

# OPEN DAY 2025

## BEURS VAN BERLAGE



<b>Time</b>	<b>Activity</b>	<b>Location</b>
Whole day	Stands of Amsterdammers and entrepreneurs from Amsterdam*	Grote zaal
	Video's about Amsterdam on a large screen**	Effectenbeurszaal
10:30 – 11:00 uur	Workshop 'Trommelen in de Beurs' (6-11 years old) ***	Graanbeurszaal
11:00 uur	Guided tour of the Beurs	Beursfoyer
11:15 – 11:45 uur	Workshop 'Trommelen in de Beurs' (6-11 years old)	Graanbeurszaal
12:00 uur	Guided tour of the Beurs	Beursfoyer
12:30 – 13:00 uur	Workshop 'Trommelen in de Beurs' (6-11 years old)	Graanbeurszaal
13:00 uur	Guided tour of the Beurs	Beursfoyer
13:15 uur – 13:45 uur	Workshop 'Trommelen in de Beurs' (6-11 years old)	Graanbeurszaal
14:00 uur	Guided tour of the Beurs	Beursfoyer
14:00 uur – 15:00 uur	Literary program 'Op woorden gebouwd' by Stichting Literaire Activiteiten Amsterdam ****	Berlage zaal
15:00 uur	Guided tour of the Beurs	Beursfoyer
16:00 uur	End of the Open day	

**\*Eberhardjes** will be at the Beurs van Berlage during the Open Day with a cargo bike full of Eberhardjes and a cheerful photo frame for their Lieve Amsterdamer campaign. Visitors can write a kind message for someone in the city, focusing on kindness and connection. The famous Eberhardjes biscuits will also be on sale, this year with an Amsterdam 750 theme. A small heart, a big smile: Eberhardjes bring people closer together, just as Mayor Eberhard van der Laan once intended.

**Heinen Delfts Blauw** will bring the craft of Delft blue to life at the Beurs van Berlage Open Day. Visitors can get to work on their own Delft blue tile under the guidance of a demonstration painter – a unique experience with a lasting memory. In addition, there will be a special sale of a limited edition tile and Amsterdam 750 mug, as well as exclusive discounts for shoppers on Damrak and Muntplein. The stand is decorated with authentic images and atmosphere, allowing Heinen Delfts Blauw to make not only the craft, but also their rich history accessible to a wide audience.

**Henri Willig**, a trusted name in Dutch cheese tradition for over 50 years, invites visitors to its Open Day to discover its rich history and delicious cheeses. During the event, you will learn about the story of this family business that effortlessly combines craftsmanship and innovation. Discover how craftsmanship and innovation go hand in hand.

Henri Willig is proud to present the special Amsterdam 750 cheese - a creamy, surprising creation with Amsterdam onions, as a tribute to the city. Soft, fresh and slightly cheeky: just like Amsterdam itself.

Come by, taste a piece of history and experience how Henri Willig gives tradition a contemporary flavour.

**Anna Cairolì - Bookbinder** During the Open Day, Anna Cairolì invites visitors to learn about the craft of bookbinding. In a one-hour workshop, you will learn how to make a simple, blank booklet using traditional tools and authentic materials. You choose the colour of the bookbinding linen, the endpapers and linen threads, and get to work step by step under Anna's guidance. You will discover how this centuries-old craft still offers room for creativity and contemporary applications today.

**Berlage di Nusantara** brings a piece of Indonesia to the heart of Amsterdam during the Open Day at the Beurs van Berlage. Visit their stand and discover a pop-up exhibition about the heritage project of the same name, which focuses on the special bond between architect Berlage and Indonesia. His travelogue *Mijn Indische Reis* (My Indian Journey, 1923) is being revived in both a beautiful book and an interactive street art route through the Rivierenbuurt neighbourhood: the #BerlageWanderWall.

Learn more about this unique Gesamtkunstwerk and take home the book *Berlages Indische Reis* – a new, trilingual edition of Berlage's travel diary, supplemented with historical context and cheerful illustrations.

For creative minds, there is the paving stone activity: young and old can design their own tile in Indonesian-Amsterdam style. Maybe your design will even become part of the Wanderwall!

A cultural encounter full of colour, history and interaction – showing how heritage connects worlds.

**Bistro Berlage** will provide a refreshing surprise during the Open Day in the Main Hall. Visitors can enjoy two tempting types of frozen cocktails at their summery stand: Brazilian lemonades and Old Cuban – perfect for relaxing and celebrating the day in style. Prefer alcohol-free? Then join a free mocktail workshop, given by the experienced bartenders of Bistro Berlage. In just a few minutes, you will learn how to make your own festive, tasty drink.

**Second-hand clothing market** During the Open Day, you can also visit the Great Hall for a special second-hand clothing market. Discover stylish clothing items, from dresses and blouses to coats and basics, all in top condition and for a good cause.

All proceeds go to Metakids, which supports children with metabolic diseases.

**Karin Kerremans**, designer of light objects, feels the need to give second-hand materials that are considered waste a new lease of life in these times of wastefulness. She wants to recapture the care and love with which lampshades and stands were made at the time by giving them a metamorphosis. The light objects are given a contemporary character through the addition of macramé, light filters, LED bulbs and a touch of humour. This way, they can live happily ever after. During the Open Day, she will also be working on a lamp on site, and who knows, maybe there is a discarded item somewhere in the attic that she can repurpose.

**Delve into the history of the Beurs** Discover unique items from the Beurs van Berlage archives: from historical documents to remarkable finds from the building itself.

Browse through the Beurs van Berlage book: a beautiful reference work full of stories, photos and architectural details of the Beurs and other iconic works by architect H.P. Berlage. You can find it at the stand of the Beurs van Berlage Management Department – a must for every lover of heritage and history!

**\*\* FC Centrum**, The fan club of the heart of Amsterdam will show why our city centre is so special during the Open Day. In the Stock Exchange Hall, they will show a series of short videos on the big screen “De Curve” about gems in the city centre: from the carillon of the Palace to neighbourhood initiatives, special entrepreneurs and historical places such as the Stock Exchange itself. These videos bring the city to life with stories full of pride, connection and love for Amsterdam. FC Centrum lets you see the city centre with new eyes.

**\*\*\* Caribbean Sounds for kids / “Trommelen in de Beurs”** Four 30-minute workshops on Brazilian percussion. Under the guidance of an experienced, qualified and enthusiastic instructor, the young participants will work towards a final presentation that the children will perform in the Stock Exchange. The workshop is aimed at children between the ages of 6 and 11. Parents and volunteers are welcome to provide rhythmic support. No experience is necessary; the workshops are accessible so that everyone can easily participate.

**\*\*\*\* SLAA** During the Open Day, the Amsterdam Literary Activities Foundation will present a literary programme that connects the historical ideas of the Beurs van Berlage with the present. Three contemporary writers are invited to engage in dialogue with the texts of Albert Verwey, which can be found in the building. Their new, contemporary texts together form an artistic whole that will be recited during a special programme at 2 p.m. in the Berlage Hall. In an inspiring hour of recitation and conversation led by a host, SLAA shows how poetry and society continue to influence each other.

More information and registration: [SLAA | Op woorden gebouwd | Open dag Beurs van Berlage - SLAA](#)