



Bonnefantenmuseum, Maastricht



Gemeentemuseum Den Haag, The Hague



Paleis Het Loo, Apeldoorn

Meet our Dutch museums

More and more often, meeting and event planners opt for an exceptional location for their meeting. On this quest for such an extraordinary venue, it is certainly worth while to consider the ample offer of Dutch museums.

A little more than half of all the museums in the Netherlands has a collection featuring history. Second place is for the museums that present a collection with regard to industry and technology. The number of museums that focus on exhibiting art comes only third, but draws the most visitors relatively. This category is mainly constituted by the large state and provincial museums that are very widely known, such as the Stedelijk Museum, Paleis Het Loo, the Groninger Museum and the Museum.

Visitors from abroad are exceptionally attracted by, among other, the Van Gogh Museum, the Rijksmuseum and the Anne Frank Huis.

VALUABLE LOCATION

Often, the added value of a museum is primarily found in the location. Many museums are housed in a remarkable building, either historic or especially built for a museological function, like the Rijksmuseum voor Oudheden (State museum for antiquities), the Stedelijk Museum Amsterdam, Museum Boijmans van Beuningen, Gemeentemuseum Den Haag and the Bonnefantenmuseum. It also happens that state monuments are given an other function as a museum because of their historic features and in order to preserve a real estate. Examples of this are Museum de Fundatie and

RECORD HOLDERS

-Oldest museum

The Teylers Museum in Haarlem is the first and oldest museum of the Netherlands. In 1778 the wealthy Haarlem silk manufacturer and banker Pieter Teyler van der Hulst (1702- 1778) bequeathed his fortune, extensive collection of books, physical instruments, drawings, fossils and minerals to a foundation for the promotion of arts and sciences. To house all this, a museum was built behind Teyler's residence. Since 1784, the oval 'boek- en konstzael' (book and arts room) has been open to the public and is part of the present Teylers Museum.

-Most recently opened museum

On 10 September 2016 Museum Voorlinden in Wassenaar opened its doors to the public. The regular collection consists of the art collection of Joop van Caldenborgh, the largest private art collection in the Netherlands. The museum for modern and contemporary art shows, among other items, works by Roni Horn, Richard Serra and Leandro Erlich.

-Smallest museum

There are several Dutch museums that claim to be the smallest in their kind on a national level:

-the Dief- & Duifhuisje (Thief and pigeon house) are the last remains of Slot

(castle) Capelle in Capelle aan de IJssel.

The building dates from the 16th century and was once used as a prison for the inhabitants of the castle. The museum measures only four by five meters.

-The Small Museum was opened as an exhibition room in May 2016. This room at the front of the Amsterdam pop stage Paradiso is housed in one of the announcement boxes and is used for works of art that are related to Paradiso or pop culture in general.

-Klèng Wach is housed in a former customs office. Heemkundekring (local history circle) Sankt-Tolber from the village of Vaals has decorated the museum with all kinds of artefacts from the customs history, such as a walking-stick which was used to body-search ladies without actually hand-touching their bodies.

-Largest museum

In 2013, the Rijksmuseum in Amsterdam was reopened to the public after a renovation lasting almost 10 years. The total surface of the museum is 30,000 m². This includes 12,000 m² of exhibition space, the 14,418 m² garden, an atrium of 2,250 m² and a museum shop taking up 300 m². The collection consists of more than 1 million objects, of which 8,000 are on display in 80 halls.

Kasteel het Nijenhuis, the Jheronimus Bosch Art Center, Museum Prinsenhof Delft and the Mauritshuis. In some cases a building is a museum in its own right, thanks to its historic and/or special character. For instance castles, country estates and canal-side houses, but also the Mondriaanhuis in the city of Utrecht, Villa Mondriaan in Winterswijk, Deltapark Neeltje Jans, the Spoorwegmuseum (railway museum) or the Czar Peter house.

THEME AS INSPIRATION

Apart from the location, the theme of a museum can also be a source of inspiration for a business meeting. As divers as associations and business are in the various economic sectors, as divers is the offer of museums. Thanks to this, there is always an interesting option for any party. With its collection, a museum can reflect industrial activities, or the historic development of the industrial activities, like the Scheepvaartmuseum (naval museum) or the Nederlands Openluchtmuseum (Dutch open air museum). In some cases, this choice is made because of the fact that a company has a certain link with the building itself or the location of the building. The Dolhuys for instance, a former mental hospital in Haarlem, can be interesting for psychiatrists.

FACILITIES

Many museums can provide a number of function rooms and/or an auditorium for the MICE market. These rooms are fitted with all possible AV facilities. When meetings are held during the daytime, the regular visitors have to be considered. On days when the museum is closed and in the evenings, it is often possible to rent the venue exclusively. After the meeting or the convention, in conference with the museum, pleasant activities can be organized like a guided tour or a workshop. At so-called 'do-museums' the visitors can really enjoy themselves, like at technology museum NEMO. Besides this, most of the museums are located in or near the city centre, which makes it possible to combine a meeting at the museum with an activity downtown. An other big advantage of organizing a business event at a museum, is that this way, you contribute to the upkeep of cultural heritage.

TURNING POINT

That the Dutch museums have become aware of the fact that they have something special to offer in the field of business

Teylers Museum, Haarlem





Mauritshuis, The Hague



Museum Boijmans van Beuningen, Rotterdam

Jheronimus Bosch Art Center,
's-Hertogenbosch

Groninger Museum, Groningen



Museum Prinsenhof Delft and Old Church, Delft

Top 10 best visited Dutch museums (2016, Dutch and foreign visitors)

1. Rijksmuseum: 2,260,000 visitors
2. Van Gogh Museum: 2,077,000 visitors
3. Anne Frank Museum: 1,296,000 visitors
4. Sexmuseum Venustempel: 769,000 visitors
5. Stedelijk Museum Amsterdam: 655,000 visitors
6. NEMO Science Center: 618,000 visitors
7. Nederlands Openluchtmuseum: 532,000 visitors
8. Noordbrabants Museum: 512,000 visitors
9. Hermitage Amsterdam: 470,000 visitors
10. Spoorwegmuseum: 432,000 visitors

events, is obvious from their growing interest in facilitating and organizing these events: no less than 93% have expressed their willingness to become active in this market. This increase in interest is also noted by Mariëlle Beek and Brenda Mulder, both owners of East Side and Perspekt. With East Side they devise and organize events. Perspekt focuses on creating and shaping museum exhibitions. "Museums are more and more left to their own devices", says Mulder. "By organizing events they attract large groups of new people who would normally not visit a museum. Larger museums such as the Spoorwegmuseum (railway museum) and NEMO are already doing well, but for medium-sized organizations this often requires a review of the internal mindset. Organising an event is enormously demanding. Your organisation has to be prepared for this."

Mulder and Beek themselves have a strong preference for museums. Beek: "Thanks to our company Perspekt we know that there are a great many opportunities within the Dutch museum sector. For us, the combination of events and museums is one of the best you can imagine. You often have the best locations, the most beautiful buildings and a lot is possible. These venues are much more than just a function room, they also offer the necessary features that in many ways can be linked to a business meeting. There is also the element of surprise. Combined with the knowledge a museum offers, an event can really supply an added value."