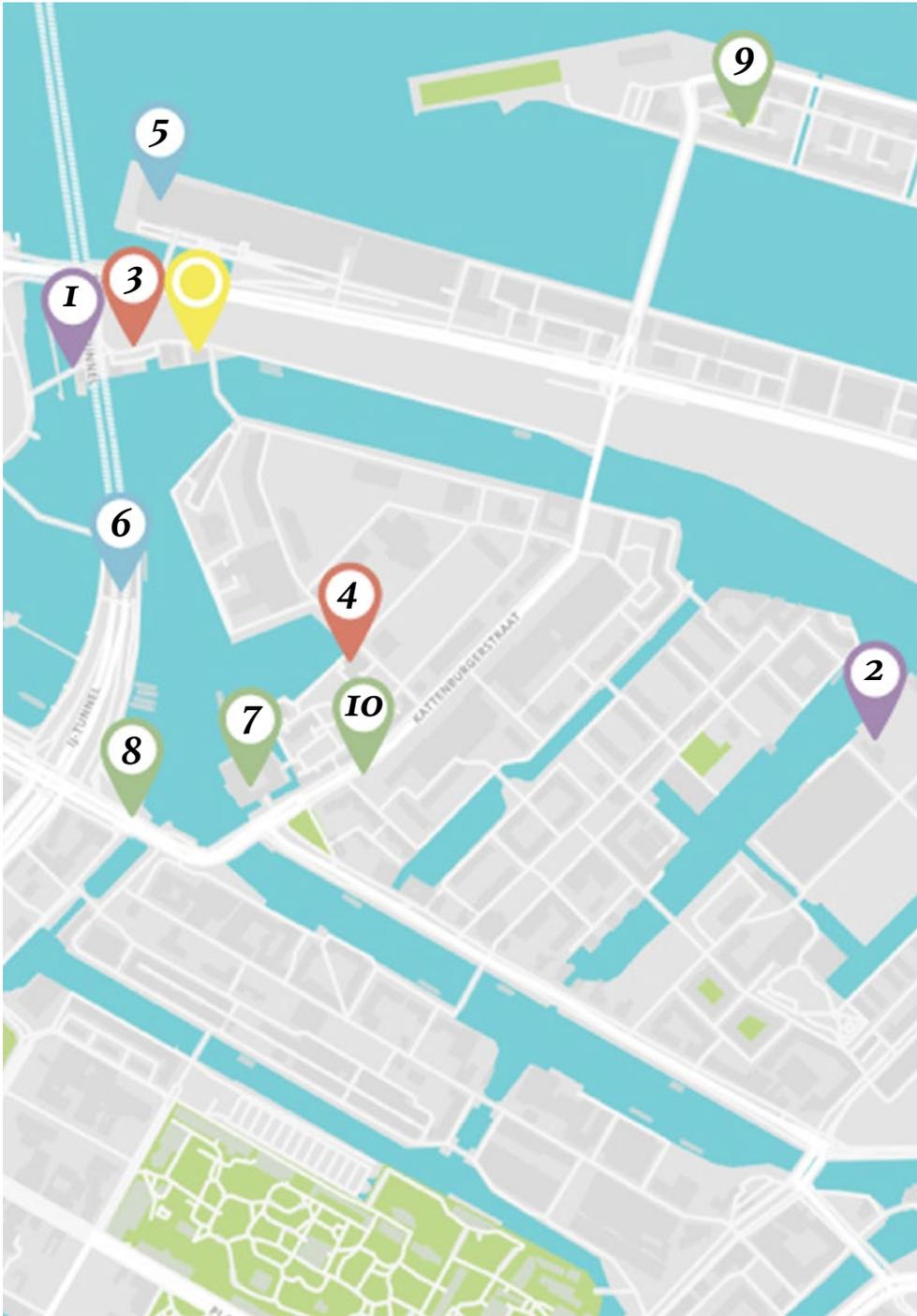
## Select one Urban Safari per day

At the end of the morning programme the moderators will give instructions for the Urban Safaris. After lunch we will travel in

groups to the locations. Every group will be accompanied by a tour lead. Make a selection from the following Urban Safaris.



*Urban Safaris*



## Urban Safari #1

### Mediamatic

Thursday 14th of April 2016, 14:30 - 16:30

Dijkspark 6, 1019 BS Amsterdam

T: +31 (0)20 638 9901

mediamatic.net

### Theme: Identity and Locality

Since 1983 Mediamatic has been active as a cultural institution; interested in cultural developments and new technologies that spur cultural developments. They organize exhibitions, workshops, lectures, performances and all kind of activities. The locations Mediamatic inhabited over the last years can be characterized as run

down industrial areas, empty warehouses or yards. By organizing cultural events and building “campsites” for creatives, they revitalize and transform the identity of those areas. Willem Velthoven will talk about the activities Mediamatic organized over the years and the impact that had on the areas they inhabited.

### Local foods

In many European cities and regions, local food movements aim to recover the ‘true’ meaning of food, restoring it to a more central role in the social and cultural lives of people and communities. In the context of rapid urbanization and the emergence of convenience culture, many local food movements have a strong commitment to reviving or defending traditional food cultures. Moya Kneafsey of Coventry University has researched many of these European initiatives and will introduce you

to many of the trends that can be seen. Some projects, for example, seek to re-skill citizens in food production and preparation or use food as a ‘bridge’ for building connections between people of diverse cultural heritage. Others seek to connect urban citizens to regional food producers by building local economies around traditional farming and artisan foods and resisting the standardizing and globalizing tendencies of contemporary food systems.

[resources.riches-project.eu/documents](http://resources.riches-project.eu/documents)

# Urban Safari #1

Some tips to go on your own urban safari in this neighbourhood

## Coffee/drinks

### 1. Hannekes Boom (terrace)

Dijkgracht 4, 1019 BS Amsterdam  
Opening hours Thu / Fri: 11.00 - 01.00/03.00

### 2. Amsterdam Roest (drinks)

Jacob Bontiusplaats 1, 1018 PL Amsterdam  
Opening hours Thu / Fri: 16.00 - 01.00/03.00

## Restaurants

### 3. Café restaurant Barco (boat, mediterranean, menu price: 24,50)

Dijkgracht 4d, 1019 BS Amsterdam  
Opening hours Thu / Fri: 16.00 - 00.00  
T: +31 (0)20 626 9383

### 4. Pension Homeland (Homeland brewery, international, menu price: 36,00)

Building 006, Kattenburgerstraat 5, 1018 Amsterdam  
Opening hours Thu / Fri: 07.00 - 15.30 and 18.00 - 22.30

## Cultural Hotspots

### 5. Muziekgebouw aan 't IJ – Bimhuis (stage for contemporary music)

Piet Heinkade 1, 1019 BR Amsterdam  
muziekgebouw.nl

### 6. Science Center NEMO

Oosterdok 2, 1011 VX Amsterdam  
e-nemo.nl

### 7. The National Maritime Museum

Kattenburgerplein 1, 1018 KK Amsterdam  
hetscheepvaartmuseum.nl

## Architecture

### 8. The Architecture Centre Amsterdam - ARCAM

Prins Hendrikkade 600, 1011 VX Amsterdam

The building is designed by René van Zuuk in 1999-2002 and was completed in 2003. It is a compact, sculptural building covered in [arcam.nl](http://arcam.nl)

coated aluminum that flows from bottom to roof and over, all around the building.

### 9. Java-eiland and its nine bridges

Javakade/Sumatrakade, Amsterdam

The harbour basins of Amsterdam's eastern docklands fell into disuse with the arrival of container transport and given the increasing size of ships. It was decided in the 1980s to prime the area to transform the piers into tranquil residential enclaves. Urban design Java-eiland (1991-2000) by Sjoerd Soeters' small-scale variegated urban structure interspersed with canals set breadthways. The

reason for having more than one architect work on a single block is to try to attain the variety found in central Amsterdam's canal frontages. The four canals that traverse Java-eiland can be crossed via nine black wrought-iron bridges, designed by the Belgian artists Guy Rombouts and Monica Droste (realized in 2000).

[architectureguide.nl](http://architectureguide.nl)

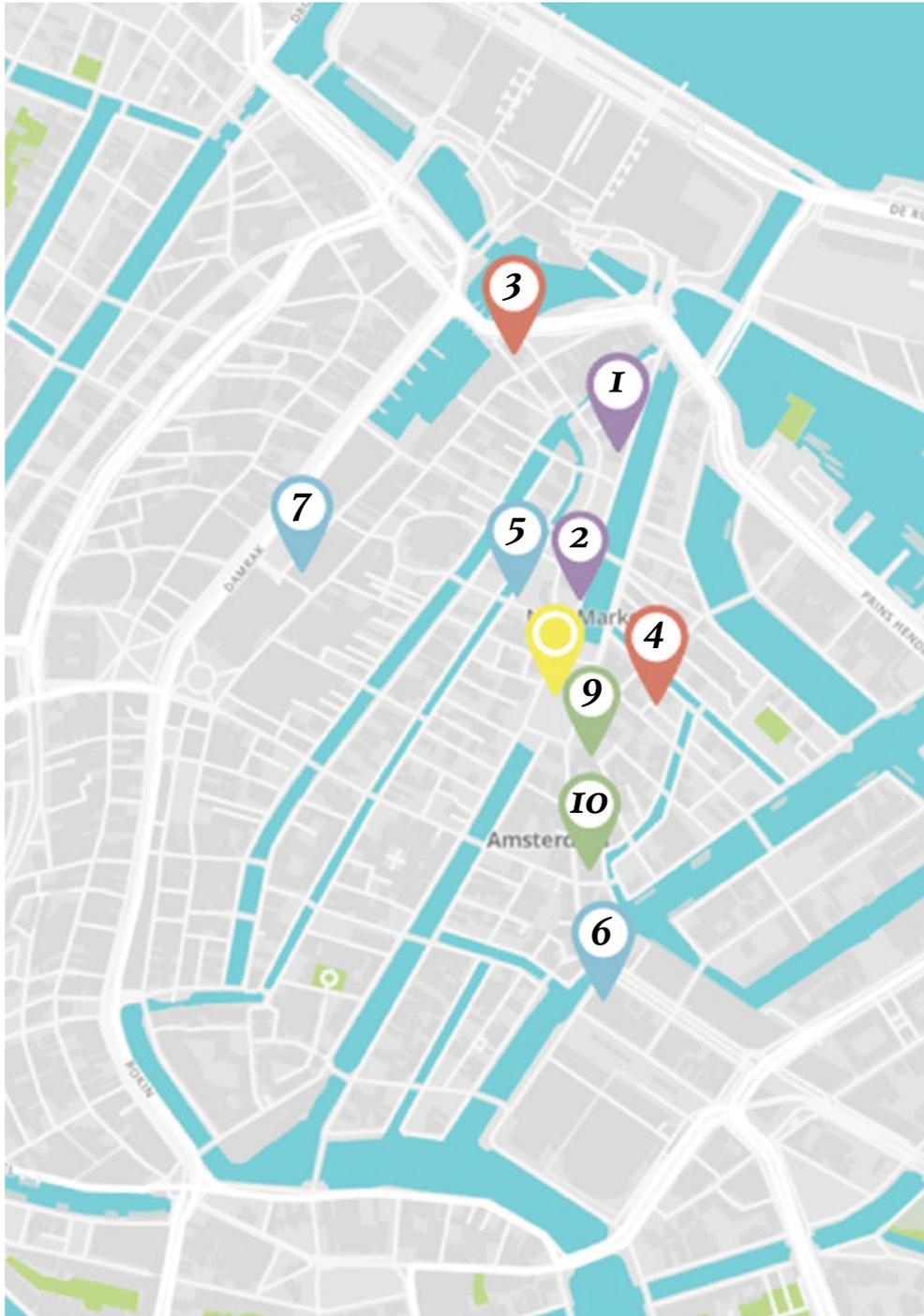
### 10. The Marineterrein Amsterdam

Kattenburgerstraat 5, 1018 JA Amsterdam

This previously closed-off marine area is being transformed into a new and public city district. In this serene location, entrepreneurs, academics and citizens of the

world will work together on innovative ideas and projects that promote a sustainable society.

[marineterrein.nl](http://marineterrein.nl)



## Urban Safari #2

### Waag Society

Thursday 14th of April 2016, 14:30 - 16:30  
 Nieuwmarkt 4, 1012 CR Amsterdam  
 T: +31 (0)20 557 9898  
 waag.org

### Theme: New Performativity

The world of theatre is becoming more and more inventive in finding ways to engage new audiences. By developing new ways of storytelling, creating multidisciplinary

programs or by literally crossing borders, theatre makers are creating a place for dialogue and engagement in their theatres.

### Urban Myth and Expanding Theatre

We will hear from Jörgen Tjon a Fong, artistic director of Urban Myth. Urban Myth is an Amsterdam based theatre group that creates multidisciplinary and engaged performances that are often aimed at a very young, urban audience. Jörgen will talk about their projects and share his ideas about the need for such a theatre group in the city. We will also hear from Wiepke Westbroek, who produces

Expanding Theatre in the city's largest theatre. With Expanding Theatre, bridges are built between themes in performances, themes that are relevant in Amsterdam, and artists from other sectors. Events are created around themes that Amsterdams' young residents are committed to. And in doing so, a new audience is welcomed in the theatre and gets to know its performances.

### Distributed performance

Lastly, Marc Aguilar (IzCAT, Barcelona) and Professor Sarah Whatley PhD (Coventry University) will present their take on novel 'distributed events': how can geographically remote audiences be connected in one performance? In a very unique RICHES research project a dance performance was created and executed between Barcelona

and Coventry. This created not only a digital version of a live performance, but a hybrid performance form that has many more opportunities for exploration. Sarah and Marc will start a dialogue about the impact this form has on the quality of performance, but also go into a heritage-related perspective: how could you preserve the performance?

# Urban Safari #2

Some tips to go on your own urban safari in this neighbourhood

## Coffee/drinks

### 1. Hofje van Wijs

Zeedijk 43, 1012 AR Amsterdam  
Opening hours Thu / Fri: 12.00 - 23.00

### 2. Latei

Zeedijk 143, 1012 AW Amsterdam  
Opening hours Thu / Fri: 8.00 - 22.00

## Restaurants

### 3. Dwaze zaken (French-international, menu price: 21,00)

Prins Hendrikkade 50, 1012 AC Amsterdam  
Opening hours Thu / Fri: 9.00 - 00.00  
T: +31 (0)20 612 4175

### 4. Me Naam Naan (Thai, menu price: 27,50)

Koningstraat 29, 1011 ET Amsterdam  
Opening hours Thu / Fri: 17.00 - 22.30  
T: +31 (0)20 423 3344

## Cultural Hotspots

### 5. Fo Guang Shan He Hue Temple

Zeedijk 118, 1012 BB Amsterdam  
ibps.nl

### 6. Museum Het Rembrandthuis

Jodenbreestraat 4, 1011 NK Amsterdam  
rembrandthuis.nl

### 7. W139 (art gallery)

Warmoesstraat 139, 1012 JB Amsterdam  
w139.nl

## Architecture

### 8. De Waag building

Nieuwmarkt 4, 1012 CR Amsterdam

This stout two-storey structure was built in 1488 as town entrance and was named the "St Anthony's Gate". As the city of Amsterdam expanded, the gate lost its defence function in 1612. It was transformed into a weighing-house, that replaced the one on Dam square (the "Plaetse"). Because of

[waag.org/en/de-waag-building](http://waag.org/en/de-waag-building)

this combination of weighing-house and market the Nieuwmarkt became recognised as a general market in 1755. Every morning the members of the various guilds (the smiths, the masons, the painters, and the surgeons) would converge towards their own (decorated) entrance to the Waag building.

### 9. Nieuwmarkt area and Pentagon building

Nieuwmarkt area, Amsterdam

After the war, the Nieuwmarktbuurt impoverished and according to the prevailing 'city-vorming'-thought a four-lane highway and a metro line were planned through the neighbourhood. Only the metro line was realized. After many protests from local residents, activists and architects,

[arcam.nl/pentagon/](http://arcam.nl/pentagon/)

the neighbourhood was rebuilt following the old street pattern, according to a plan by Theo Bosch and Aldo van Eyck. Around the Zuiderkerkhof Theo Bosch realized the Pentagon building (1983), an irregularly shaped block of 88 houses and a number of shops.

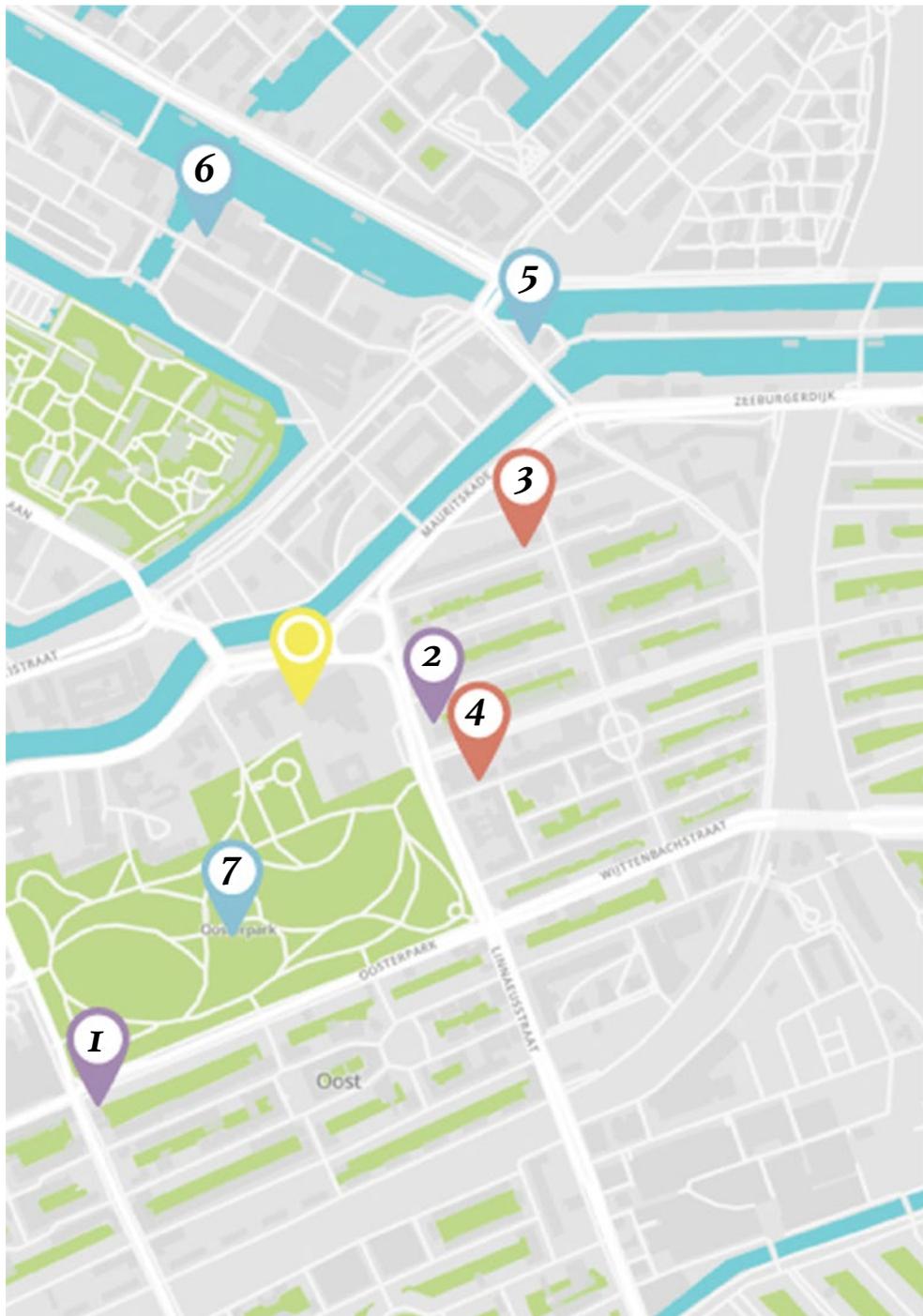
### 10. Zuiderkerk (church)

Zuiderkerkhof 72, 1011 WB Amsterdam

The Zuiderkerk (1611) was designed by the city architect Hendrick de Keyser. This Protestant church is built in the Renaissance style, with classical ornaments and forms. After the last church service in 1929, the building fell into disrepair and was closed in 1970. In the late 1970s architect Hans

[arcam.nl/en/zuiderkerk/](http://arcam.nl/en/zuiderkerk/)

Hagenbeek restored and adapted the interior to the new use as cultural venue. The restoration of the building's exterior and the roof covering began in 2011 by the plan of Archivolt architects and was completed in 2012.



## Urban Safari #3

### Tropenmuseum

Thursday 14th of April 2016, 14:30 - 16:30  
 Linnaeusstraat 2, 1092 CK Amsterdam  
 T: +31 (0) 88 004 2800  
 tropenmuseum.nl

### Theme: World Cultures

The Tropenmuseum is a museum about people, housed in an impressive building overlooking Amsterdam's Oosterpark. The extensive permanent display and regularly changing exhibitions feature objects that all have a story to tell about humankind. We start our afternoon program with a guided tour through the museum. Stories about

universal human themes like mourning, celebration, ornamentation, prayer, conflict. From Africa to West and Southeast Asia, from New Guinea to Latin America: the Tropenmuseum lets visitors discover that, despite cultural differences, we are all essentially the same.

### #Decolonizethemuseum

After the tour we gather in the Reinwardt Academie to listen to Simone Zeefuik, Hodan Warsame and Tirza Balk, who have developed #Decolonizethemuseum as one of the interventions of the Riches project, which aims to confront the colonial ideas and practices present in ethnographic museums up until this day. The intervention critiques the language, imagery and accessibility of its current exhibitions. It intends to expose the violence perpetuated by ethnographic museums by critiquing its Eurocentrism, white supremacy, its

assumed neutrality and its excuses of "only having so much time/space". We base this critique on the museum experience of ourselves and our friends whose heritage is studied and analysed, but who are seldom the target group of ethnographic museums. Can ethnographic museums contribute to reinstating the agency and histories of colonized peoples, life and territories? How to challenge the organizations so that neo-liberal conceptions of 'diversity' do not become the limit of change for these institutions.

#decolonizethemuseum

# Urban Safari #3

Some tips to go on your own urban safari in this neighbourhood

## Coffee/drinks

### 1. Bar Bukowski

Oosterpark 10, 1092 AE Amsterdam  
Opening hours Thu / Fri: 08.00 - 01.00/03.00

### 2. De Biertuin (beers)

Linnaeusstraat 29, 1093 EE Amsterdam  
Opening hours Thu / Fri: 11.00 - 01.00/03.00

## Restaurants

### 3. Boi Boi (Thai, menu price: 10,00)

Prins Hendrikkade 50, 1012 AC Amsterdam  
Opening hours Thu / Fri: 09.00 - 00.00  
T: +31 (0)20 612 4175

### 4. Roopram Roti (Surinamese eatery)

Eerste van Swindenstraat 4, 1093 GC Amsterdam  
Opening hours Thu / Fri: 14.00 - 21.00  
T: +31 (0)20 693 2902

## Cultural Hotspots

### 5. De Gooyer (windmill)

Funenkade 5, 1018 AL Amsterdam

### 6. Museum 't Kromhout

Hoogte Kadijk 147, 1018 BJ Amsterdam  
kromhoutmotorenmuseum.nl

### 7. Oosterpark (park)

Oosterparkbuurt, Amsterdam  
amsterdam.nl

## Architecture

### 8. Berlage blocks (worker's housing by architect H.P. Berlage)

Baliestraat 129-141, Benkoelenstraat 1-12, Javaplein 20-38, Javastraat 128-130 en Langkatstraat 1-12, Amsterdam

The so-called 'Belage blocks' (1915-1916) were among the first dwellings built for Amsterdam's poorest inhabitants after the passing of the Housing Act in 1902. The entire complex, two freestanding blocks and a built-on block, contains 169 workers' dwellings. The floor plan is based on the British 'model cottage'. Berlage believed this architecture to be suitable for the working

[arcam.nl/en/berlageblokken/](http://arcam.nl/en/berlageblokken/)

class. The last large-scale renovation was in 1969-1971. The dwellings were given a real kitchen and a shower. In 1999, local residents responded to a proposal by Zeeburg district council to demolish the blocks by setting up the action group 'Save the Berlage blocks'. The protest and the efforts of well-known architects resulted in a 'listed building status' for the blocks.

### 9. Tropenmuseum (main venue on the map)

Linnaeusstraat 2, 1092 CK Amsterdam

The Tropenmuseum is a successor to the Koloniaal Museum (Colonial Museum) in Haarlem of 1871. In 1910, the city council of Amsterdam promised a site on the edge of Oosterpark. J.J. van Nieuwerkerken was selected from three other architects for the commission. When Nieuwerkerken died in 1913, his son, M.A. van Nieuwerkerken took over the project. Despite complaints by the amenities inspectorate and fellow designers about the outmoded style and the chaotic ground plan, in 1915 construction work began. The reinforced concrete structure with wooden

roofs was built on a site that warps around an entire city block, 44,000 square metres in size. The brick facades were decorated with granite, marble, wall paintings and sculptures in French lime sandstone. For the sculptural programme, a special Symbolism Committee was set up, which selected subjects from national and colonial history, science and trade and sought suitable artists to execute this work. In the periods 1968-1978 and 1989-1990, the complex of buildings was restored, reorganized and extended.

[arcam.nl/en/koninklijk-instituut-voor-de-tropen-tropenmuseum/](http://arcam.nl/en/koninklijk-instituut-voor-de-tropen-tropenmuseum/)



## Urban Safari #4

### Hortus Botanicus Amsterdam

Thursday 14th of April 2016, 14:30 - 16:30  
 Plantage Middenlaan 2a, 1018 DD Amsterdam  
 T: +31 (0)20 625 9021  
 dehortus.nl

### Theme: New Narratives

The Hortus Botanicus Amsterdam is one of the oldest botanical gardens in the world. Located in the city centre of the Dutch capital, the garden is a beautiful and intimate place with a unique collection of plants. In the midst of the city the Hortus

offers an oasis of tranquility, a flowery relief in the urban busyness. The participants are treated to a walking tour through the Hortus, where you see the historical green houses and the plants in springtime.

### Co-creation & New Forms of Storytelling

Waag Society's creative director Dick van Dijk will demonstrate the toolkit for co-creation that was developed in RICHES. It is aimed especially at heritage professionals and allows you to strategize your co-creation

project in terms of stakeholders, aims and long term planning, before diving into the project head first. Together we explore the toolkit and hear more about Waag Society's vision for co-creation.

### Planting the Future

Lastly Joke 't Hart, project leader of Planting the Future, a project of the Dutch Society of botanic gardens, will share her experiences in collaborating with 24 different Dutch botanical gardens. Through co-creation the gardens have worked on a shared understanding of their audiences and a

strategy for outreach to new target groups. But first of all the gardens needed a full understanding of each other and worked on shared collective goals. Co-creation helped them a lot in finding out all of this.

[botanischetuinen.nl/en/planting-future](http://botanischetuinen.nl/en/planting-future)

# Urban Safari #4

Some tips to go on your own urban safari in this neighbourhood

## Coffee/drinks

### 1. Café Koosje

Plantage Middenlaan 37, 1018 DB Amsterdam

Opening hours Thu / Fri: 09.00 - 01.00/03.00

### 2. De Oranjerie (Hortus Botanicus Amsterdam)

Plantage Middenlaan 2a, 1018 DD Amsterdam

Opening hours Thu / Fri: 10.00 - 17.00

## Restaurants

### 3. Bloem eten en drinken (biological, menu price: 28,00)

Entrepotdok 36, 1018 AD Amsterdam

Opening hours Thu / Fri: 11.00 - 22.00

T: +31 (0)20 330 0929

### 4. Tempura (Japanese, menu price: 15,00)

Plantage Kerklaan 26, 1018 TC Amsterdam

Opening hours Thu / Fri: 17.00 - 22.30

T: +31 (0)20 428 7132

## Cultural Hotspots

### 5. Hermitage Amsterdam (museum)

Amstel 51, 1018 EJ Amsterdam

hermitage.nl

### 6. Jewish Historical Museum

Nieuwe Amstelstraat 1, 1011 PL Amsterdam

jhm.nl

### 7. Natura Artis Magistra (zoo) en Micropia (museum)

Plantage Kerklaan 38-40, 1018 CZ Amsterdam

artis.nl, micropia.nl

### 8. Portugese Synagoge

Mr. Visserplein 3, 1011 RD Amsterdam

portugesesyndagoge.nl

## Architecture

### 9. City Hall and Stopera (National Opera & Ballet)

Waterlooplein 22, 1011 PG Amsterdam

Plans for Amsterdams present City Hall, eventually completed in 1987, started as long ago as 1937. The location for a new concert hall had similarly long remained undecided. So, in 1978 the Austrian architect Wilhelm Holzbauer, who won the second competition for the City Hall, produced a new design that combined the City Hall

[arcam.nl/en/stadhuismuziektheater/](http://arcam.nl/en/stadhuismuziektheater/)

with an opera house. The dual-function building was erected in the face of vehement protests by other architects and Amsterdam residents, and was nicknamed the Stopera (a contraction of Stadhuis and Opera House). The critique of the protesters related mainly to the urban design of the project.

### 10. De Magere Brug

Kerkstraat, Amsterdam

The history of this bridge goes back to the construction of the eastern canal ring in around 1660. The first bridge was built thirty years later. Today's Magere Brug is the third bridge and was built in 1931.

[arcam.nl/en/de-magere-brug/](http://arcam.nl/en/de-magere-brug/)

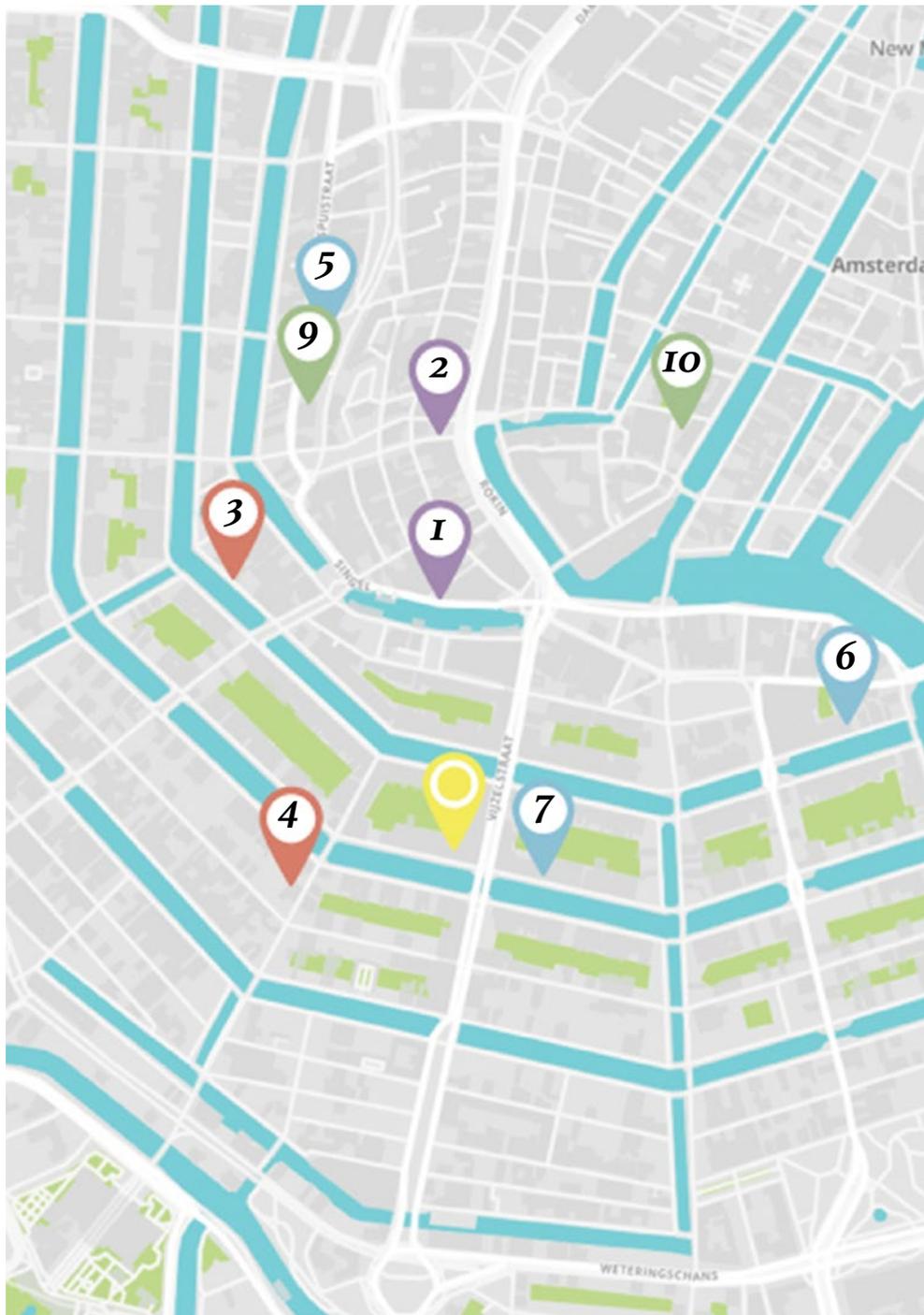
There are several amusing versions to the story of the origin of the bridge's name ('mager' is Dutch for skinny). The only thing that's certain is that this name came into use sometime during the eighteenth century.

### 11. Waterlooplein (square)

Waterlooplein, Amsterdam

Waterlooplein was created in 1882 when the Leproengracht and Houtgracht canals were filled in. The square is named after the Battle of Waterloo (1815). After the 2nd World War, the Waterlooplein impoverished and a metro line and a new City Hall were planned

accompanied by vehement protests. The Stopera was realized (1987) and under the Waterlooplein and the Stopera the metro line was built (1970s). Today the daily flea market on the Waterlooplein is a popular tourist attraction.



## Urban Safari #5

### Amsterdam City Archives

Friday 15th of April 2016, 14:30 - 16:30

Vijzelstraat 32, 1017 HL Amsterdam

T: +31 (0)20 251 1511

stadsarchief.amsterdam.nl

#### Theme: New approaches to digitization

The Amsterdam City Archives functions as the memory of the city, with around 50 kilometers of archival material. The archive

organizes exhibitions and events in its public location at the Vijzelstraat, but is also a very active player in the field of digitization.

#### Geotagging in Crowdsourced Heritage Projects

After a short tour of the archive Nelleke van Zeeland and Marc Holtman, project leaders for digitization projects of the City Archives present the Archives' demand driven digitization policy. Any individual can express interest in the digitization of an object and ask the organization via an online system to digitize this object. Next to that, the archive is initiator and host of the website VeleHanden (literally: ManyHands), which

involves the audience in adding metadata to digitized collections. Any heritage institution can initiate projects on the platform and invite the crowd to help improving the accessibility of their collections online. Recently, the City Archives added a new geotagging functionality to enrich historical maps with a geographical location.

#### Linked Open Data for Heritage Websites

The Rijksmuseum Twente has a different approach to digitization and presentation of collections. Project leader Gemma Boon will talk about the new collection website of Rijksmuseum Twente, which will be the first website to connect a large number of data from different archives through Linked Open Data (expected launch second half of 2016). A simple search for a painting

by Claude Monet, for example, will offer website users not only information about this particular painting from our own database, but also from sources such as Europeana, Wikipedia, RKD Artists and RKD images. A search on the enriched collection website of Rijksmuseum Twente opens the door to databases from all over the world.

# Urban Safari #5

Some tips to go on your own urban safari in this neighbourhood

## Coffee/drinks

### 1. Blue Amsterdam (for a view)

Singel 457, 1012 WP Amsterdam  
Opening hours Thu / Fri: 10.00 - 21.00 / 18.30

### 2. Gartine (lunch, high tea)

Taksteeg 7 BG, 1012 PB Amsterdam  
Opening hours Thu / Fri: 10.00 - 18.00

## Restaurants

### 3. Restaurant Johannes (French-international, menu price: 48,00)

Herengracht 413, 1017 BP Amsterdam  
Opening hours Thu / Fri: 18.00 - 22.30  
T: +31 (0)20 626 9503

### 4. Restaurant Red (French, menu price: 25,00)

Keizersgracht 594, 1017 EN Amsterdam  
Opening hours Thu / Fri: 18.00 - 00.00  
T: +31 (0)20 320 1824

## Cultural Hotspots

### 5. Amsterdam Museum

Kalverstraat 92, 1012 PH Amsterdam  
amsterdammuseum.nl

### 6. Museum Willet-Holthuysen (canal house)

Herengracht 605, 1017 CE Amsterdam  
willetholthuysen.nl

### 7. Foam (photography)

Keizersgracht 609, 1017 DS Amsterdam  
foam.org

## Architecture

### 8. De Bazel

Vijzelstraat 32, 1017 HL Amsterdam

The building was built in 1926, to a design by the architect K.P.C. de Bazel. Since 2007, Amsterdams city archives are housed in the former bank building, after a renovation by Claus and Kaan architects. With its large-scale, closed plinths and introverted character, the building did not suit its new public function. The niches on either side

[arcam.nl/en/stadsarchief-amsterdam-de-bazel/](http://arcam.nl/en/stadsarchief-amsterdam-de-bazel/)

### 9. Begijnhof

Begijnhof 30, 1012 RM Amsterdam

The Begijnhof was originally a Beguinage founded in the 14th century. It is a group of historic buildings, mostly private dwellings, around one of the oldest inner courts of Amsterdam. The Begijnhof is at medieval street level, which means a meter below the rest of the old city center. In later centuries,

[begijnhofamsterdam.nl](http://begijnhofamsterdam.nl)

### 10. Oudemanhuispoort

Oudemanhuispoort 4-6, 1012 Amsterdam

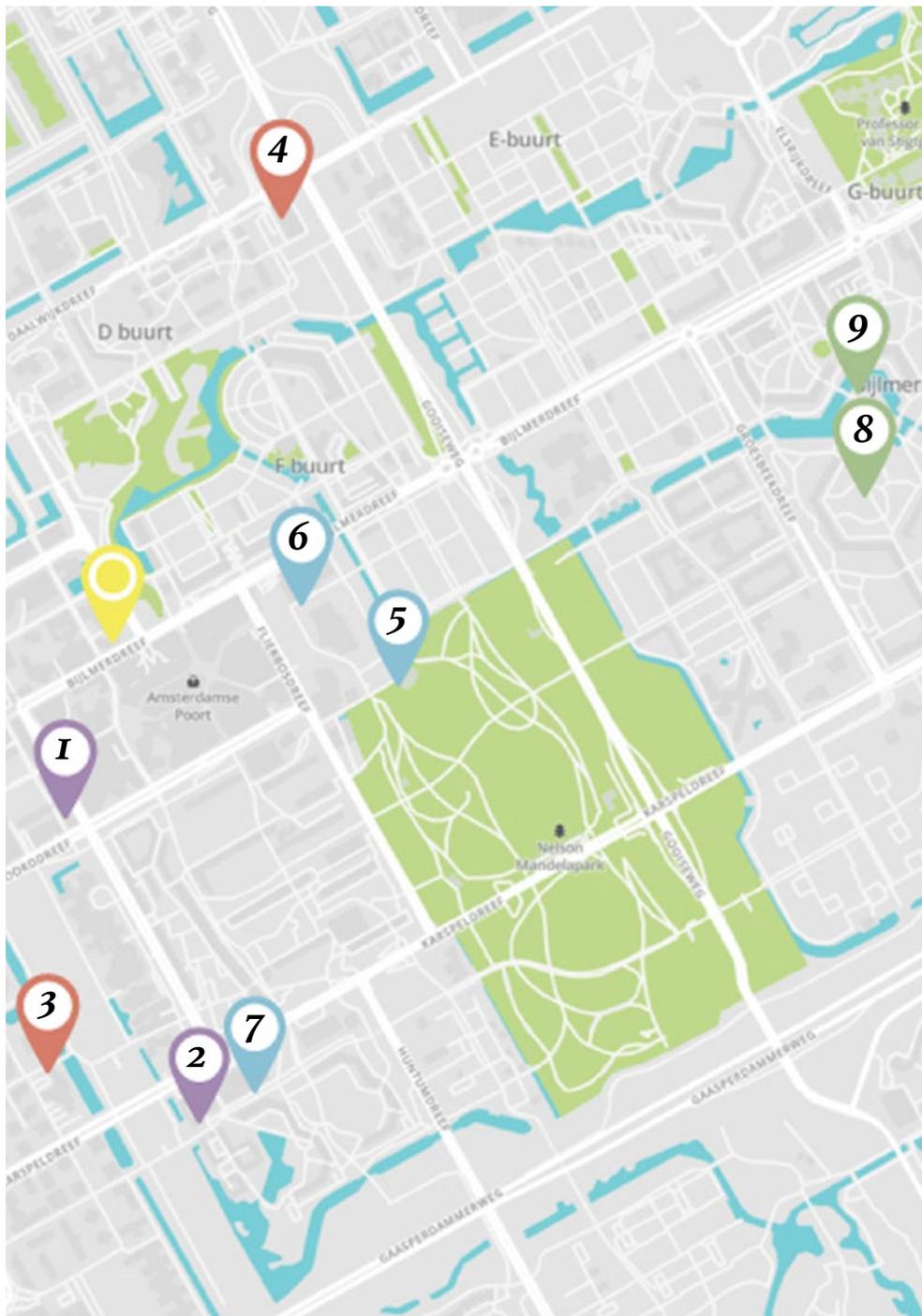
The building was called the Oudemanhuispoort, after the passageway in the south wing. This care home for the elderly was taken into use in 1602. The site was redeveloped in the mid 18th century and a new gate was built and the passageway was roofed over. Small

[arcam.nl/en/oudemanhuispoort/](http://arcam.nl/en/oudemanhuispoort/)

of the entrances are provided with glass, offering views of what goes on inside the atrium. On the second and third floors, in the restored period rooms with original furniture by De Bazel, something of the bank building's original atmosphere can still be experienced.

various alterations were made to the houses in the Beguinage; in the 17th and 18th centuries the wooden façades were changed, though 18 houses do still have their gothic wooden frame. At the restoration of the Beguinage (1984-1987), the courtyard was renovated and some houses were enlarged.

recesses were created and these were rented out to traders selling luxury articles, such as jewellery, precious metals and books. Today, only the booksellers remain. In 1880 it was given the use it still has today, as a university complex.



# Urban Safari #6

## Imagine IC

Friday 15th of April 2016, 14:30 - 16:30  
 Frankemaheerd 2, 1102 AN Amsterdam-Zuidoost  
 T: +31 (0)20 489 4866  
 imagineic.nl

## Theme: Urban Cultures

The Bijlmermeer neighbourhood, which today houses almost 100,000 people of over 150 nationalities, was designed as a single project. The original neighbourhood was designed as a series of nearly identical high-rise buildings laid out in a hexagonal grid. As people came and went, cheap social housing remained a central fixture of the area, attracting more immigrants. The Bijlmer has always been host to many different ethnicities simultaneously. Lecturer in cross cultural management and initiator of Amy's Tafel, Amy Abdou, will take us on a walking tour through the Bijlmer, showing you how it evolved

through the years into the cultural melting pot that it is today. Then we visit Imagine IC. Storytellers of all backgrounds are invited by Imagine IC to describe their lives, their neighbourhoods, their city and their country. Imagine IC collects and presents these contemporary stories as future heritage at exhibitions and other events. Imagine IC is thereby adding to the enrichment of the concept, the sources and content of Dutch heritage, and is also making a sustainable contribution to an inclusive view of the Netherlands' history, identity and future.

## Exhibition: Leip!

Project leader Danielle Kuijten will tell us all about Imagine IC, its mission and its projects. Danielle has a Master of Museology and has worked as a freelancer on collection projects for Imagine IC. Her most recent project is Bijlmer Meer, a neighborhood archive on Amsterdam Southeast. You also get a chance to visit the current exhibition 'Leip!' which is all about the use of language in Amsterdam's youth culture.

Imagine IC has collected and recorded modern language in Amsterdam and presents them in a sound installations. Robin Vermeulen will guide us through the exhibition 'Leip!'. Robin Vermeulen finished his BA in Cultural Heritage at the Reinwardt Academie in 2015. Robin is an educator at Imagine IC and works at the Stedelijk Museum Amsterdam.

[imagineic.nl/cases/leip-alles-over-stadse-babbels](http://imagineic.nl/cases/leip-alles-over-stadse-babbels)

# Urban Safari #6

Some tips to go on your own urban safari in this neighbourhood

## Coffee/drinks

### 1. Lebkov & Sons

Hoekenrode 6, 1102 BR Amsterdam-Zuidoost  
Opening hours Thu / Fri: 06.00 - 18.00

### 2. Oma Ietje

Heesterveld 3, 1102 SB Amsterdam-Zuidoost  
Opening hours Thu / Fri: 08.00 - 20.00

## Restaurants

### 3. Restaurant Bullewijck (French-international, menu price: 12,50)

Hogehilweg 20, 1101 CD Amsterdam-Zuidoost  
Opening hours Thu / Fri: 8.30 - 00.00  
T: +31 (0)20 820 7520

### 4. World of Food (food court in former parking Develstein)

Develstein 100, 1102 AK Amsterdam-Zuidoost  
A rich variety of culinary entrepreneurs from Zuidoost present their best dishes and open their kitchen doors to a broad public.  
worldoffoodamsterdam.nl

## Cultural Hotspots

### 5. Bijlmer Parktheater in the Nelson Mandela Park

Anton de Komplein 240, 1102 DR Amsterdam-Zuidoost  
bijlmerparktheater.nl

### 6. CBK Zuidoost

Anton de Komplein 120, 1102 DR Amsterdam-Zuidoost  
cbkzuidoost.nl

### 7. Heesterveld Creative Community

Heesterveld, 1102 Amsterdam-Zuidoost  
heesterveldcc.nl

## Architecture

### 8. Bijlmermeer area

Nellesteinpad, 1103 Amsterdam-Zuidoost

The urban design scheme by Amsterdam's public works department (1956) provided for 40,000 dwellings, ninety per cent of which was to be housed in high-rise built in an 'industrialized way'. A rectangular system of raised roads was constructed in green  
[arcam.nl/en/kleiburg/](http://arcam.nl/en/kleiburg/)

space, within which honeycomb-shaped, ten-storey flats were erected designed by F. Ottenhof and realized in 1971. Criticism of the Bijlmer was being voiced long before its completion. Now, urban renewal is everywhere in evidence.

### 9. Monument Bijlmerramp

Nellesteinpad, 1103 Amsterdam-Zuidoost

On October 4th 1992 a jumbo cargo of the Israeli airline El Al crashed into the Bijlmer flats. 43 people died. Architect Herman Hertzberger was given the difficult task of designing a memorial. How could the different cultures of the bereaved be met in the design? In 1996, Hertzberger realized

a wall with texts around 'the tree that saw everything' as the core of the monument. Eye-catcher is the mosaic 'carpet' consisting of two thousand pavement tiles made by relatives, friends and neighbours of the victims.

[buitenbeeldinbeeld.nl/Amsterdam\\_ZO/Bijlmermonument](http://buitenbeeldinbeeld.nl/Amsterdam_ZO/Bijlmermonument)

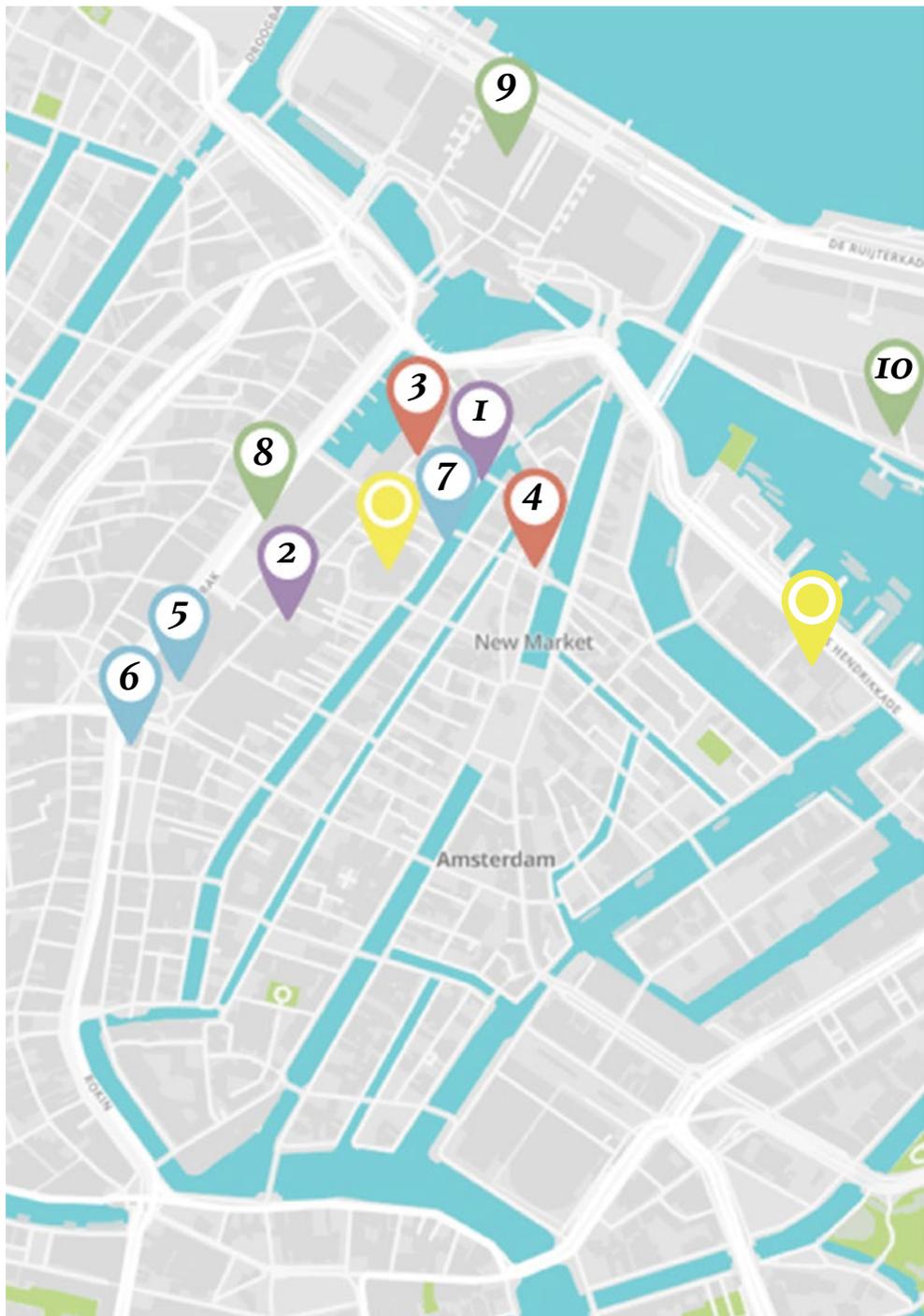
### 10. Metrostation Kraaiennest

Kraaiennest, 1104 Amsterdam-Zuidoost

The old Kraaiennest station had undergone a radical transformation. The redevelopment of Kraaiennest metro station (2012) was part of the Bijlmer regeneration project and of the Oostlijn renovation project. The architects of MaccreeanerLavington were faced with the challenge of designing, around and over

the existing platform and metro track, a functional, easy to manage and safe station, whose architectural quality would impact on the surrounding area. The decorative elements and the warm colours contrast with the sober concrete of the existing metro tracks and the platform.

[arcam.nl/en/metrostation-kraaiennest/](http://arcam.nl/en/metrostation-kraaiennest/)



## Urban Safari #7

### De Appel arts centre

Prins Hendrikkade 142,  
1011 AT Amsterdam  
T: +31 (0)20 625 5651  
deappel.nl

### De Oude Kerk

Oudekerksplein 23,  
1012 GX Amsterdam  
T: +31 (0)20 625 8284  
oudekerk.nl

Friday 15th of April 2016, 14:30 - 16:30

## Theme: Making the Exhibition

### Dissecting the making of an exhibition

De Appel arts centre is an international institution for contemporary art, fulfilling a key role in the arts in Amsterdam and the Netherlands, determining relevant trends in contemporary art. De Appel arts centre also organizes a Curatorial Program, providing young curators with opportunities to develop their expertise and curatorial thinking. The participants come from all around the world.

During our visit we will be present at the construction of their final assignment; a collaborative exhibition. With Saskia van der Kroef, coordinator of the Curatorial Program and some of the participants we will talk about the making of an exhibition. What does the process look like? What choices are being made? What elements are important in the decision making?

### Linking old and new culture to urban youth culture

The oldest building in the city (1306) is a meeting place and freezone, which embraces people from across the globe. De Oude Kerk (Old Church) has cultural memory and (immaterial) heritage as starting points for her programme of contemporary art, which aims to encourage reflection and identification in a rapidly changing, pluralistic society. After an extensive restoration between 1955 and 2013, de Oude Kerk presents itself therefore as

historical monument with contemporary art. It seems like a simple transition, however, the combination of (religious) heritage and heritage of the future often leads to public debates. We will discuss this set course with Jacqueline Grandjean, Director and Curator of de Oude Kerk. Followed by a listening route about the history of the church, historical characters, hidden stories and contemporary art.

# Urban Safari #7

Some tips to go on your own urban safari in this neighbourhood

## Coffee/drinks

### 1. *Brouwerij de Prael (beers)*

Oudezijds Voorburgwal 30, 1012 GD Amsterdam  
Opening hours Thu / Fri: 10.00 - 19.00

### 2. *Metropolitan Deli*

Warmoesstraat 135, 1012 JB Amsterdam  
Opening hours Thu / Fri: 9.00 - 01.00

## Restaurants

### 3. *Pasta Pasta (Italian eatery)*

Warmoesstraat 49, 1012 HW Amsterdam  
Opening hours Thu / Fri: 11.00 - 00.00 / 02.00  
T: +31 (0)20 331 1199

### 4. *Toko Dun Yung (food store)*

Stormsteeg 9, 1012 BD Amsterdam  
Opening hours Thu / Fri: 9.00 - 19.00  
T: +31 (0)20 622 1763

## Cultural Hotspots

### 5. *De Nieuwe Kerk (church)*

Dam, 1012 NP Amsterdam  
nieuwekerkerk.nl

### 6. *Koninklijk Paleis (Royal Palace)*

Dam, 1012 NP Amsterdam  
nieuwekerkerk.nl

### 7. *Museum Ons'Lieve Heer op Solder (Museum Our Lord in the Attic)*

Oudezijds Voorburgwal 38, 1012 GE Amsterdam  
opsolder.nl

## Architecture

### 8. *Beurs van Berlage (former stock exchange building)*

Damrak 243, 1012 ZJ Amsterdam

The architect H.P. Berlage is considered to be the father of modern architecture in the Netherlands, mainly because of his design for the Stock Exchange (realized in 1903). Berlage succeeded in freeing himself of the historicizing styles and gave architecture a rational basis, in which he subordinated decoration to architectural elements. Because of the collaboration with poets, [beursvanberlage.com](http://beursvanberlage.com)

sculptors and painters the Exchange became a 'Gesamtkunstwerk'. The building's users did not appreciate its avant-garde character. The many bare, unplastered brick walls were so unpopular that wall hangings were placed in front of them. Following the restoration in 1990 the three halls in the exchange were given a cultural function.

### 9. *Amsterdam Central Station*

Stationsplein, 1012 AB Amsterdam

Railway stations had always been built to a prescribed standard by state engineers. As a front door to the capital city, however, Central Station needed to be a landmark building. It was consequently the first station in the Netherlands whose design was entrusted to architects. P.J.H. Cuypers and A.L. van Gendt won the commission for the station in [arcam.nl/en/centraal-station/](http://arcam.nl/en/centraal-station/)

1876. The building is executed in an eclectic style, which draws on late Gothic and early Renaissance examples. The station was completed in 1889. Since 1997 Central Station undergoes a large renovation to meet up to current and future demands. Completion is foreseen in 2020.

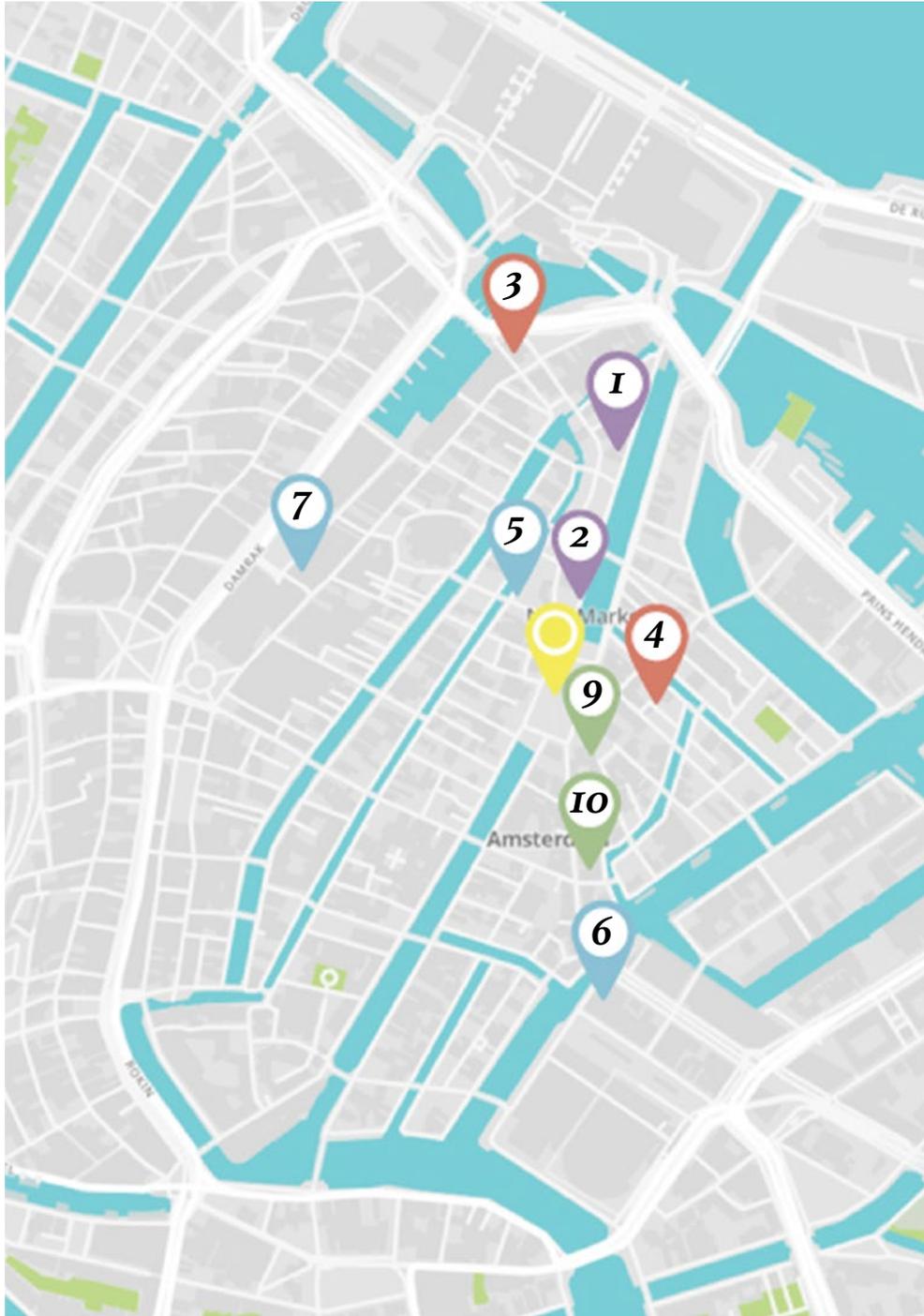
### 10. *OBA - Public Library Amsterdam*

Oosterdoksade 143, 1011 DL Amsterdam

Amsterdams central public library (OBA), taken into use on 07-07-07 is the largest public library in the Netherlands. Inside this 'experience library', designed by former chief government architect Jo Coenen, there

are the usual bookcases, reading tables and study areas, but also theatres, museums, art projects, conference rooms, a restaurant with a spectacular view and hundreds of publicly accessible computers.

[arcam.nl/en/openbare-bibliotheek-amsterdam/](http://arcam.nl/en/openbare-bibliotheek-amsterdam/)



## Urban Safari #8

### Waag Society

Friday 15th of April 2016, 14:30 - 16:30

Nieuwmarkt 4, 1012 CR Amsterdam

T: +31 (0)20 557 9898

waag.org

### Theme: Do-It-Yourself

There is a notable need for museums and cultural heritage sites to engage visitors in new ways. The meSch project wants to put the physical experience back in the centre of cultural heritage experiences. Several tools have been developed for this purpose, most notably an online editing platform and starter toolkit. Through these tools the project aims to empower cultural heritage

professionals to create their own interactive, smart and tangible exhibits.

The meSch approach is grounded on principles of co-design: the participation of designers, developers and stake-holders into the process of creation and evaluation as equal partners, and on a Do-It-Yourself philosophy of making and experimenting.

### Using smart objects in exhibitions

The meSch platform and starter kit facilitate a step-by-step design process through the use of 'recipes'. The recipes use cultural artefacts, state of the art technology and visitor actions to activate a contextualized presentation of that content. To facilitate adoption, we encourage the reuse of existing recipes and the design of new ones.

In the session we will present the case studies of Museon and Allard Pierson Museum in which smart objects were introduced in exhibitions, building a link

between real objects and the digital world. And we will demo the starter kit that connects to the online authoring platform with various recipes for interactive exhibits. In addition participants will actively explore scenarios for the use of smart objects in a museum environment themselves. The session will be hosted by Merel van der Vaart (Allard Pierson Museum), Hub Kockelkorn (Museon), Mark Marshall (Sheffield Hallam University) and Dick van Dijk (Waag Society).

[mesch-project.eu](http://mesch-project.eu)

# Urban Safari #8

Some tips to go on your own urban safari in this neighbourhood

## Coffee/drinks

### 1. Hofje van Wijs

Zeedijk 43, 1012 AR Amsterdam  
Opening hours Thu / Fri: 12.00 - 23.00

### 2. Latei

Zeedijk 143, 1012 AW Amsterdam  
Opening hours Thu / Fri: 8.00 - 22.00

## Restaurants

### 3. Dwaze zaken (French-international, menu price: 21,00)

Prins Hendrikkade 50, 1012 AC Amsterdam  
Opening hours Thu / Fri: 9.00 - 00.00  
T: +31 (0)20 612 4175

### 4. Me Naam Naan (Thai, menu price: 27,50)

Koningstraat 29, 1011 ET Amsterdam  
Opening hours Thu / Fri: 17.00 - 22.30  
T: +31 (0)20 423 3344

## Cultural Hotspots

### 5. Fo Guang Shan He Hue Temple

Zeedijk 118, 1012 BB Amsterdam  
ibps.nl

### 6. Museum Het Rembrandthuis

Jodenbreestraat 4, 1011 NK Amsterdam  
rembrandthuis.nl

### 7. W139 (art gallery)

Warmoesstraat 139, 1012 JB Amsterdam  
w139.nl

## Architecture

### 8. De Waag building

Nieuwmarkt 4, 1012 CR Amsterdam

This stout two-storey structure was built in 1488 as town entrance and was named the "St Anthony's Gate". As the city of Amsterdam expanded, the gate lost its defence function in 1612. It was transformed into a weighing-house, that replaced the one on Dam square (the "Plaetse"). Because of

[waag.org/en/de-waag-building](http://waag.org/en/de-waag-building)

this combination of weighing-house and market the Nieuwmarkt became recognised as a general market in 1755. Every morning the members of the various guilds (the smiths, the masons, the painters, and the surgeons) would converge towards their own (decorated) entrance to the Waag building.

### 9. Nieuwmarkt area and Pentagon building

Nieuwmarkt area, Amsterdam

After the war, the Nieuwmarktbuurt impoverished and according to the prevailing 'city-vorming'-thought a four-lane highway and a metro line were planned through the neighbourhood. Only the metro line was realized. After many protests from local residents, activists and architects,

[arcam.nl/pentagon/](http://arcam.nl/pentagon/)

the neighbourhood was rebuilt following the old street pattern, according to a plan by Theo Bosch and Aldo van Eyck. Around the Zuiderkerkhof Theo Bosch realized the Pentagon building (1983), an irregularly shaped block of 88 houses and a number of shops.

### 10. Zuiderkerk (church)

Zuiderkerkhof 72, 1011 WB Amsterdam

The Zuiderkerk (1611) was designed by the city architect Hendrick de Keyser. This Protestant church is built in the Renaissance style, with classical ornaments and forms. After the last church service in 1929, the building fell into disrepair and was closed in 1970. In the late 1970s architect Hans

[arcam.nl/en/zuiderkerk/](http://arcam.nl/en/zuiderkerk/)

Hagenbeek restored and adapted the interior to the new use as cultural venue. The restoration of the building's exterior and the roof covering began in 2011 by the plan of Archivolt architects and was completed in 2012.

*Thank you!*

A big thanks to all our speakers, the Urban Safari hosts and venues, the RICHES consortium partners and to the Volkshotel.

The conference is organized by Waag Society: Christine van den Horn, Tessel van Leeuwen, Jimena Gauna, Ester van der Geest, Laurie Skelton, Job Spierings, Robin van Westen and Dick van Dijk.

RICHES Programme committee: Katerina Charatzopoulou, Neil Forbes, Antonella Fresa, Tim Hammerton, Trilce Navarete, Charlotte Waelde, Sarah Whatley, Dick van Dijk, Robin van Westen and Christine van den Horn.

The conference is moderated by Robin van Westen and Dick van Dijk.

The programme booklet is created by Jimena Guana, Marc Kunst and Mariska Hamelink.

The IMage of Europe tool is created by Douwe-Sjoerd Boschman, Taco van Dijk and Martin Risseeuw.

Thanks to our communications partner Digitalmeetsculture.

RICHES is funded by the European Union's Seventh Framework Programme for research, technological development and demonstration under grant agreement no 612789.

[riches-project.eu/](http://riches-project.eu/)





This project has received funding from the European Union's Seventh Framework Programme for research, technological development and demonstration under grant agreement no. 612789



**RICHERS**  
RENEWAL, INNOVATION AND CHANGE:  
HERITAGE AND EUROPEAN SOCIETY