

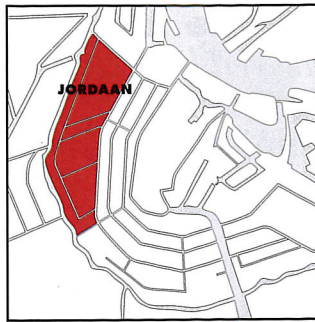


Amsterdam



North of the major museums and west of the red light district's coffee shops lies the crosshatch of canals that is Jordaan, Amsterdam's coolest quarter. Built for the working class and immigrants in the early 17th century, its scenery changed during the 1970s, when a new generation of occupants – artists, students and entrepreneurs – moved in. Today, the neighbourhood is a scene of tranquil courtyards for afternoon drinks, offbeat galleries and design shops

JOR DA AN



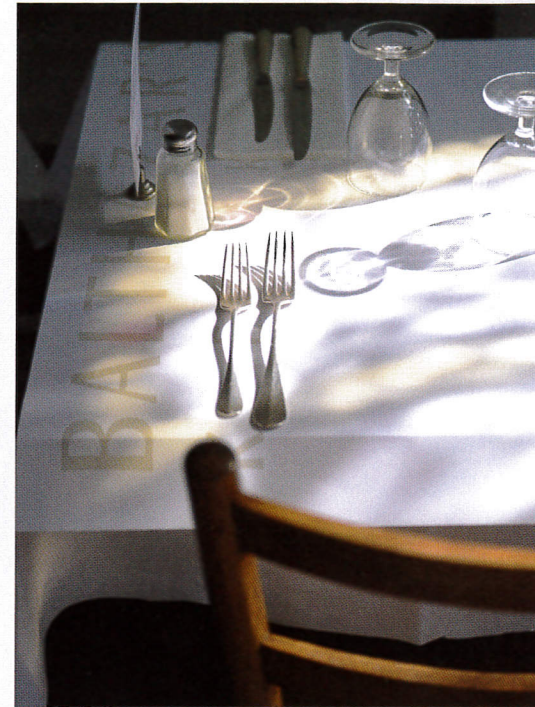
ART & CULTURE Gallery Ron Mandos is the go-to for viewing the latest in cutting-edge art, while Galerie Wouter van Leeuwen works with young and established contemporary photographers from around the world (ronmandos.nl; woutervanleeuwen.com). For more photography, YellowKorner is a smaller gallery with a mission to make the artform accessible to all (yellowkorner.com). Equally passionate is gallery owner Annelien Kers, who aims to offer talented up-and-coming artists the opportunity to exhibit alongside more established ones in her Kers Gallery (kersgallery.com). Look out for cool project space Rozenstraat – A Rose is a Rose is a Rose, the result of a collaboration between a few of the surrounding gallery spaces, each keen to promote a diverse and independent approach to art. The quirky Embassy of the Free Mind museum hosts a wonderful collection of esoteric, religious and philosophical manuscripts, exemplifying the free-thinking spirit of Amsterdam – it's housed in an impeccable example of Golden Age architecture, so take your time poring over the details on the façade before stepping over the threshold (embassyofthefreemind.com).

EAT & DRINK If you are visiting over the weekend, spend Saturday morning browsing the stalls at Noordermarkt, a farmers' market selling everything from organic cheese to fresh pasta. Loaves of gingery *ontbijtkoek* (breakfast cake) go down well with a hot coffee, as does the best apple pie in town, which can be found at Winkel43 (noordermarkt-amsterdam.nl; winkel43.nl). For something stronger, G's menu features more than a dozen varieties of Bloody Mary and just as many egg variations – it's the perfect spot for shaking off any fogginess from the night before. Head straight to its buzzing café in the heart of Jordaan or cruise the canals on its brunch boat (reallyniceplace.com). For lunch, it's hard to resist a steaming bowl of noodles at Fou Fow Ramen, Chinese filmmaker Fow Pyng Hu's Japanese restaurant, or the Middle Eastern fare at D&A Hummus Bistro (foufow.nl; dna-hummusbistro.com). Before dinner, order a glass of good, full-bodied red at cosy wine bar DiVino, then head over to Caffè Toscanini for proper Italian food at its most authentic (wijnbardivino.nl; restaurantoscanini.nl). Equally appealing is Balthazar's Keuken, where chefs Karin Gaasterland and Alain Parry change the menu weekly, with a focus on season, origin and tradition (balthazarskeuken.nl). End the day in high spirits while sipping on a cocktail at Vesper Bar (vesperbar.nl).

SHOPPING Bookworms should head to Architectura & Natura, a library-like space packed with tomes on these two subjects, while Moooi is a must-visit for all those who appreciate modern design (architectura.nl; moooi.com). For further inspiration on that front, head to The Frozen Fountain. Known as the design temple of the Netherlands, it showcases a dynamic collection of contemporary furniture and home accessories (frozenfountain.nl). Also take a peek at Time & Style, a design label selling authentic Japanese crafts – its rooftop terrace, an oasis of bonsai trees, is a welcome surprise. Anouk Beerents specialises in antique mirrors, and her open studio

happily welcomes voyeurs, while concept store Restored stocks a curated edit of jewellery, ceramics, magazines, textiles and more (anoukbeerents.nl; restored.nl). Finally, find a mix of contemporary classics, from homeware to clothing, at Hutspot (hutspot.com).

WHERE TO STAY Occupying a row of 25 waterside townhouses, most built around 1615, the Pulitzer hotel perfectly combines the grandiose (Old Master oil paintings, antique chandeliers, mini-bars on Art Deco drinks trolleys and velvet chairs designed by Sé London) with the low-key air of a friendly guesthouse (pultizeramsterdam.com). Tucked away down a quiet street in the heart of Jordaan, Hotel Mercier's 48 rooms are all tastefully decorated in a classic, retro style – think wooden furniture draped in opulent velvet and rich prints (hotelmecier.com). For lovers of luxurious-yet-cosy design, there's The Hoxton Amsterdam, located between Singel and Herengracht. Designed by Soho House & Co and local design duo Nicemakers, the venue's 111 rooms all embrace the quirks of canal house buildings (from monumental ceilings to original beams) and feature an assortment of mid-century furnishings, lived-in sofas and rich Persian rugs (thehoxton.com).



The open kitchen, handwritten menu and bistro-style seating give Balthazar's Keuken the feel of a friendly neighbourhood restaurant, but this place has some serious buzz about it. Its seasonal three-course offering is short on choice but big on taste. **Opposite** Describing itself as 'a hot mess of love, lust, hunger and thirst', G's is the brunch place for those who may have had too much of a good time the night before. You'll find classics, such as eggs Benedict served alongside boozy pancakes, topped with a shot of Baileys



CITY



Opened in 2017, The Embassy of the Free Mind is a museum, library and space for sharing ideas and knowledge. Its beautiful reading rooms offer visitors a chance to contemplate life's big questions, or simply admire the architectural details of the Dutch Golden Age



‘Amsterdam, known for its tolerance and freedom of expression, became a haven for free thinkers in the 17th century’

EMBASSY OF THE FREE MIND



‘Grouping **products** together, deciding what to present and what not to, is an **intuitive** and **subtle** endeavour. We curate products. Curating is a **minimalist** gesture’

RESTORED

A paradise for shoppers looking for contemporary homeware with originality, Amsterdam is home to The Frozen Fountain (top left). This store, founded by local Dirk Dankers, is known for its colourful lacquerwork, as well as being a springboard for graduates from art and design schools in Amsterdam and across Europe. Free-spirited design brand Moooi (top right) also has a store in the city **Opposite** Created by David and Marijke Hukema, Restored offers cool homeware by the likes of Fest Amsterdam, Spitsberg and Moebe, all presented with a minimal touch, as well as a sense of colour and fun



‘In 1960, Peter Pulitzer saw great potential in the beautiful but dilapidated canal houses of Amsterdam. He purchased 12 and created a five-star hotel’

PULITZER

As well as the farmers' market on Saturdays, Noodermarkt is also home to a vast number of flea market stalls (top left) where, if you're lucky, you might be able to unearth a genuine Dutch vintage gem in the rough. Of course, if you don't, you can always drink your regrets away at Vesper Bar (top right). It's decorated with James Bond memorabilia, but the cocktails are far more exciting than the traditional martini. **Opposite** Having expanded on the original 12 properties bought by Peter Pulitzer, the Pulitzer hotel now occupies 25 restored canal-side houses, all impeccably decorated.

WORDS: CHARLOTTE BROOK, SUZANNE PRONIK. PICTURES: STUART MILNE, MARKUS KOPPEN, DAVID J. HUKEMA, SATIN PANTIGAY, NOORDERMARKT/TW, DAVID COSTA, SANDER BAKS



CITY



One of three 'Concept' rooms at The Hoxton Amsterdam, the 'Fruity' suite can't be guaranteed as a booking, only requested, but if you miss out, the other rooms in the hotel are still beautifully furnished, featuring individualistic details and the same classic parquet flooring