

THE SOFT ATLAS OF AMSTERDAM

HAND DRAWN PERSPECTIVES FROM DAILY LIFE

JAN ROTHUIZEN

Graphic designer Jan Rothuizen once realized that much of his best artwork resulted from simply walking along the streets and encountering new people. During his travels, he wandered around global cities like Cairo, New York, Guangzhou, and Beirut but eventually noticed that his work had yet to treat the city in which he had been born and raised. Rothuizen therefore decided to make Amsterdam the focus of a new book, the Dutch-language version of which was met with widespread success.

The Soft Atlas of Amsterdam introduces the idea behind Rothuizen's wildly popular maps to an English-language audience, and at the same time, it offers much more. Including many never-before-seen drawings unique to this edition, this atlas presents a fresh interpretation of Amsterdam's places and culture. The drawings, which are best described as written

maps or graphic reportages, portray recognizable elements of each location, yet are stylized in a highly original manner that reflects Rothuizen's excellent eye for detail. From the Rijksmuseum to a robbed jewelry store, a heroin clinic to a student apartment, *The Soft Atlas of Amsterdam* is a delightful tour through a vibrant European city. Full of fun surprises for both the armchair traveler and those who have lived or visited there, this is one collection of maps that guarantees readers a view of the city they've never seen before.

Jan Rothuizen is an illustrator for multiple publications, including *De Volkskrant*, *Vrij Nederland*, and *De Groene Amsterdammer*. His work has been exhibited in the Netherlands and abroad.

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For a review copy or other publicity inquiries, please contact:

Rose Rittenhouse,
Promotions Manager,
University of Chicago Press,
1427 East 60th St, Chicago IL 60637.

Email: rittenhouse@press.uchicago.edu;
Telephone: 773-702-0376; Fax: 773-702-9756.

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HERENGRACHT 263 MONDAY 6 APRIL 2009
(HET ACHTERHUIS) ← THE SECRET ANNEX

8:05 FLOORS STILL WET FROM CLEANING...
8:15 YOUNG MAN WITH BLACK CURLY HAIR WALKS IN
HIS NAME IS KADA HE CHECKS HIS OLDER
MOROCCAN COLLEAGUES IF THEY HAVE CLEANED PROPERLY

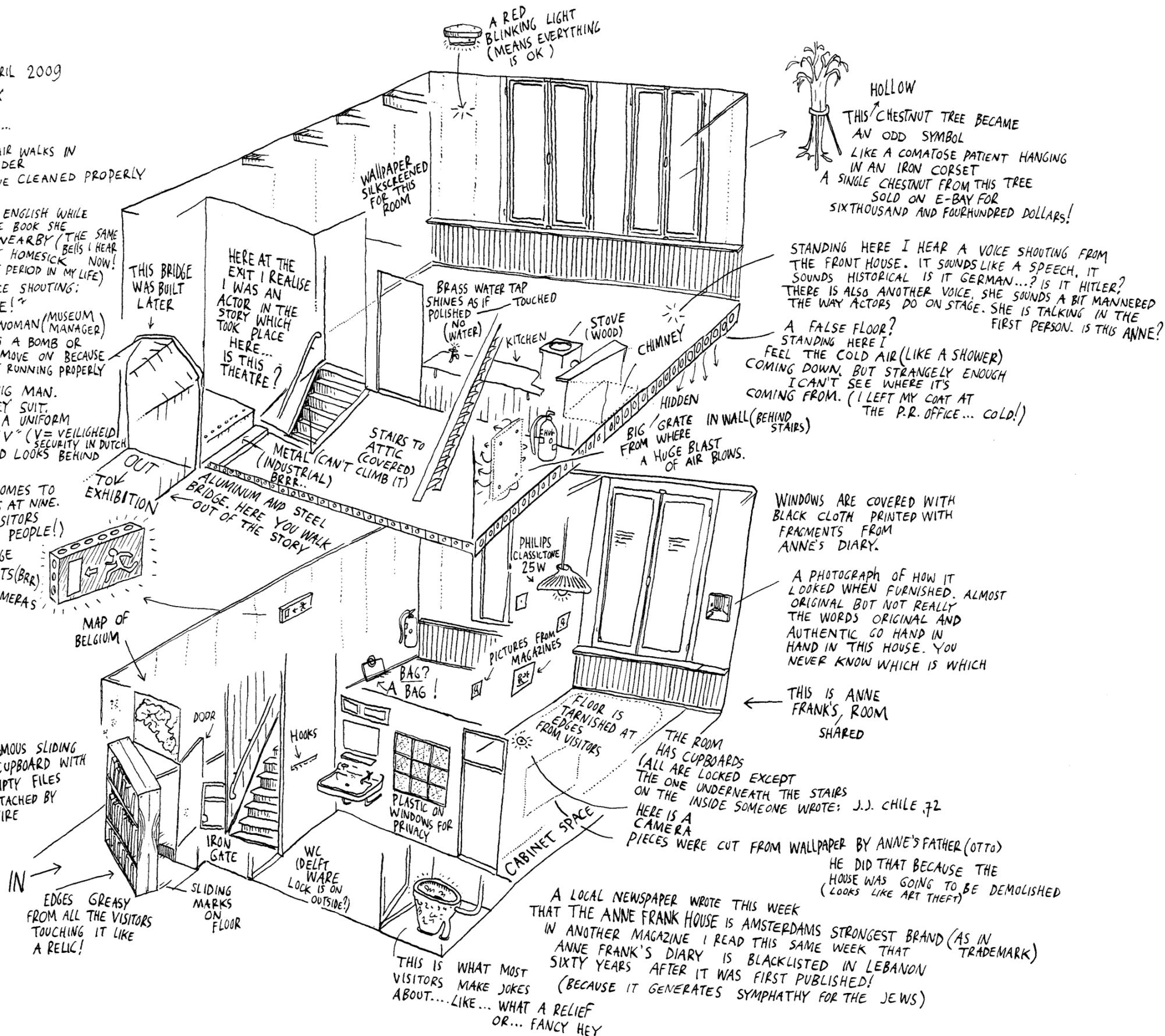
8:30 I READ THE DIARY OF ANNE FRANK IN ENGLISH WHILE
I WAS LIVING IN AMERICA, IN THE BOOK SHE
DESCRIBES THE SOUND OF A CHURCH NEARBY (THE SAME
I REMEMBER WHILE READING THIS I FELT HOMESICK BELLS I HEAR
(NOW I FEEL HOMESICK AGAIN FOR THAT PERIOD IN MY LIFE) NOW!

8:42 I AM UPSTAIRS WHEN I HEAR A VOICE SHOUTING:
"A BAG" I FOUND A BAG HERE!
I YELL..... IT IS MY BAG. THE WOMAN (MUSEUM)
IS RELIEVED, SHE WAS AFRAID IT WAS A BOMB OR
SOMETHING LIKE THAT..... SHE HAS TO MOVE ON BECAUSE
THE VIDEOS IN THE MUSEUM ARE NOT RUNNING PROPERLY

8:52 HEAVY FOOTSTEPS OF A VERY BIG MAN.
IT'S "SECURITY" IN A GREY SUIT.
A SUIT DESIGNED NOT TO LOOK LIKE A UNIFORM
ON HIS CHEST HE WEARS A SILVER "V" (V = VEILIGHEID)
HE INSPECTS ALL THE DARK CORNERS AND LOOKS BEHIND
DOORS. "JUST IN CASE" HE TELLS ME.

8:58 ANNE (MARIE) THE P.R. PERSON COMES TO
GET ME BECAUSE THE MUSEUM OPENS AT NINE.
(THEY HAVE MORE THAN 1 MILLION VISITORS
EACH YEAR AND ON BUSY DAYS 3000 PEOPLE!)

9:18 STANDING OUTSIDE. THERE IS A HUGE
LINE ALREADY. MOSTLY PEOPLE IN SHORTS (BRR)
WITH BACKPACKS ON THEIR CHESTS, CAMERAS
AND COMFORTABLE SHOES.



ANNE FRANK HOUSE

Anne Frank's diary is in the top ten of the best read books, along with the Bible, Harry Potter and the Da Vinci Code. Had she lived, Anne Frank would have been 84 in 2013. In that year, 1.2 million people visited the secret annex on the Prinsengracht.

COFFEE SHOP
 Production and distribution of marijuana is sanctioned by the government in Uruguay and recreational use of cannabis is legal in the US states of Washington and Colorado. Holland's big cities are planning to experiment with legalised cultivation of the crop.

2^E KAMER COFFEESHOP

IS ONE OF THE OLDER AND SMALLEST COFFEESHOPS IN AMSTERDAM'S CENTRE
 IS DUTCH PARLIAMENT
 OPEN 365 DAYS A YEAR FROM 10 AM TO 1 AM
 IN AN ALLEY BETWEEN SPUI AND SINGEL

IT CAN GET A BIT SMOKEY IN HERE (THEY OPEN THE FRONT DOOR)

THIS IS A MIRROR
 MAKES IT FEEL MORE SPACIOUS

TOURISTS ARE SMOKING A JOINT HERE A TEN IN THE MORNING. THEY JUST TOOK A PHOTO OF THE MENU. HOW LONG HAVE THEY BEEN IN AMSTERDAM?

THEIR PLANE LANDED AT 7.28 THAT MORNING (A COUPLE OF HOURS)

25% OF ALL TOURISTS WHO VISIT AMSTERDAM GO TO A COFFEESHOP (WHERE DO THE OTHERS GO?)

IF YOU SMOKE EVERY DAY IT AFFECTS YOUR SHORT-TERM MEMORY... YOUR WHAT?

ALSO AVAILABLE WATERWORKS
 A THC CONCENTRATE AT 60 EUROS A GRAM! (NOTHING SOFT ABOUT THAT)

ONLY FOR EXPERIENCED SMOKERS!

THIS RECEPTACLE CONTAINS THE ASHES OF AN AMERICAN REGULAR (DYING WISH)

NO CAPS ALLOWED!
 IT PUTS OFF CERTAIN CUSTOMERS AND IT'S A WAY OF DEMONSTRATING AUTHORITY

SUPPLIER TO THE COURT?
 I THOUGHT THE KING DRANK BEER?

THIS ONE'S EMPTY

WATER PIPE (SPECIALLY FOR AMERICANS)

SIGAREN

Maestro

CIGARETTE PAPER VENDING MACHINE

A YOUNG WOMAN IS SITTING HERE

BETWEEN SITTING AND STANDING

STIMULATING
 GRASS WITH LOTS OF THC

WHO SMOKES WHAT?

YOUNG PEOPLE PREFER SKUNK (A SMACK IN THE FACE)
 OLDER WHITE SMOKE MEN SMOKE HASH (TO RELAX)

TOURISTS GO FOR THE EXPENSIVE STUFF BECAUSE THEY THINK THAT'S THE BEST
 A POPULAR TYPE IS SUPERSILVERHAZE WHICH GIVES AN ENERGETIC HIGH

WHEN THEY WEIGH THE GRASS THE PRICE APPEARS ON THE SCREEN

25 TYPES OF GRASS AND 15 TYPES OF HASHISH... ISN'T THAT A BIT OVER THE TOP

TWO SCALES BECAUSE IT CAN GET BUSY HERE

EXTRA AIR

IT'S RUSH HOUR HERE BETWEEN 4 AND 5.30

IF YOU HAVE MORE THAN THIS ON THE PREMISES YOUR LICENSE GETS REVOKED

YOU CAN'T HAVE THAN 500 GRAMS AT ANY ONE TIME SO A SUPPLIER COMES HERE A FEW TIMES EACH DAY WITH AN INNOCENT-LOOKING PLASTIC PACKAGE TO FILL THE SHELVES

MOSTLY MEN
 TARGET FOR THIEVES AND POLICE!

MUSIC LIST

BANK CARD MACHINE

FOOD VIA'S MENU

NOT

READY ROLLED JOINTS

PAPERS

TEA

MILK

ESPRESSO MACHINE

COFFEE GRINDER

BE'S

NIETS VERANDERD

CITY VIEW BY CUSTOMER

NATURAL EXTINCTION?

THIS IS A PHOTO OF THE PLACE IN 1995 WHEN THERE WERE 650 COFFEE SHOPS IN AMSTERDAM. NOW THERE'S 190

AN OLD FRIEND OF MINE CALLS MY NAME (EVERYONE USED TO CALL ME 'JANTJE')

I SMOKED EVERY DAY FROM MY 15TH UNTIL I WAS 19 AND I STARTED TO GET ANXIETY ATTACKS

JELLINEK CLINIC CLASSIFIES SMOKERS AS A RISK IF THEY SMOKE 2 X A WEEK

10.207 PEOPLE APPLIED TO THE ADDICTION DEPARTMENT FOR HELP IN KICKING THE THE HABIT IN 2012

EVERY YEAR THEY PRODUCE ABOUT 185.000 KILOS

HOLLAND HAS AROUND 30.000 ILLEGAL GRASS PLANTATIONS

IS THAT FOR THE DUTCH MARKET?

A COFFEESHOP IS ALLOWED TO SEL LEGAL SOFTDRUGS, BUT HAS NO LEGAL WAY OF ACQUIRING THEM

18 MUNICIPALITIES HAVE RECENTLY SUBMITTED PLANS TO THE MINISTRY OF SECURITY AND JUSTICE TO CULTIVATE LEGAL MARIJUANA CROPS.

THE MINISTER IS AFRAID THAT HOLLAND WILL BECOME A GRASS EXPORT PARADISE

AND DOESN'T DARE TO TAKE THE RISK

THIS IS THE REOPENED RIJKSMUSEUM
 BUILT IN 1885, THEN ONE OF HOLLANDS BIGGEST BUILDINGS!
 IT TOOK 7 YEARS TO BUILD... AND EVEN LONGER TO RENOVATE

ARCHITECT PIERRE CUYPERS (1827-1921)
 DIDN'T WANT THE BUILDING TO LOOK MODERN.
 HE WANTED TO CREATE A WORK OF ART
 TO CELEBRATE THE NATIONS GREATNESS.

CUYPERS NOSTALGIA
 IS BACK IN FASHION TODAY.
 THE COLOURS AND DECORATIONS ARE RESTORED, ALTHOUGH THE WAY THEY WOULD HAVE BEEN AFTER 125 YEARS (SLIGHTLY FADED)

CRITICS COMPLAINED THAT THE BUILDING LOOKED LIKE A CATHOLIC CHURCH EVEN THOUGH THE ART IT SHOWED WAS 17TH CENTURY PROTESTANT

THIS IS NOT THE QUEUE FOR THE MUSEUM BUT FOR THIS HOT DOG STAND.

THE JEWISH BRIDE: AS A FILMSTAR ON A BILLBOARD

WOULD REMBRANDT HAVE A HEART ATTACK IF HE SAW THIS TODAY?

COFFEE TO GO!

CITYBRANDING IN THE FLESH

SIGN ON SIGN: THE LETTERS ARE FOR PROMOTIONAL USE ONLY AND THEREFORE NOT TO BE CLIMBED ON.

IN 1885 (WHEN THE MUSEUM OPENED) THEY EXPECTED ON 250,000 VISITORS A YEAR.

LAST YEAR (2013) 2.2 MILLION PEOPLE VISITED THE REOPENED MUSEUM. (THERE ARE OVER 80 TOILETS)

THE ONLY PAINTING THAT RETAINED ITS ORIGINAL PLACE

IS A PAINTING BY REMBRANDT (HE DIED A LONG TIME AGO)
 THERE ARE 24 LIFTS (THERE WERE 8)
 THIS TOWER HOUSES THE NIGHT WATCH EXPRESS LIFT (FOR GROUPS OF 35 WITH NOT ENOUGH TIME)

PISTOL FROM A POLITICAL ASSASSINATION (RECENTLY ACQUIRED)

THE INNER COURTYARDS WERE CLOSED FOR YEARS

NOW THEY'RE OPEN AGAIN!

THE BUILDING CAN BREATHE AGAIN SAY THE ARCHITECTS (ALTHOUGH THEY'VE HUNG HUGE FENCES FOR THE ACOUSTIC EFFECT)

ABOVE THE ATRIUM IS A NEW GLASS CEILING

THE MUSEUM HAS HAD A DEEP INNER CLEANSING (FACE LIFT INSIDE)

LOST COACH LOOKING FOR THE ENTRANCE

HEINEKEN MUSEUM

RENOVATORS REMOVED AROUND 2,000 TRUCKLOADS OF RUBBLE FROM THE BUILDING. ABOUT 60,000 TONS IN ALL. THE MUSEUM ACTUALLY ROSE!

THIS IS THE ART SCHOOL WHERE CHILDREN GET TO DRAW MIFFY AND LIFE CLASSES FOR 18+

IN FANCY LETTERS: "TO DRAW IS BOTH TO SPEAK AND WRITE"

YES!

ACROSS THE STREET IS A SWIMMINGPOOL WHERE I LEARNED TO SWIM

THE BUILDINGS ACHILLES HEEL IS THE CYCLE PATH UNDERNEATH. THE CYCLIST UNION (NOT TO BE UNDERESTIMATED) SAYS AROUND 13,000 PEOPLE CYCLE THROUGH THE MUSEUM'S UNDERPASS EACH DAY AND CLAIM THE RIGHT OF WAY.

ALL THESE PEOPLE STAND IN LINE FOR ART?

ICE CREAM STALL WITH OLD FASHIONED FLAVOURS LIKE PARSNIP AND SALSIFY (SUGAR FREE OF COURSE)

SURPRISE! FOUNTAIN FOR CHILDREN AND DOGS.

THE GATE THAT CIRCLES THE MUSEUM IS IN SOME PARTS ORIGINAL! (1 KM. LONG)

THIS IS WHERE THE STAFF WORKS IN THE BIG VILLA. DIRECTOR WIM PJBES IS ON HOLIDAY TODAY (YOU CAN FOLLOW HIM ON TWITTER THOUGH)

UNTIL 1940 THE DIRECTOR LIVED HERE THESE DAYS THAT IS NOT CONSIDERED HEALTHY. NOW THE CURATORS WORK HERE.

BY ARCHITECT ALDO VAN EYCK

RETRO CLIMBING FRAME

IS DELIBERATELY DIFFERENT

NEW EDUCATIONAL CENTRE

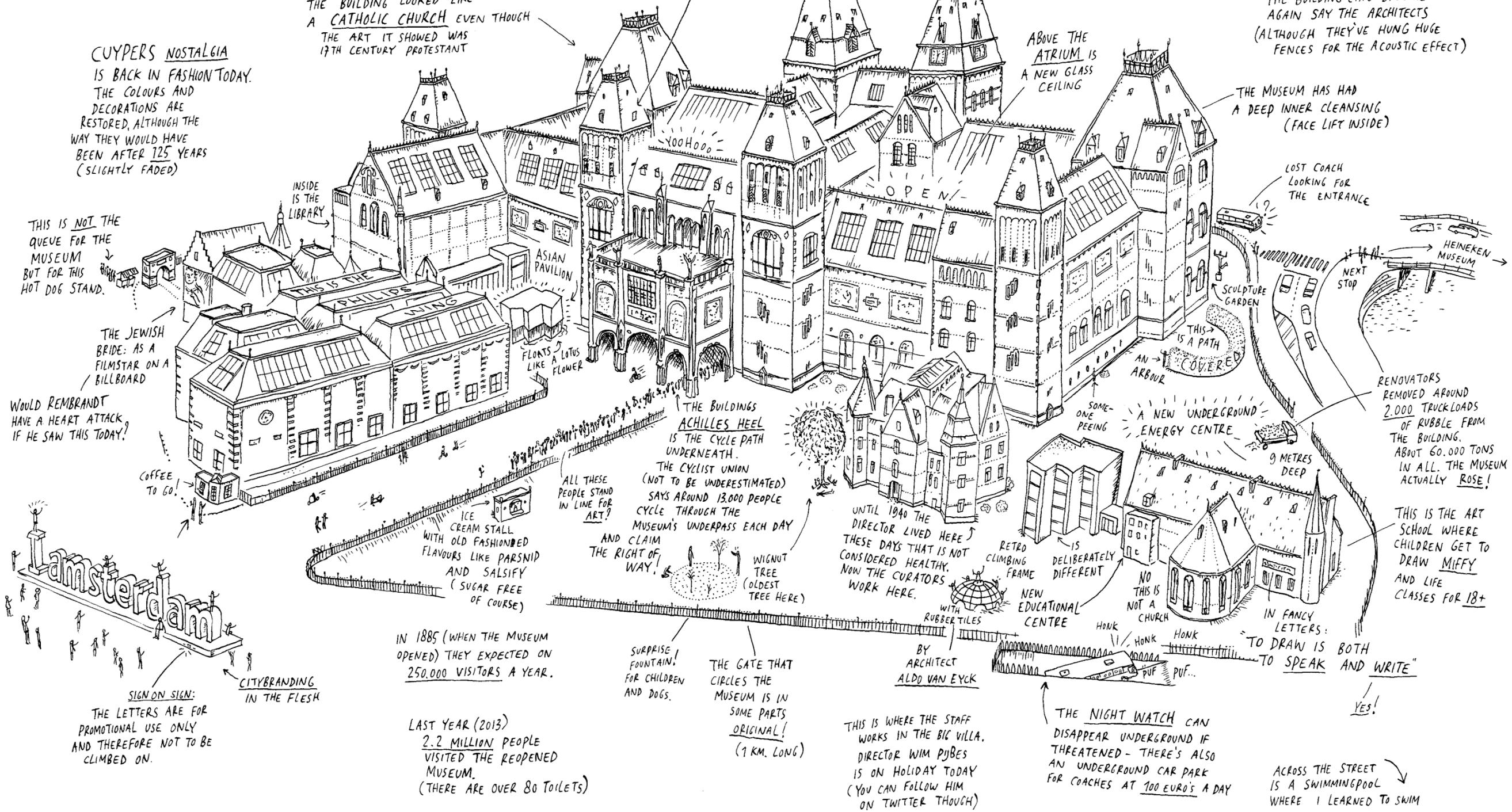
HONK

HONK

HONK

PUF...

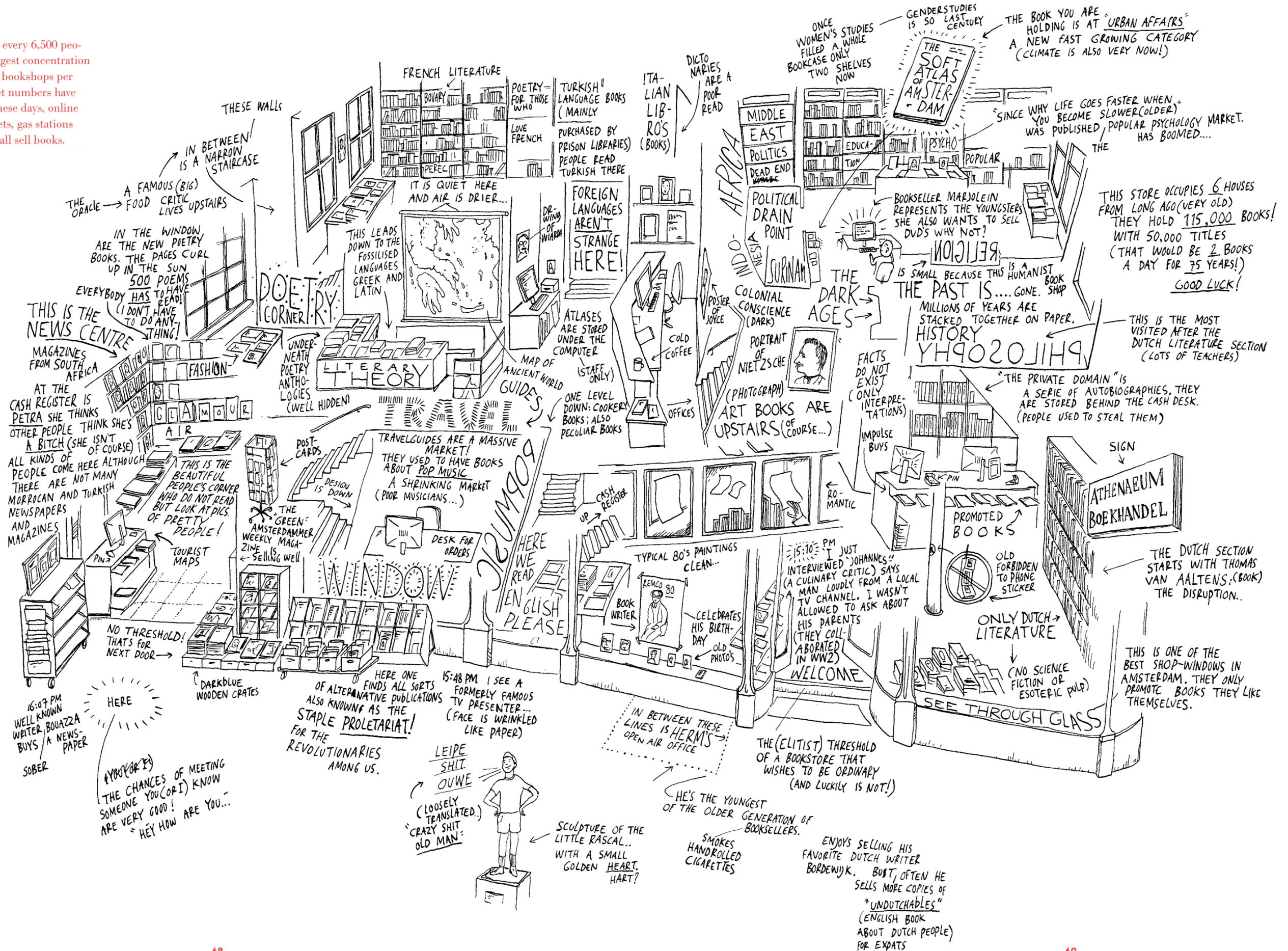
THE NIGHT WATCH CAN DISAPPEAR UNDERGROUND IF THREATENED - THERE'S ALSO AN UNDERGROUND CAR PARK FOR COACHES AT 100 EURO'S A DAY



RIJKSMUSEUM
 In 2004, Amsterdam launched the 'I Amsterdam' city brand to attract expats, tourists and foreign investors to the city. The huge 'I Amsterdam' sign in front of the Rijksmuseum is now one of the city's most photographed objects.

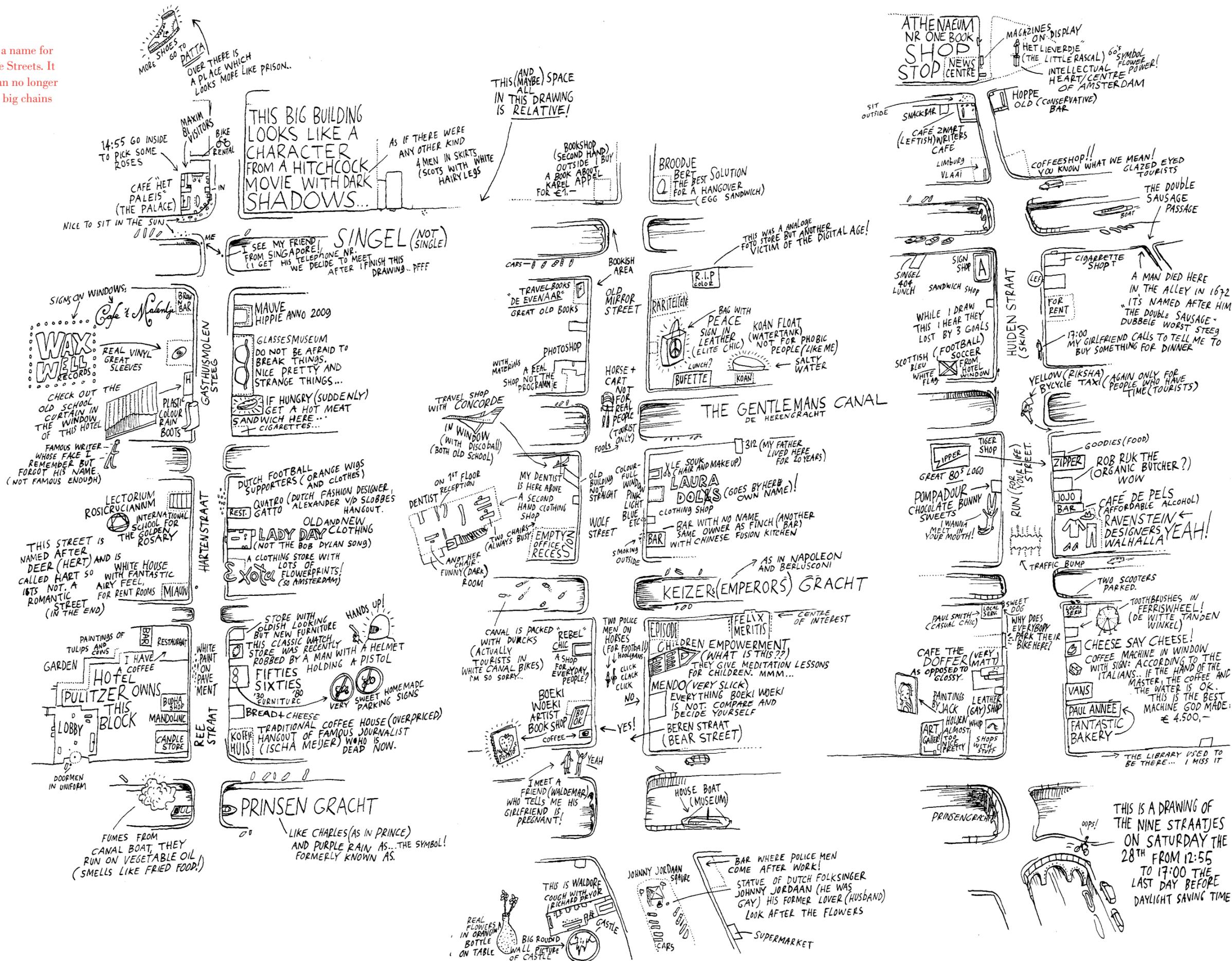
BOOKSHOP

With one bookshop for every 6,500 people, the city has the biggest concentration in a country with more bookshops per head than any other. Yet numbers have declined since 2007. These days, online bookshops, supermarkets, gas stations and department stores all sell books.



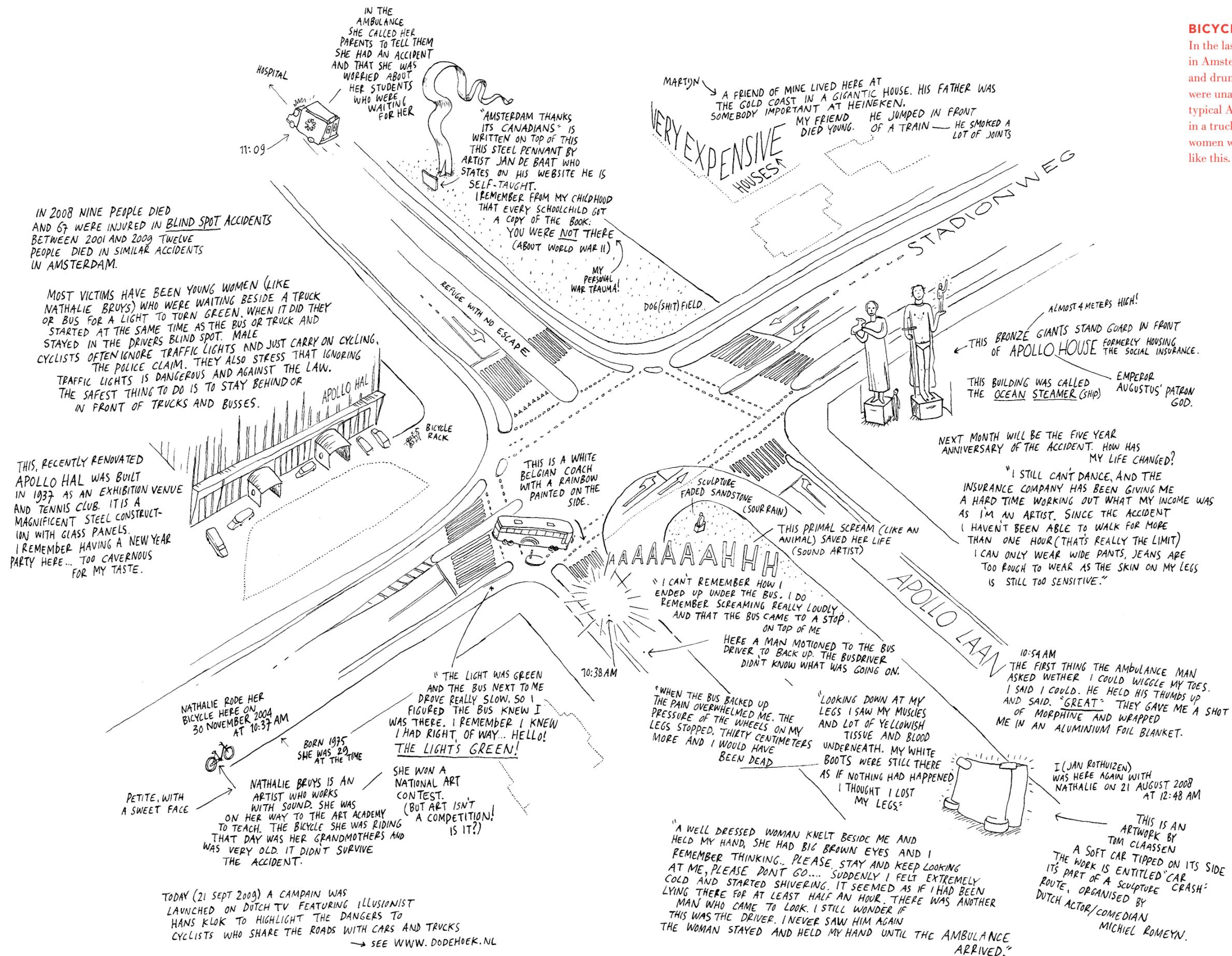
SHOPPING STREETS

The local shops came up with a name for their neighbourhood: the Nine Streets. It was so successful that many can no longer afford the rising rents and the big chains are moving in.



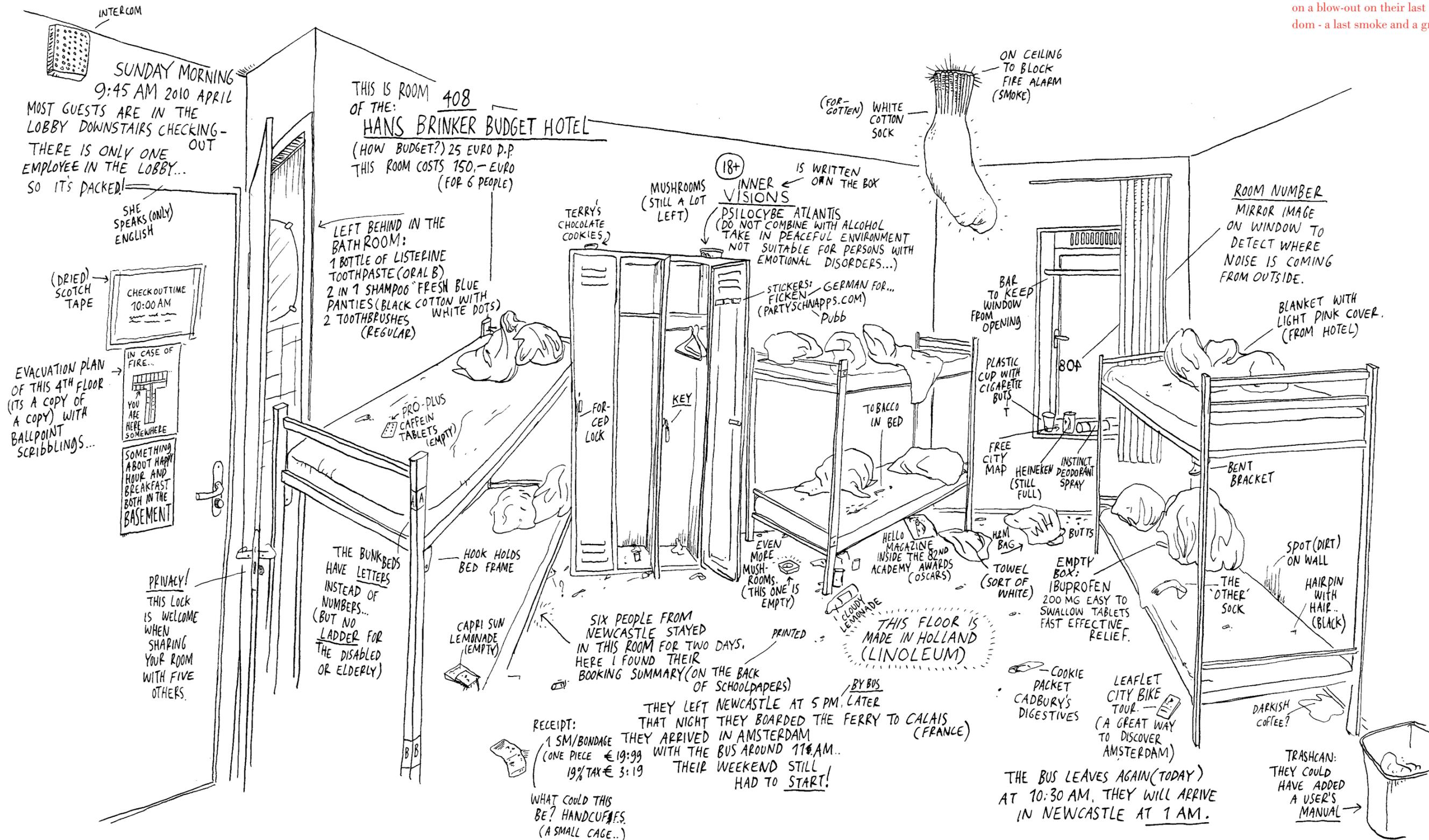
BICYCLE ACCIDENT

In the last three years, 51 people drowned in Amsterdam's canals. Most were men, and drunk; they fell in while peeing and were unable to get back out. Another typical Amsterdam accident is cyclists in a truck's blind spot: usually it's young women who get caught and run over like this.



BUDGET HOTEL

Amsterdam is a favourite among people in their twenties. That is the biggest group of visitors. It is especially popular for stag and bachelors parties, with young grooms on a blow-out on their last night of freedom - a last smoke and a grope.



RECYCLED ENERGY

Amsterdam's refuse energy company says that there's no such thing as trash. And it's true that they turn 99.7% of the city's rubbish into green electricity for trams and buses, and which provides city heating for entire neighbourhoods. But what about that tiny remnant, that last bit which refuses to be recycled?

THIS IS THE ARSHOLE OF OUR CONSUMER SOCIETY. THE PLACE WHERE THE REFUSE THAT CAN'T BE PROCESSED ANY FURTHER COMES OUT. THE END OF THE CYCLE

IN THE HARBOUR

EVERYDAY HERE AT AMSTERDAM'S REFUSE ENERGY COMPANY THEY INCINERATE HALF A MILLION REFUSE BAGS

THAT'S AROUND 600 FULL REFUSE TRUCKS (1.4 MILLION TONS)

IN ADDITION THEY PROCESS 100,000 TONS OF SEWAGE

THE ENERGY (HEAT) THAT THE INCINERATORS GENERATE IS TURNED INTO (GREEN) ELECTRICITY AND URBAN HEATING (HOT WATER FOR 15,000 HOMES)

VALUABLE MATERIALS ARE RETRIEVED FROM THE ASH THAT REMAINS IN THE INCINERATOR (SUCH AS COPPER, ZINC AND ALUMINIUM) THE REMAINDER IS USED AS FILL FOR ROAD CONSTRUCTION.

SO 99 PERCENT OF ALL REFUSE IS TURNED INTO ENERGY AND RAW MATERIALS

THE RECESSION HAS RESULTED IN 3 PERCENT LESS (CONSTRUCTION) REFUSE

AND NOW THAT YOU CAN SELL YOUR OLD STUFF ON INTERNET EVEN LESS

REFUSE SORTED?
IN THE PROVINCES 55 PERCENT OF DOMESTIC REFUSE IS SORTED.
IN THE BIG CITIES BARELY 15 PERCENT

LACK OF SPACE OR LACK OF AWARENESS?

LAST SUMMER OOSTZAAN MUNICIPALITY STOPPED CHARGING FOR THE AMOUNT OF REFUSE HOUSEHOLDS LEFT OUT, BECAUSE MANY SUDDENLY HAD NO REFUSE TO COLLECT.

DO THEY HAVE MICE?

THIS SEDIMENT CONTAINS EVERY KNOWN METAL (THE WHOLE PERIODIC TABLE)

I'M WEARING A HELMET AND GOGGLES AND SHOES WITH STEEL TOE-CAPS AND AN OVERSIZED ORANGE SAFETY COAT WITH REFLECTIVE STRIPES

GLASS IN FRONT HERE

THE FROWN WAS ADDED TO THE STICKER LATER



THIS HANGS THERE

BOTTOM OF THE DOOR LOOKS ERODED (CORROSIVE CHEMICALS?)

WHAT MAKES WHAT THEY PUT HERE SO HAZARDOUS?

MOBILE PHONES CONTAIN CADMIUM AND NICKEL, FOR EXAMPLE, AND CHINESE PLASTIC TOYS OFTEN CONTAIN LEAD-BASED MATERIALS.

CHEMICAL WASTE

THE FILTER EXHAUST OF THE SMOKE GAS PURIFICATION RESIDUE

PITCH-BLACK SLIMY BLUBBER COMES OUT OF THIS FUNNEL

PLASTIC FLAPS AGAINST SPLASHING

TIE-WRAPS

METAL (BLUE)

FLORESCENT LIGHT (EVEN AT CHRISTMAS)

WALL IS PAINTED WHITE UP TO HERE, TO DETECT THE SPLASHES PERHAPS?

ROLL-DOWN SHUTTER (DOESN'T LOOK USED)

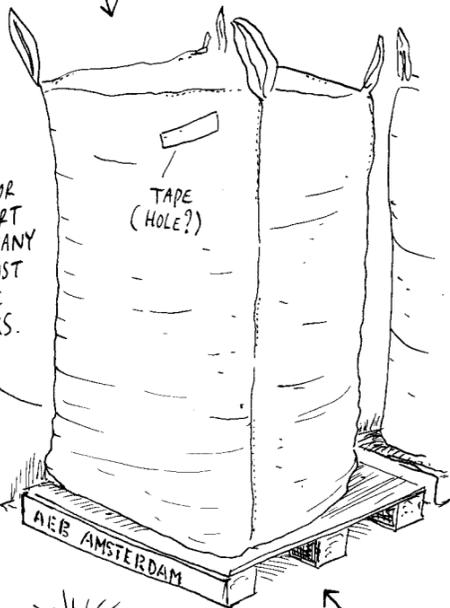
DURING THE HOLIDAYS THE INCINERATOR BURNS BETTER BECAUSE PEOPLE THROW AWAY MORE FATTY FOODS
TURKEY AND CHRISTMAS PIES

THAT ONE PERCENT OF REFUSE WHICH THIS ENERGY PLANT CAN'T PROCESS IS GENERALLY REDUCED TO A DRY SAND-LIKE MATERIAL AND DEPOSITED IN OLD GERMAN MINE SHAFTS.

STEEL BUMPERS FOR SAFETY?

ORANGE AND BLACK (LIKE BEES)

READY FOR TRANSPORT TO GERMANY IN ROBUST PLASTIC SACKS.



THIS IS WHERE PASTOR SAMUEL FROM GHANA WORKS IN A WHITE COAT WITH A MASK, MOVING THESE BAGS WITH A FORK-LIFT TRUCK HE SOUNDS DARK AND LOUD LIKE A REAL PASTOR

THE CONTENTS OF THESE CONTAINERS GOES TO A TIP FOR HAZARDOUS CHEMICALS IN THE MAAS ESTUARY

AROUND 10 TRUCKS A YEAR (500 TONS)

WAGON WAS ONCE ORANGE (AND PROUD) NOW RUSTY BROWN AND DISAPPOINTED

A RUBBER TIRE MAY SOON BE A RUBBER TILE UNDER A SPRING RIDER

RECYCLING IS (OFTEN) DOWN-CYCLING