



SPIEGELKWARTIER

Amsterdam's epicentre of art

Originally, the Amsterdam Spiegelkwartier was a melting pot for various arts and craftsmen. Now over 70 specialised art dealers and gallerists have set up shop in this area's gorgeous city houses. Divided by amiable canals, the quarter is a heaven for both art connoisseurs and admirers of the delightful canal views.

TEXT: JANINE STERENBORG | MAIN IMAGE: AMSTERDAM MARKETING

The friendly and relaxed Spiegelkwartier, or 'mirror quarter', has been the centre for national and international art trade since the 1930s. You will find an astonishing amount of impressive antiques and modern designs in a diversity of shops and galleries, all at just a five-minute walk from the Rijksmuseum.

From rare 17th century antiques and grand art from Dutch painters to luxury Delft Blue tableware and eye-catching contemporary jewellery: whatever your personal taste, you will be enchanted by all eclectic gems exhibited in the windows along the streets. Drool over innovative modern jewellery with technical quirks, Dutch folk art or discover European Renaissance artefacts with a story. So forget about generic windmill key-chains and 'I Love Amsterdam' T-shirts:

the search for an original and lasting gift or souvenir becomes an exciting treasure hunt in the Spiegelkwartier.

The quarter also takes good care of your growling belly, a necessity after a few hours of (window) shopping. At almost every



Photo: Geert Snoeijer



Being the art trade centre for national and international arts, Spiegelkwartier has attracted a wide range of art dealers and gallerists, who offer and exhibit the most extraordinary artefacts and contemporary design. Photo: Emilio Brizzi.

street corner you can grab a drink and bite to eat in a cafe and watch locals and tourists walk past. Those with a sweet tooth will find fruit juices to-go or can get their hands on a selection of homemade chocolates – neither will be hard to find in the Spiegelkwartier. The true gastronomers can indulge in champagne, lobster and tournedos at one of the Parisian restaurants: the food and the people passing by are just as varied as the arts and antiques.

For a taste of a less touristic Amsterdam, take a stroll through the nearby cobbled streets. Some will be all but deserted around midday, which gives you a chance to get an impression of local life. Striking are the one-square-metre gardens inhabited by benches chained to the residents' drainpipe, cheerfully decorated bikes with crates on the front racks, and you'll see the most varying interiors while you unobtrusively peek through the homes' windows. The Spiegelkwartier is easy to reach by

tram from the central station, but it is also on the route of the canal buses. These water buses leave from 16 hot spots throughout the centre and you can hop on and off where you like. The green and the red lines will take you straight to the Rijksmuseum; the closest stop to the

Spiegelkwartier. For a casual canal cruise, hop on the green line at this same spot and you'll be taken straight through the heart of the art and antique quarter of Amsterdam, allowing you to see the Spiegelkwartier from a new perspective.

Photo: Amsterdam Marketing.



A dream of antiques

TEXT: ELLA PUT | PHOTOS: ALEXANDER DE GROOT

Amsterdam houses the dream of every vintage jewellery lover: the Droomfabriek, or 'factory of dreams'. Selling a large range of costume jewellery made by designers such as Miriam Haskell, Kenneth Jay Lane and Chanel, as well as offering antique objects and photographs, the shop is a true treasure trove.

It started 25 years ago when actor couple Theo de Groot and Trudy de Jong took over the antique store that belonged to De Jong's mother. With their background in theatre production, they decided to expand their collection by adding fashion objects and vintage costume jewellery.

Costume jewellery or 'fake jewellery', made from inexpensive materials and synthetic gemstones, evolved at the start of the 20th century. New industrial processes, stone substitutes and cheaper alloys allowed designers to create beautiful pieces seemingly from real silver and gold. Coinciding a rising middle class, affordable and often extravagant costume jewellery became an important

fashion trend in the 1920s through to the mid-20th century.

High-end fashion designers including Elsa Schiaparelli and Coco Chanel were often spotted wearing costume jewellery. Chanel reasoned that "to ask a woman to wear real jewellery only is like asking her to cover herself with real flowers instead of floral silk prints. She'd look faded in a few hours." Aside from costume jewellery, the Droomfabriek has an eclectic mix of antiques and vintage handbags.

De Groot: "A beautiful Chanel 'pearl' necklace, the classic 2.55 Chanel handbag and a huge stunning Larry Vrbka brooch are some of our many masterpieces." The pair are evidently passionate about Chanel, so much so that De Groot even wrote a play based on her life. Starring De Jong as the French fashion designer, the production, *Coco Chanel*, will tour around Dutch theatres this month. And of course, De Jong will be wearing items from the Droomfabriek's dazzling collection.

www.droomfabriekantiek.nl



PAN AMSTERDAM

The fair of today for art, antiques and design

TEXT & PHOTOS: PAN AMSTERDAM

PAN Amsterdam runs from 22 to 29 November 2015 in RAI Amsterdam. With many thousands of pieces of art there is plenty to see and discover at this annual mecca for art lovers.

Antiques, modern and contemporary art, old masters, Art Nouveau and Art Deco, you can find it all at PAN. There are also sculptures, photography, jewellery, vintage design, furniture, ceramics, glass and objects from old and distant cultures. The

fair offers beauty, inspiration, enrichment and depth.

The gathering of 120 of the best Dutch art and antique dealers and gallery owners surprise and tempt visitors. The objects span 5,000 years of art history and are a reflection of the Dutch art market. In just a few hours you can look at and compare works that are offered for sale at PAN Amsterdam.

The exhibitors are all experts in their field and are they delighted to talk to you.

Prior to the opening, all objects at PAN Amsterdam are vetted for quality, authenticity and condition by independent experts. That is why you can buy the objects at PAN Amsterdam with confidence.

At PAN Amsterdam you can relax in the ambience of the brasserie, the oyster bar or the terrace and enjoy live piano music. PAN Amsterdam offers a variety of tours. Take for example a PAN guided tour. Or would you rather look over the shoulder of a vetting expert? You can also opt for a guided tour with friends or family. See all options at www.pan.nl/activiteiten.



PAN Amsterdam

22-29 November

Venue: RAI Amsterdam

Day admission: €15 | Pass €40

www.pan.nl



The Lionel Gallery holds 20 original pieces by the allusive street artist Banksy, making it the largest collection.

Iconic art in the centre of Amsterdam

TEXT: MICHIEL STOL | PHOTOS: LIONEL GALLERY

“Everybody deserves to have a quality piece of art in their home.” That is what Kim Logchies of Lionel Gallery wishes and strives to accomplish for everybody. She buys and sells contemporary art from iconic artists including Damien Hirst and Banksy.

Lionel Gallery is based in the heart of the art centre and Museum District of Amsterdam, on the Nieuwe Spiegelstraat. The three-storey building shows around 300 works by renowned artists. Logchies: “Because we sell and buy about three pieces a week, the collection is never the same. Everybody is welcome here; not just art collectors but also younger people and tourists. A lot of them find us when they visit the art district.”

Logchies is passionate about art and quality. She is especially passionate about the work of street artist Banksy. “His art is raw and direct. Sometimes rawness can have a darkness, but his work is not. It is honest

and makes you think about the world. He creates the right feeling. That is what I like about his work.” Lionel Gallery is seen as the expert on the art by Banksy with 20 works, which is the largest collection of originals by the street artist.

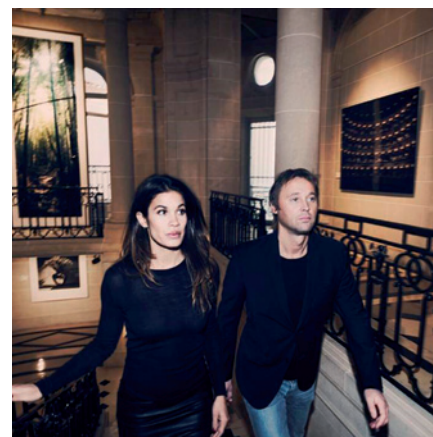
Lionel Gallery has a large network of collectors and sellers. That is the result of nearly 20 years of passionately working with art. Logchies: “We work with many art collectors and art sellers that have been in the business for more than 50 years, some who have even worked with the artists. When you talk to people about your work day and night, that makes people recognise how good you are and they then come to you. It is kind of a mysterious business.”

Logchies feels that art should be accessible for everyone. “It would be so great if people would look more seriously at art and what fits with them; that people allow themselves to have quality pieces in their homes. Art is a piece of your personality. In

our collection, the prices range from 1,500 to 500,000 euros. So yes, everybody can afford a quality piece.”

From all over the world, customers come to Lionel Gallery to buy art. “Sometimes people walk in the gallery and fall in love with a piece and tear up. That is why we do it.”

lionelgallery.com



Inventive and quirky

TEXT: JANINE STERENBORG | PHOTOS: VAN DER LAAG GALLERY & ATELIER

Playful technical quirks characterise the modern and wearable jewellery by MOYA, a Dutch jewellery label by Eline van der Laag. Some of her innovative designs include a ring with a rolling pearl inside it, which reacts to hand movements, and a necklace containing a hidden message written in pearls.

"People are surprised to see new designs like this, but designers never stop innovating. New laser techniques and 3D-printing provide us with whole new opportunities. I solely work with handicrafts though, an area in which there is so much to discover still."

In her gallery in Amsterdam's design quarter Het Spiegelkwartier, Van der Laag exhibits and sells not only MOYA designs, but she also designs custom jewellery and sells work by six international craftsmen

and women. For instance, Brigitte Adolph's lace-like silver and gold jewels, Claudia Milic's traditional gourmet links assimilated in modern design and Etienne Perret's jewels made from baked zirconia powder, a material solid as sapphire and thus scratch free. "I select designers based on their style and work. All their designs, not just one, should be top notch."

MOYA designs themselves are very well received by local and international guests and galleries, but Van der Laag is level headed about her success. This perfectly suits the origin of her label's name: "it is a contraction of the words 'mooi ja', which is what my family and friends say when I show them a new design. It's the typical Dutch down-to-earth way of saying: 'that's beautiful!'"

www.vanderlaag.com



TOP: Carrousel ring: The technical quirk in the carrousel ring: the diamond ring orbits around the 18-karat gold. **MIDDLE:** Oyster ring: When moving your hand, the pearls roll inside their oyster. **BOTTOM:** Eighteen carat cuff links with rolling pearls.

Dreaming among the Dutch Masters

TEXT: MYRIAM GWYNNED DIJCK | PHOTOS: DUTCH MASTERS AMSTERDAM

The Netherlands is famous for its talented painters: from Vincent van Gogh to Rembrandt van Rijn and Piet Mondrian, the country hosts impressive collections of many great Dutch artists. To make an art-inspired trip to Amsterdam complete, why not stay in an apartment inspired by these master painters?

Dutch Masters Amsterdam offers nine luxury apartments in Amsterdam's historic centre. Built in the 17th century, each apartment is named after a famous Dutch painter and has a unique interior which includes prints or original paintings by the artists themselves.

The stunning interiors are only the beginning of the Dutch Masters Amsterdam experience. Working together with several Dutch cultural institutions, it also offers special packages and gladly informs guests about the best museums in the capital and further afield.

"For this year's Van Gogh 2015, we have a special deal that includes a painting workshop and entrance to the Van Gogh Museum. Next year, with the celebration of 500 years of Hieronymus Bosch, we will create another exciting package," says Constant Broeren, PR manager for Dutch Masters Amsterdam. He continues: "We also try to stimulate our guests to venture outside of Am-

sterdam. We always make recommendations and are keen to tell visitors about wonderful museums such as the Kröller-Müller Museum in Otterlo or the Frans Hals Museum in Haarlem."

The nine apartments are located along the picturesque Keizersgracht canal. Frans Hals, Herman Brood, Jeroen Bosch, Vincent van Gogh, Willem de Kooning and Piet Mondrian are available for up to two people, Johannes Vermeer and Rembrandt van Rijn for four and Karel Appel, the top floor penthouse, for up to six people. The minimum booking is seven nights.

www.dutch-masters.com

