

# amsterdam marketing

## PRESS FEATURE

### Spain in Amsterdam

**Amsterdam and Spain have age-old ties. The relationship did not have a peaceful start: the Eighty Years' War (1568-1648) between Spain and the Republic of the United Netherlands. However, it all turned out well in the end; since the 17<sup>th</sup> century Amsterdam has been a favourite destination for visitors from Spain.**

### **Spanish Gazzetta from 1672**

Jewish printer David de Castro Tartas published the Spanish newspaper *Gazzetta de Amsterdam* in 1672. This newspaper is considered to be the first Jewish newspaper in the world. The news of the *Gazzetta* was mainly aimed at the interests of Sephardic Jewish merchants from Spain and Portugal. In 1673, the Italian *Gazzetta d'Amsterdam* was also published by Tartas. The Special Collections Department of the University of Amsterdam has several copies of this *Gazzetta* in its collection.

[bijzonderecollecties.uva.nl](http://bijzonderecollecties.uva.nl)

### **Spanish saint originally from the South of Turkey**

Dutch tradition has it that each year, mid-November is marked by the arrival of Sint Nicolaas – or 'Sinterklaas' – from Spain, with his steamboat filled with presents. An event anticipated by all Dutch children. From this day on, children can leave their shoes near the fire before they go to sleep. At night, Sint Nicolaas rides the roofs of the houses on his white horse and he and his assistant Piet throw presents and candy through the chimneys. The undisputed highlight is 5 December, Pakjesavond, the night that children – and many adults – are given present ('pakjes') in honour of Sinterklaas' birthday after which Sint Nicolaas returns to Spain, to his palace in Madrid.

However, Saint Nicolas did not come from Spain, but from Myra in the south of Turkey. He was a bishop there and was canonised after his death.

Sint Nicolaas is depicted on a decorative stone tablet on the façade at Dam 2 (corner Damrak). The depiction refers to the miracle of the pickling tub. According to this legend, a poor innkeeper killed three children to make pies out of them. Bishop Nicolas saw the remains of the children in a tub and miraculously brought them back to life.

### **Decorative stone tablet with the Malaga castle**

At Lauriergracht 2 you can find the 'Kasteel van Malaga': a modest house from the 18<sup>th</sup> century with a decorative stone tablet below the window of the first floor. This colourful sculpture shows a townscape with a large fortress tower and battlement. The two lines on the lower border reads: 'Int casteel van Malaga' (in the castle of Malaga).

### **Coat of arms of Madrid on the Central Station façade**

The façade of Amsterdam's Central Station is adorned with the coats of arms of fifteen European cities, each depicted on colourful enamelled tiles of about 1 x 1 metre wide. On the far left, next to Rome, you will find Madrid. The coats of arms are all part of the station's lavish decorations that opened in 1889 and was considered to be a 'triumphal arch of transport' at the time.

### **Spanish masters in Rijksmuseum**

In 2013, the spectacularly renovated Rijksmuseum reopened its doors. The museum is dedicated to Dutch art, but some Spanish painters can be admired there as well, which include works by Murillo, Goya and Zurbarán.

Truly Spanish are the architects who made the spatial design for the renewed Rijksmuseum: Cruz y Ortiz. Not only did they give the museum from 1885 back its grandeur, they also designed additional buildings, such as the Asian Pavilion.

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

### **'Spain' House**

In Amsterdam's Roemer Visscherstraat, near the Vondelpark, it is possible to tour Europe in under a minute. In 1894, a row of houses was built in the styles of seven countries. This 'United Europe', also known as the 'Zevenlandenhuizen' (Seven Country Houses) was designed by architect Tjeerd Kuipers (1858-1942) with the intention to depict the history of European architecture. At number 24 'Spain' house is located, referring to the Moorish architecture in Granada.

### **Amsterdam tapas**

No shortage of delicious tapas in Amsterdam. Some tapas restaurants also have regular performances by Spanish musicians, for instance at Duende and Dos. A few popular addresses:

- Barra, Eerste Sweelinckstraat 23
- Castillo Tapas & Steaks, Reguliersdwarsstraat 89
- Duende, Lindengracht 62
- Dos, Nieuwe Willemsstraat 1

- Pata Negra, Utrechtsestraat 124
- Puerto Pata Negra, Oostelijke Handelskade 999
- A la Plancha, Eerste Looierdwarsstraat 15

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.