

StadsHerstel opens up

Many question whether the inner city of Amsterdam will be turned into a museum now that its Canal District has been registered onto the World Heritage List of UNESCO. StadsHerstel does not think so. On the contrary, the organization has been committed to creating a vital heritage city. StadsHerstel has been actively working in the UNESCO designated protected area, in which approximately 400 of her 500 buildings are situated. To achieve a responsible preservation of urban heritage, a public-private partnership modeled on StadsHerstel offers a wide range of opportunities and possibilities.

From March 28th until April 2nd StadsHerstel will be hosting the international forum *Urban Heritage Inc.* on public-private partnerships and the preservation of urban heritage. Participants from Russia, Turkey, Morocco, the United Kingdom, Yemen, Tanzania, the United States, Suriname and Indonesia are gathering in Amsterdam from March 31st until April 2nd for an across borders exchange of knowledge.

StadsHerstel has been increasingly approached from abroad by those interested in her working methods and structure. Therefore, this limited liability company wants to not only tell what she does, but most importantly how she does it. The most important question during the forum will be in what way an organization modeled on StadsHerstel could function in other heritage cities. By giving insight in the structure of the organization and at the same time analyzing the state of affairs of urban heritage elsewhere, StadsHerstel aims to answer this question and thus to take significant steps in the preservation of urban heritage around the world.

StadsHerstel is hosting the forum in cooperation with her partners the Municipality of Amsterdam, the Dutch Ministry of Education, Culture and Science and the UNESCO World Heritage Centre. Amsterdam Mayor Mr. **Eberhard van der Laan** will welcome the participants in his city and Amsterdam Alderperson of Culture Ms. **Carolien Gehrels** will close the forum.

Guest speakers from different professional areas are contributing their expertise to the forum, such as Mr. **Niek Hoek** (Chairman of the Board of Directors of Delta Lloyd and Deputy-chairman of the Board of Supervisors of StadsHerstel), Mr. **Ron van Oers** (Program Specialist at the World Heritage Centre), Mr. **Anthony Tung** (New York City based author and urbanist) and Mr. **Mels Crowel** (Bentham Crowel Architects).

In order to guarantee and create a healthy future for heritage, StadsHerstel believes it is essential to work hard towards transferring knowledge to and increase participation of young people. Under the wings of *Urban Heritage Inc.* the youth design lab *Hacking Heritage* will take place from March 28th until April 1st. Fifty students and young professionals of different ages and from diverse backgrounds will give their vision in teams on the redevelopment of three large, vacant buildings in Amsterdam. During the five-day design lab – co-organized by project bureau Creative Urbans – the participants, aged 16 to 26, will face the basic principles of reuse and management of monuments in an intense and short period of time, giving them the necessary tools to tackle those two important StadsHerstel principles.



On March 31st a jury – including Mr. **Koen Vollaers** (Manager of Amsterdam venues Club 11 and Pacific Park) and Mr. **Ole Bouman** (Director of the Netherlands Architecture Institute) – will choose one winning vision per building. The winning teams will present their design during the public open day of *Urban Heritage Inc.* on Friday April 1st. On that occasion a public winner will also be chosen among all the visions.

Press release

With *Urban Heritage Inc.* Stadsherstel opens up to different generations of heritage caretakers, so that the debate on global questions concerning public-private partnerships and the preservation of urban heritage may continue in the future.

For more information, participation fees and registration for the public open day on Friday April 1st, please go to www.stadsherstel.nl. Please note that registration is open until Thursday March 21st 2011.

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Stadsherstel Amsterdam

Stadsherstel Amsterdam (founded in 1956) is the largest organization in the Netherlands dedicated to restoring heritage sites, monuments and cultural landmarks. Stadsherstel is always searching for the most suitable ways for (re)developing its properties, which are maintained, managed and rented. The organization's restoration budget averages € 10 million per year.

Stadsherstel owns more than 500 buildings in and around the city of Amsterdam, ranging from residential houses to churches and industrial monuments. The organization also rents out a number of its special buildings for congresses, lectures, concerts and marriage ceremonies. The Vereniging Vrienden ('Association of Friends'), currently counting with more than 2500 members, has been supporting the restoration work of Stadsherstel for more than 25 years.

Note for editorial office, not for publication:

The members of the press are most welcome to join a **press walking tour** on **Thursday March 31st**. A lunch will be offered in advance of the tour. This walking tour will give an impression of the work Stadsherstel does and thus of what the organization wants to show during the forum. Several Stadsherstel projects will be visited: Church De Duif (location of the forum), Church Amstelkerk (offices of Stadsherstel) and a building currently under restoration on the corner of the Reguliersgracht and the Herengracht. It is possible to interview forum participants and to attend a panel discussion or workshop session.

The press walking tour will take place on Thursday March 31st from 12.00 until 13.00 hour at the Amstelkerk (Amstelveld 10, entrance at the Reguliersgracht). For more information and registration for the walking tour, please contact Ms. Renate Uijtewaal (renate@stadsherstel.nl) or call 0031 20 520062.