

DutchCu|ture

Overview of international
activities

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***Charting
New Worlds***

Database
Mapping
2025

© 2 6

Mapping №16

Cultural
Database



Introduction

Each year, we add international cultural activities to our Cultural Database, covering work across all artistic disciplines by cultural and creative professionals, organisations and makers* based in or from the Kingdom of the Netherlands. This helps us understand the Netherlands' cultural impact around the world. Each year we create a mapping that shows an overview of where makers have been travelling over the year.

2025 was on par with 2019 as a record year for international activities. Despite increasing challenges associated with working internationally, including political tensions and funding uncertainty, makers are more active than ever. They are topping the charts and charting new worlds.

**In this document, we will refer to all of them as 'makers'.*

2025 In Review

- In 2025 we tracked 19,099 activities by 3,289 makers
- 2025 has the same level of activities as 2019, a record year for activities
- 387 more internationally active makers in 2025 than in 2024 (12% growth)
- More than 4,600 new international venues and partners added to the database (8% growth)
- More than 1,100 new makers added to the database (8% growth)
- Makers from 194 different Dutch cities and towns were active in 2025
- 7 out of 12 disciplines experienced more than 15% growth in 2025
- 22 of the 24 focal countries in Dutch international cultural policy were in the top 50 most popular destinations

Cultural Activities

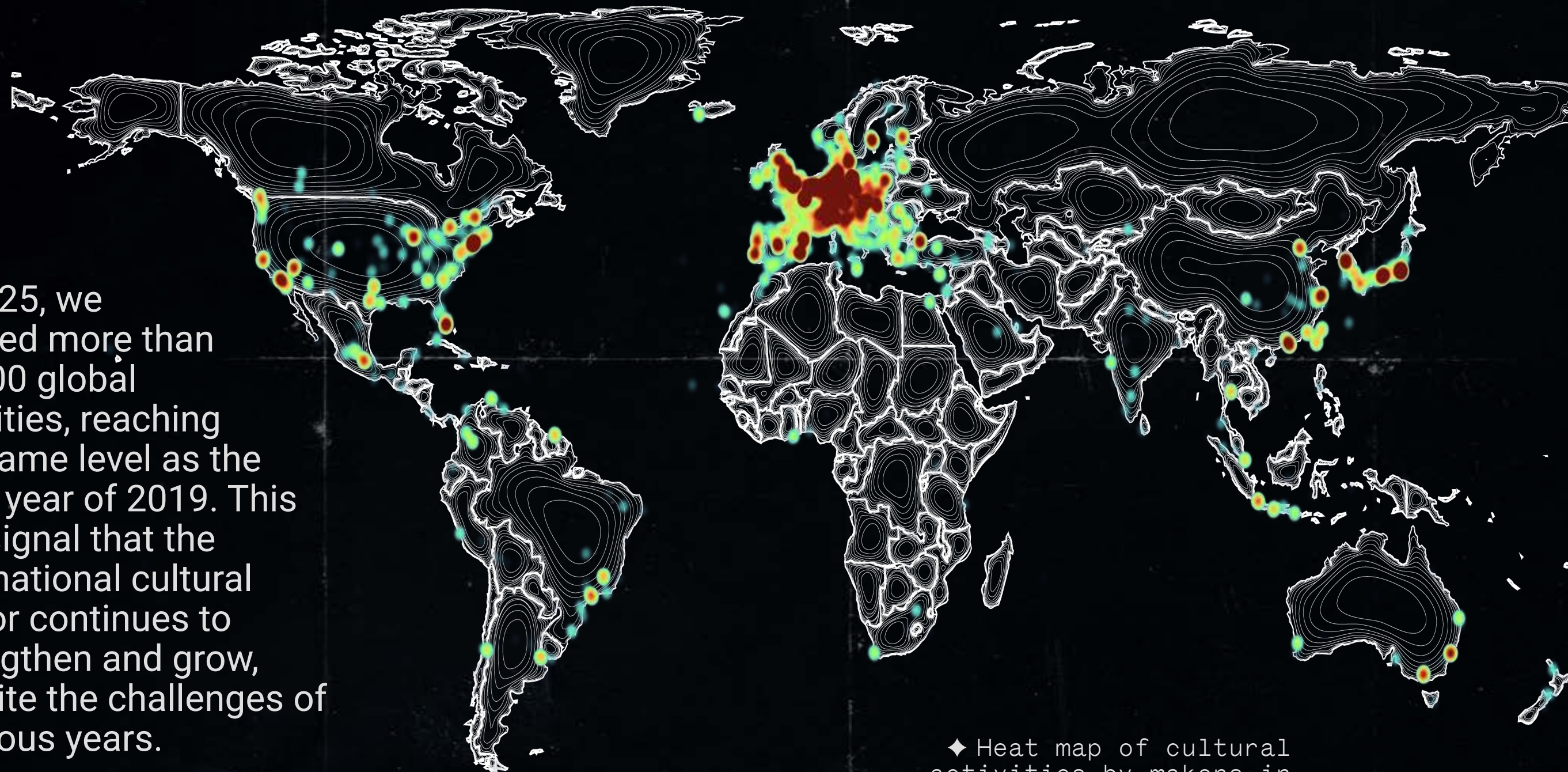
N° of activities by
makers:
19,099

N° of countries
visited:
117

N° of cities
visited:
2851

N° of venues
partnered:
9,574

In 2025, we tracked more than 19,000 global activities, reaching the same level as the peak year of 2019. This is a signal that the international cultural sector continues to strengthen and grow, despite the challenges of previous years.



◆ Heat map of cultural
activities by makers in
2025

Top Countries

◆ Top 50 countries, based on number of activities

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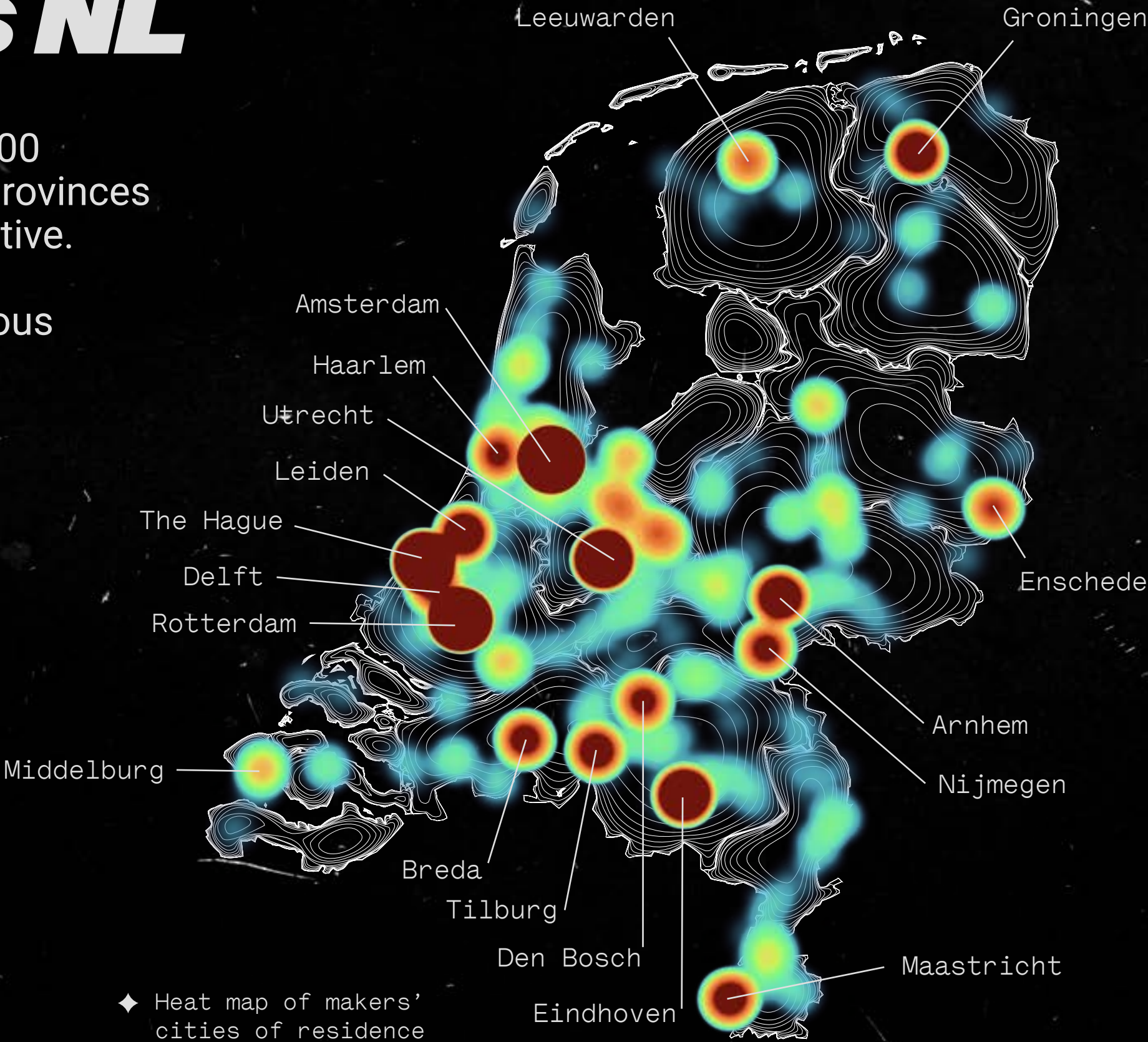
Germany	Austria	Czechia	India / Ireland	Singapore
US	Poland	Hungary	Lithuania	Chile
UK	Canada	Mexico	Thailand	Serbia / UAE
France	S. Korea	Indonesia	Colombia	Morocco
Belgium	Australia	Norway	Luxembourg	Iceland / New Zealand
Japan	Denmark	Croatia	Argentina / Slovenia	Cyprus
Spain	Sweden	Greece	Slovakia	Aruba
Italy	Portugal	Taiwan	Bulgaria	Ghana / Malta
China	Türkiye	Finland	Suriname	Egypt
Switzerland	Brazil	Romania	South Africa	Cuba

Focal Countries

Focal Countries are countries selected in the Dutch International Cultural Policy that receive specific focus to maintain or create sustainable cultural relationships and exchange

Across NL

In 2025, more than 3,000 makers across all 12 provinces were internationally active. This is a 12% increase compared to the previous year.



N° of active makers:
3289

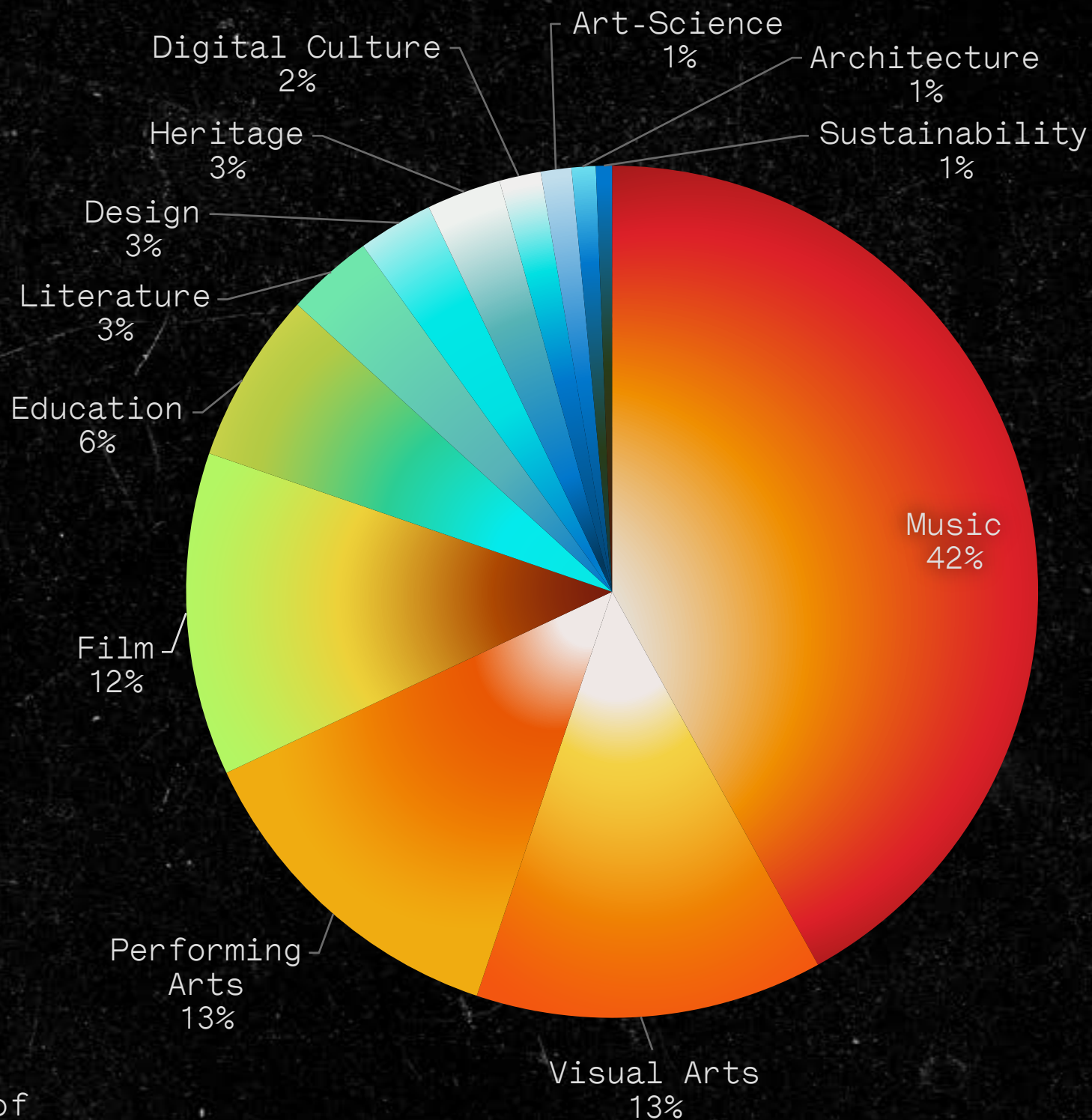
Increase in makers since 2024:
12%

N° of cities with active makers:
194

Province	Makers
Drenthe	14
Flevoland	11
Friesland	29
Gelderland	124
Groningen	41
Limburg	53
North Brabant	165
North Holland	1537
Overijssel	32
South Holland	646
Utrecht	198
Zeeland	13

Cultural Disciplines

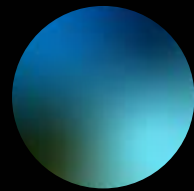
Virtually all disciplines saw growth compared to the previous year. However, their relative size remained stable. This suggests that growth of the international cultural sector is a cross-disciplinary experience. No single discipline is showing exceptional growth; rather, the sector as a whole is growing together.



◆ Disciplines by number of activities

Top Cities

◆ Top cities for each discipline, based on number of visiting makers



Architecture

- New York
- Osaka /Madrid
- Milan /Prague /Venice
- Amiens /Chicago /Istanbul
- Baltimore /Lisbon /LA



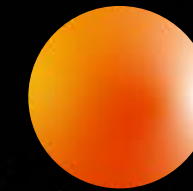
Digital Culture

- Linz
- Osaka
- Geneva
- Austin
- Brussels /Barcelona



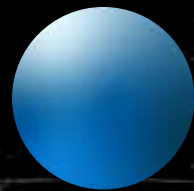
Heritage

- Brussels
- Osaka
- Tokyo
- Norwich
- New York



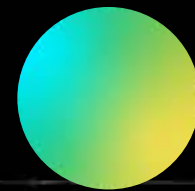
Performing Arts

- Brussels
- Antwerp
- Paris
- Berlin /London
- Paramaribo



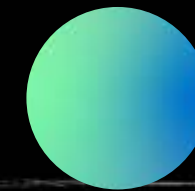
Art-Science

- Linz
- Osaka
- Brussels
- Barcelona /Geneva /Venice
- Austin /Bolzano /Turin



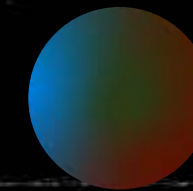
Education

- Tokyo
- Osaka
- Brussels
- New York
- Turin



Literature

- Tokyo
- New York
- Paris
- London
- Turin



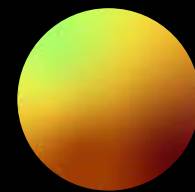
Sustainability

- Milan
- Osaka
- Norwich



Design

- New York
- Tokyo
- Osaka
- Paris
- Milan



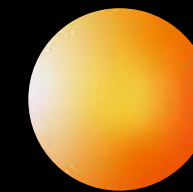
Film

- Warsaw
- Berlin
- London
- Lisbon
- New York



Music

- Berlin
- London
- Paris
- New York
- Budapest



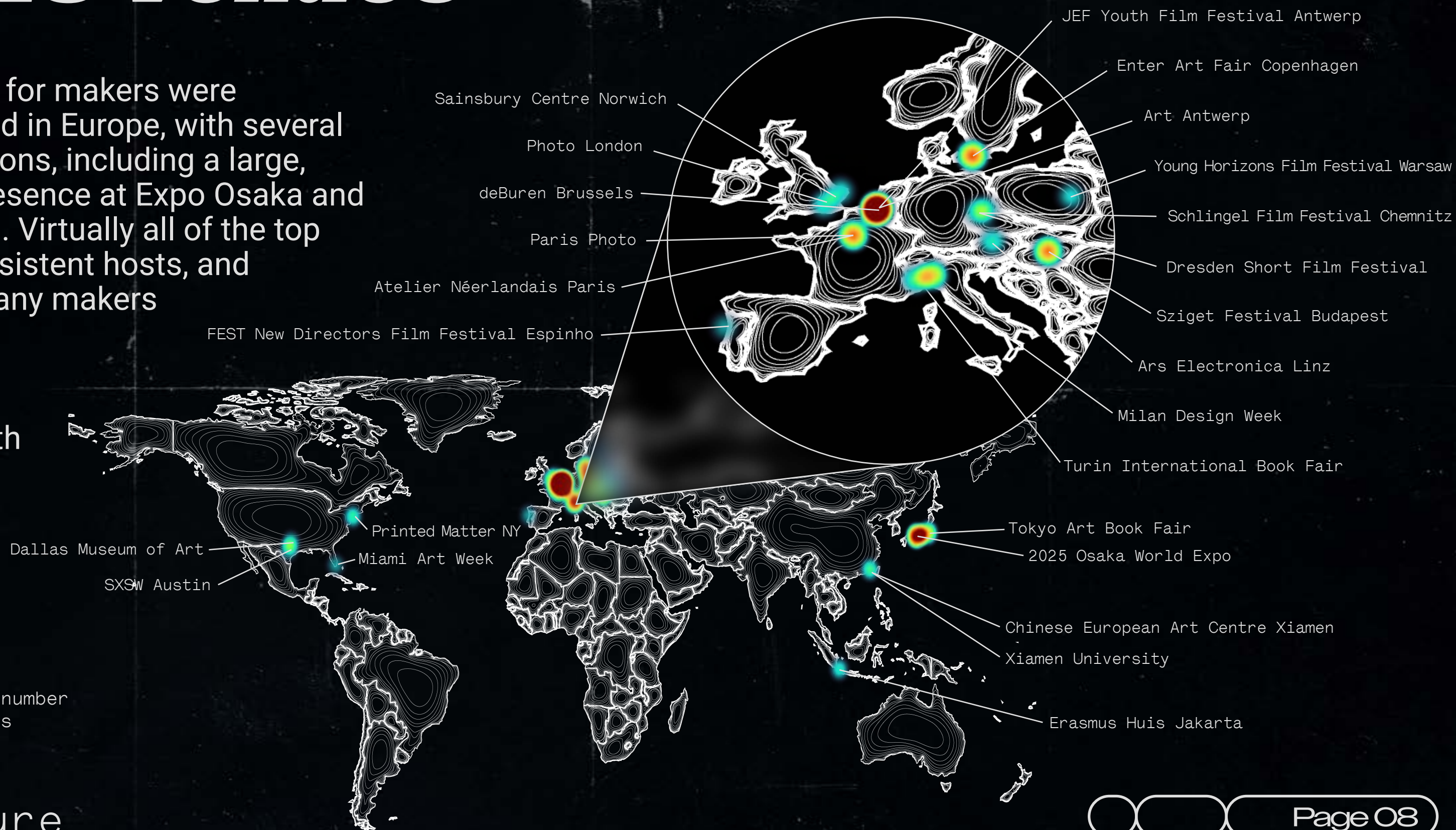
Visual Arts

- New York
- Paris /Tokyo
- London
- Berlin
- Antwerp

Top 25 Venues

The top venues for makers were strongly focused in Europe, with several notable exceptions, including a large, coordinated presence at Expo Osaka and SXSW in Austin. Virtually all of the top venues are consistent hosts, and have hosted many makers over the years, showing a sustainable relationship with these partners.

◆ Heatmap of top 25 venues, based on number of visiting makers



Top 2025 Venues: Deep-Dive



A World of Water

Sainsbury Centre, Norwich, UK

“Taking the North Sea and the historical relationship between Norfolk and the Netherlands as its starting point, the exhibition looked at the human impact on the sea.” - Sainsbury Centre

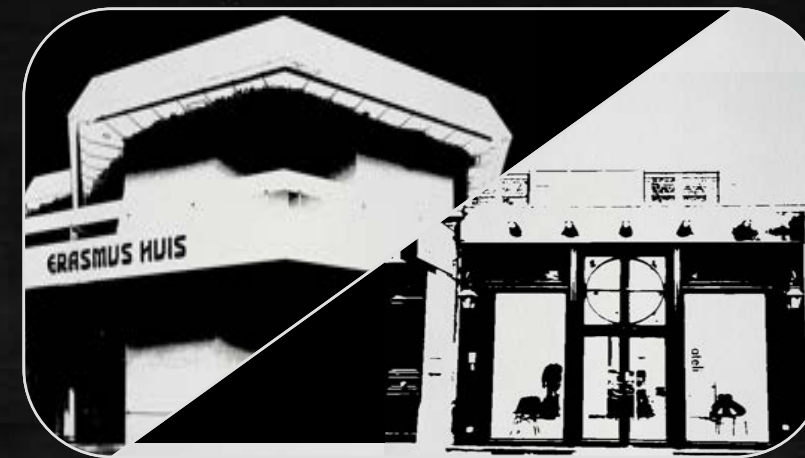
Dozens of contemporary Dutch artists and old master works were shown during this exhibition, supported by the Dutch Embassy.



2025 Osaka World Expo

Osaka, Japan

Over the course of 6 months, nearly 80 makers participated in more than 100 activities around Osaka (and satellite cities), across 12 different disciplines. As the curator of the cultural programme, Nieuwe Instituut orchestrated dozens of exhibitions, workshops, talks, and performances.



Erasmus Huis & Atelier Néerlandais

Jakarta, Indonesia & Paris, France

Erasmus Huis and Atelier Néerlandais are somewhat unique physical venues that focus specifically on Dutch cultural programming. They both play host to a number of different festivals with strong Dutch presences, such as the Europe on Screen Festival in Jakarta, and Fashion Week in Paris.

About the Database

Impact

Our Cultural Database provides an overview of the scope, scale and characteristics of the Kingdom of the Netherlands' International cultural presence. This helps us build a clearer picture of the international work of the whole sector and understand our cultural impact in other countries. The database has more than 10 years of data, and our online data goes back to 2017.

The database is free and publicly accessible, and helps you gain insight into the field and your discipline. It can also help you find project partners and venues, and offers inspiration from what other professionals are doing. This can support your own international ambitions.

Data Collection

We collect information from Dutch cultural funds, organisations, embassies and makers, as well as through our own desk research. We thank our partners for their contributions to the database.

While we strive to make the database as comprehensive as possible, we are not able to capture every international cultural event and our database is not exhaustive.

We are always looking to make our database more comprehensive; **if you have information to add or would like to learn more about the database, please visit:**

dutchculture.nl/en/database

Please Note:

The number of events varies significantly per discipline. This is in large part due to the nature of different disciplines (for example, a 3-month exhibition at a museum and a small concert in a pub both count as one event). We encourage you to look at events per discipline rather than comparing disciplines.

The database uses quantitative measures, such as number of activities or makers. This provides an indication of how active a maker/city/country is. It does not provide insight into the quality of activities, and we do not provide information on the quality of cultural organisations, makers or foreign venues.

Colophon

Cultural Database

Learn more

dutchculture.nl/en/database

Are you working internationally?

Add your work to the Cultural Database

dutchculture.nl/en/user

Database Officer

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