

# amsterdam marketing

## PRESS FEATURE

### Great-Britain in Amsterdam

**Amsterdam has centuries-old ties with Great Britain. At the beginning of the 17th century, Amsterdam was a temporary refuge for the Pilgrim Fathers. A reminder of this is the English Church at the Begijnhof (a courtyard of almshouses), where services in English have taken place every Sunday since 1607. In 1609, Englishman Henry Hudson departed on the ship De Halve Maen from the quay at the Schreierstoren in Amsterdam. After a long journey, he reached the island of Manhattan where he founded Nieuw Amsterdam, which later became New York.**

But the relationship between Great Britain and the Netherlands has not always been so peaceful: four Anglo-Dutch Wars were fought in the 17th and 18th centuries over trade routes. Amsterdam has commemorated these wars with four beautiful funeral monuments for naval heroes, which can be found in the Oude Kerk (Old Church) and the Nieuwe Kerk (New Church).

### **Well-loved destination**

According to many travel stories, Amsterdam has been a well-loved destination with visitors from Great Britain since 1600. The Englishman Peter Mundy, for example, wrote in 1640: "The view of the city from the Westertoren is more beautiful and delightful than any other city I have beholden."

Today, Amsterdam attracts more than a million overnight stays by British tourists annually.

### **English Reformed Church**

Amsterdam's English Church, a medieval church that was made available to the English community in the city in 1607, can be found in the Begijnhof. On 5 February 1607, Pastor John Paget held his first sermon about Psalm 51:10: "Create in me a clean heart, O Lord." The occasion is commemorated with the verse written in beautiful lettering on the church wall.

The Pilgrim Fathers worshipped in this English Reformed Church when they found refuge in Amsterdam, and in the chancel a memorial window can be seen, as well as two bronze plaques. The pulpit is adorned with a beautiful copper lectern bearing the monogram of Great Britain's King

William III and Mary of England, a gift on the occasion of their visit to the church in 1689. There are still services in English every Sunday at 10:30.

### **Schreierstoren**

In 1609, the English seafarer Henry Hudson departed from Amsterdam on the ship De Halve Maen. He was assigned by the Dutch East India Company to find the northeastern passage to the Dutch East Indies. The advancing pack ice forced Hudson to change course and he eventually reached Lange Eylant (Long Island). This became the island of Manhattan and the river was called the Hudson River from that time onwards.

Hudson departed from the Schreierstoren on the corner of the Prins Hendrikkade and Geldersekade. A memorial plaque was affixed to the tower in 1927 by the Greenwich Village Historical Society of New York City. There is also a café in the Schreierstoren, the VOC café.

### **Naval heroes from the four Anglo-Dutch Wars**

Amsterdam has England to thank for four of its beautiful funeral monuments, honouring naval heroes from the First, Second, Third and Fourth Anglo-Dutch Wars respectively. These can be found in the Oude Kerk and the Nieuwe Kerk.

[oudekerk.nl](http://oudekerk.nl)

[nieuwekerk.nl](http://nieuwekerk.nl)

### **Warehouse “Engeland”**

Amsterdam developed into the most important trading centre of Europe in the 17th century. During this period, the Golden Age, thousands of extravagantly decorated merchants’ houses were built, in addition to warehouses that were required to store all the goods of the then-richest city in the world. The long rows of warehouses in the city centre remind us of this history. These were often named after cities or countries that were trading partners of the owner. The warehouse Engeland is located at Herengracht 155. It dates back to 1764 and has a broad bell gable.

### **English alleys**

The name of the Engelsesteeg near the Nieuwendijk dates back to the 16th century. There used to be many inns in this alley, which may have catered specifically to English sailors.

The Engelse Pelgrimsteeg is situated between Rembrandtplein and the Amstel. This alley derives its name from the Brownists (religious dissenters), who came to Amsterdam in 1593 and settled in this neighbourhood. One of their churches was in this alley.

### **Wapen van Londen (Arms of London) memorial stone**

At Amstel 14, near the Muntplein, a 17th-century stone can be found with the text and picture of the Wapen van Londen (Arms of London). This building's original resident was undoubtedly from London or traded with this city. Approximately 800 memorial plaques from the 16th to the 18th centuries have been preserved throughout Amsterdam.

Before houses in Amsterdam were numbered, they were often named after the owner's profession, family name or country of origin. The name of the house could be found on a sculpted stone in the façade, not just in letters but also with a picture, because most people were unable to read at that time. Some pictures are beautiful examples of sculpture, while others are rendered in an endearingly crude way.

### **John Locke in Amsterdam**

Tolerant Amsterdam was a haven for free thinkers from all over Europe during the 17th century. Among many others, the English philosopher John Locke (1632-1704) lived in Amsterdam from 1683-'89, writing two treatises about the state here. Constantly on the watch for persecutors from England, he adopted the pseudonym Dokter van der Linde, which appears to have been a tribute to the lawyer Hugo de Groot (1583-1645). The house John Locke lived in on the Damstraat no longer exists.

### **Christ Church**

The Episcopal Church (Anglican Church) in Amsterdam is not as old as the English Church at the Begijnhof, but its location at the Groenburgwal is by no means less picturesque. Built in 1827 in a style that is referred to as "Willem II-gothiek" in the Netherlands, the Christ Church was modelled on the Dome in Dublin, albeit more modest in size. Various memorial windows were installed, two of which bear the coats of arms of the Northumberland Fusiliers, the Royal Warwickshire Regiment and the Dutch Guards.

### **English cottage on the Roemer Visscherstraat**

In Amsterdam's Roemer Visscherstraat, it is possible to tour seven European countries in a matter of minutes. The houses were built in 1894 in the "national" styles of seven countries: Germany, France, Spain, Italy, Russia, the Netherlands and England. This "United Europe", also known as the Seven Countries Houses, was designed by the architect Tjeerd Kuipers (1858-1942) as a showcase of the history of European architecture. The "Engeland House" can be found at number 30A: a

house in the cottage style, which is now the location of the Quentin England Hotel.

[quentinengland.com](http://quentinengland.com)

### **Schottenburg**

The Schottenburg is an extremely picturesque double warehouse built in 1636 at Kromboomsloot 18-20. The name refers to a warehouse with the same name that was at the same location, where wool from Scotland was once stored.

### **PG Wodehouse fans in a wine bar**

The English writer PG Wodehouse (1881-1975) has many admirers across the globe, but only two true fan clubs. Since 27 November 1981, the centenary of Wodehouse's birth, Amsterdam's PG Wodehouse Society has been meeting regularly at Mulliner's Wijnlokaal. Named after one of Wodehouse's well-known characters, this attractive wine bar has a great selection of Wodehouse memorabilia and documents. The shiny plaque on the façade commemorates the creator of characters such as Rupert Psmith, Jeeves & Wooster and Mr Mulliner.

Mulliner's Wijnlokaal, Lijnbaansgracht 267

[www.wodehouse-society.nl](http://www.wodehouse-society.nl)

### **Wapen van Londen (Arms of London) in Amsterdam Central Station's façade**

Amsterdam Central Station's façade, which dates from 1889, is decorated with the coats of arms of 15 European cities, portrayed on colourful enamelled tiles. They are the most important foreign cities with which Amsterdam was connected by railway at the time, such as London. The city coats of arms form part of the abundant decoration of the station, which at the time of its opening was considered a "triumphal arch for transport".

### **Marks & Spencer Amsterdam**

For all those Brits in Amsterdam who miss their scones, or who just want to inhale the atmosphere of a real British department store, Marks & Spencer opened a branch at Kalverstraat 226 in 2013.

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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.