

**Tulp Festival Amsterdam**  
**31st March - 30th April 2018**  
**Hundreds of thousands of tulips**  
**More than 80 locations**

**A carpet of Tulips from Amsterdam Noord to Zuidoost and from Oost to Nieuw-West**



**‘A tulip for every citizen of Amsterdam’ is the motto of Tulp Festival 2018, which once again will be brightening up the Amsterdam streets from Easter weekend and throughout the whole month of April (or as long as the tulips are in flower). Tulips will be on display across the city, from Noord to Zuidoost and Oost to Nieuw-West.**

Tulp Festival sends you on a journey of discovery through all quarters of the city. A stroll or bike ride passed its more than 80 locations is a fantastic way for both locals and visitors to explore the capital in a new and surprising way. The official start of this fourth edition of Tulp Festival Amsterdam takes place in the Nieuw-West quarter of the city, around the Sloterplass and at the new Van Eesteren Museum. An informative guidebook, complete with map, gives you all details on partners, locations and tulip varieties. The guidebook is available from 31st March at participating organisations. You can follow the news and real time updates on flowering times during the festival via the website: <http://www.tulpfestival.com>; on Facebook: [tulpfestivalamsterdam](https://www.facebook.com/tulpfestivalamsterdam); and Instagram: [@tulpfestival](https://www.instagram.com/tulpfestival).

#### **Lots of new locations**

Hundreds of thousands of tulips, in pots and in the open soil, means a colourful ‘carpet’ of flowers will wind its way through the city during April. Tulips in hundreds of varieties and every colour imaginable will dominate the streets and squares, and enliven flower beds and parks. Tulp Festival Amsterdam has been expanded this year to include many new locations. Between the Dam and Sloterplass beautiful tulip varieties will mark the route ‘From Palace to Pond’. And in Zuidoost tulips will bring extra colour to the Arena Boulevard and the Amsterdamse Poort just as the 50 year anniversary of the Bijlmer comes around. What else? There will be new tulip displays at various NS stations and GVB metro stops; and participating hotels and museums will open their specially designed tulip gardens to visitors. In this way Tulp Festival brings the city, businesses, residents and visitors together.

#### **Participating locations, Tulp Festival 2018**

Amstelveenseweg, Amsterdam RAI, Amsterdam Tulip Museum, Amsterdam Zuidas, Amsterdamse Poort, Andaz Amsterdam, Beurs van Berlage, Bijenkorf, Casa 400, Cornelis Schuytstraat, Conservatorium Hotel, Cromhouthuis, De Vergulden Eenhoorn, Doubletree by Hilton-Centraal, EYE, GVB, Gelderlandplein, Hermitage Amsterdam, Hilton Amsterdam, ING, KIT, Lloyd Hotel, Museum Van Loon, Museum Willet-Holthuysen, Mövenpick Hotel, NEMO Science Museum, NS/ProRail, Nuon, Oostpoort, Paleiskwartier, Passengers Terminal Amsterdam, Port of Amsterdam, Pulitzer Hotel, Rederij Plas, Rijksmuseum, Sloterplass, Sofitel Legend The Grand

Amsterdam, Stadsdeel Centrum, Stadsdeel Nieuw West, Stadsdeel Noord, Stadsdeel West, Stadsdeel Zuid, Stadsdeel Zuidoost, Stromma, Van Eesteren Museum, Van Gogh Museum, Vondelpark, Waldorf Astoria Amsterdam, iBulb.

### **About the Tulp Festival Amsterdam**

Saskia Albrecht is the founder of the Tulp Festival; garden designer and for more than ten years, together with the Museum Van Loon, organiser of the Open Garden Days in Amsterdam. A few years ago she had the idea of organising a tulip weekend: Amsterdam has the reputation of being the tulip city, but that is not really reflected in public spaces. Two years ago, on the return journey from the famous tulip festival in Istanbul – 14 million tulips are planted there annually by the council – Saskia Albrecht dreamt up the idea of starting a similarly huge festival across the whole month of April in Amsterdam, with a tulip for every Amsterdammer. That would mean more than 830.000 tulips, a dream that must one day become a reality.

### **Amsterdam and the tulip**

Amsterdam and tulips are often spoken of with the same breath. Once, at the start of the 17th century, Dutch envoys brought back tulip bulbs from the palace gardens of Constantinople. In no time at all tulips were all the rage in Amsterdam: bulbs were sold before they could be harvested from the ground, so the new owner could only guess at what they'd bought. For a time the salesmen made a fortune, until eventually it got completely out of hand: in 1637 three bulbs were sold for the same price as an Amsterdam canal house. The government brought in pricing restrictions and the market collapsed. Many went bankrupt, cartoons lampooned the tulip mania, but the tulip survived and became forever associated with Amsterdam. Still, in more recent years the tulip has increasingly disappeared from the streets; a fact that became apparent and led to a new initiative: Tulp Festival was born. Tulp Festival is a charitable organisation with the goal of making the tulip visible in the capital once more, and eventually planting a tulip for every individual Amsterdammer.

**Note for editors, not for publication:** Colourful photos (from last edition) available in high resolution. Contact MKpr, Marieke Klosters: e-mail: [pers@tulpfestival.com](mailto:pers@tulpfestival.com) phone: +31 (0) 6 53 37 17 89.