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ROUTE	JORDAAN & NEGEN STRAATJES
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time to momo

Let op, dit is een voorbeeld. De echte versie heeft meer pagina's en kun je natuurlijk wel goed lezen.

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ROUTE

jordaan & negen straatjes

ABOUT THE ROUTE

This walk leads you past historical canal houses and shops. You'll stroll down the charming Haarlemmerstraat to the lovely, quiet Prinseneiland and on to the lively Jordaan with its many cafés. The Negen Straatjes (Nine Little Streets) are an absolute must for any shopaholic. The walk is worth it even you don't like shopping—this neighborhood belongs to the most beautiful part of town, with scenic views of its many bridges and canals.

ALL DISTRICTS

The Jordaan is considered Amsterdam's most pleasant neighborhood. Previously a blue-collar quarter, it has been increasingly gentrified over the last 10 years, now that anyone with money is willing to fork it over for a property. The quaint streets and scenic canals are now dominated by yuppies on designer cargo bikes and affluent expats.

It's easy to forget that this neighborhood used to be far removed from the riches of the canal belt. The Jordaan was constructed in 1612 for workers and immigrants. It became increasingly impoverished from the 19th century onwards, until the 1970s when the municipality began extensive rejuvenation. Since then, the Jordaan has been transformed from a working-class neighborhood into an expensive area, home to the well-educated.

It might seem as though the special atmosphere of yesteryear—of folk songs, pubs, and tacky jokes told in the broad Amsterdam dialect—are a thing of the past. Trendy shops and living spaces now occupy the buildings that once housed traditional businesses. But the good old days are far from forgotten. On Johnny Jordaanplein, for example, the Dutch levenslied (tear-jerking beer ballad) is honored. For a real evening of sentimental hits, head to Café Nol on the Westerstraat.

Like the Jordaan, the Negen Straatjes have also become a must-see for any Amsterdam visitor. And not without reason—the area is lined with unique boutiques, delicatessens, home decor stores, and lovely cafés. The nine streets run parallel to one another between the canals and are considered Amsterdam's finest shopping district.

NOT MUCH TIME

Prinseneiland + Haarlemmerstraat + Apple pie at Winkel 43 + Negen Straatjes + Anne Frank Huis

ROUTE DIRECTIONS (ca. 8.90 km)

waLK 2 (ca. 8,5 km)

Start on Haarlemmerstraat. Take a left for the West-Indisch Huis walk back and keep going for. Turn right into Buiten Oranjestraat. Walk under the railway and on Hendric Jonkerplein head for Bickersgracht. Take the first bridge left and walk left down Prinseneiland. At the end of the street turn right, then right again into Galgenstraat and then left over the water. Turn left, after the railway cross the road and then turn left onto Haarlemmerdijk. Take the first right and then right again onto Vinkenstraat. Turn left and left again into Brouwersgracht. Cross the first bridge and turn right into Palmstraat until you reach Palmdwaarsstraat. Turn left and enjoy the typical Jordaan streets on either side. Turn left into Lindengracht and then head via Noorderkerkstraat to the Noordermarkt. Turn right onto Westerstraat and take the first right. Then turn left into Boomstraat. Cross Tweede Boomdwarsstraat diagonally to Karthuizerstraat. Walk left into Tichelstraat and past nice shops like. Turn left down Egelantersgracht until you reach the Prinsengracht. Turn right and take the first right for special T-shirts. Walk down Nieuwe Leliesstraat, turn left and then first right onto Bloemstraat and then take the first left. Walk straight on and past and. Turn left onto Elandsgracht to reach and Holland's famous folk singers. Turn right onto Prinsengracht, right into Oude Looiersstraat and then first left. Cross the canal, turn right on the other side and on Lijnbaansgracht turn left. Cross the canal, turn left and then right for the Turnzaal. Take the next bridge and walk down Passeedersgracht until you reach Prinsengracht, turn left and take the first bridge on the right for Negen Straatjes. Cross to the other side of the Herengracht and turn left for a liqueur. Cross the Herengracht again. Walk right along the water. Take the first right for and great shopping, walk down Singel on the left and left again. Walk through the shopping arcade and cross the road at the Westermarkt for some noteworthy sights. Continue over the Prinsengracht to turn right into Leliegracht. Finish the walk with dinner.

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1 I LOVE VINTAGE - SHOPPING

The 50s, petticoats, Great Gatsby style, and fashionable finery—if you really want to go to a party in style, then don't miss I Love Vintage, where you'll find an extensive collection of bags, shoes, and accessories. They have lots of vintage items as well as new clothes in 50s style.

haarlemmerstraat 25, www.ilovevintage.com, mon-sat 10:30am-6pm, sun 11:30am-5pm, tram 1, 2, 4, 5, 9, 13, 16, 17, 24 centraal station

2 JAY'S JUICES - FOOD & DRINK

Slept badly, had one glass too many last night, or just need a pick-me-up? Jay's Juices are the perfect way to start the day, not only for the vitamin boost, but also thanks to the positive energy that Jay radiates. He's happy to ponder over the perfect juice for you. Juices from the heart, as Jay likes to say. He also grows super healthy wheatgrass, and buys all the ingredients fresh, daily.

haarlemmerstraat 14, www.jaysjuices.nl, mon-sat 8am-5pm, from € 3, tram 1, 2, 4, 5, 9, 13, 16, 17, 24 centraal station

3 VINNIE'S DELI - FOOD & DRINK

You're welcome from early morning throughout the week, at this slick café with Danish designer chairs and Dutch designer lamps. At Vinnies Deli, they work as much as possible with organic, fair trade and eco-friendly products – by, for example, simply cooking with seasonal vegetables. All the ingredients, such as home-cooked granola and organic quinoa, are also for sale.

haarlemmerstraat 46, vinnieshomepages.com, mon-fri 7:30-6pm, sat 9am-6pm, sun 9:30am-6pm, sandwich € 8, tram 1, 2, 4, 5, 9, 13, 16, 17, 24 centraal station

4 WEST-INDISCH HUIS - SIGHTS

The former head office of the Dutch West India Company, West-Indisch Huis, is impressive. The company traded in gold, sugar, coffee and slaves. Its directors met here and it was here that they decided to build a fort on the island of Manhattan that was to later become New York.

herenmarkt 99, not open to the public, tram 1, 2, 4, 5, 9, 13, 16, 17, 24 centraal station

5 MEEUWIG EN ZN. - SHOPPING

There's a strong chance that the delicious olive oil and balsamic vinegar from your favourite Amsterdam restaurant comes from Meeuwig en Zn. The family company sells products that they import from Spain, Greece, Italy and the UK amongst other places. Because the oil is sold in stainless steel tanks, they also stock varieties from small farmers who don't export their produce themselves.

haarlemmerstraat 70, www.meeuwig.nl, mon-fri 10.30am-6pm, sat 10am-5.30pm, tram 1, 2,

4, 5, 9, 13, 16, 17, 24 centraal station

6 SUKHA - SHOPPING

Sukha means 'joy' in Sanskrit and that's exactly what the owners of this eco-friendly store want to create. Handwritten poems and doodles to make you smile hang from the walls. The common thread here is love and attention, from the special home accessories, to sustainable clothing and books. Sukha also has its own label with artisanal products from India, Nepal, Peru and Indonesia.

haarlemmerstraat 110, www.sukha-amsterdam.nl, mon 11am-6.30pm, tue-sat 10am-6.30pm, sun 12-5pm, tram 1, 2, 4, 5, 9, 13, 16, 17, 24 centraal station

7 STORE WITHOUT A HOME - SHOPPING

If you're in search of something special for your home, Store without a home is a must. The owner is always on the lookout for furniture, lighting and home accessories that are otherwise virtually impossible to find in the Netherlands. The collection consists of international interior design from both established and new designers, such as cupboards by Seletti, porcelain by Lenneke Wispelwey and lamps by Fraumaier.

haarlemmedijk 26, www.storewithoutahome.nl, mon 1-6pm, tue-sat 10am-6pm, tram 1, 2, 5, 13, 17 martelaarsgracht

8 PRINSENEILAND - SIGHTS

This often-overlooked part of Amsterdam, is quite beautiful. The neighbourhood's shipyards and warehouses were used by the Dutch West India Company to store herring, grain, tobacco, wine, salt, anchovies, etc. Prinseneiland fell into disuse and was almost deserted until after the Second World War, when it was rediscovered by artists. The oldest, 17th-century houses are to be found at numbers 269 and 517.

prinseneiland, tram 3 zoutkeetsgracht

9 THE MOVIES - FUN THINGS TO DO

The oldest cinema in Amsterdam is not, as you might expect, the Tuchinski, but rather The Movies. This stylish cinema, dating from 1912, not only has a beautiful art deco interior, but the chairs are also comfortable. It generally shows more unusual arthouse films.

haarlemmedijk 161-163, www.themovies.nl, restaurant open from 5.30pm, last film showing usually around 21.45, entrance € 11, tram 3 haarlemmerplein

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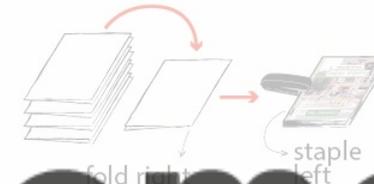
1. Fold the last page (the map) in four, as depicted on the right (with the printed side facing up) and put aside for now.



2. Fold the other pages one by one with the print on the outside and stack them with the fold on the left side.



3. Turn over the stack of papers so the fold is on the right side and staple together on the left side to form a booklet.



4. Make a small incision on the first page to slide in your map.



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LOCAL

NAME
FEMKE DAM

Kent de stad beter dan vrienden die er al veel langer wonen en doet niets liever dan iedereen vertellen hoe leuk het hier is. Houdt van nieuwe adresjes en vooral koffietentjes, lekker eten, picknicken in het (Wester)park en de zondagochtend als Amsterdam bijna dorps aandoet. Favoriet: met het pontje naar Noord, dat is bijna vakantie.

CREDITS

This book has been put together with the greatest care. mo'media bv is not responsible for any inaccuracies that might appear in the text. Comments and/or suggestions can be sent to mo'media, P.O. Box 359, 3000 AJ Rotterdam, info@momedia.nl, www.timetomomo.com.

LOCAL

Femke Dam

Photography

Hans Zeegers

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