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# Any time of year attracts art lovers to the Netherlands

The Netherlands Opera Society performing Madame Butterfly at the Stadsschouwburg, or the renowned Residentie Orchestra playing Beethoven or Schubert, that's the kind of pleasant choice the arts' lover might have to make on a visit to Holland.

For those travellers who choose a destination because of the quality of the local arts scene, Holland scores highly.

Holland has always enjoyed international fame especially for its artists and painters.

With programs constantly changing there's plenty of variety.

In terms of ballet, Amsterdam is unique. The internationally-known National Ballet regularly performs classical and modern pieces at the Stadsschouwburg where the renowned Nederlands Dans Theater also presents its exciting modern choreography.

In all, Amsterdam has about 60 theatres and these stage more than 12,000 musical, ballet and theatre performances a year. That of course doesn't include what is being put on in other big cities such as The Hague, Rotterdam, Utrecht or even Maastricht.

On the fringe there's a whole range of related entertainment. From boogie woogie to cafe jazz, cabaret, street performances, (when the weather is right) to children's shows, or merely a stroll round the many art galleries. So it doesn't take much effort to draw up a personal program of what to see and do.

To help visitors to Holland make the most of what's available on the cultural scene there are some unique arts-and-entertainment package deals at bargain prices. These packages are available to passengers of KLM Royal Dutch Airlines, travelling to Holland and Europe.

There is, for example, the Holland Art Land Offer which includes the first night hotel, free airport transfers, lots of discounts plus a list of concerts and events to choose from. This costs from as little as \$28 Cdn (Dfl 70).



### Paintings

Today its 600 museums, with some of the finest collections of paintings anywhere in the world, and numerous art galleries in the major cities, reflect a vibrant arts scene.

There can't be many people who haven't heard of Vincent van Gogh or Rembrandt. But these are only two members of a long list that attract art enthusiasts all the year round to the art galleries and the museums around Holland. Summer or winter, whatever day of the week, you'll find visitors in museums like the Boymans van Beuningen in Rotterdam, the Hague Municipal Museum, the Rijksmuseum in Amsterdam and (a stone's throw away) the Van Gogh National Museum and next door to it, the Stedelijk for modern art.

The same is true of architecture. Berlage and Rietveld are among the main names here, but even without knowing that, a walk through practically any Dutch city or town is a pleasure to the eyes.

Whole towns have been designated National Monument Towns to preserve their architecture. Generous support of the arts has been a feature of successive Dutch governments. There are about 40,000 monuments alone protected by law.

Or take the musical scene. The Holland Festival in mid-year or the North Sea Jazz Festival in July may be reasons for making a special trip, but that apart, music lovers needn't check their calendars if it's good music they're after.

In classical music, from jazz and popular to baroque, chamber and folk music, there is a sea of big international names on this year's listings.

### Museums

The variety is such that visitors often find it easier in Holland to see the big international names than in their own countries. And cheaper too. Average prices for ballet and theatre performances at the prestigious Concertgebouw range from under Dfl 10 (approximately \$4) to Dfl 37.50 (approximately \$16). And a whole list of fringe theatre performances can be enjoyed for between Dfl 10 (approximately \$4) and Dfl 15 (approximately \$6).



### Music

Or for those who wish to explore the world of Dutch Art and culture at the wheel of a comfortable rental car there's the Holland Arts Drive About from as little as \$76 (Dfl 188). This package not only provides a car for three days, with 300 free kilometres, but also includes the first night at a fine hotel. For subsequent nights there are special reduced rates at any number of top quality hotels. There is also a host of discounts, gifts and free admissions.

With each package there is the Holland Culture Card information kit which contains information on museums, contemporary art, performing arts, a rundown of all major events, architecture and walking tours. The Holland Culture Card entitles visitors to enjoy various facilities such as theatre bookings, free museum entries and discounts on public transport.

Bearing in mind that Holland has more museums per square mile than any country in the world, and that its capital, Amsterdam stages more than 12,000 theatre, music and other performances each year, it's obvious that these packages can assist visitors to Holland make the most of their stay.

For further information, call Roos Travel 877-0138.