

Open day Beurs van Berlage

OPEN DAY BEURS VAN BERLAGE 2026

TONY'S CHOCOLONELY

During the Open Day, Tony's Chocolonely will be treating visitors to fresh chocolate made with fresh ingredients. Especially for the occasion, they are donating a variety of chocolate bars for visitors to sample, while stocks last. And of course, you are also very welcome to visit the Super Store at the Beurs van Berlage on the day.

FC CENTRUM

During the Open Day, FC Centrum will be screening a special film about the Beurs van Berlage. Discover the building, hear the stories behind this historic monument and learn more about its remarkable architecture, history and hidden corners. A wonderful opportunity to see the Beurs from a different perspective.

BOLS COCKTAIL ACADEMY

The Bols Cocktail Academy inspires and develops the next generation of hospitality professionals. Combining centuries of distilling tradition with modern bartending techniques and hands-on training, the Academy helps bartenders take their skills, product knowledge and hospitality expertise to the next level. Its courses lay the foundations for a successful career behind the bar, with creativity, professionalism and the ultimate guest experience at their heart.

BEURS VAN BERLAGE FACILITIES DEPARTMENT

Curious to discover all the details of the building? Be sure to visit the stand hosted by our colleagues from the Facilities Department! They know all the secrets of the Beurs van Berlage and will be happy to tell you more about the various maintenance, sustainability and renovation projects taking place this summer.

HENRI WILLIG

Curious to find out what kind of cheese lover you are? During the Open Day, Henri Willig invites you to take a fun taste test to discover your personal cheese flavour profile. Do you prefer mild, creamy, mature or more distinctive flavours? You can then sample a selection of cheeses to match the different flavour profiles.

Fancy more? At the Henri Willig shop at Damrak 55, opposite the Beurs van Berlage, you will find plenty more distinctive flavours to discover. Step into the world of Henri Willig, the family business that has been sharing its passion for cheese for generations.

KESBEKE

Taste authentic Amsterdam pickles from Kesbeke! The family business, which has been making gherkins, pickled onions and other pickled delicacies since 1948, will be bringing its very own pickle cart to the Open Day. Sample their well-known flavours, discover the story behind this Amsterdam family business and buy your favourite Kesbeke products to enjoy at home.

MEET BERLAGE

Discover Meet Berlage, the inspiring co-working and meeting venue inside the Beurs van Berlage. Explore the different spaces and discover what it is like to work in this extraordinary historic building. Be sure to visit the beautifully decorated directors' room too, a unique space filled with historic details and character.

KARIN KERREMANS

In an age of waste, Karin felt inspired to give a second life to second-hand materials that would otherwise be discarded. She applies the same care and attention that originally went into making lampshades and stands, transforming them into something new. By adding macramé, light filters, LED lights and a touch of humour, the light objects are given a contemporary character, allowing them to live happily ever after.

MARJAN POLITIEK - MUSIC FOR LITTLE ONES

Make music just like they used to at the Beurs! Musician Marjan Politiek takes children on a cheerful musical adventure with trumpet and drums. Learn a catchy rhythm together and join in using your own homemade drum, inspired by the historic tradition of drumming at the Beurs.

BRENNAN HAMILTON-SMITH - LIVE MUSIC

Enjoy live music by Brennan Hamilton-Smith in the Grote Zaal. As you explore one of the Beurs van Berlage's most impressive halls, he will provide the perfect musical accompaniment. Take a moment, listen to the music and soak up the special atmosphere and magnificent architecture of the Grote zaal.

KARIN JANSSEN & JANETTE VISSER

Her paintings are created using techniques employed by the Old Masters, with multiple layers of oil paint producing a fascinating sense of depth. Although her work is often colourful, the palette remains subtle and muted, enhancing its classical appearance. Look a little closer, however, and you will often discover a modern twist, giving the work an intriguing dual character.

During the Open Day, she will demonstrate 17th-century painting techniques. There will also be reproductions on handmade ceramics.

DANIËLLE ROELEVELD

Daniëlle Roeleveld is a versatile artist who enjoys exploring a variety of techniques and materials. In both painting and photography, she is fascinated by colours, shapes, lines, patterns and layers.

During the Open Day, Daniëlle will demonstrate monoprinting using a Gelli plate, a printing plate made from a gel-like material. She uses acrylic paint, a roller and stencils, sometimes combined with other objects. It is a simple technique that produces striking results.

ANNA CAIROLI

Discover the art of hand bookbinding! Be inspired by this centuries-old craft, which is still very much alive today, and discover the world of hand bookbinding through an exhibition of beautiful handmade books.

Workshop Make your own notebook under expert guidance and take home a unique, handmade creation.

A new workshop starts every hour, so you can join in throughout the day. Participation is based on a voluntary donation. Everyone is very welcome!

JACQUELINE ELICH

De Beeldvink and Petra Spiljard believe that creating connections between Amsterdam residents is important. That is why they came up with the card game Koppel. At their stand, visitors can draw a Koppel card and connect with others through original and sometimes unconventional questions. Visitors can also turn the tables and ask the game's creators to draw a card themselves.

Standard questions such as 'What's your name?', 'Where do you live?' and 'How old are you?' are deliberately skipped. Koppel can bring partners, neighbours, acquaintances, friends and fellow city residents closer together. Naturally, you can also buy the game yourself, complete with its original questions and humorous illustrations. All in the name of bringing the people of Amsterdam a little closer together.

KEES DE WITT WIJN

Kees de Witt Wijn is a steel artist and blacksmith. His work has been exhibited and sold throughout the Netherlands. His recent sculptures are made from solid steel and forged by hand in his own workshop.

The central themes in his work are embrace, entanglement and suffocation. These sculptures reflect his experience of society: sometimes light and connecting, at other times oppressive and sombre. In this way, he explores the tension between connection and restriction.

MARIEKE TEN THIJ

Step into the world of Atelier Marieke ten Thij. Discover handmade bags crafted from leftover leather, personalised memory bags and small, unique handmade gifts such as 'Kusje Kunst', miniature bags and bag charms. Be inspired by the stories behind her work or join a short workshop and make your own leather card holder.

BERLAGE DI NUSANTARA

Design your own Berlage paving tile and contribute to a special art project in Amsterdam-Zuid. Explore our mini exhibition and be inspired by H.P. Berlage's journey through the then Dutch East Indies in 1923 and the almost forgotten travel diary in which he recorded his experiences.

A selection of the designs will become part of a walking route along the Berlage Wanderwall: colourful murals transforming four electricity substations into striking works of art.

FEMKE LANIA

It's all about a love of paper. Discover the workshops and courses offered by Studio PIX+ Prints and be inspired by the endless creative possibilities of paper. Find out how inspiration is often right there for the taking – sometimes quite literally! From collage to abstract painting, there is plenty of room to explore, experiment and, above all, enjoy creating.

Alongside unique abstract mixed-media artwork, Studio PIX+ Prints also offers small, original products, including inspiration booklets, unusual papers and cards.

ALIYA ALIMU

Discover the flavours of Uyghur cuisine! During the Open Day, Aliya Alimu – our much-loved colleague – will present her cookbook *The Little Uyghur Kitchen*, filled with special recipes and stories. Browse through the book, sample delicious Uyghur bites and traditional milk tea, and take home a signed copy.

BOEREN MELK VAN AMSTEL

Come and discover the surprising story and pure products of Boeren van Amstel, a collaboration between local farmers from the Amstelland region.

They produce delicious local dairy products and cheese, while also going the extra mile to support meadow birds, biodiversity and nature restoration.

Today, they would love to invite you to sample their products and share the story behind them. You can also find Boeren van Amstel products in local supermarkets and, increasingly, in workplace restaurants.

MISAKI

Taste the perfect balance between Japanese tradition and modern refreshment. During the Open Day, Misaki will introduce you to high-quality, artisanal chilled sakes and refined Yuzu sakes. Discover their subtle aromas, refreshing citrus notes and elegant character. Visit the stand, explore the versatility of premium sake and taste pure craftsmanship in every glass.

THE GOOD BEER

The Good Beer is a new beer brand with a GOOD story: for every beer sold, 100 litres of clean drinking water is donated in Africa. There are three delicious speciality beers:

- Blonde Scharrel – a smooth blonde beer
- Witgoed – a refreshing wheat beer
- Witniks – a refreshing alcohol-free wheat beer

The beers are brewed with character and with the aim of giving something meaningful back: clean drinking water for people in Africa who need it. Just one can provides five people with access to clean drinking water for an entire day.

MRS MEIJER

The Beurs van Berlage is not only a listed historic building and events venue – it is also a home! Mrs Meijer is the wife of the Beurs van Berlage's former caretaker and has happily lived for many years in her apartment on the Damrak side of the building. A former nursery school teacher herself, during the Open day she will be delighted to help young children aged up to six years old get creative with wax crayons.

MESAMIS – Free Spirits Of Amsterdam

A young Dutch brand that aims to change the norm when it comes to ‘drinking’; it’s not alcohol but flavour that should guide your choices! Three different non-alcoholic spirits are distilled in Amsterdam using traditional methods. Spirits created to enjoy in flavourful non-alcoholic cocktails. All three are packed with botanicals, funky aromas and, above all, flavour! Fun fact: the dandelion leaf is the unique herb that gives them their character!

At the Open day, they’ll be offering mini-cocktails for you to sample and, above all, to enjoy! Enjoy, Mes Amis!