

100% AMSTERDAM

Amsterdam is today one of the most expensive and multicultural cities in the world. It is, moreover, a highly creative city full of artists and cultural centres. There's always something happening in 'Mokum' (a fond nickname for Amsterdam). But where should you head for the city's best spots? Shopaholics shouldn't miss de Pijp. Visit up-and-coming East or West Amsterdam for the best restaurants and the trendiest bars. Pubs can be found in the Jordaan, and historic buildings throughout the Red Light District and on Dam Square. Art and culture lovers can visit the museums, NDSM-wharf, and urban oases Roest and Westergasterrein, to name just a few. This guide will take you everywhere you'd love to go, whether that's sightseeing, shopping, enjoying culinary delights or something more adventurous. Accessible maps provide a clear overview and will show you the way.

100% AMSTERDAM, EXPLORE THE CITY IN NO TIME!

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Over het IJ Festival – July (www.overhetij.nl)

Pop-up theatre festival in Amsterdam-Noord. During the festival there are performances at various locations including the NDSM-shipyard area.

Julidans – July (www.julidans.nl)

Renowned festival of international contemporary dance. Performances throughout the city, from West to Zuid-Oost.

Applesap – last Sunday of July (www.appelsap.net)

Music festival in Oosterpark with hiphop, urban, soul, and contemporary jazz.

Kwaku Summer Festival – July and August (www.kwakufestival.nl)

Multicultural festival over four consecutive weekends in the Bijlmerpark.

Grachtenfestival – August (www.grachtenfestival.nl)

Classical concerts at special locations on and near the canals in the city, and on the banks of the River IJ and Noord.

Amsterdam Gay Pride – early August (www.amsterdampride.nl)

The largest gay event in the Netherlands, with cultural and sporting activities, parties and the flamboyant canal parade.

De Parade – first half of August (www.deparade.nl)

Travelling outdoor theatre festival in Martin Luther King Park with different (and surprising) theatre, music and dance.

Magnet Festival – August (www.magneetfestival.nl)

Two weekends revolving around all things creative with crazy themes and a mix of music, theatre and art, at the tip of the Zeeburgereiland.

Uitmarkt – last weekend of August (www.uitmarkt.nl)

Sneak preview of Amsterdam's upcoming cultural season with performances, festivities and market stalls at locations such as Museumplein and Leidseplein.

IDFA – November (www.idfa.nl)

The International Documentary Film Festival with the best documentaries.



SUGGESTIONS?

This travel guide has been put together with care. However, sometimes shops, restaurants and cafes in Amsterdam close their doors or change location and we simply cannot predict this. In the unfortunate event that you can't locate an address or if you have other comments on this guide, we'd like to know. Visit our website www.100amsterdam.com for our contact details. If you have discovered some cool places along the way, share them on Facebook.

Please note that none of the recommendations have paid to be included in this guidebook. All content has been selected and written by independent editorial staff. Photos were taken by our own photographer.



Centre

1



Beyond the canals and red light district

Amsterdam owes much of its fame to its canal district, which was awarded Unesco World Heritage Site status in 2010. During the 17th century (the Netherlands' Golden Age, when it was one of the most powerful and richest countries in the world), monumental buildings were constructed around large courtyards, changing the Kalverstraat from a muddy livestock market into an upmarket shopping street. Sadly much of the street's former elegance has now disappeared – these days the street is lined with high street stores packed daily with hordes of shoppers. But it's still possible to find some beautiful spots around the Kalverstraat – like the Begijnhof and Amsterdam Museum – while around the main shopping district, smaller streets abound with boutiques and specialty shops aplenty.

Wandering past the houses by the canals, it's easy to forget that Amsterdam dates not from the Golden Age, but from much earlier, holding city rights from 1342. From today's street map, it can still be clearly seen that the medieval

town was built around the port, of which only the stretch of water next to the Damrak remains. There was once open sea where Central Station now stands. More remains of the medieval city 'Aemstelredam' than you might think. De Wallen, the world's most famous red light district, forms the oldest part of the city.

Zeedijk is Amsterdam's Chinatown, bursting with popular Asian shops and eateries. It's also where you'll find Amsterdam's oldest pub, sadly without sailors (but fortunately without fleas)!

Add in all the main historic sites, such as the Koninklijk Paleis (Royal Palace), de Nieuwe Kerk (New Church), de Oude Kerk (Old Church) and the Beurs van Berlage (Exchange by Berlage), and it's clear that Amsterdam's centre has a lot more to offer than just coffee shops and prostitutes – though the peep shows and seedy shops are still an unmistakable part of the city.

6x what not to miss



Oude Kerk

Admire Amsterdam's oldest building in the Red Light District.



Toko Dun Yong

Feast your eyes on this four-storey store.



Brouwerij De Prael

Have a beer that's brewed on site.



Int Aepjen

Taste the atmosphere of old Amsterdam.



Museum Geelvinck Hinlopen Huis

Take a look inside one of the famous canal houses.



Vlaams Friethuis

Tuck in to the best fries in town.

● Places of interest
● Shopping

● Eating & drinking
● Fun things to do

Places of interest

② Dating from 1487, the **Schreierstoren** (Weepers' Tower) was once part of the city wall that ran along the harbour. Its name is said to come from the days of the Dutch East India Company, as it was here that the women of Amsterdam bade weeping farewells to their men. A nice story, though probably no more than that. Nowadays you can alight for coffee and lunch on the terrace over the water or inside the tower's nicely decorated interior.

prins hendrikkade 94-95, www.schreierstoren.nl, phone 020 4288291, café open daily from 10am-1pm, fri-sat 10am-2.30am, sun noon-1am, free entrance, tram 1, 2, 4, 5, 9, 13, 16, 17, 24, 26 centraal station

⑥ The **Fo Guang Shan He Hue Temple** is the largest Chinese Buddhist temple in Europe. It's in active use for Buddhist celebrations and you can follow courses in Chinese or Buddhism there. Alternatively, take a guided tour, but you'll need to book in advance.

zeedijk 106-118, www.ibps.nl, phone 020 4202357, open tue-sat 12-5pm, sun 10-5pm, free entrance, tram 1, 2, 4, 5, 9, 13, 16, 17, 24, 26 centraal station

⑩ A visit to **Het Rembrandthuis** (Rembrandt House) gives you a good impression of the famous painter's living and working quarters (1639-1658). Some of his paintings, etchings and drawings are exhibited on the walls.

jodenbreestraat 4, www.rembrandthuis.nl, phone 020 5200400, open daily 10am-6pm, entrance € 12.50, tram 9, 14 waterlooplein, metro 51, 53, 54 waterlooplein

⑬ The **Hermitage in Amsterdam** is the only foreign branch of the world famous museum in St. Petersburg. Extending over 4,000 square metres, the museum displays art treasures from around the world, and also hosts regular workshops and film screenings so visitors can learn more about the rich history of St. Petersburg and Russia.

amstel 51, www.hermitage.nl, phone 020 5308755, open daily 10.00-17.00, entrance € 15, tram 9, 14 waterlooplein, metro 51, 53, 54 waterlooplein



Eating & drinking

① You wouldn't expect to find such a cosy place opposite Centraal Station. But you'll soon feel completely at ease in this arty café. **Dwaze Zaken** (Foolish Matters) serves drinks as well as vegetarian, organic, fair trade and local produce. On Monday night you can take pot luck for just € 7. The café also often has live jazz performances and temporary exhibitions.

prins hendrikkade 50, www.dwazezaken.nl, phone 020 6124175, open mon-sat 9am-midnight, sun 9am-5.30pm, price € 18, tram 1, 2, 4, 5, 9, 13, 16, 17, 24, 26 centraal station

③ Home-roasted coffee beans are in, though that's nothing new, as **Hofje van Wijs** can testify – the business has been importing coffee and tea for over 200 years. In the peaceful courtyard, the bustle of the Zeedijk seems far away and you can sample what used to be luxury beverages, now consumed daily.

zeedijk 43, www.hofjevanwijs.nl, phone 020 6240436, open tue-sun noon-11pm, price coffee from € 2.10, tea from € 3, tram 1, 2, 4, 5, 9, 13, 16, 17, 24, 26 centraal station

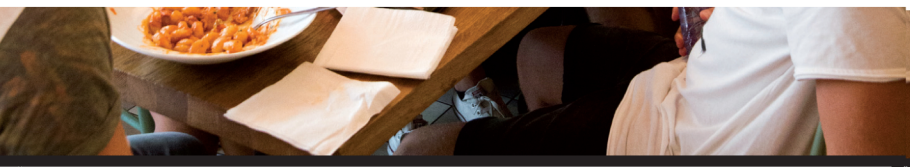
⑦ **Nam Kee** is well-known thanks partly to the book *Oesters van Nam Kee* by Kees van Beijnum, and partly because of Dutch actress Katja Schuurman's steamy performance as a night club dancer in the film version. The restaurant provides mainly good, cheap authentic Chinese cuisine, albeit in harsh, fluorescent lighting.

zeedijk 111-113, www.namkee.net, phone 020 6243470, open daily 12-11pm, price € 12, tram 1, 2, 4, 5, 9, 13, 16, 17, 24, 26 centraal station, metro 51, 53, 54 nieuwmarkt

⑧ You might expect to find **Latei** in an area like De Pijp or the Jordaan, rather than here between Chinese eateries. It's not only the place for a good cup of coffee, but also for lovers of curiosa from the sixties and seventies. Everything you see is for sale.

zeedijk 143, www.latei.net, phone 020 6257485, open mon-wed 8am-6pm, thu-fri 8am-10pm, sat 9am-10pm, sun 11am-6pm, price € 4, tram 1, 2, 4, 5, 9, 13, 16, 17, 24, 26 centraal station, metro 51, 53, 54 nieuwmarkt

34 PASTA PASTA



Shopping

④ **Toko Dun Yong** is by far the largest, and at sixty, one of the oldest, Asian shops in the city. You'll find more than just food and drink in the building's six storeys – this is the place for all things Chinese, from cookware to books, music and china. Check out the restaurant on the second floor for some good noodle soup.

stormsteeg 9, www.dunyong.com, phone 020 6221763, open mon-sat 9am-6pm, sun 12-6pm, tram 1, 2, 4, 5, 9, 13, 16, 17, 24, 26 centraal station

⑤ Asia is not only a source of ancient (culinary) traditions but also various new trends. **Asia Station** collects all the novelties that the continent has to offer – from bubble tea to beautiful Asian-style dresses, and from gadgets you've never seen before, to cosmetics from special Asian brands.

zeedijk 100, www.asiastation.nl, phone 020 3032628, open daily 11.30am-9pm, tram 1, 2, 4, 5, 9, 13, 16, 17, 24, 26 centraal station

⑪ Located right behind the Town Hall and Music Theatre, the market on the **Waterlooplein** has no less than three hundred stalls selling mostly second hand wares. 'If it's not for sale here, then it doesn't exist,' as the saying goes. The market's not really cheap, but it's still fun to visit.

waterlooplein, www.waterloopleinmarkt.nl, open mon-sat 9am-6pm, tram 9, 14, metro 51, 53, 54 waterlooplein

⑫ **Puccini** displays dangerously delicious chocolates, or if you prefer, 'bonboni'. Choose from traditional chocolates with caramel or marzipan, or allow yourself to be seduced by more unusual varieties with lemongrass and pepper.

staalstraat 17, www.puccinibomboni.com, phone 020 6265474, open sun-mon 12-6pm, tue-sat 9am-6pm, tram 4, 9, 14, 16, 24 muntplein

⑮ **MaisonNL** is a fun 'concept store' that constantly changes its stock. You can find anything here from Scandinavian clothing to home accessories made of natural materials, and lingerie from Amsterdam Love Stories clothing.

utrechtsestraat 118, www.maisonnl.com, phone 020 4285183, open mon 1-6pm, tue-sat 10.30am-6pm, sun 1-5pm, tram 4 prinsengracht



WATERLOOPLEIN ⑪

⑳ The former main post office, dating from 1899, is one of the most impressive buildings in the city centre. The exterior of **Magna Plaza** combines neo-Gothic and neo-Renaissance styles, while inside, lovely shops line graceful arcades under a large glass dome. Even the toilets – nominated the most attractive in the Netherlands – are worth a visit.

nieuwezijds voorburgwal 182, www.magnaplaza.nl, phone 020 570 3570, open mon 11am-7pm, tue-wed & fri-sat 10am-7pm, thu 10am-9pm, sun 12-7pm, tram 1, 2, 5, 13, 17 dam

Fun things to do

④ To many Amsterdammers, the **Vondelpark** is their garden. It's the ideal place for romantic picnics, or family celebrations complete with party tent and barbecue. In summer, the Openluchttheater (open air theatre) also offers free dance, drama and music performances, from Wednesday to Sunday. *constantijn huygenstraat, www.hetvondelpark.net, open daily, tram 2, 3, 5, 12, van baerlestraat*

⑭ In the late 19th century, **De Hallen** was the largest tram depot in the city. The large complex has recently been developed into a location for creative enterprises, with several TV studios, a cinema with art deco room, a library with literary café, restaurants, and an industrial hotel. In addition, there's the monthly Local Goods Weekend Market, with products from Amsterdam. *hannie dankbaar passage 33, www.dehallen-amsterdam.nl, phone 020 7058164, tram 3, 7, 12, 17 bilderdijkstraat/kinkerstraat*

⑳ Entering this charming street is like taking a step back in time. The **Bellamystraat** is still at the old, lower, polder level of all the villages around Amsterdam before the city's expansion in 1865. Now the street stands out among the 'new' buildings from the second half of the 19th century. *bellamystraat, tram 7, 17 ten katestraat*

㉑ **Pal 111** is hidden away in a former anatomical pathology lab in the Wilhelmina Gasthuis complex. Enjoy excellent food, watch movies that aren't shown elsewhere, visit art projects and enjoy experimental music. *arie biemondstraat 101-111, www.pal-111.nl, phone 020 6169994, open mon-thu noon-1am, fri noon-3pm, sat 2pm-3am, sun 2pm-1am, entrance fee varies, tram 17 ten katemarkt*

㉒ 'Go to pavilion 3!' was an old Amsterdam saying applied to anyone behaving strangely. Pavilion 3 was one of the wings of the **Wilhelmina Gasthuis**, a hospital that originally lay outside the city walls. The buildings now house workshops and exhibition spaces. *ketelhuisplein 41, www.wg-terrein.nl, tram 1, 3, 7, 12 eerste constantijn huygenstraat/overtoom*



VONDELPARK ④

㉓ Celebrities, expensive cars and tourists jostle on **PC Hooftstraat** where it's all about seeing and being seen. The street boasts some of the chicest brands. If 'the PC' is somewhat beyond your budget, then it's the perfect place to just sit and people-watch. *p.c. hooftstraat, tram 3, 12 van baerlestraat*

㉔ The **Concertgebouw** is one of the most popular classical concert halls in the world, renowned for its perfect acoustics. If you'd like to attend a concert, it's best to book well in advance. Or visit one of the free concerts held every Wednesday from 12:30 to 13:00 (arrive early)! *concertgebouwplein 10, www.concertgebouw.nl, phone 0900 6718345, see website for programme and times, tram 2, 3, 5, 12 museumplein*

Centre

WALK 1 (ca. 7,5 km)

Walk from Central Station to the Prins Hendrikkade for some slow food ①. Follow the street over the canal and admire the Schreierstoren ②. Turn into Oudezijds Kolk, then left on Zeedijk for a treat ③. Dive into Chinatown ④ ⑤ ⑥ ⑦. Have a coffee and cake ⑧ or walk on to café-restaurant In de Waag ⑨. Cross the Nieuwmarkt and walk along the water on Kloveniersburgwal. Turn left into Zandstraat and walk over the former cemetery to the Rembrandthuis ⑩. Cross Waterlooplein ⑪ next to the town hall. Cross the bridge over the Amstel and head into Staalstraat for chocolates ⑫. Turn left onto Kloveniersburgwal cross the Amstel and walk straight ahead to Halvemaansteeg. Cross Rembrandtplein diagonally, walk into Utrechtsestraat and turn left onto the Herengracht. Walk to the Amstel and turn right to the Hermitage ⑬ and Magere Brug ⑭. Without crossing the bridge, turn right onto the Prinsengracht and right again into Utrechtsestraat where you'll find a nice concept store ⑮. Cross the water and turn left down the Keizersgracht and past two museums ⑯ ⑰. Turn right onto Vijzelstraat and keep going past the Munttoren ⑱. Cross the water again into Nieuwe Doelenstraat and take a left to walk through the Oudemanhuispoort ⑲ to Oudezijds Achterburgwal. Turn left and immediately right after the bridge to walk down theatre street Nes ⑳ ㉑. Cross the bridge and turn left along the waters of the Rokin. Turn right into Olieslagersteeg and right again into Heiligeweg to reach restaurant Blue° ㉒. From the Kalvertoren turn into Voetboogstraat for the best Flemish fries ㉓. Keep walking down the street until you reach the gate through to the Begijnhof ㉔. Turn left down Gedempte Begijnensloot and through the Amsterdam Museum ㉕ to Nieuwezijds Voorburgwal ㉖ ㉗. Turn right, and right again on Mozes en Aäronstraat to reach the Dam, Koninklijk Paleis ㉘ and the Nieuwe Kerk ㉙. Cross the Dam and take a left into Warmoesstraat for experimental art ㉚ and a chocolate heaven ㉛. Pause for a moment at the Beurs van Berlage ㉜. Turn left via the Paternostersteeg, walk back to Warmoesstraat and head down Wijde Kerksteeg to the Oude Kerk ㉝. Follow the street, turn left and walk down the Oudezijdsvoorburgwal to turn left again down Lange Niezel and back to the Warmoesstraat for some homemade pasta ㉞. Turn right on Oudezijds Armsteeg for some special home-brewed beer ㉟ and an unusual church ㊱. Walk back and finish at the oldest pub in Amsterdam ㊲.



- = Places of interest
- = Eating & drinking
- = Shopping
- = Fun things to do



MERCATORPLEIN 12

Places of interest

12 Designed by the famous architect, H.P. Berlage, **Mercatorplein** was destined to become the focal point of Amsterdam West in the mid-twenties. But its cafés, theatre, cinema and department store came to nothing, and the square took on a purely residential and business function. It wasn't cheap to live here, so at first it attracted mainly affluent newcomers. By the '80s, however, the area had fallen into neglect and earned a bad reputation for drug dealing. It has since gone through two renovations – in 1998 and again in 2008 – that have breathed new life into the square and surroundings.

mercatorplein, tram 7, 13 mercatorplein

13 Amsterdam West is a magnet for lovers of the Amsterdam School, an architectural style that developed in the Netherlands between 1910 and 1930. The **Jerusalem Church** is without doubt one of the finest buildings constructed in that style (1928-1929). The architect deliberately designed the church so that it would be attached to housing, to express God's desire to live among the people. The symmetry of the façade and the fact that the church is oriented north-south, rather than the usual east-west, is striking. The seven stained-glass windows symbolise the seven days of creation.

jan majenstraat 14, www.jeruzalem-kerk.nl, tram 7, 13 mercatorplein

14 The **Vespuccistraat** is a good example of how the neighbourhood has taken matters into its own hands. Nearly a hundred years ago, the street was designed as a green avenue leading to the Erasmus Park, with front gardens, rare trees and houses in Amsterdam School style. Over recent years, half of the gardens were lovingly maintained by the residents, with the other half left in the uninspired hands of the municipality. Recently, the residents decided that the gardens should be restored to their twenties appeal. Fortunately, 40 special Japanese walnut trees (*Ginkgo biloba*) have stood the test of time – they are some of the few that can be found in the Netherlands.

vespuccistraat, tram 7, 13 marco polostraat

Nightlife

Amsterdam offers lots of entertainment options. Films, theatre, musicals, dance and comedy – the city has it all. You can book tickets to a selection of entertainment options on www.100amsterdam.com/activities. Get inspired for your Amsterdam trip – sign up for our newsletter to receive weekly tips on entertainment options. The blog on our website gives you all the latest tips on new discoveries, pop-ups, upcoming festivals and more. You can also get a detailed overview of what's happening when and where on the I amsterdam website (www.iamsterdam.com) or visit the Amsterdam Uitburo (Leidseplein 26, (www.amsterdamsuitburo.nl, phone 020 7959950, open Mon-Fri 10am-7:30pm, Sat 10am-6pm, Sun 12-6pm). The Uitburo provides all sorts of cultural information and sells concert tickets, sometimes even at half price if you're willing to take a last-minute gamble.

Below we have also made a selection of bars and night clubs. The letters are included in the overview map on the back of the front cover of this guide. To avoid disappointment, you might want to do a little digging to find out what's on when you have planned your night out on the town.

P **Paradiso** is housed in a former neo-Gothic church and offers a different music genre for every night of the week. Noodlanding! every Wednesday and Thursday night is a favourite. Paradiso is also famous for hosting concerts by big names, like the Rolling Stones, David Bowie, Prince, Lenny Kravitz, Robbie Williams and Lady Gaga.

weteringschans 6-8, www.paradiso.nl, phone 020 6264521, opening times vary, entrance fee varies, tram 1, 2, 5, 7, 10 leidseplein

G You'll have to look hard for **De Nieuwe Anita**, and once inside it's hard to believe that you're in one of Amsterdam's most trendy nightlife venues. The retro wallpaper, plain refrigerator, lights and old chairs are reminiscent of someone's grandmother's living room. But appearances can be deceptive – behind a bookcase is the entrance to the cocktail bar and stage, where weekly performances are held.

frederik hendrikstraat 111, www.denieuweanita.nl, opening times vary, see website, entrance fee varies, tram 3 hugo de grootplein



MELKWEG **T**

R The Amsterdam nightlife scene's new flagship venue isn't easy to describe. Almost every night, **Club AIR** airs a different kind of music. The club has different levels and stages, so at any one time you could be partying with 1,300 others. Marcel Wanders designed the club's special, modern interior. On entering, you put money on a special card that you then pay with for the rest of the evening. *amstelstraat 16, www.air.nl, phone 020 8200670, open sun & thu 11.30pm-4am, fri-sat 11pm-5am, entrance fee varies, tram 4, 9, 14 rembrandtplein*