

culturemondo

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Welcome to the Culturemondo sessions 2010 brought to you
in collaboration with the PICNIC festival in Amsterdam

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An overview of the programme at a glance

	Wednesday 22nd	Thursday 23rd	Friday 24th	Saturday 26th
Morning				6th INTERNATIONAL CULTUREMONDO ROUNDTABLE: Bringing Practice into Digital Cultural Policy
Afternoon	DEBATE ONE: Cultural Criticism in the Age of New Journalism	DEBATE TWO: Beyond Tourism: Future Directions for Mobile Cultural Content	DEBATE THREE: New business models for culture and heritage	
Evening Events	LabforCulture Booklaunch & Drinks: 'Cultural Bloggers in Europe'	A Mobile Tour through the city of Amsterdam: By Juha van t Zelfde PICNIC@Night	Culturemondo Network: Dinner & Social at Trouw	Close

www.culturemondo.org

Hashtag: #Culturemondo

Flickr group: www.flickr.com/groups/culturemondo/pool/

Join email list: www.culturemondo.org/join-us/email-list

What is Culturemondo?

Culturemondo is an open network of international digital cultural specialists who work together to facilitate strategic and relevant knowledge exchange.

We are in informal group who come together to plan and host an international roundtable each year. So far, our roundtables have taken place in Japan, Croatia, Cuba, Taiwan and New Zealand – each delivered with a different partner in that country. This year we have partnered with PICNIC, Virtueel Platform and LabforCulture on our 6th roundtable in The Netherlands.

As a group of people all involved in cultural portal development, we wanted to create a place where we could meet other like-minded people, share ideas and help each other. Despite the fact our online services range in size, scope, services and management structure, we all had one thing in common - the drive to engage and excite people with the richness and diversity of culture and the ways that it shapes our lives.

An International Steering Committee coordinates the network and collaborates to plan all activities and define priorities for future action. For 2010 this group has consisted of:

Jane Finnis (Chairman) - Culture24 (United Kingdom);
Katherine Watson - Lab For Culture (The Netherlands);
Frank Thinnies Plurio.net (Luxembourg, Belgium, Germany, France)
Seb Chan - Powerhouse Museum (Australia);
Aleksandra Uzelac - Culturelink (Croatia);
Ilya Eric Lee- TELDAP / culture.tw (Taiwan);



The Culturemondo Debates

In partnership with LabforCulture, Virtueel Platform and the fabulous PICNIC network, Culturemondo have programmed and are hosting three key debates on some hot topics.

DEBATE ONE: Wednesday 22nd September

“Cultural Criticism in the Age of New Journalism”

Time: 15h.30 – 17h.30

Location: Specials 3, Westerliefde

Moderator: Raymond van den Boogaart

Speakers: Diana Krabbendam, Claudine Boeglin, Michelle Kasprzak, Wilfried Ruetten

The adage: “everyone’s a critic” has never before been more true, when independent bloggers and twitterers can radically impact on everything from a Hollywood blockbuster to a local theatre performance. But reviews and cultural commentary have traditionally played a much greater role than simply marketing and promotion in the Arts. And as revenue models of traditional media come under threat, the result has been an ever diminishing space for cultural journalism and criticism.

So what is the impact of changes in the models of journalism on cultural journalism and cultural criticism?". What then is the role for cultural criticism in a society where the tools of cultural production are everywhere? Is this loss of 'cultural criticism' in the media world a big deal, or even a problem? Has cultural criticism found a new space in the shifting media landscape? What is the impact on cultural producers?

DEBATE TWO: Thursday 23rd September

“Beyond Tourism: Future Directions for Mobile Cultural Content”

Time: 13h.00 – 15h.00

Location: Specials 2, WesterUnie

Moderator: Floor van Speandonck

David Vogt, Jarmo Eskelinnen, Mike Edson, Gilian Schrofer, Seb Chan

New mobile apps, social gaming, augmented reality have turned the little phone device in your pocket into a digital Swiss Army Knife bursting with information, consumption, production and connection potential.

Are cultural providers, organisations and creators ready to harness this potential and take it to other than short-term commercial and marketing uses? How “culture ready” are the tools and systems? How ready is the public to engage in these ways? And, as the mobile apps space more and more resembles the CDROM era of the early 1990s, how should cultural institutions and providers ensure the same mistakes aren't repeated again?

Panel members will consider the opportunities, the successes and perhaps some failed experiments in the context of outreach and interaction related to major events, collections and artistic projects.

DEBATE THREE: Friday 24th September

“Open the Vault: New Business Models for Culture and Heritage”

Location: Specials 1, Tent

Time: 13h.00 – 15h.00

Moderator: Jane Finnis

Speakers: Charles Leadbeater, Soenke Zehle, Walter Amerika, Harry Verwaijen

State-funded cultural projects and institutions are coming under increasing pressure, even in Europe, to diversify their revenue streams and create more 'self-generated income'. At the same time new opportunities are emerging to change age-old practices and embrace new business models. In Cloudculture, Charles Leadbeater wrote that “...building communities of collaboration around shared interests and ideas, ... requires very different kinds of leadership and organisation Leading international cultural relations in the era of ubiquitous participation, connection and collaboration will require different skills and resources”.

But what does this really mean for culture and heritage in the short and longer term? What kinds of public/private partnerships are emerging? How is the role of institutions radically changing? How can the rich reserves of cultural data be tapped for long term societal gain and not simply pillaged for short term outcomes?

The Culturemondo Evening Programme

Wednesday 22nd September - LabforCulture Booklaunch

Time: 5.30pm (immediately after Debate One)

Location: WesterLiefde, WesterGasfabriek, Amsterdam.

Come and celebrate the launch of the new LabforCulture book, ***Cultural Bloggers Interviewed***. This collection of insightful interviews explores the role of blogging in the cultural sector. The launch kicks off with an introduction by Katherine Watson, Director of LabforCulture and European Cultural Foundation. This will be followed by a short Q&A session with Annette Wolfsberger, researcher and joint editor of ***Cultural Bloggers Interviewed***. She will be talking to Michelle Kasprzak, who is one of nine renowned cultural bloggers from across Europe featured in LabforCulture's latest book.

Thursday 23rd September A Mobile Boat Tour through the city of Amsterdam

Time: 17.45 – 21h00

Location: WesterGasfabriek, first bridge in front of Bakkerswinkel (see plan page 16)

Amsterdam has many examples of mobile experimentation. On Thursday evening we will take you on a boat trip through the ubiquitous culture of Amsterdam: a rapid demonstration of examples of mobile applications is followed by a visit to the recently opened Stedelijk Museum for their Layar experiment Augmented reality tours. We are leaving from the Westergasfabriek by boat and have diner aboard. (<http://www.stedelijkmuseum.nl/oc2/page.asp?PageID=137>)

Thursday 23rd September PICNIC@Night

Time: 21h30 – 24h00

Location: WesterGasfabriek, the PICNIC Club (Gashouder).

Dance the night away to fun & funky beats, while drinking and chatting with PICNIC attendees. On the night of Thursday 23 September from 21:30 PICNIC is hosting PICNIC@Night inside. Entrance is free for everyone with a PICNIC '10 badge.

Friday 24th September - Mondo dinner at TrouwAmsterdam

Time: 19h30

Location: TrouwAmsterdam

Wibautstraat 127

1091 GL Amsterdam

Dinner with all culturemondo members, culturemondo PICNIC speakers and attendees Roundtable.

6th International Culturemondo Roundtable

“Bringing Practice into Digital Cultural Policy”

Date: Saturday 25th September

Time: 10h.00 – 16h.00

Location: TrouwAmsterdam

This one-day event will take an intensive, practical and user-focussed approach to address the question - How can we ensure that culture and heritage policies are linked to digital policies and strategies?

Many members of the Culturemondo network have been developing, building and running online cultural services around the world since the early days of portals and websites! The network offers a unique slice of cultural practice that digitally connects people with ideas, culture and heritage. As pioneers in their field they have also been at the forefront of discussions and debates on cultural policy development on local, national, regional and international levels.

The digital shift in which we are living has affected all aspects of our society and the speed of change has been particularly challenging to policy makers, regardless of their sector. Cultural policies are only just beginning to adapt. Digital policies, agendas and strategies that are developed in a cross-sectoral way rarely link with cultural policy development. Culturemondo recognizes the need to address this challenge and sees a special role in providing the practical know-how in order to facilitate this link and effectively bring practice into policy-making.

10h00	Welcome & Coffee
10h30	Introduction Jane Finnis – The Culturemondo Context
11h00	Panel – “Connecting Policy and Practice”
13h00	Lunch
14h00	Crowd Sourcing Problems
15h00	Open Steering Committee meeting
16h00	Close & Networking

Moderators

Jane Finnis, Chairman Culturemondo, Director Culture24

Katherine Watson, Director European Cultural Foundation and LabforCulture

Panellists and Respondents “Connecting Policy and Practice”

Frank Thinnis, Plurio.net (Luxembourg, Belgium, Germany, France)

Sheamus Cassidy, European Commission

Catherine Bunting, Arts Council England

Cathy Brickwood, Virtueel Platform

Mike Edson, Smithsonian

Katelijan Verstraete, Culture360, a project of ASEF, the Asia-Europe Foundation

Culturemondo Speaker Biographies

Charles Leadbeater

Author, Advisor on Innovation & Creativity

Charles Leadbeater is a leading authority on innovation and creativity. He has advised companies, cities and governments worldwide on innovation strategy and used that experience in writing his latest book *We-think: the power of mass creativity*, which charts the rise of mass, participative approaches to innovation.

As well as advising organizations like the BBC, Vodafone, Microsoft, Ericsson, Channel Four Television and the Royal Shakespeare Company, Charles is an ideas generator in his own right. While at the Independent he helped Helen Fielding devise Bridget Jones's diary. He wrote the first British report on the rise of social entrepreneurship. His report on the potential for the web to generate social change led to the creation of the Social Innovation Camp movement.

Charles has worked extensively as a senior advisor to the governments, including the 10 Downing St policy unit, the Department for Trade and Industry, the European Commission and the government of Shanghai. He is an advisor to the Department for Education's Innovation and is a co-founder of the public service design agency Participle.

He is associated with numerous prestigious institutions like the British National Endowment for Science Technology and the Arts, London think-tank Demos, Oxford University's Said Business School and the Young Foundation. He is co-founder of Participle, working with government to devise new approaches social challenges. Charles spent ten years at the Financial Times as Labour Editor, Industrial Editor and Tokyo Bureau Chief before becoming the paper's Features Editor. In 1994 he moved to the Independent and became an independent author and advisor in 1996.
<http://www.charlesleadbeater.net>

Claudine Boeglin

Creative Director, Digital & Print Media

Claudine Boeglin is a creative director in digital and print media, working with international brands and teams. Claudine combines solid experience in print and online media with a background in visual language and a creative network to conceive and develop creative media concepts. Her focus on independent journalism has brought her deep collaborations with humanists, visionaries, and iconoclasts. Claudine debuted as a photo producer for French ELLE. She has worked for respected publications spanning the globe, including Colors and Lemonde.fr. In 2004, she joined Magnum Photos in New York, as the creative director. She is the co-founder of Magnum In Motion, Magnum's multimedia digital studio. She has worked extensively with non-profit organizations in Afghanistan, where she designed and developed a magazine for Afghan children and co-edited the book *Afghan Children*

Bear Witness, a collection of 37 interviews of children, telling of their life under Taliban rule. In 2009 Claudine created Dandy Vagabonds LLC to expand her opportunities to develop new media projects in a lab-like environment.
<http://globalreportingroom.org>

David Vogt
scientist-entrepreneur

David Vogt is a scientist-entrepreneur focused on the cultural forces, fields, and potentials of the mobile-social media universe.

Dr. Vogt was originally a professional astronomer, then public science museum director, dot-com CEO, and visionary for a new media innovation lab. He currently runs the Mobile Muse Network, which uses Vancouver as a living lab for mobile-social media innovation. He is also director of digital learning projects at the University of British Columbia and CEO of CrowdTrust Technologies, a semantic software company launching "Gleanr" for digital professionals to manage their web presence.

David is inspired by the human possibilities within the intimate coupling of our digital and real existence. Information and augmentation are base phenomena; the true gold is experience. David is therefore a digital-real alchemist: how can one stage, choreograph and conduct meaningful, life-engaged experience? David optimistically anticipates a "renaissance 2.0" as mobile-social media transmute culture into something about participation more than consumption.
<http://www.mobilemuse.ca/>

Diana Krabbendam
Designer

Diana Krabbendam's career as a designer is inspired by a desire to contribute to a better society. After her education at the HKU, she worked in the field of brand identity. As her career developed, she became interested in how design can be used to solve complex issues in society— leading her to focus her work on "creative innovation".

Since 2003, Diana has been working as designer, editor and cultural entrepreneur in the field of creative innovation. In 2006, together with Michiel Schwarz and Jan van Tiel, she founded The Beach, a network of creative innovators. The Beach initiates and produces projects in collaboration with creative partners, companies and institutions that aim for building a sustainable society. Topics are: play as a core quality of human beings, sustainism and inclusiveness. Connecting, exchange, participation and creation are at the core of The Beach activities, that include society design, printed and online media, festivals and exhibitions. She serves as a board

member for Urbaniahoeve and member of the creative board of I+M of the University of Amsterdam.

Prior to her current activities, Diana worked as the Editor-in-Chief of Items Magazine, Editor-in-Chief of Amsterdam Index. She served as a board member for Premsele, Transartists, Young Designers & Industry.
www.creative-innovatie.nl

Frank Thinner

Plurio.net (Luxembourg, Belgium, Germany, France)

Living and working across borders ever since he was a child, Frank has become an expert for the cultural cooperation in the “Greater Region” in the heart of western Europe: Luxembourg, France, Belgium and Germany. Since 2005, he has worked for the public cultural agency of Luxembourg.

He designed and manages an international partnership of 9 cultural administrations, which runs the cultural portal of the Greater Region, www.plurio.net. Together with his regional partners, he implements a strategy of decentralised data collection and multiple channel content dissemination in the challenging context of the Greater Region.

Frank is a graduate art historian (M. A.), cultural manager and specialist for international public cooperation. He studied in France and Germany. Since 1995, he accumulates expert knowledge and operating experience in managing and counselling cooperation projects in the fields of culture, art, education and labour market for public authorities in Germany, France and Luxembourg.

Floor van Speandonck

Moderator, Director Virtueel Platform

Floor van Spaendonck is director of Virtueel Platform. She has a large network in the e-culture sector and broadly focused on the developments and opportunities within this sector, both nationally and internationally.

The mission of the Virtueel Platform – which aims showcase the expertise, beauty, strength and quality of digital media, art and culture – is also Floor’s personal mission. Before working with Virtueel Platform, Floor was employed by the Amsterdam Fonds voor de Kunsten, Waag Society and the Mondriaan Foundation
www.virtueelplatform.nl

Gilian Schrofer

Co-founder, Partner & Creative Director, Concern

Designer Gilian Schrofer is Concern’s co-founder, partner and creative director. He is

perhaps best known for setting up the design bureau Concrete. But before that, he was also a cook, pastry chef and furniture-maker. Gilian is the personification of Concern's multidisciplinary approach and a great lover all trades and crafts. If it were up to him, a designer would always smell of sawdust. Together with partner Cindy Bosma, Gilian developed Concern into a network organization that brings together different disciplines that can work together in inspiring ways to come up with the best results. While the group may change from project to project, they are bound by a common method of digging deep into a client's DNA.

Gilian is driven by a passion for creating spaces that improve how people live, work, eat, heal and function. That's why he focuses on areas that make a difference: healthcare, education, public spaces, exhibitions and museums. He is also an educator who wants to teach—and learn from—younger people. After all, it's all about the process.

www.concern.nu

Harry Verwaijen

Director Business Development, Europeana

In his current position, Harry Verwayen is responsible for the development of the business of Europeana, an online collection of audio and visual culture. His main focus is the design and implementation of new business models that will support Europeana to fulfill its mission as “distributor, facilitator and innovator”.

Prior to this Harry worked at the Amsterdam based think tank KnowledgeLand where he was responsible for business model innovation in the cultural heritage sector.

Harry holds a MA in History from Leiden University and has worked for over ten years in the scientific publishing industry.

<http://www.europeana.eu>

Jane Finnis

Moderator, Director Culture24, Chairman Culturemondo

Jane Finnis is Director of Culture24 a non-profit online publisher, working across arts, heritage, education and tourism sectors.

- Culture24, guide to UK arts and culture www.culture24.org.uk

- Show Me, children's guide to museums www.show.me.uk

- Caboodle, new children's collecting and collections project www.caboodle.org.uk

She is the founder and Chairman of **Culturemondo** the informal international network of people who are all developing, building and running online cultural services around the world.

Culture24's network includes 4,400+ UK cultural organisations (museums, galleries, archives, heritage sites & more) and their database holds information on their

events, exhibitions, resources and collections. Over 2,000 currently actively contribute data to their system on a regular basis.

Culture24's work is internationally recognized and respected. In April 2010 www.culture24.org.uk won 'Museums and the Web 2010 Best of the Web Award' (Long-Lived Site). In 2009 Culture24 were runner-ups in the Nominet Best Practice Challenge Awards (Open Internet); shortlisted for the Good Web Guide's Information Website of the Year and one of only three arts sites included in The Guardian's '100 Essential Websites' list. ShowMe has been Bafta and Webby nominated for Children's Learning awards.

Jane has worked in the Arts professionally since 1989, starting in artist film and video production then moved into arts management and artist commissioning. She is an experienced consultant, fundraiser and project manager and currently leads the delivery of the Museums at Night campaign in the UK.

Blog: <http://janefinnis.wordpress.com/>
Twitter/[janefinnis](https://twitter.com/janefinnis)

Jarmo Eskelinen
CEO, Forum Virium Helsinki

Jarmo ("Elukka") Eskelinen is known as the producer of large-scale cultural events, media productions and research projects. Originally trained as an architect, he is an expert in the areas of digital media, experience industry and content development. In 2009 he was graduated EMBA from Helsinki School of Economics. Since 2006 Jarmo has been CEO of Forum Virium Helsinki, an ICT cluster where the companies and research organisations co-create market driven digital services and contents. The cluster is formed by 16 major Finnish and international companies, the public sector and the key funding bodies of the Finnish innovation system. Jarmo also worked director of the Media Centre Lume and the program director of the Helsinki 2000 European City of Culture organisation.
www.forumvirium.fi

Michelle Kasprzak
Writer & Curator

Michelle Kasprzak is a Canadian writer and curator based in Amsterdam. Michelle has exhibited and lectured across North America and Europe, and has appeared on BBC Scotland, BBC Wales, CBC national, and other programmes syndicated worldwide. In 2006, Michelle founded a leading blog on the subject of curating contemporary art — curating.info — that has received millions of visits from readers all over the globe, and has 3,000+ fans on Facebook. Michelle is currently Project Director at McLuhan in Europe 2011, a cultural network project that will celebrate

and critique the legacy of Marshall McLuhan as a media and telecommunications visionary. McLuhan's impact on European art and culture will be explored through a series of manifestations to occur in various locations, contexts and timeframes across Europe in 2011, the 100th anniversary of his birth.

<http://mcluhan2011.eu>

<http://michelle.kasprzak.ca>

Mike Edson

Director of Web & New Media Strategy, Smithsonian Institution

Michael Edson is the Smithsonian Institution's Director of Web and New Media Strategy. He has worked on numerous award-winning projects and has been involved in practically every aspect of technology and New Media for museums.

His specialties include content development, digitization, blogging, gaming, public access to collections, information architecture, networking, place-of-business applications, programming, project management, graphic design, animation, audio and video production, mobile platforms, and citizen-created content.

In addition to developing the Smithsonian's first Web and New Media Strategy and the Smithsonian Commons concept, Michael helped create the Smithsonian's first blog, Eye Level, and the first alternative reality game to take place in a museum, Ghosts of a Chance. Michael has a BA from Wesleyan University.

<http://smithsonian-webstrategy.wikispaces.com/Michael+Edson>

Raymond van den Boogaart

Moderator, journalist

<http://weblogs.nrc.nl/cultuurblog/author/boogaard/>

Seb Chan

Head of Digital, Social and Emerging Technologies at the Powerhouse Museum

Sebastian Chan is currently the Head of Digital, Social and Emerging Technologies at the Powerhouse Museum. His teams include the museum's web unit, audiovisual and photography, rights & permission and the photo library, the research library and Thinkspace, the Powerhouse's digital media teaching laboratories.

With a background in social policy, journalism and media criticism as well as information technology, he has been building and producing websites and interactive media since the mid 1990s. At the Powerhouse he has been responsible for driving a strong user focus in design, usability and content, as well as expanding the scope and reach of the museum's suite of online projects. His focus on audiences and usability has led to an interest in Open Licensing and collaborative ways of enabling deeper engagement with the museum's cultural assets.

Under his guidance, the Powerhouse web team is responsible for the museum's online presence and a large suite of experimental and collaborative projects, as well as the Museum's collection database – one of the first to implement and evaluate user tagging, which has won several international awards.

Sebastian is a researcher in several Australian Research Council Linkage projects researching social media, museums, and technology. His other interests include electronic music and digital art, and he has directed and curated large-scale national and international events and festivals. In his spare time he runs an independent music magazine, Cyclic Defrost.

www.powerhousemuseum.com/

Soenke Zehle

Researcher, Saarland University & Saar Academy of Fine Arts

Soenke Zehle holds a BA in English and Comparative Literary Studies and in Political Science from Occidental College, Los Angeles, as well as an MA in Comparative Literature, an MA in Philosophy, Certificates in Latin American and Caribbean Area Studies as well as Translation (English<>German) from the State University of New York at Binghamton, where he completed his doctoral dissertation in the Department of Comparative Literature (PhD-Program in Philosophy, Literature, and the Theory of Criticism) in 2004. His work and teaching is informed by approaches from media studies, political ecology, and postcolonialism. He has taught in the US (SUNY) and Germany (Saarland University, Academy of Fine Arts) on US multi-ethnic literatures and minority social movements, on a broad range of topics in transcultural literary and media studies as well as seminars in media theory and translation; areas of emphasis include anglophone African film and literature, network cultures, media and political ecology. He is currently pursuing a post-doctoral research project on visual essayism. He also serves as co-coordinator of the university's GradUS Doctoral Program. In addition to teaching at Saarland University, he teaches media history and theory at the Saar Academy of Fine Arts (HBK). He has co-organized numerous net.cultural projects, most recently transitlabour.asia and streiflichter.net.

Walter Amerika

Brand & Marketing Consultant Ambassador for the Creative Industries

Walter Amerika is an independent expert on creativity and the creative industries. He shares his insights and ideas on 'socio-economic creativity' with private companies (new and existing) and public organizations to create added value. Design thinking, brand building, scenario sketching are his working tools.

Walter has almost 20 years of consumer and corporate brand building experience for clients like Heineken, Grolsch, Vodafone, PepsiCo, Douwe Egberts/SaraLee and

Schiphol Airport. Over the last few years, he's applied his skills to promoting creativity itself, as a lecturer at the Design Academy Eindhoven, as creative industries adviser to the management centre De Baak, as president of the Creative Board of Creative Cities Amsterdam, and in countless other related functions. He is the former chairman and chief creative officer of the FHV/BBDO Marketing Communication Group in Amsterdam and member of the BBDO European Board. He was also Chairman of the Dutch Art Directors Club and member of the Dutch EFFIE jury, member of the advisory board of the EU project Custom Fit and ambassador of the Dutch Design Awards. Walter cites the social climate, the creative diversity, and the enormous willingness of the government to stimulate the creative industries as major boosters for Amsterdam's creativity.
<http://www.walteramerikablogs.com/>

Wilfried Ruetten

Director, European Journalism Centre

Wilfried Ruetten has been Director of the European Journalism Centre since 2006. He has worked in German public and private broadcasting as a reporter and producer (ARD, RTL-Group) as well as in journalism education. Before joining the EJC he was the Head of School for Digital Television at the University of Applied Sciences in Salzburg/ Austria. Mr Ruetten holds a university degree in English literature and sociology from Cologne University.
<http://www.ejc.net/>

ADDRESSES + PICNIC Venue map Culturemondo in Amsterdam

WESTERGASFABRIEK, Picnic conference location

Pazzanistraat 41

1014 DB Amsterdam

online route description:

http://www.westergasfabriek.nl/english/engels_routebeschrijving.php

TROUWAMSTERDAM, Roundtable & Friday dinner location

Wibautstraat 127

1091 GL Amsterdam

T +31 (0) 20 463 77 88

online route description: <http://www.trouwamsterdam.nl/en/contact/>

LLOYD HOTEL, Culturemondo speaker's hotel

Oostelijke Handelskade 34

1019 BN Amsterdam

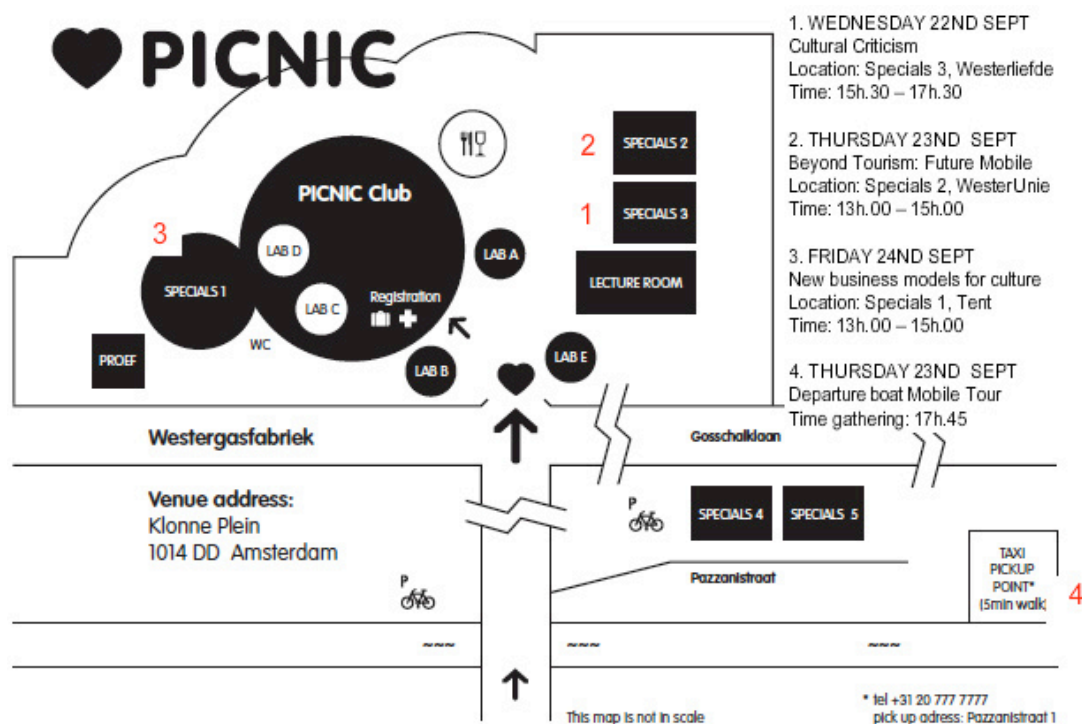
T. +31 (0)20 561 3636

online route description: <http://www.lloydhotel.com/article-59-en.html>

CONTACT CULTUREMONDO

Jane Finnis, chairman culturemondo: Jane@culture24.org.uk

Janneke Berkelbach, producer culturemondo: culturemondo@virtueelplatform.nl



Transport Information

TAXI AMSTERDAM T. +31 (0)20 7777777

Online journey planner public transport: <http://journeyplanner.9292.nl/>

TIP: Do you have an **iPhone**? Download iPhone application **9292ov Pro**
9292ov Pro is the most complete and FREE Dutch Public Transport journey planner and is available in English and Dutch.

1. How to get from Schiphol Airport to the Lloyd Hotel

- Once inside the airport walk to 'treinstation Schiphol' platform 1-2.
- Take Intercity destination Amsterdam Centraal from platform 1-2
- Get off at trainstation 'treinstation Centraal' in Amsterdam
- Walk to tramstop 'CS Tram Oostzijde' in Amsterdam
- Take Tram 26 destination IJburg
- Get off at tramstop 'Rietlandpark' in Amsterdam
- Walk to 'Oostelijke Handelskade 34' in Amsterdam.

Travel time: 30 minutes

2. How to get from the Lloyd Hotel to the Westergasfabriek

- Walk to tramstop 'Rietlandpark' in Amsterdam
- Take Tram 10 destination Van Hallstraat.
- Get off at tramstop 'Van Limburg Stirumstraat'
- Walk to Westergasfabriek in Amsterdam. (You will find the Westergasfabriek on the other side of the canal, see map).

Travel time: 35 minutes

3. How to get from the Lloyd Hotel to TrouwAmsterdam

- Walk to tramstop 'Van Limburg Stirumstraat'
- Take Tram 10 destination Azartplein
- Get off at tramstop 'Weesperplein' in Amsterdam.
- Walk to 'Wibautstraat 127' in Amsterdam

4. How to get from the Westergasfabriek to TrouwAmsterdam

- Walk to busstop 'Haarlemmerplein'
- Take Citybus 18 or 21 destination Centraal Station
- Get off at busstop 'CS Centrum/Pr Hendrikkade'
- Take Metro 51, 53 or 54.
- Get off at metrostation 'metro Wibautstraat'
- Walk to 'Wibautstraat 127' in Amsterdam. (Lines 51, 53 en 54 stop right outside the door. Take exit Platanenweg).

GENERAL INFORMATION

Culturemondo network
<http://www.culturemondo.org/>

Culturemondo Secretariat and development is supported by:
<http://www.culture24.org.uk>

Picnic conference
<http://www.picnicnetwork.org/>

The PICNIC Culturemondo sessions are hosted by:
LabforCulture - <http://www.labforculture.org/>
Virtueel Platform - <http://www.virtueelplatform.nl>

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