

amsterdam marketing

PRESS FEATURE

Brazil in Amsterdam

The age-old ties between the Dutch capital and Brazil can be found in various places in Amsterdam. In the 16th century, Brazil was a Portuguese colony and this country and the Netherlands were allies against Spain, their mutual enemy. This allowed the Netherlands to play an important role in the trade between Brazil and Europe – in which the Dutch West India Company, founded in Amsterdam in 1621, had a central position. This ‘multinational’ focused on trade with North and South America.

A substantial part of Brazil – from São Luís to Salvador came under the authority of the Netherlands between 1630 and 1654. This authority was exercised from Recife by prince Maurits of Nassau-Siegen. It is due to his sensible and humane policy that he is still popular in Brazil today. The current capital of component state Pernambuco was then called Mauritsstad (City of Maurits). Fort Oranje on the island of Itamaracá, Fort Do Brum – referring to Dutch officer De Bruyn – and Fort Frederik Hendrik are tangible reminders of this past. Under Dutch authority the first synagogue of the Americas was founded in Recife – Synagogue Kahal zur Israel. The Dutch influence can still be seen in Recife, for instance in the paving, the many bridges and typical Amsterdam houses and canals.

West-Indisch Huis and Brazil

In 1621, the West-Indische Compagnie (WIC – Dutch West India Company) was founded in Amsterdam. From 1623 the headquarters of the WIC was located at Haarlemmerstraat 75 in the West-Indisch Huis. For years, the cellars of this building had been stocked with the WIC’s silver spoils from Spanish ships in the Caribbean. The Dutch were at war with the Spanish, as were the Portuguese. In 1628, Piet Hein conquered an entire fleet of Spanish ships laden with silver in Matanzas Bay near Cuba. This famous ‘Zilvervloot’ yielded an amount of 12 million Dutch guilders for the WIC. This money was used to take control over Pernambuco in Brazil that was rich in sugar.

Piet Hein and All Saints’ Bay

Piet Hein had been employed as vice-admiral by the Dutch West India Company since 1623. A year later he and his sailors charged the Spanish fort São Salvador da Bahia de Todos os Santos and took the fortress. To commemorate this feat of arms, a house at Rozenstraat 144 in

Amsterdam was adorned with a decorative stone tablet: *Baya D. Todos Sanctos* in the 17th century. The tablet depicts All Saints' Bay with four sailing ships and a fortress tower with firing canons on the left. Today Salvador da Bahia is Brazil's third city.

West-Indische Compagnie warehouses

A number of warehouses of the West-Indische Compagnie (WIC – Dutch West India Company) remained, such as the impressive WIC complex at Prins Hendrikkade, corner 's Gravenhekje dating from 1642. These warehouses stored various products from North and South America the WIC traded in. Sugar mainly came from Brazil and slaves were imported from West Africa and put to work on the sugar plantations. The façade of the warehouses shows the WIC emblem.

The Dutch in Brazil in the Scheepvaartmuseum

The exhibition *Zie je in de Gouden Eeuw* (See you in the Golden Age) in the Scheepvaartmuseum (National Maritime Museum) has a display case dedicated to the Dutch period in Brazil that lasted from 1630 until 1654. The conquest of Brazil led to the first large-scale slave trade by the Dutch. The display case shows, among other things, two paintings by Frans Post, one of the artists in the following of governor-general Johan Maurits of Nassau Siegen. The paintings depict Brazilian landscapes and slaves working on the plantations and in the sugar mills.

hetscheepvaartmuseum.nl

Amsterdam Museum: rasped wood and paintings by Frans Post

The Amsterdam Museum has various objects reminding of the ties between Amsterdam and Brazil. There are paintings by Frans Post (1612-1680): *Huis van een Hollandse kolonist in Brazilië* (*Home of a Dutch Kolonist in Brazil*) and *Gezicht op Braziliaans dorp* (*View of a Brazilian Village*). Frans Post travelled with governor-general of Dutch Brazil, Johan Maurits Count of Nassau-Siegen and was his personal painter. The Amsterdam Museum also exhibits Brazilian 'rasp-hout'. Since the beginning of the 17th century this wood was used as dye. Rasping hardwood was extremely hard to do and was, therefore, executed as a type of punishment in the Rasphuis (Gratehouse), effectively a prison. The gate of the Rasphuis can still be seen at Heiligeweg.

amsterdammuseum.nl

Eastern European emigrants for Brazil

At the Oostelijke Handelskade, the eastern docklands, ships of the South America Line moored – later known as the Koninklijke Hollandsche Lloyd (KHL). This company had specialised in transporting, mainly East

European, emigrants to Brazil and Argentina. At the Handelskade a large complex was built with offices, company houses and a coffee house. In the centre was the striking Lloyd Hotel with nine hundred beds, designed in 1918 by architect Evert Breman. The valuable execution made the building eight times as expensive as planned. From 1921 to 1936 every three weeks a ship left for South America to bring emigrants to their new countries. The hotel commemorates this history with a permanent and free exhibition *Lloyd History*. Part of the exhibition is *Zotia Emigrates*, in which the story is told of a Polish girl and her father immigrating to Brazil on one of the Lloyd ships in 1929. The KHL went bankrupt in 1936. Since 2004 the Lloyd Hotel has been used as an actual hotel again after a radical renovation by renowned architect firm MVDRV. A special feature of this hotel is the fact that guests can choose between rooms ranging from 1 to 5 stars, with an interior created by various Dutch top designers. It has been a national monument since 2001.

lloydhotel.com

World Cinema Amsterdam with plenty of Brazil

The annual film festival World Cinema Amsterdam offers the best and most recent films from Latin America, Asia and Africa, with a relatively high percentage of Brazilian films. The festival takes place in the cinemas of movie theatres Rialto and De Balie, but also in a variety of locations outside.

worldcinemaamsterdam.nl

Brazilian restaurants

Brazilians will not visit Amsterdam for its Brazilian cuisine, yet it may be good to know that Amsterdam boasts several Brazilian restaurants and pubs, should they be overcome by homesickness. For instance:

- La Cafezinho, Tweede Laurierdwarstraat 50
- Casa Brazuca, Ferdinand Bolstraat 113H
- Do Brazil, Lange Leidsedwarstraat 86
- Samba Kitchen, Ceintuurbaan 63
- La Cacerola, Weteringstraat 41
- Rodizio.nl, Zeedijk 28

Growing number of visitors from Brazil

Amsterdam is increasingly becoming a favourite destination for Brazilians. Over a short period of time Brazil has entered the top 10 of important nationalities for Amsterdam.

Amsterdam, January 2015

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About Amsterdam Marketing

Amsterdam Marketing is the city marketing organisation of the Amsterdam Metropolitan Area, active in the fields of promotion, information, research and services. Our ambition is to put this region on the map as one of the five most attractive metropolitan areas in Europe for its residents, visitors, businesses and influential groups. Under the motto "I amsterdam", we present the region as a dynamic place to live and work, an attractive travel destination and a test market for innovation.