



**Night culture in Amsterdam**  
**Interreg Europe - Kraków**  
**October 1st 2024**



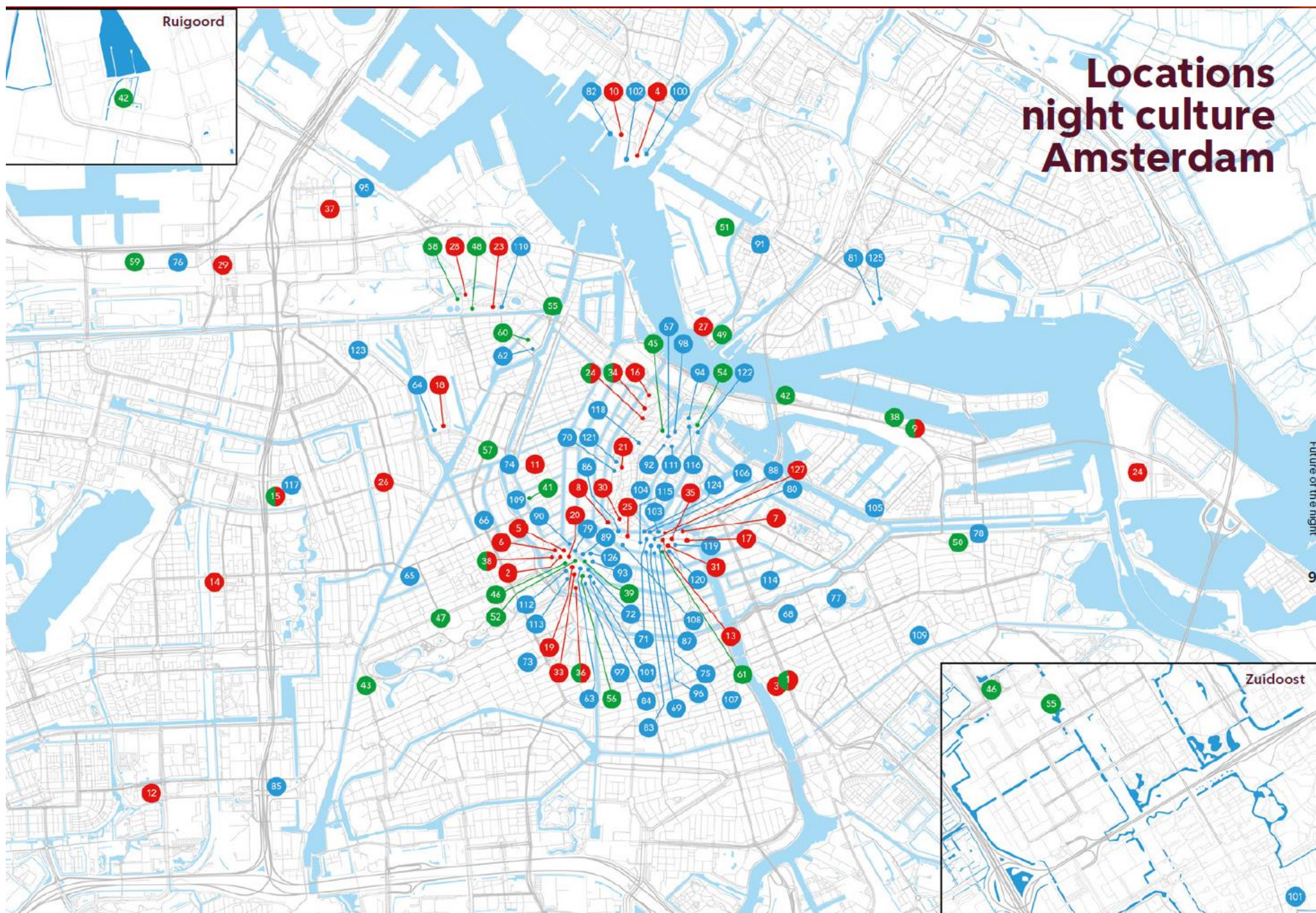
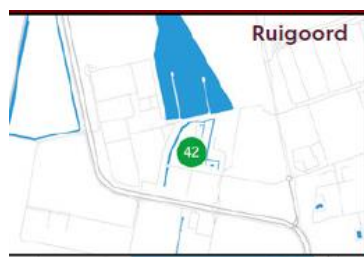
## Topics today

- Nightlife as a policy objective
- Nightlife, the visitor economy and city branding



## Fun facts

- The available number of cultural sites at night per 10,000 inhabitants is comparable to that in Berlin, and higher than in Tokyo and New York
- Spots are largely concentrated in the centre: 56% of all cultural venues and 65% of meeting places are located in the city centre.
- Amsterdam's 500+ nightlife venues provide more than five thousand jobs.
- The annual value of use of night culture and night or night culture related events, the added value that people attach to their visit, is estimated at over €22 million (2021)





## **Night culture in arts & culture policy**

2020: Night culture as a theme within the arts plan 2021-2024

2021: Adoption of Night Vision. Participatory series of city discussions, and consultation with city districts

2022: Night culture as a policy objective in the coalition agreement

2023: Implementation agenda for Night Culture



## Themes of the Night Vision:

space, inclusivity, safety, regulation, distribution,  
crossovers, expression, art, affordability, value



**The Night Vision endorses the social,  
economic, and artistic importance of night  
culture**

<https://synergique.nl/portfolio/to-dance-is-to-be-free/?lang=en>



# Acknowledging the value of nightlife

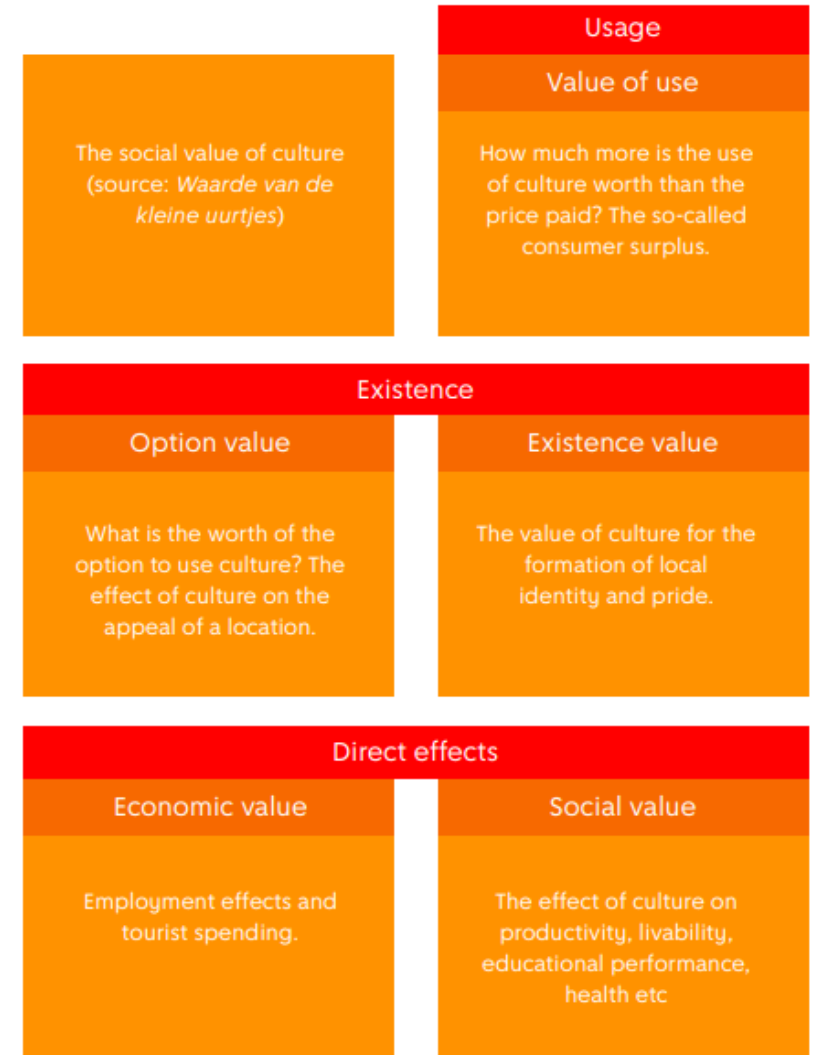
- Value of the sector / for the visitor

*"Night culture is both an incubator and a stage for makers and pioneers in music, dance, performance art, video art, film and photography, graphic design and design, stage and set design, fashion and storytelling (spoken word, stand-up comedy).*

*For the arts sector at large, night culture is an important space for development and growth: a place for inspiration and cross-pollination, and a stage for talent."*

- Value for the city: placemaking, employment opportunities, unique visitors, exportvalue of EDM

Source: "Waarde van de Kleine uurtjes", Atlas Research (2021)







## Night culture as a policy objective

- Interdisciplinary working group (department of: public order and safety, city events, creative incubators) and initiation of monthly consultation hours / night desk for initiatives
- Collaboration with city districts in licensing and regulation
- Structural alignment with sector representatives (N8BM Foundation, OAC, KHN, EVA / now expanded with the new Night Council)
- Night culture as a policy objective, included in the strategic housing plan of the city for the first time and the Arts Plan 2025-2028
- Implementation of 2 subsidy schemes for night culture in response to lockdowns: programming stimulation scheme and CTB funds (support for lockdown measures). First round May 2024



City of  
Amsterdam

SUMMARY IMPLEMENTATION AGENDA

# NIGHT CULTURE

2023-2026



## Goals of the implementation agenda



3 Themes, **10 action points**, **15 measures**. **€2.161.400**



3 themes, 10 action points, 15 measures, €2.161.400

### Space and regulations

#### Measure 1: Night culture location survey

📅 Second half of 2023 and 2024    💰 Variable<sup>2</sup>

#### Measure 2: Night culture in the Arts and Culture Accommodation Plan 2023-2027

📅 2023

#### Measure 3: Explore the 'Agent of Change' principle

📅 2024

#### Measure 4: Creative hubs for night culture

📅 First half of 2024-2026    💰 150.000<sup>1</sup> euros

#### Measure 5: Research into residents' needs

📅 Second half of 2023-2024    💰 Variable<sup>2</sup>

#### Measure 6: Night culture taskforce

📅 2023-2026

#### Measure 7: Analysis municipal regulations

📅 2024

### Representation of the sector

#### Measure 8: Sustainable consultation structure between City and sector

📅 Second half of 2023-2026

#### Measure 9: Financial support for the Night Mayor Foundation

📅 Second half of 2023-2026    💰 400.000 euros

### Subsidies and support for the sector

#### Measure 10: Scheme for young people

📅 2024    💰 1.161.400 euros

#### Measure 11: Pilot fund for noise reduction and sound insulation

📅 2024-2026    💰 200.000<sup>1</sup> euros

#### Measure 12: Day and night culture crossovers in the Arts Plan 2025-2028

📅 2025

#### Measure 13: Roadmap for night culture initiatives

📅 2024    💰 Variable<sup>2</sup>

#### Measure 14: Investigate the feasibility of 'cultural club' legal status

📅 Second half of 2024    💰 Variable<sup>2</sup>

#### Measure 15: Academy of Club Culture

📅 Second half of 2023-2026    💰 100.000 euros



1. The resources for measures 4 and 11 will be flexibly deployed in the period 2023-2026.

2. For measures 1, 5, 13, and 14, a total of €150,000 is available until 2026

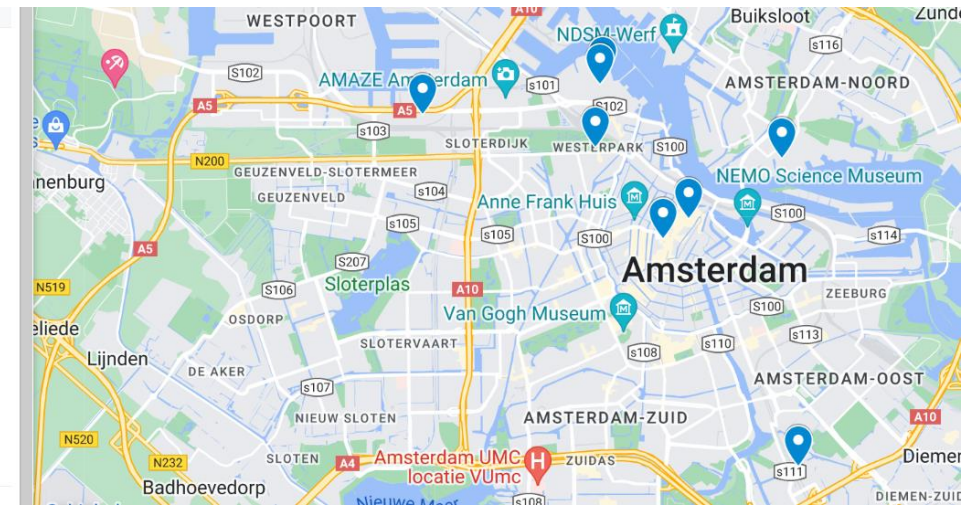


## Where are we now?

- Night culture consultation hour
- Opening of (11) new clubs: Kanaal40, Nachbar, Levenslang, Club Raum
- Funding for talent development and sector representation
- Institute of Night Culture
- Other cities making their own nightvisions

Clubs

- Club RAUM
- Toekomstmuziek
- nachbar
- THE OTHER SIDE
- kanaal40
- Levenslang Amsterdam
- Noordwaards
- Radio Radio





# Translating the implementation agenda

- Every district has its own character and needs, it's a collaborative effort
- The city center district has made their own version of the implementation agenda, other city districts will follow
  1. Social safety
  2. Transforming current nightlife spaces
  3. Incubator hubs for nightlife
  4. Stimulating Non-subsidized cultural places
  5. Future perspective of the Red Light District area
  6. Location research



## City Centre Approach

- City centre approach: The City Centre Approach aims to make Amsterdam's inner city welcoming for both residents and respectful visitors. It focuses on preserving heritage, promoting creativity, and ensuring a balance between living, working, and tourism. The plan prioritizes safety, clean public spaces, and reducing overcrowding while maintaining the unique identity and facilities for locals.
- Consists of 6 priorities, resulting in dozens of projects, actions and measures. Night culture is part of "Cultural diversity and local identities"
- Problems with noise: residential areas, monuments and soundproofing, countrywide smoking regulations
- New quality openings in collaboration with the municipality



## City Centre Approach

- Adding creative spaces for the night culture in the city center with the help of municipal organizations (Stadsgoed, NV Zeedijk, and/or Stadsherstel).
- The city center lacks sufficient creative spaces, particularly those supporting night culture.
- The City of Amsterdam will work with organizations to establish several permanent creative spaces in the coming years. Additionally, an assessment will be conducted to evaluate the existing creative spaces, their offerings, and visibility in the area.
- Focusing on increasing inclusivity, diversity, and social safety in existing clubs in the city center. The diversity and inclusivity of the nightlife offerings in the city center can be improved. The city center will engage with existing clubs to work together on achieving these goals.







# Night culture in city marketing

- Amsterdam&partners does the city marketing for our city. Focus on 3 pillars: residents, visitors and companies.
- Aim for residents: contributing to (cultural) participation, meeting, dialogue, and interaction to strengthen the connection between residents and the city.
- Current reconsideration of the city's identity
  - More focus on Amsterdam as a city rich of culture. Steering towards quality nightlife over pub crawls
- Image campaign: Renew your view on Amsterdam
- Highlighting ''off the beaten path'' venues



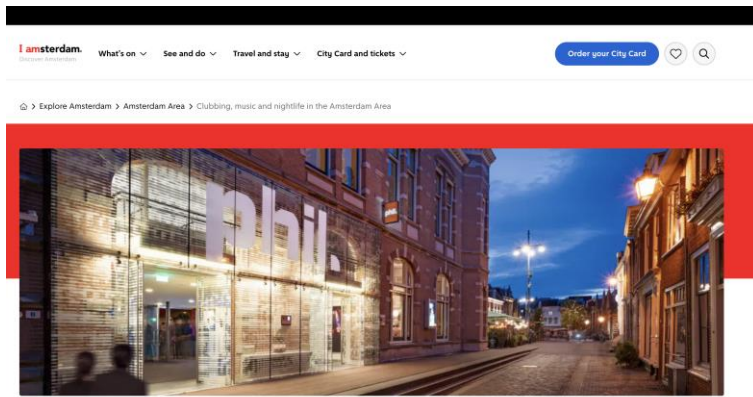
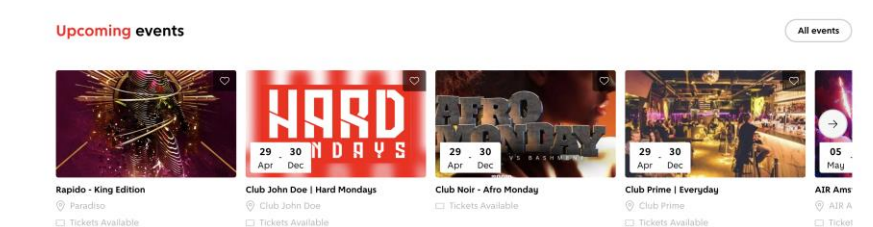
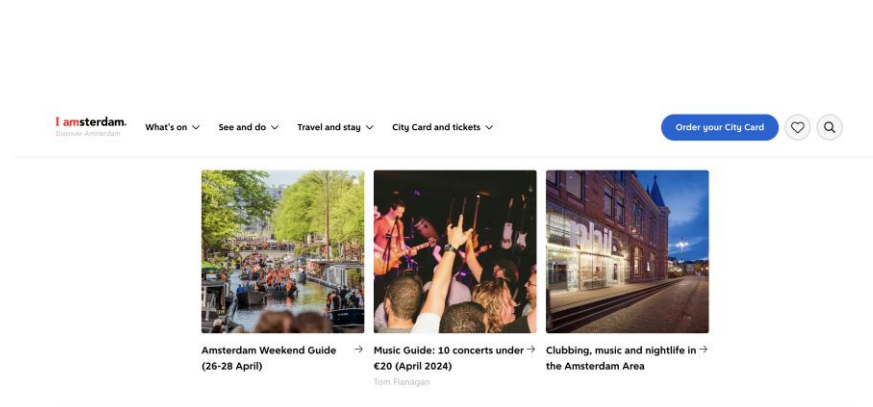
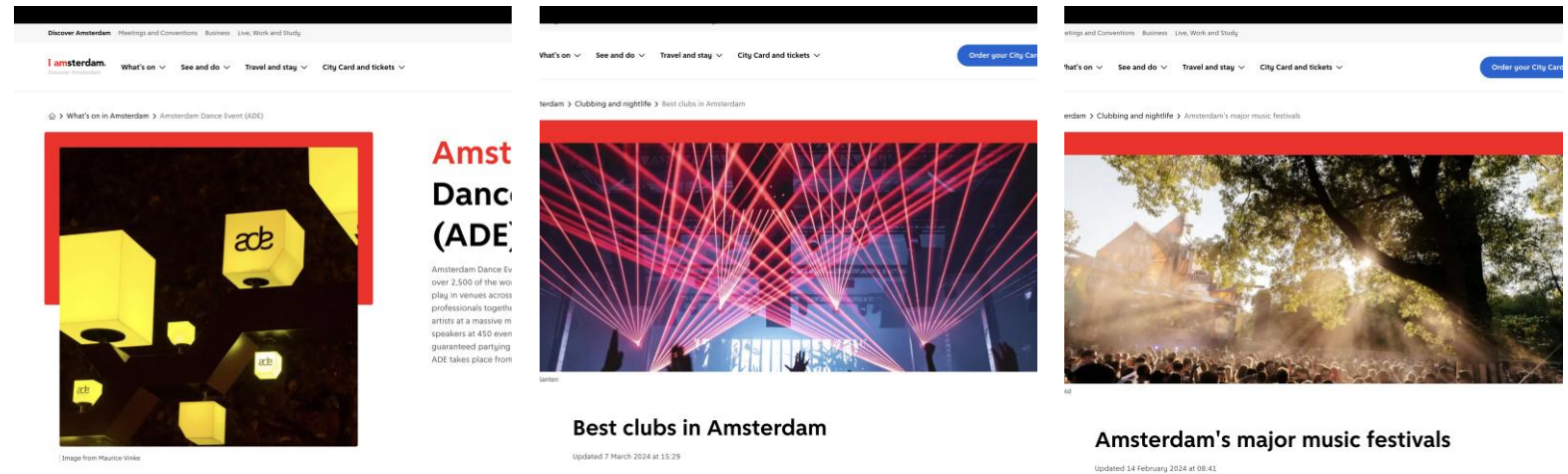
# Night culture on iamsterdam.com (EN)

**Goal:** Inspire, guide, and activate

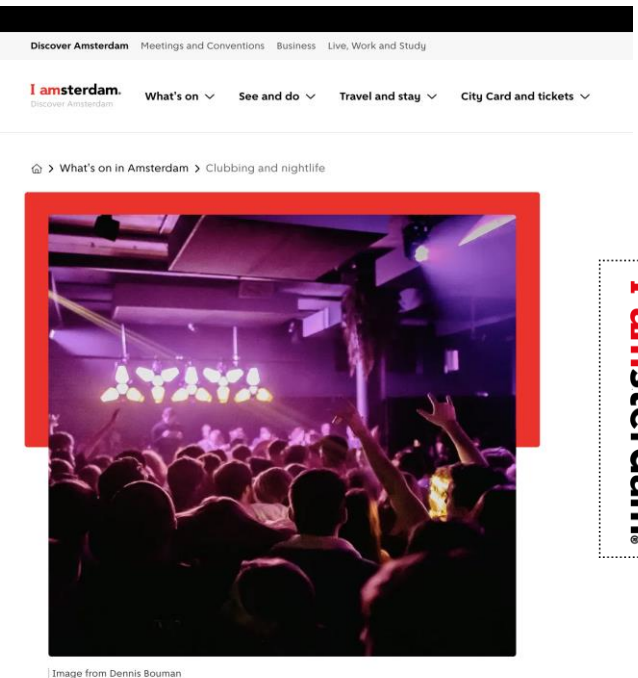
**Target group:** International residents and international visitors

**Form:**

- Editorial content
- The weekend guide
- Part of the agenda



Clubbing, music and nightlife in the Amsterdam Area

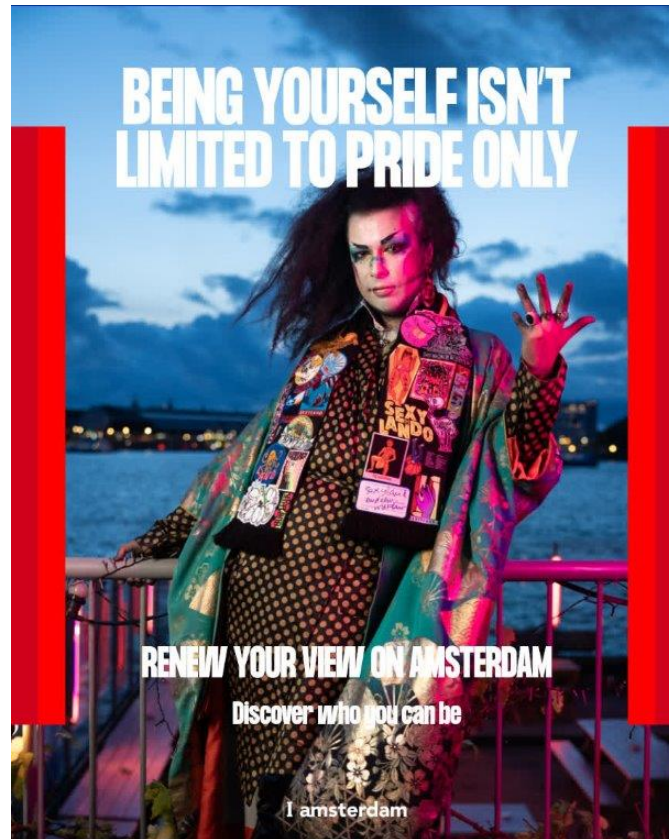


# Image campaign (ENG + NL)

## Renew your view on Amsterdam / Amsterdam verruimt je blik

**Goal:** Amsterdammers/locals, city ambassadors, give visitors and residents an original and new perspective on the city and put the city on the map. Breaking with old prejudices that might exist about the city

**Target group:** International visitors and residents.





## To conclude

- Nightlife is a crucial part of Amsterdam's identity, offering social, cultural, and economic value.
- The city is focused on creating a more inclusive, diverse, and safe night culture, with dedicated efforts to support venues and reduce current issues
- Through collaboration with clubs and municipal departments, Amsterdam aims to establish more creative spaces and develop talent within the night scene.
- The City Centre Approach supports a vibrant night culture that balances tourism and local life while preserving the unique character of the inner city.

### **Next steps:**

- Strengthening partnerships with the night culture sector and city districts to create sustainable, innovative spaces and maintain Amsterdam's role as an international nightlife hub.



**Thanks for listening!**  
**Any questions / remarks?**

*Find more on: <https://www.amsterdam.nl/en/leisure/night-vision/>*