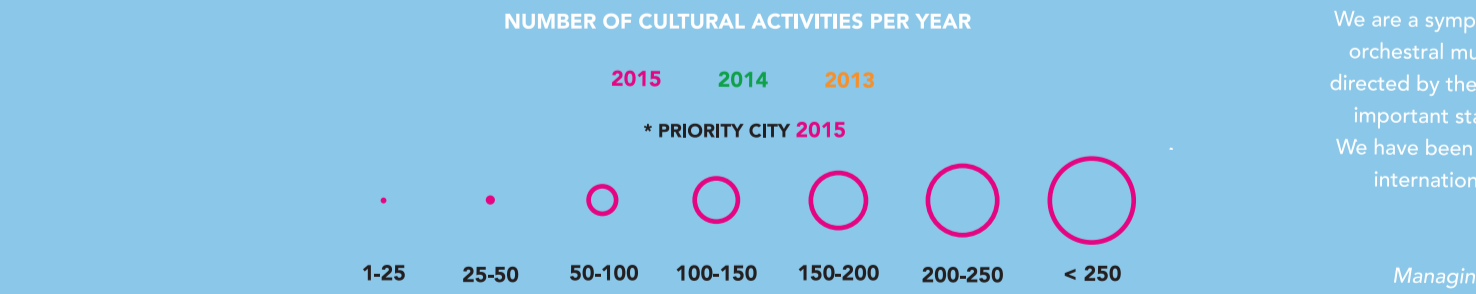
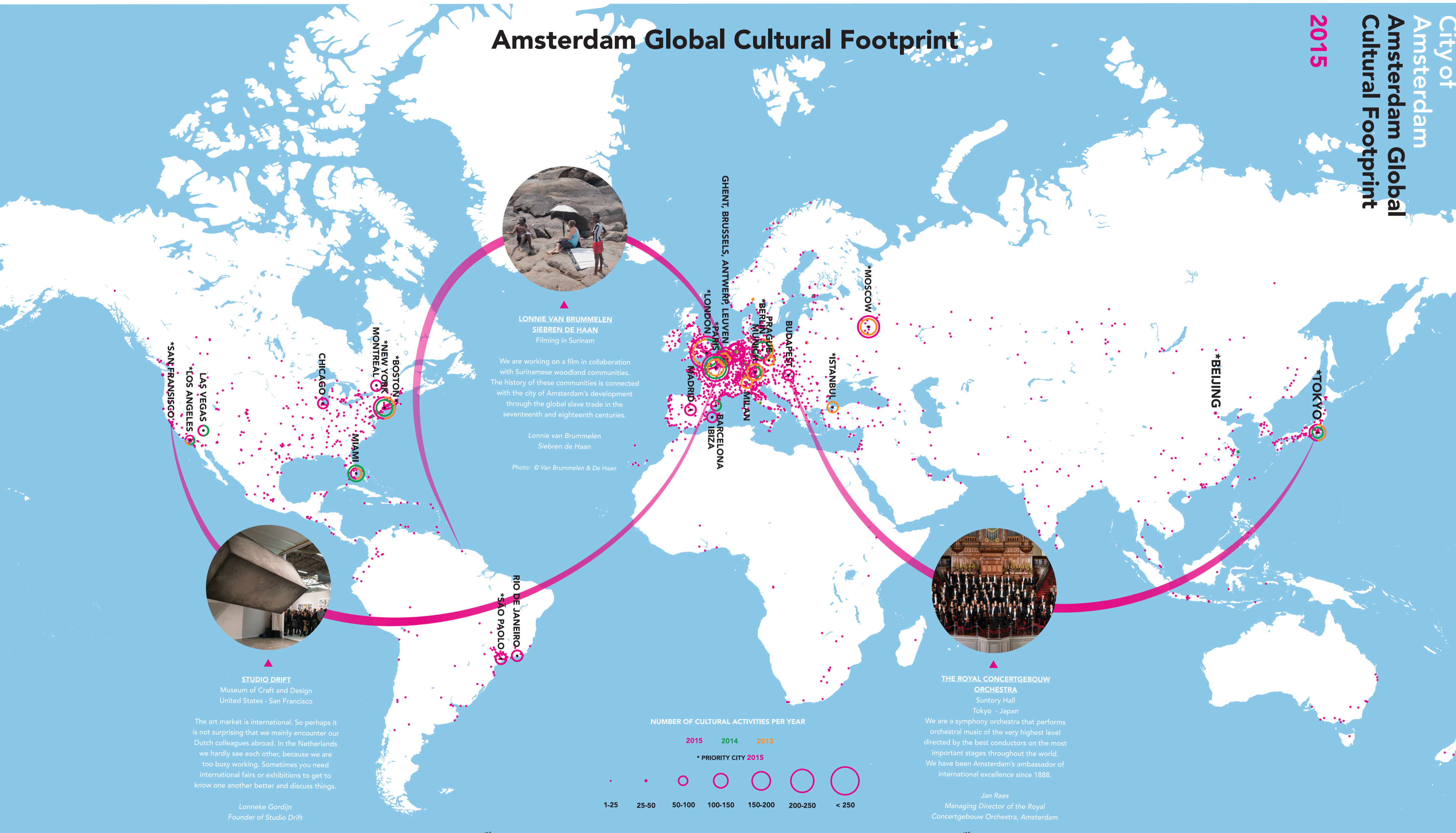




Amsterdam Global Cultural Footprint



TOP CITY RANKING & GROWTH 2015

Rank	City	2015	2014	2013
1.	LONDON	300	208	224
2.	NEW YORK	250	173	204
3.	PARIS	232	114	163
4.	BERLIN	180	103	165
5.	ANTWERP	129	179	167
6.	BRUSSELS	129	109	175
7.	MOSCOW	121	131	104
8.	TOKYO	101	188	107
9.	GHENT	99	141	54
10.	LAS VEGAS	98	59	46
11.	BARCELONA	92	165	45
12.	PRAGUE	88	146	53
13.	IBIZA	87	149	40
14.	CHICAGO	68	137	41
15.	MIAMI	68	100	57
16.	MUNICH	66	80	100
17.	MONTREAL	65	122	32
18.	LEUVEN	63	25	12
19.	LOS ANGELES	62	53	59
20.	MADRID	61	36	26
21.	SÃO PAULO	56	112	28
22.	BUDAPEST	54	48	30
23.	MIAMI	54	100	57
24.	RIO DE JANEIRO	53	20	19
25.	MILAN	49	30	58
34.	ISTANBUL	38	38	59
35.	SAN FRANCISCO	38	31	22
37.	BEIJING	37	53	27
78.	BOSTON	17	17	21

CITY OF AMSTERDAM
Amsterdam is a world city for arts and culture. Over the past decades, the collective support by the City, the Dutch national government and private partners has contributed to a broad range of cultural activities in Amsterdam. This variety in arts and culture is of importance for the city, its residents, visitors and businesses. The City's Department of Arts and Culture sees the main features of Amsterdam's arts and cultural policies. It is responsible for developing policies and facilitating its development in the city boroughs. The strengthening of Amsterdam's position as a world city for arts and culture is

a key element of the Plan. This publication is part of the implementation of the Plan for the Arts 2017-2020, the City's main cultural strategy, policy and funding plan. The strengthening of Amsterdam's position as a world city for arts and culture is a key focus of the Plan. Aimed at both promoting Amsterdam cultural activities abroad and enabling world class cultural programming and activities for Amsterdammers and (inter)national visitors in the city and the Amsterdam Metropolitan Area. The Amsterdam Global Cultural Footprint publication is a key element of the international cultural policy strategy of the City.

ABOUT DUTCHCULTURE
DutchCulture stimulates and supports international cooperation in art, culture and heritage. DutchCulture offers advice to cultural and diplomatic professionals operating in, or aspiring to operate in the international arena. We work with numerous partners to organise cross-border cultural programmes. We are the government's partner in the implementation of international cultural policy.

DUTCHCULTURE | BUITENGAATS
Buitengaats is a unique database with which DutchCulture collects information on Dutch cultural activities abroad in all disciplines of the arts. In Buitengaats, DutchCulture registers the performances, tours, productions, exhibitions, publications, workshops, residencies and events of both subsidised and non-subsidised makers and organisations in the professional circuit. DutchCulture gathers information obtained through its own research, from a large network of individual informants, the worldwide Dutch network of diplomatic posts, artists, foundations, sectoral institutes and cultural organisations.

FOREWORD

The arts and culture of Amsterdam and the Netherlands rank among the international top. Our artists, professionals and art and cultural institutions see the world as their arena, have global connections, and reach (new) audiences across the world. These unique achievements make art and culture one of Amsterdam's and the Netherlands' most important export products. Our arts and culture introduce the whole world to the best of what we have to offer in all disciplines in terms of creativity, innovation and entrepreneurship. They encourage international trade, strengthen the willingness of foreign companies to invest in our economy, and contribute to the quality of life in our city.

Kajsa Ollongren
Deputy Mayor for Arts and Culture
City of Amsterdam

EXPANDING GLOBAL HORIZONS

Amsterdam continues to be a national and international hub for arts and culture. Many artists and cultural organisations based in Amsterdam are active throughout the world. They are connected in various places, are part of broad international networks, and present their work in well-known creative hubs like New York City, London and Berlin, and in rapidly up-and-coming cultural hotspots like Seoul, San Francisco and São Paulo.

As part of its Plan for the Arts for 2017-2020, the City of Amsterdam mapped out the international activities of artists and cultural organisations based in Amsterdam in 2013 and 2014. The information for this map, the first of its kind for the City, was derived from Buitengaats, the database with which DutchCulture has for the past 15 years registered the international activities of professional artists and cultural institutions (subsidised and non-subsidised) from the Netherlands. This map uses Buitengaats data from 2015 and highlights growth, decline, change and stabilisation in comparison with 2013 and 2014. In 2015, the database listed over 15,000 international activities originating from all of the Netherlands, of which over 7500 originated from Amsterdam (either because the artist lived or the cultural organisation is based here).

COLOPHON

Commission: Department for Arts and Culture, City of Amsterdam
Editor & Buitengaats editor: DutchCulture
Coordination: DutchCulture
Design: IJsfontein

IJSFONTEIN

IJsfontein designs and develops playful (digital) learning out of the conviction that people are naturally curious and intrinsically motivated to develop themselves. Think for instance of a serious game, a gaming trajectory for the training of personnel, interactive experiences for museums or a cross-platform digital method for primary schools. Each project is different, but the common denominator is Playful Learning.

1. Absolute growth | In 2015, makers and cultural organizations from Amsterdam worked extensively abroad. Amsterdam's share of the total Dutch cultural export was 53 percent. A significant growth from 46 percent in 2013 and 43 percent in 2014. In comparison with 2014, the total share of Amsterdam based makers and cultural organizations grew with around 2000 activities to a total of 7614. This increase in Amsterdam's cultural export shows similarities to the increase of international activities of the Dutch cultural sector.

2. Globally active | Many of the Netherlands' cultural organisations are based in Amsterdam. The most important export destinations for arts and culture from Amsterdam largely coincides with the destinations of the national sector, as identified with the general DutchCulture | Buitengaats data. The number of Amsterdam activities in 'countries of origin' -related to Amsterdam's migrant population and with which the City actively supports exchange of knowledge as part of its international policy strategy - still remains relatively limited and moreover shows no great differences with 2013 and 2014.

3. A broad and diverse sector | A rise in the number of international activities can be seen throughout the Amsterdam cultural sector. In almost all if the arts disciplines, artists and organisations are operating internationally. Music, film and the visual arts are most strongly represented, which correlates with the general picture of the Netherlands. What is uniquely specific for Amsterdam's cultural export is its share of film, theatre, dance and photography. The type of activities differ for each discipline, with the greatest share of activities consisting of concerts, (film) screenings, stage performances and exhibitions. In particular, organisations such as FOAM, the Rijksmuseum, the Anne Frank Foundation, Eye Film, Toneelgroep Amsterdam and ICK Amsterdam contribute significantly to the total volume of longer-term activities.

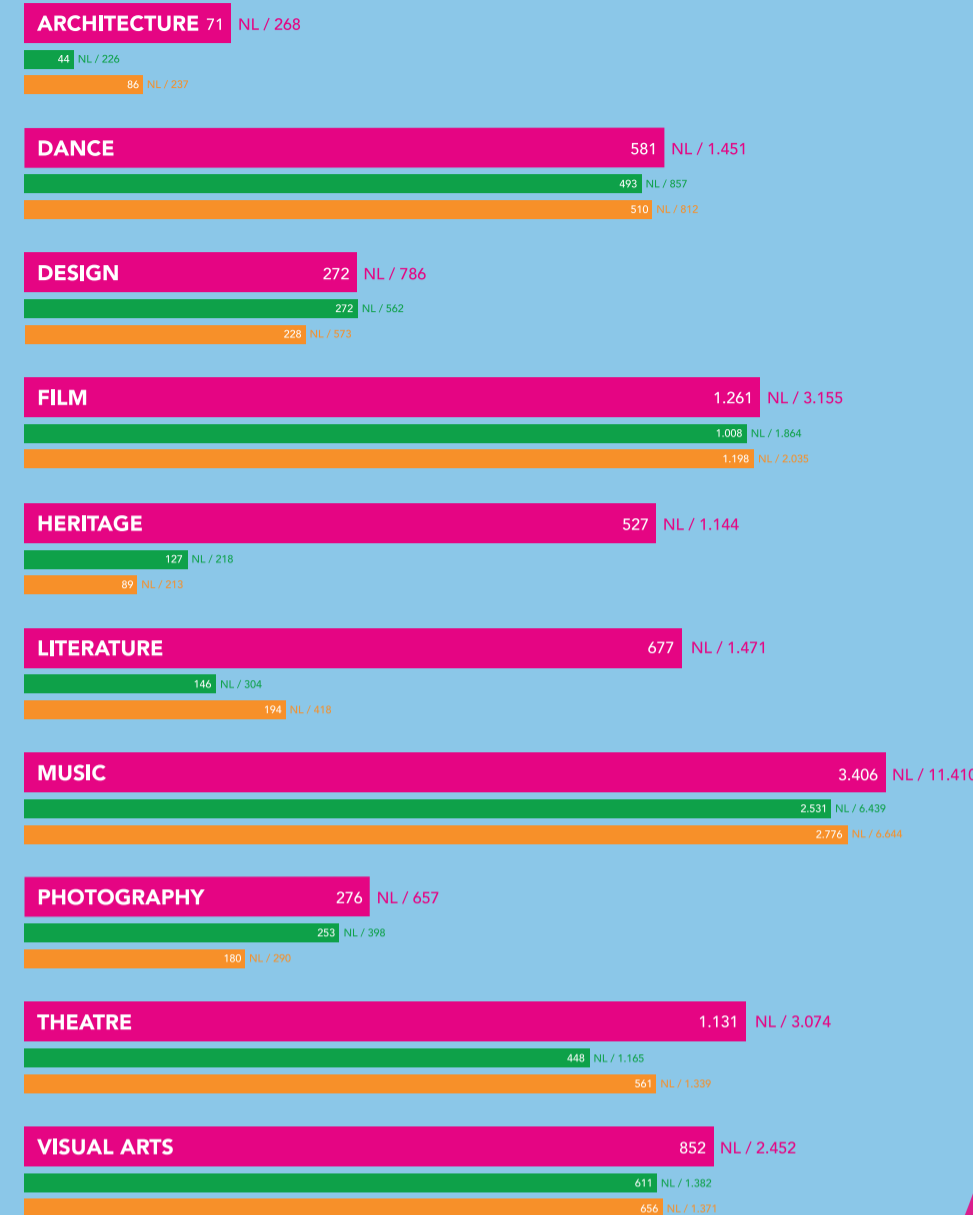
4. Popular destinations | London, New York, Paris and Berlin still remain popular and important cities for Amsterdam makers and organisations. Other cities - given a priority status within the international policy strategy of the City of Amsterdam - such as São Paulo, San Francisco and Tokyo, do not show any big shifts in comparison to 2013 and 2014. Interestingly, the top four most popular cities show a striking similarity with the countries of origin of foreign visitors to Amsterdam, namely the United States, the United Kingdom, Germany and France.*

* As reported in the 2016 edition of the Amsterdam Metropolitan Area Visitor Survey.

5. National initiatives have municipal effects | Between 2013 and 2015, there have been several bilateral events initiated on a national level in which many Amsterdam makers and cultural organisations took part. These include the Netherlands-Russia Year (2013) and the Netherlands-Flanders Year (2015, BesteBuren). Moreover, a national push for more cultural exchange with China and Brazil also lead to a greater number of Amsterdam activities with these countries. As a result, Amsterdam makers and cultural organisations were more active in cities like São Paolo, Moscow, Brussels and Antwerp.

**DISCIPLINE PARTITION
AMSTERDAM & THE NETHERLANDS**

2015 2014 2013



UNSTUDIO
Canaletto
London - Great Britain

The cosmopolitan city of Amsterdam is the perfect home base for UNStudio. We realise projects in 23 different countries and 80 percent of our turnover comes from abroad. My team in Amsterdam is comprised of 28 nationalities. I find internationalisation to be extremely important for the development of knowledge in my company. We learn a lot from other cultures.

Ben van Berkel
Founder of UNStudio

Photo: ©Inga Powilleit



ICK
La Créée - Théâtre National de Marseille
Marseille - France

Our idiom is bodily expression and we lift dance across national boundaries. Moving from the local to the global is a balancing exercise. We call this way of working 'inter-local'. Strong local ties with the city, the public, theatres and schools are important for this.

Emio Greco & Pieter C. Scholten
Co-directors of ICK

Photo: Alwin Poiana

FREQUENT TRAVELLERS 2015

Frequent travellers are makers and organisations that were notably active internationally in 2015. Below are several examples per discipline, listed in random order.

ARCHITECTURE
Kunlé Adeyemi - NLÉ
Wiel Arets Architects
▲ UNStudio

DANCE
Jan Martens
▲ Nicole Beutler
▲ Emio Greco | Pieter C. Scholten

DESIGN
Irma Boom
Metahaven
▲ Studio Drift

HERITAGE
Anne Frank House Amsterdam
Cultural Heritage Agency NL
▲ The Rijksmuseum Amsterdam

LITERATURE
Tommy Wieringa
Arnon Grunberg
Joris Luyendijk

MUSIC
Chuckie (Dance)
Tim Vantol (Pop & Rock)
▲ Royal Concertgebouw Orchestra

PHOTOGRAPHY
Erwin Olaf
Ruud van Empel
Rineke Dijkstra

THEATRE
Toneelgroep Amsterdam
Theater Terra
Jakob Ahlborn

VISUAL ARTS
▲ Lonnie van Brummelen
& Siebren de Haan
Marlene Dumas
Ahmet Öğüt

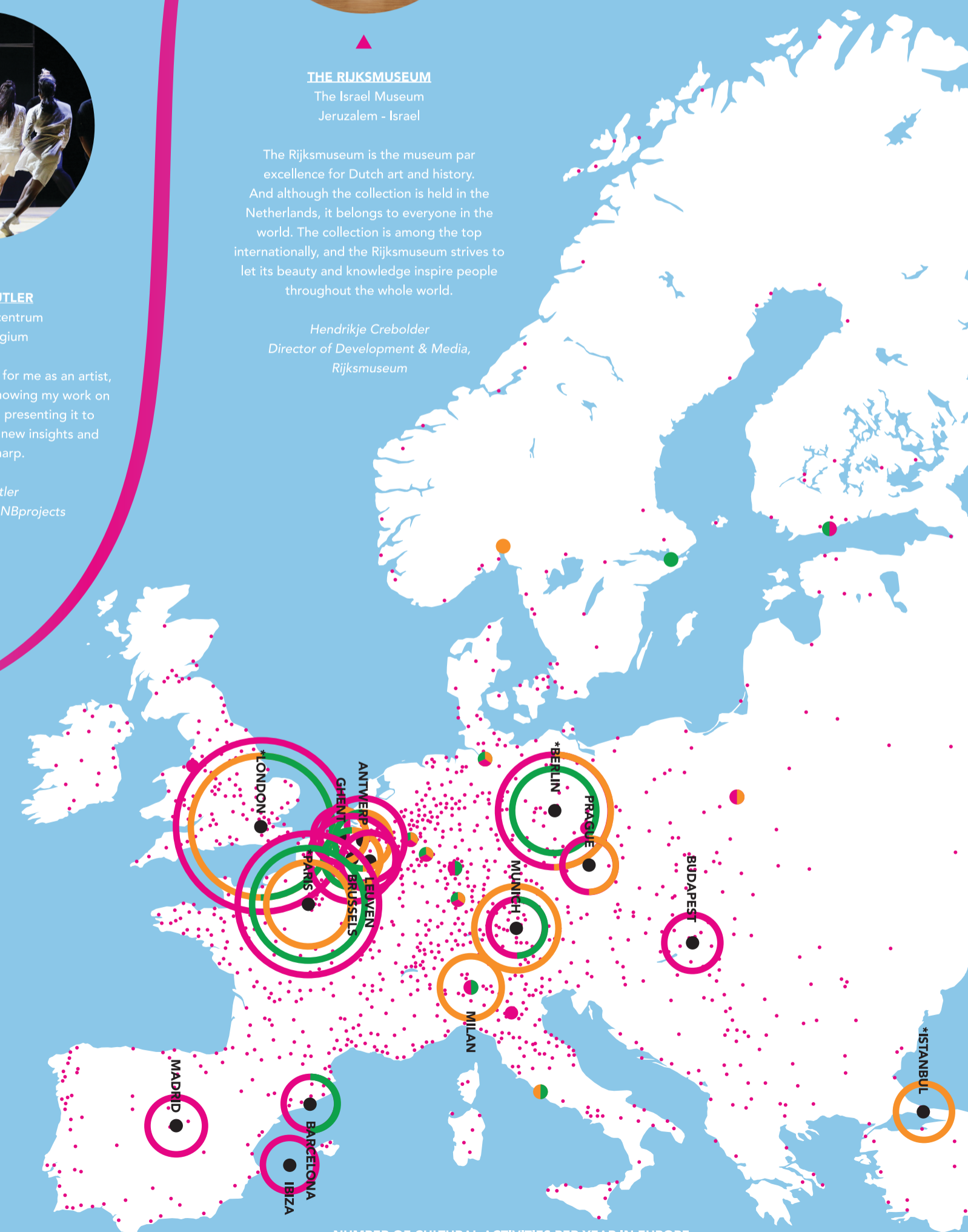
FILM
Morgan Knibbe
Oeke Hoogendijk
Peter Greenaway



THE RIJKSMUSEUM
The Israel Museum
Jeruzalem - Israel

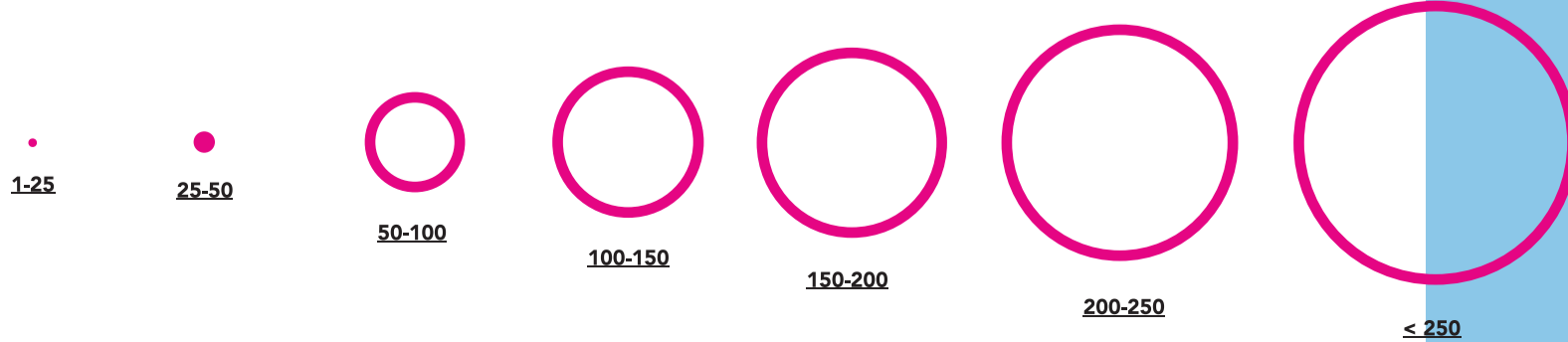
The Rijksmuseum is the museum par excellence for Dutch art and history. And although the collection is held in the Netherlands, it belongs to everyone in the world. The collection is among the top internationally, and the Rijksmuseum strives to let its beauty and knowledge inspire people throughout the whole world.

Hendrikje Crebolder
Director of Development & Media,
Rijksmuseum



NUMBER OF CULTURAL ACTIVITIES PER YEAR IN EUROPE

2015 2014 2013



* PRIORITY CITY 2015