

Press information. March 2017

### **Stunning new locations for Tulp Festival Amsterdam 2017**

*Tulip 'carpet' graces the Damrak, Dam, and Rokin providing beautiful decoration to the capital's main thoroughfare.*



**'A tulip for every citizen of Amsterdam' is the motto of Tulp Festival, which returns to the capital between April 1st and 14th May 2017 for its third edition. For years the 'tulips from Amsterdam' were not particularly visible on the streets of the city itself, but recently they are making a comeback, and in more places than ever!**

**During the festival a carpet of thousands of tulips will adorn the entrance to the city from Centraal Station, over Damrak, the Dam and down the Rokin. From this stunning city centre display the Tulp Festival will fan out across Amsterdam, with spectacular tulip displays in more than 60 locations throughout North, South, East and West. An informative guide book provides all necessary details about partner organisations, locations and tulip varieties. The guide is available at all partner locations. During the festival you can follow news and real time updates on where the flowers are in bloom via the website [www.tulpfestival.com](http://www.tulpfestival.com), Facebook: [tulpfestivalamsterdam](https://www.facebook.com/tulpfestivalamsterdam) en Instagram: [@tulpfestival](https://www.instagram.com/tulpfestival).**

#### **Half a million tulips in the capital**

The Tulp Festival sends you on a journey of discovery and is a fantastic and surprising way for residents and visitors to explore the city and its various quarters. Admire the wondrous sight of more than half a million tulips on display across the capital during April and the first weeks of May. Hundreds of different varieties in all colours and shades - early bloomers and late - will dominate streets and squares, and enliven flowerbeds and parks throughout Amsterdam. What's more, hotels and museums will open the gates of their specially designed tulip gardens to visitors.

#### **Striking new locations**

An increasing number of organisations, companies and branches of local government are joining Tulp Festival. Entrepreneurs, property owners and organisations in the 'Palace Quarter' are helping with the displays that mark the kilometre long 'tulip carpet'. The participants in this area, that takes in the Dam, Damrak, Rokin, Nieuwendijk and Kalverstraat, are even presenting their very own tulip. Other notable, new participants include the Port of Amsterdam, with its various harbour locations, such as IJburg Harbour, the Passenger Terminal and Mövenpickhotel; also several metro stations; plus Rembrandtplein and Thorbeckeplein; Raadhuisstraat; Cornelis Schuytstraat in South and the Gelderlandplein shopping centre in Buitenveldert will be joining in.



### **All tulip locations**

Many of the original tulip locations are with us once again to show a dazzling array of tulip varieties, colours and tones from April 2017. These include many public buildings and museums: Cromhouthuis, EYE Amsterdam, Hermitage, Koninklijk Instituut voor de Tropen, Museumplein, Museum Van Loon, Museum Willet-Holthuysen, NEMO, Oostpoort shopping centre, RAI Amsterdam, Rijksmuseum, Tulip Museum, Van Gogh Museum.

The festival also enjoys the continued support of local boroughs and parks, such as: Stadsdeel Centrum, Stadsdeel Noord, Stadsdeel Oost, Stadsdeel Zuid, and Vondelpark. And regular hotel partners will be opening their gardens to the public, including: Amstel Hotel, Andaz hotel, Conservatorium Hotel, De Vergulden Eenhoorn, Double Tree by Hilton, Hilton Amsterdam, Hotel Casa 400, Pulitzer Hotel, Sofitel The Grand, and the Waldorf Astoria Amsterdam.

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### **About Tulp Festival Amsterdam**

Professional garden designer, Saskia Albrecht, is the founder of Tulp Festival. It is her ambition to make the tulip an integral part of the Amsterdam street scene once more, to which end she adopted a motto for the festival: 'a tulip for every citizen of the city'. Amsterdam had long been synonymous with tulips, it was *the* tulip city, yet in recent history it was rarely seen in public spaces.

When Saskia Albrecht visited the famous tulip festival in Istanbul - where every year the local council plants more than 14 million tulip bulbs - she struck upon the idea of organising **a festival of equivalent size in Amsterdam during April and May.**

*For every city resident also means from every resident.* School children, businesses, organisations and local councils plant bulbs. Locals are also encouraged to join in and help brighten up the city streets with the flower. In this way Tulp Festival brings the city, companies, residents and visitors together. It invites everyone to take part in a journey of discovery, full of surprises, that every year brings new chances to unlock the city's secrets and find hidden gems. With the population of the city increasing (at present it's circa. 850,000) we look forward to many new opportunities for future tulip locations; and to continuing the joy Tulp Festival brings to the city when, with every edition, it floods the city streets with colour.

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**Note for editors, not for publication:** for more press information and high res photos contact MKpr, Marieke Klosters at: [marieke@mkpr.nl](mailto:marieke@mkpr.nl) or [pers@tulpfestival.com](mailto:pers@tulpfestival.com); Tel: +31 6 53 37 17 89.