

# 2012



CULTURE  
FASHION

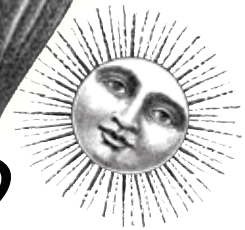
HOUSING  
DESIGN

SHOES

RLD

MUSIC

FILM



## Amsterdam's future foretold



Seers of all sorts predict what's in store for the city in 2012. As told to *Tim Peterson, Nina Siegal and Anna Whitehouse*



## HOW HARD WILL BUDGET CUTS HIT THE ARTS?



**Carolien Gehrels, city alderwoman for arts and culture**

There's a lot of focus on the national budget cuts to the arts that start in 2013, but there's also a lot of very good news in the cultural sector. We've invested so much in cultural buildings over the last decade – more than €1 billion – that we have a lot of new institutions ready for the next century: our Stadsschouwburg, our Muziekgebouw, our public library, De Appel, the Scheepvaart Museum... We've done such big renovations in the last decade that we'll continue to be strong.

Starting in the beginning of next year, we'll see the opening of the Eye Film Institute and the Stedelijk Museum, and that's the reason why in 2013 we're going to make a marketing campaign that Amsterdam is open and the place to be. The Eye will open in Noord in April and the Stedelijk will reopen in summer 2012. It's wise to say the Stedelijk will reopen between June and September.

I don't think that's optimistic. It's realistic. The building will be delivered at the end of January and then we start with acclimatising and decorating and putting the paintings on the walls. So

far, the cost has been €127 million, but it's an investment, to make a huge museum of modern art. The cellar is bigger than the Central Station subway; the design is very innovative with the bathtub from Benthem Crowel and we think it can be an icon for Amsterdam. We can be very happy with it for 50 years or even 100 years. It's an important investment.

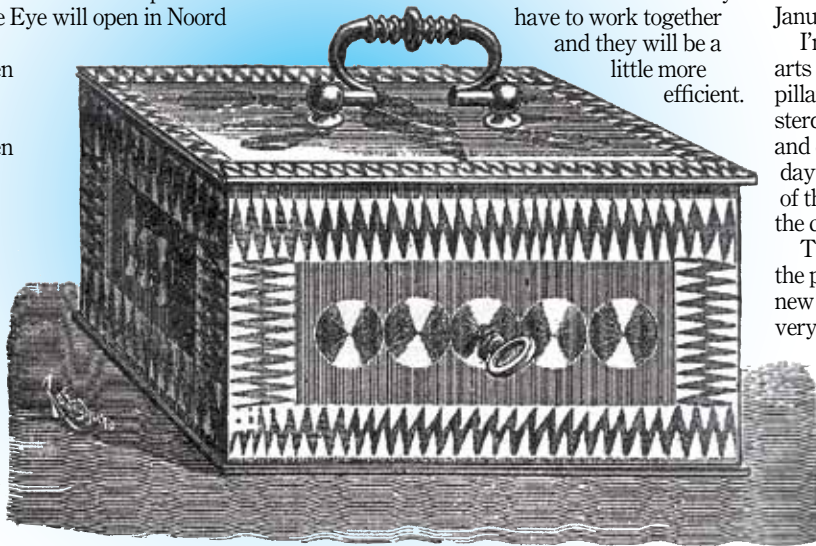
At the end of September, the art from the Van Gogh Museum will be moved to the Hermitage and the Van Gogh will close for renovations. It will be closed only a couple of months. The Rijksmuseum will still be under renovation until 2013.

There are, of course, budget cuts coming in 2013 and they're inevitable in a way, because they're everywhere in the world. The budget cut for the city's arts subsidies is €6 million. In 2011 [the city arts budget] was about €88 million. In 2012 it's €89 million for cultural subsidies. In 2013 we go down to €82.5 million.

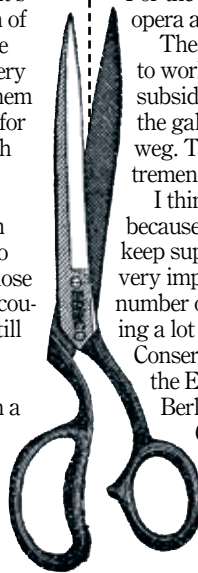
We've made a commitment to keep supporting small arts and cultural institutions. It may be a little more difficult, but I don't expect a lot of closures due to our cuts. We have a diversity of museums and a lot of them are so good that they're paid for by visitors. For example, the Anne Frank House [is self-sustaining] and the Van Gogh gets 1.6 million visitors a year, supporting itself.

The theatre world will have the most cuts; we have 55 music venues and theatres, and there are over 16,000 concerts and theatrical performances a year in Amsterdam currently. We may have 15,000 in 2012, but on the main days in the main venues, there will still be a lot of choice. The main theatres and concert halls will remain as they were. Our Muziektheater with the Dutch National Opera and the National Ballet can stay at the same level.

There's one condition: they have to work together and they will be a little more efficient.



CUT HERE



For the visitor, though, it will be the same opera and the same ballet.

The smaller theatres and venues have to work together; some of them have non-subsidised arts and culture, for example, the galleries and Paradiso and the Melkweg. They will survive because they're so tremendously popular.

I think the threat is the economic decline, because people have to buy their tickets [to keep supporting arts institutions]; that's also very important. We're trying to increase the number of visitors to the city; we're building a lot of new hotel rooms in 2012, like the Conservatorium opposite the Stedelijk,

the Exchange opposite the Beurs van Berlage and the Mint Hotel just opposite Central Station. When you have so many new rooms, you have more tourists and they'll like to go to the museums and the theatres, so we help the institutions with more ticket buyers.

It's not possible for the city to invest more in cultural institutions, because [the national budget cuts] are too much to make up for. We'll invest more in marketing and we'll encourage cultural entrepreneurship, for example, bars and restaurants in the theatres. Most [cultural institutions] would love to do more entrepreneurial activities, but there are currently restrictions from the city in closing and opening hours, using terraces, permits and things

like that. So we're trying to loosen some of those restrictions in 2012.

Institutions will start to seek more help from the private sector and we've had decades of economic growth in Amsterdam, so there are wealthy people who can afford to give more money for art and culture they love. Now we have a new law that when you give money for arts and culture, you get a tax advantage. That

went through Parliament in November and it starts on the first of January.

I'm always saying that arts and culture are the pillars for the city; Amsterdam is floating on arts and culture. We stress every day that arts and culture is one of the most important things in the city.

The most important thing is that the people are there, there are brand new programmes and we have a very dynamic but also resilient and diverse field of arts and cultural institutions – 51 museums, 55 concert and performance halls – so it will not break down at any particular moment, nor will it significantly decline. *As told to Nina Siegal*



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**It may be a little more difficult, but I don't expect a lot of closures**”



# WHAT WILL GO DOWN IN THE RED LIGHT DISTRICT?

**Gijs Goosen, project manager for City Hall's Project 1012, de Wallen cleanup**

Around May next year there will be a big sweep of red light window closures near the Oude Kerk. We've just made a deal with the biggest brothel owner in that area and he's agreed to move his 15 windows into the main strip on Oudezijds Achterburgwal, leaving the church area free from sex.

Sexy Land, the porn shop with the massive neon sign opposite the doors of Oude Kerk, is also closing down in January 2012, so that will make a big difference to the vibe of the area. We're expecting enterprises of a similar calibre as Restaurant ANNA [on Warmoesstraat, which won the *Time Out Amsterdam* Best New Restaurant of 2011 award] to open up, so no grotty pubs or tacky shops.

The DNA of the whole area is

set for a huge shake up. Mata Hari, the big gambling palace on Oudezijds Achterburgwal, will close down early in 2012 and be replaced by flats and a biological restaurant. We've also just closed down a brothel near the Victoria Hotel on Damrak run by an Israeli mob, so we're looking to turn that into apartments. Even Cassa Rosso, one of the area's most famous sex shows, is looking to rebrand its tacky neon sign into something more tasteful.

There's also going to be a big change in the registration of prostitutes in 2012. A national law (called 'Kaderwet') has just been passed, which makes it mandatory for the 6,000 or so sex workers in Amsterdam to register with

the council, so we can get a bit more of a grip on trafficking and abuse. The legal age of prostitutes is also being changed from 18 to 21 on 1 January and there will be much more scrutiny of the hygiene standards in brothels.

As to coffee shops, we aim to close 76 in the 1012 area, starting with 26 over the next three years. The first two to close at the end of 2012 are The Old Church Coffeeshop and The Grasshopper.

This is big news because

the first thing most tourists see as they get out of Central Station is the green lights of the city's most famous coffeeshop. There are currently a number of big fashion brands like Abercrombie & Fitch interested in the building.

Parliament has two big decisions to make in 2012: firstly to close every coffeeshop

350m away from a school and secondly to introduce a 'weed' pass, so only residents can smoke, which is meant to deter tourists. These two decisions will probably be made at the end of 2012, but will be discussed at length throughout the year. My concern is that if you stop tourists from smoking weed, we'll start to see all kinds of illegal trade spring up on the streets of the city.

I suppose a big change next year is the arrival of national newspaper *NRC* to Rokin. Getting such a big newspaper back to the inner city is a big deal; the front of the building will have a projection of the big headlines on it and there will be a 'debate' café in the basement where anyone can come and have a coffee and openly discuss the issues that are bothering them.

Putting journalists on the perimeter of such a controversial area of the city is going to have its own levels of impact. The Red Light District isn't going to know what has hit it.

As told to Anna Whitehouse



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**The DNA of the whole area is set for a huge shake up**



# HOW DOES OUR FUTURE ADD UP?

**Marjolein Kieken, energetic therapist with Spiritueel Entertainment**

## NUMEROLOGY IN WORDS:

Based on its date of birth, Amsterdam's has a destiny of a 7. That means that for Amsterdam, it has always been important to live from inner wisdom and consciousness by being serviceable, and to be in control of itself by being knowing. Amsterdam is an inventive town that needs to have its own steering or management and to take initiative to feel a sense of responsibility. This because it has so much wisdom.

The year 2012 will be a year of (inner) freedom. If people make the decisions to take steps for inner growth, wonderful things will happen. For Amsterdam it will be an important year to follow its own path. This is also by being clear, ask-

ing for clarity and following inner guidance.

The great thing is that 2012 will be the same energy for the whole world (count 2 0 1 2 = 5). The year 2012 will be a year of freedom. This means the world and Amsterdam of course will experience a feeling of freedom we never had felt before.

The key number for realization for Amsterdam is 11. This is a special number, a number of (spiritual) awareness. Dare to be different. Stay in the moment; live in the now. It's a time of revolution in the evolution of mankind.

As told to Nina Siegal

**AMSTERDAM'S GIVEN NAME:**  
A M E S T E L L E D A M M E  
1 4 5 1 2 5 3 3 5 4 1 4 4 5  
All together it's 47 = 11.



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**2012 will be a year of (inner) freedom**



**DATE OF BIRTH OF AMSTERDAM:**  
**27-10-1275**

+	+	+
9	1	15
=	=	+
9	1	6
+	+	
	16	
	+	
	7	

we count the 9, 1 and 6 together = 16, then add those numbers to get 7.

**1 AND 6** are also important 'shadow' numbers; these are important for the 7 role Amsterdam has.

**1** stands for initiative, leadership and autonomy.

**6** stands for service, responsibility and karma.

**7** means inner wisdom and consciousness.



## WHAT WILL BE ON OUR FEET?

*Nicoline van Enter, founder of Ytrends shoe design consultancy*



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**There will be lots of heels for guys**



There will be a lot of new developments in shoes with high heels. In general, the whole idea is to make heels that are playful, that play with proportion, and that counts for guys as well. At the Paris shows, in the boutiques, the high-end stuff: lots of heels for guys.

It has a lot to do with redefining gender, which I think is one of the very interesting things happening right now, not just in footwear but in society. It's questioning masculinity, how far can you push it. Or making the statement: this is masculinity. You could

also argue that if heels give women more self esteem, [make them] feel more powerful, why shouldn't they do the same for men? They get taller too. Most guys don't mind being taller.

Flamenco-style will definitely be one heel that will make it into the mainstream, especially in Amsterdam where they love flamenco. People understand it's masculine, it's more Latino, more flamboyant, rather than it being girly.

No big shifts for women. Dutch women will always like boots; that will continue. There will be some changes in shapes. In 2012, you'll see more pointed toes coming back, stuff that's really sexy. It's going to be a big mix of super sexy heels, lots of interesting platforms, architectural shapes.

For summer, I'm expecting more colour than last year, but the shoes are going to be cheap: espadrilles and Havaianas-like flip-flops. I'm actually waiting for what I see in China; they have a couple very generic sneaker brands

that cost about €2. I can imagine that brands are going to put out some more stuff that isn't expensive, but fun.

I have to mention OAT Shoes. The sneakers are made with oat-based fabric. They're an eco brand, as eco as possible, and have an office on the Damrak. It's two young Dutch guys – pretty brave of them, having no experience in footwear, just this idea. They presented their first collection to the public at the last Amsterdam Fashion Week and were pretty successful. They'll pick up steam in 2012.

Then there are the guys from Patta, doing some projects with other brands to make limited edition sneakers specifically for Amsterdam. It's a very different crowd from OAT shoes. More urban, hip hop. It's more about showing off in times of crisis, saying 'I'm fine.'

I still don't think we're going to kick the Ugg. I know many people find it unfortunate, I don't like it either, but it's there, people like it. *As told to Tim Peterson*



## WHAT THREADS WILL WE BE ROCKING?

*Anne Marie Comman-deur, founder of Stijlinstituut Amsterdam*

In 2012 people will want to invest again and be less safe. We're all tired of sobriety: why do I want another pair of jeans? Why another black jumper? It's all about being

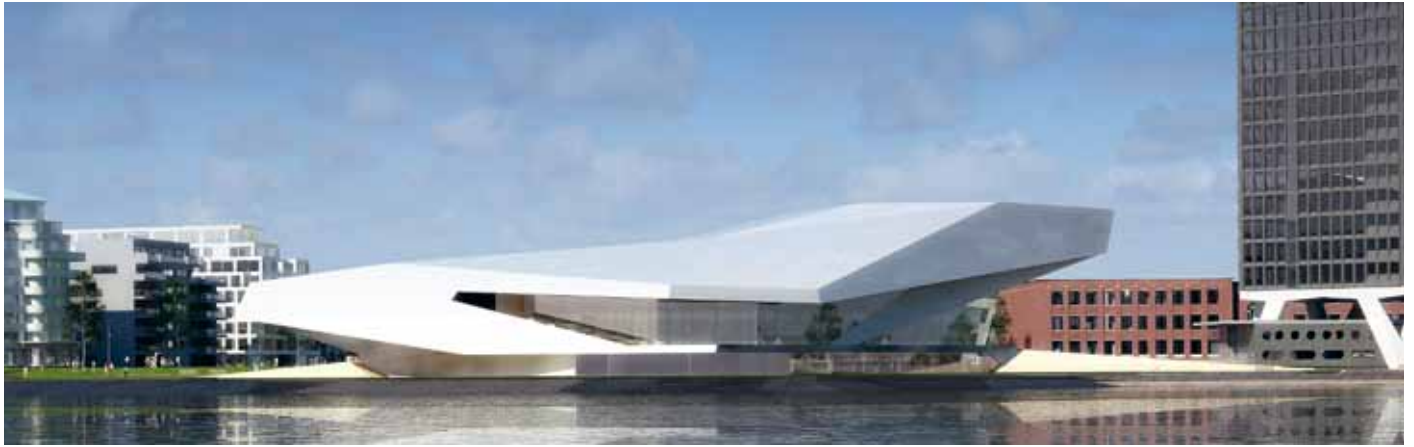
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**Skirts will be ankle-length or really short**

more vibrant, so yellow is going to be a big colour next season, along with electric blue. There will still be a sense of safety with pastel shades making their mark. I suppose we're looking at neon shades too, because the whole vibe next year is going to be a little more daring.

Last year we saw a lot of longer tops, whereas this year we're looking at cropped tops. Skirts will be ankle-length or really short, like '60s-style miniskirts. There will also be retro influences. I'm not talking about the whole Twiggy era, but more of a move from '50s rock 'n' roll to '60s college preppy. It's all going to be a lot more fun. A little more daring.

*As told to Anna Whitehouse*



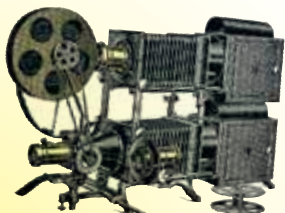


## WHAT WILL WE BE WATCHING ON THE BIG SCREEN?

*Massimo Benvegnù, independent film critic and employee at the Eye Film Instituut*

What will happen in 2012 is that most of the cinemas in Amsterdam will turn digital and we'll see more of the disappearance of the good old 35mm film. What's amazing in Amsterdam, there's still a huge network of film houses that work quite well; we have both the Cineville and Pathé networks in the city. And though it's a time of big changes and cultural cuts for smaller arts groups, Amsterdammers love their neighbourhood art house cinemas – like the Kriterion, the Rialto and the Ketelhuis – so somehow they'll manage to survive another year.

The big trend in the movie industry is already the 'event' film and there will be some big events that will help boost the box office: the rerelease of 'Titanic' as an IMAX 3D version, which will come out in April. There are other huge titles like 'The Dark Knight Rises', the new Batman movie – that



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**People will start to go to the movies again**”

will be the big summer film – and the film coming at the end of the year is the new 'The Great Gatsby'; I'm really scared about it because it's with Leonardo DiCaprio and directed by Baz Luhrmann in 3D. The only thing that would make it worse is if they make it a musical. That will be the Christmas film for 2012.

As always, there's one prediction that always works every year. I'm sure there will be a very small film from a very small country that will become big. Every year there's one; don't ask me what it will be or from which country.

My last prediction: maybe next year, after years and years of illegal downloads and streaming videos, people will start to go to the movies again. It's

always been that in times of crisis, people find in movies a cheap form of comfort. We'll find

that people fall in love again with going to the cinema – the romance of it – and maybe it'll add a little more romance to take the ferry across the water to Noord. *As told to Nina Siegal*



## WHAT'S SHAPING UP FOR DESIGN?

*Liesbeth Oltmans, co-founder at design forecasting firm Oltmans van Niekerk*

This year is going to be all about the humanisation of design, so the relationship between us and design. It's about interaction, touch, and what that product gives back to you.

This translates to adding second layers to products to invoke a reaction, so a mixture of textures and finishes. A table, for example, may look like it's made out of natural wood, but the material used will feel like rubber. It's all about that element of surprise, about improving the relationship between us and designed objects.

The human touch is going to be big for mobile phone companies such as Nokia and Samsung, while also being big for car manufacturers. It's about man merging with machine. So, a machine starts to do the things man used to do, so that brings up questions of identity. How will design bring the two sides closer together?

As to interiors, we'll see a lot of historical references this year, from raw antique materials to traditional methods such as weaving and embroidery. There's a Dutch company called Wonderable that I

predict big things for. They do these amazing embroidered cushions with bright, bold patterns on them. Their thing is the human tradition of hand-stitching combined with modern design.

Colour? Everything will be bathed in pastel colours, possibly even soft pastel

neons, but with some natural hues coming through, including green, blue, stone, marble and sand. We're looking at an altogether softer 2012 and a much stronger relationship with all the stuff that surrounds us.

*As told to Anna Whitehouse*



# WHAT'S BREWING FOR AMSTERDAM?

*Peter de Haan, Shaman, reading coffee grinds the Turkish way*

I'm looking at the big clump [of coffee grinds in the middle of the cup], which represents the moment now. To the right of that is the future and to the left is the past.

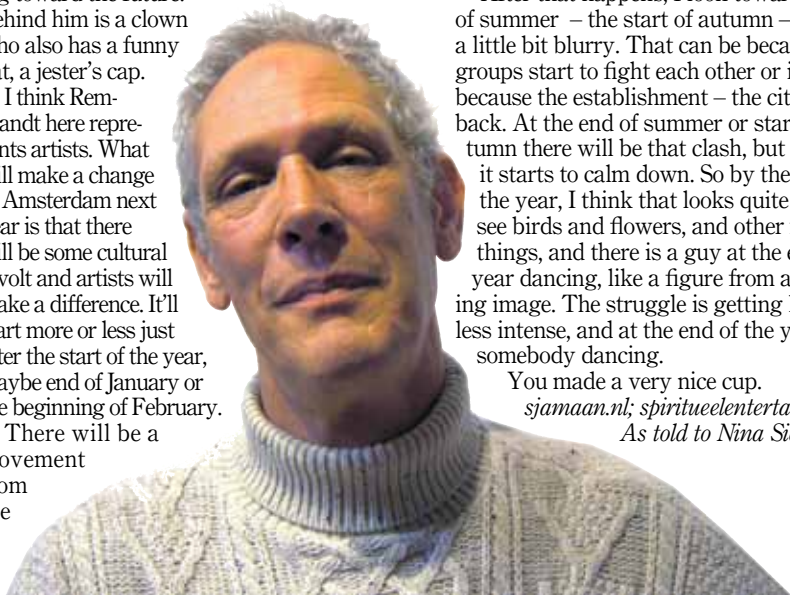
If I look at the clump, the image – it's funny – it looks like a big turtle, a happy turtle. If I put that image into words, I'd say, we, the collective consciousness that is called Amsterdam, is thinking that we're quite strong and shielded by a power that is within us, but we're not moving very fast. If I look more closely at the shell of the turtle, there are some holes already in his shield. There are people who see that the shield isn't forever and that it's already been broken in a few places.

The turtle's head looks toward the past, with its ass in the future. It's very focused on its own history, not on the future. If we look at it from the future, what is different is that it's still looking backwards, but its head is different, more with its head up, looking toward the sky.

If I look at the future, I see there's a very big hole in the big turtle's belly. It's more or less gone. The shell is still on top. If I look to the hole in the bottom of its physical body, I see people. There are two people who are very clear. One looks a little like Rembrandt with a beret and he's looking toward the future. Behind him is a clown who also has a funny hat, a jester's cap.

I think Rembrandt here represents artists. What will make a change in Amsterdam next year is that there will be some cultural revolt and artists will make a difference. It'll start more or less just after the start of the year, maybe end of January or the beginning of February.

There will be a movement from the



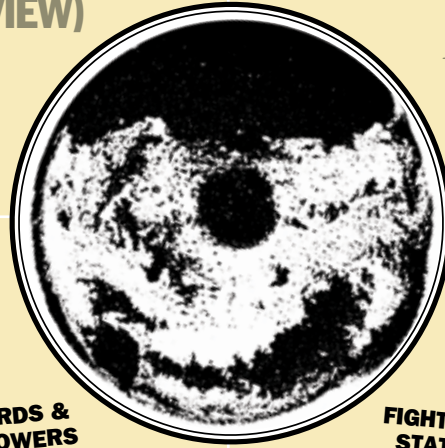
**COFFEE CUP (OVERHEAD VIEW)**

**TURTLE**

*FUTURE*

*PAST*

**ART CROWD WITH FUNNY HEADGEAR**



**DANCING MAN**

**BIRDS & FLOWERS**

**FIGHT AGAINST STATUS QUO**



bottom up and it will be a quite funny group of people. That's why the clown is in the picture, too, and there are a few other people who are all wearing funny hats. Maybe the movement will present themselves as a movement of people wearing hats, or something.

**“ There will be a cultural revolt and artists will make a difference ”**

There's a lot of movement with lots of different looking people coming literally from the underground. I think there are two streams to this revolt: the established artists – that's why we see Rembrandt to tell us about established artists – and they're going to fight the system from within, I think, and make it rich. It will start with small, sub-cultural groups, which have the most future-oriented view. The other

group, the more established group of artists, will work from within the system; I think we'll see them start to fight the status quo in the spring.

After that happens, I look toward the end of summer – the start of autumn – it gets a little bit blurry. That can be because the groups start to fight each other or it can be because the establishment – the city – fights back. At the end of summer or start of autumn there will be that clash, but afterwards it starts to calm down. So by the end of the year, I think that looks quite good. We see birds and flowers, and other friendly things, and there is a guy at the end of the year dancing, like a figure from a Keith Haring image. The struggle is getting less and less intense, and at the end of the year there is somebody dancing.

You made a very nice cup.  
*sjamaan.nl; spiritueelentertainment.nl*  
As told to Nina Siegal





## WHAT WILL WE WANT TO BUY?



**Henry Mason, head of research and analysis for trendwatching.com, an Amsterdam-based consumer trend-forecasting firm**

One of the big consumer trends of 2012 will be 'Recommerce'. Consumers are looking to move past this buy-use-throwaway model we've had for years, whether that's for eco-conscious reasons or simply for financial reasons. Con-

sumers are increasingly conscious of how much stuff they have and they're looking for brands to help them out. We've seen how gadgets and mobile phone companies let you turn your old electronics in for discounts on new ones and we'll start to see that in other areas too. Recycling clothes might be a strategy we're going to see brands using, giving people a chance to

trade up by offering them discounts on new purchases in exchange for old ones. It's a great way of encouraging slightly more guilt-free consumption.

Another big trend we've identified is called 'Maturalism', or mature materialism. As the world is more uncertain or there's more and more doom and gloom, people are looking for brands that are a little bit lighter and more fun, or more honest, that stand for something or risk something. The brand Unilever, for example, took a stand recently and said it supports the Occupy protestors. Another example is Patagonia: their cyber-Monday email told customers 'don't buy this jacket', listing the environmental impact of one of its most popular items. They accepted a short-term loss of profit in support of principles and consumers like that. One of the mega trends this year will be that people will be looking for brands with a little more personality. Standing for something and being able to appeal to the conscious consumers will be the key.

*As told to Nina Siegal*



## WHAT BANDS WILL BE HOT?



**Niels Post, founder of Willie Anderson Recordings and programmer for Rotterdam's Metropolis Festival**

I'm not so much interested in forecasting the new hypes. Artists who are going to be around for a while are far more interesting. Who fits that description for 2012?

I'm pretty excited about Alamo Racetrack, which has been around a couple years and which is sticking around and getting better and better. Bombay Showpig is recording its debut album right now and what I've heard so far sounded really good and challenging. Light Light,

a new quartet made up of two previous duos – Saelors and the better known zZz – has a fresh, underground pop sound that's charming and dangerous.

A trend I've been noticing is that platforms like Subbacultcha! are making the city very membership-scene-based. It's something we're going to see more of. You're not a fan of Paradiso; you're a fan of a certain kind of band, a group of people. You like 80 per cent of what they put in front of you. Since you're paying that monthly fee, it pushes you to go out once a month when maybe you weren't planning on it. The venues used to have that role, that function of telling you what's good, what's not.

Excelsior Recordings and Non Records are doing the same thing now. Some people call it marketing, but I think the best marketing isn't thought of as marketing, but [bringing together] like-minded people. If they say it's good, you probably believe them sooner than anybody else.

But the venues aren't going away in 2012: OT301 has started doing more shows and should be more crowded. OCII has a new sound system, did a lot of [renovation] and opened up the programme a little bit more from the underground. Melkweg and Paradiso aren't going anywhere. They're still two of the best places to see a show. *As told to Tim Peterson*



**Platforms like Subbacultcha! will make the city very membership-scene based**



## WHAT'S ON THE CARDS?



**Rosa Mare of Amsterdam's Orakeltheater, reading the city's tarot cards**

The Page of Cups card [she gently lays it down on the table] signifies youth and fun, so I see big groups of people gathering across the city for a common cause. This could be to unite for an issue such as gay rights or education cuts, but it's not confrontational, just full of energy and fun. This card also gives me the sense that Amsterdammers will have the feeling that their struggles are more under control; there will be more positive energy in the city. People have learnt from their difficult times in 2011.

The Castle card [she holds the card up in the air] means that every Amsterdammer's home is his or her safety net. Whatever happens in the economy, we're more protected than other cities because we've built up a protective layer for the difficult times. The sticks outside the castle indicate fire, which translates to energy, which means people here are more willing to go with the flow. If they have to stop spending on certain things, so what? They move with the economic times and don't fight it like other cities will. I get an overall sense of security. Amsterdam has a security blanket that will protect it from the negative financial energy that will unfold.

I have two cards here: The Hermit and The Emperor and King of Pentacles [she places both cards in the centre of the table]. This is a city of two very opposing sides. One side is closed (The Hermit), reluctant to change and keen to keep doing the same things, the same way as the year before. This side is responsible for inhibiting

the city, closing it off to religion, sexuality, the outside world. This may be linked to the closing of brothels in the Red Light District and the keenness of the city to stop drawing the wrong type of attention upon itself.

Then there's the Emperor and King of Pentacles, which shows openness to everything: sex, money, people, drugs and the unknown. I see there being a conflict between these two sides at the end of next year, around November. These two opposing cards can't happily co-exist without an explosion.

Bizarrely, the same two cards have come up: The Hermit and The Emperor and King of Pentacles [she holds both cards up to the light]. In 2011 a number of cultural centres lost confidence in the city, hit by the huge financial cuts. This created a bad energy in the cultural scene, but

2012 will see the strongest institutions like the Stadsschouwburg fighting back with bigger, better, more exciting projects. Meanwhile smaller, less creative enterprises will be forced to shut down. The scene will be totally reinvigorated, but again it's a tale of two sides. One half will rise, the other will fall.

The Queen of Cups [she holds on to the card] symbolises contact with other people and a powerful struggle going on underneath the king (the city). The brothels will continue to close and the women working there will be forced to move out towards the East and the West, setting up sub-Red Light District areas away from the glare of the government's eye. The Queen of Cups is a powerful card and she won't go down without a fight. *orakeltheater.nl*

*As told to Anna Whitehouse*



**We're not looking at a huge hike, but a steady upward turn**



## WILL HOUSE PRICES GO UP OR DOWN?

**Charles Grayson, founder of 27Huis, an Amsterdam real estate agency**

After years of being a seller's market, buyers have suddenly landed in the driving seat. There have been more properties on the market now for longer periods of time and more room for negotiating the best price and terms. Will this continue in 2012?

There have been positive signs that things are improving. Unlike the rest of the country, Amsterdam has shown price increases in the past three years and I reckon this is destined to continue in 2012. We're not looking at a huge hike, but a steady upward turn.

Plus, the government, in an effort to boost the housing market, decided to temporarily lower the transfer tax that buyers must pay when buying a property (called the *overdrachtsbelasting*) from a whopping six per cent of the purchase price to two per cent. This will have repercussions next year, with more people keen to cash in on this advantage.

That said, banks are going to be much stricter in 2012, making it more difficult to get higher mortgages and to cover extras such as renovations. So it really will be a year of swings and roundabouts. The dark cloud of the economy may just be too heavy for some, while others may want to cash in on transfer tax breaks and take a leap of faith.

*As told to Anna Whitehouse*