

Press release

One-ticket access to Amsterdam's cultural heart

LAUNCHING THE MUSEUMPLEIN TICKET

Amsterdam June 2014 – The Rijksmuseum, Stedelijk Museum Amsterdam, The Royal Concertgebouw, Royal Concertgebouw Orchestra and the Van Gogh Museum are together launching the Museumplein ticket. This ticket guarantees fast-lane entrance into the three museums at the Museumplein, as well as a free-of-choice concert in The Royal Concertgebouw, including concerts by the Royal Concertgebouw Orchestra. The Museumplein ticket is available at € 90 in five-star hotels in Amsterdam from now on and tickets are valid until the end of 2014.

The Museumplein ticket benefits short-stay visitors to Amsterdam. Standard slow lines can be avoided and a number of tickets are kept available for all concerts, including those that are sold out.

“We have been collaborating with the other organizations situated at the Museumplein in many different ways. And for a long time we have jointly been developing the idea of one ticket that offers a special service to our visitors. That we can now offer this service to our public is an important example of our successful collaboration,” said Axel Rüger, Director of the Van Gogh Museum.

The Royal Concertgebouw, Royal Concertgebouw Orchestra and the three museums receive millions of visitors each year. The phenomenon that they are all located at the Museumplein, no more than a hundred yards apart, is unique in the world. By combining their mutual strengths, these five world-renowned organizations intend to promote the Museumplein and Amsterdam's cultural heart as an even more important brand.

The Museumplein ticket will become available in Amsterdam in Hotel De L'Europe, the Conservatorium Hotel, The Dylan Amsterdam and others. Later this summer, the tickets will also be available at the Museumplein pavilion.



RIJKS MUSEUM



Note for the editors, not for publication: For further information, please contact the Press Office of the Van Gogh Museum T +31 (0)20 570 52 92, pressoffice@vangoghmuseum.nl.