

# Heineken Collection Foundation

Annual Report 2016



# Chairman's statement

In 2016 the Heineken Collection Foundation (HCF) – or: Stichting Heineken Collection – decided to take a more active role. Together with a professional and active collection manager the HCF has embarked upon:

- Clarifying the mission & vision;
- Improving the (digital) inventory and documentation of objects and stories;
- Upgrading the physical facilities of the collection;
- Cooperating more actively with the Heineken (marketing) organization;
- Becoming more proactive by proposing certain projects.

The essence of these points was summarized in a Strategic Plan 2017 – 2021, which has lead to a renewed cooperation with the Executive Board of Heineken NV and increased funding of indicated action.

As a result of this work we believe the Heineken brand identity can be strengthened, customers can be engaged and employees can be inspired. It will help to demonstrate the relation between the Heineken family, the Heineken brand and the Heineken company and it will inform and inspire a worldwide audience.

Heineken Collection Foundation



Maarten H. Rijkens

Chairman



# Mission & vision

## MISSION

The HCF preserves and presents the heritage of Heineken.

## VISION

The HCF wants to inform and inspire a worldwide audience by preserving, collecting & sharing compelling and authentic objects and stories about Heineken (company, brand & family) and certain incorporated breweries. Through the promotion of knowledge, understanding & enjoyment of the Heineken collection, the HCF enriches the understanding of Dutch entrepreneurship in a global context.





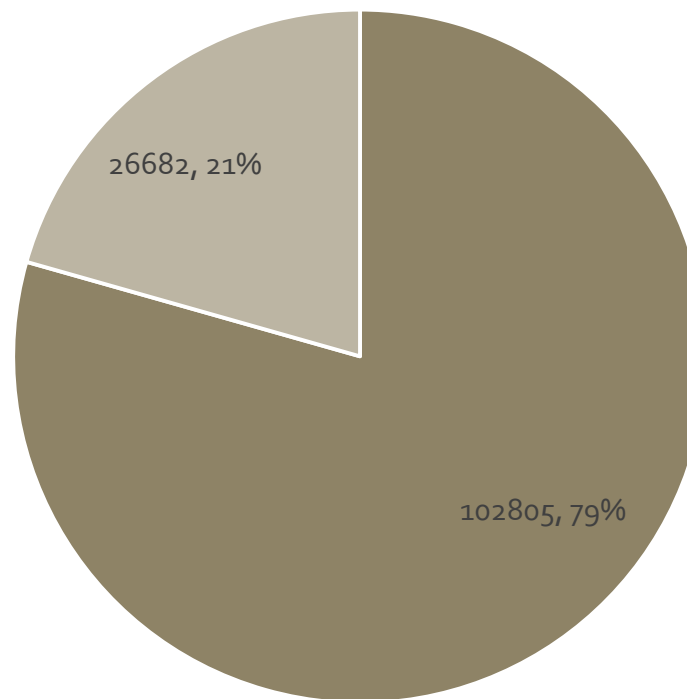


# Collection Management



# Facts & figures

The Heineken collection  
31 December 2016



■ Undocumented collection items

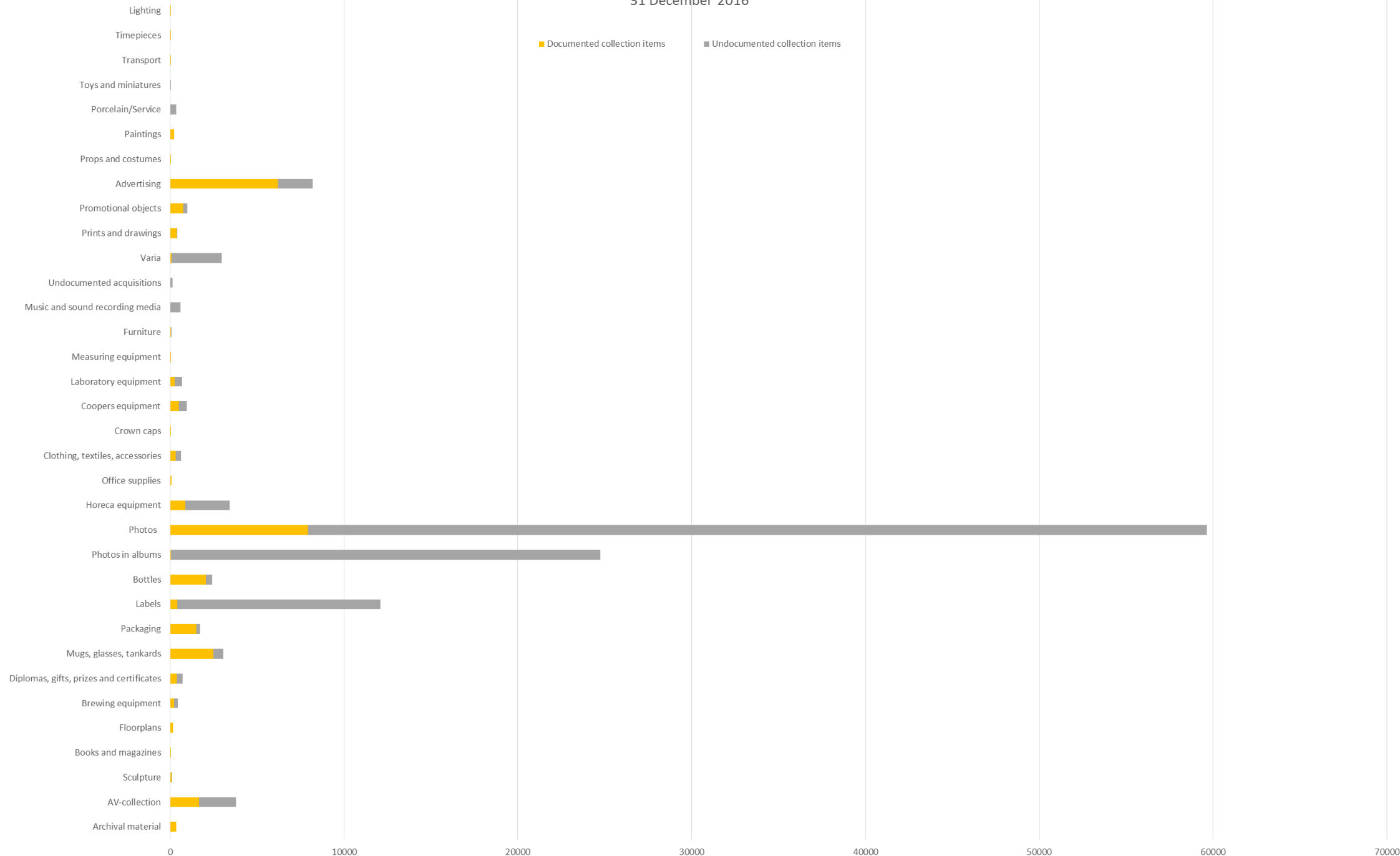
■ Documented collection items



# Collection Overview

## 31 December 2016

■ Documented collection items ■ Undocumented collection items





# Strategic plan

In 2016, the HCF published its Strategic Plan 2017-2021. Four strategic goals will define our work in the coming years:

1. Project-based **inventory** and **documentation** of objects and stories
2. Realization of sustainable **accommodation**
3. Improving **quality** and **coherence** of collection
4. Increasing **visibility** of the collection and stimulate audience **engagement**





## Art collection

Heineken Netherlands houses a collection of about **350 artworks**, most importantly paintings, drawings and prints by Dutch artists from the second half of the 20th century. The art collection is closely connected to the history of the Heineken brewery in Zoeterwoude. Most works were donated to Heineken Netherlands by relations on special occasions like the official opening of the brewery in 1975 and several company anniversaries.

In 2016, we **finalized the inventory of the art collection**. To secure the future of the Heineken art collection the HCF strongly recommended Heineken Netherlands to improve the storage conditions for the art works in Zoeterwoude. In 2017 we will realize an art loan library that features a selection of art works that are available for loan for all Heineken Netherlands employees.





ART COLLECTION  
Olaf, Erwin. *The Line-Up*. (2001)



# Acquisitions

## Numbers of acquisitions 2016

20 Acquired objects

242 Presented objects

## Remarkable acquisitions

19 unique objects from the private collection of Jan Stabij, including rare tin plates from Venezuela and glass water bottles from ca. 1900.

A water color design for a 1950s advertising campaign by Piet Cottaar.

A golden pocket watch, donated to mr. Lindenhovius by the board of the Amstel Brewery, upon his retirement in 1934.





ACQUISITIONS  
Objects from the collection  
of Jan Stabij.



•Heineken• het meest getapte bier.  
-ook hier!



#### ACQUISITIONS

Cottaar, Piet. *Heineken. Het meest getapte bier. Ook hier!* 1950-1950.  
Watercolour, 24,5 x 21,1 cm.





#### ACQUISITIONS

Baumann, Benguerel & Co., *Pocket watch with inscription*, 1934. Gold, 6 x 4,5 x 0,7 cm.



# Storage & conservation

## HIGHLIGHTS OF 2016

The main depot was cleaned and reorganized to ensure an efficient use of space and facilities.

Van Daalen Conservation finalized the conservation and restoration of the photo albums in the Heineken collection.

The HCF and Heineken Experience are investigating a new collection depot and visitor center on the 5th floor of the Heineken Experience.



## STORAGE & CONSERVATION

Van Daalen Conservation finalized the conservation & restoration of the photo albums in the Heineken collection







# PRESENTATION

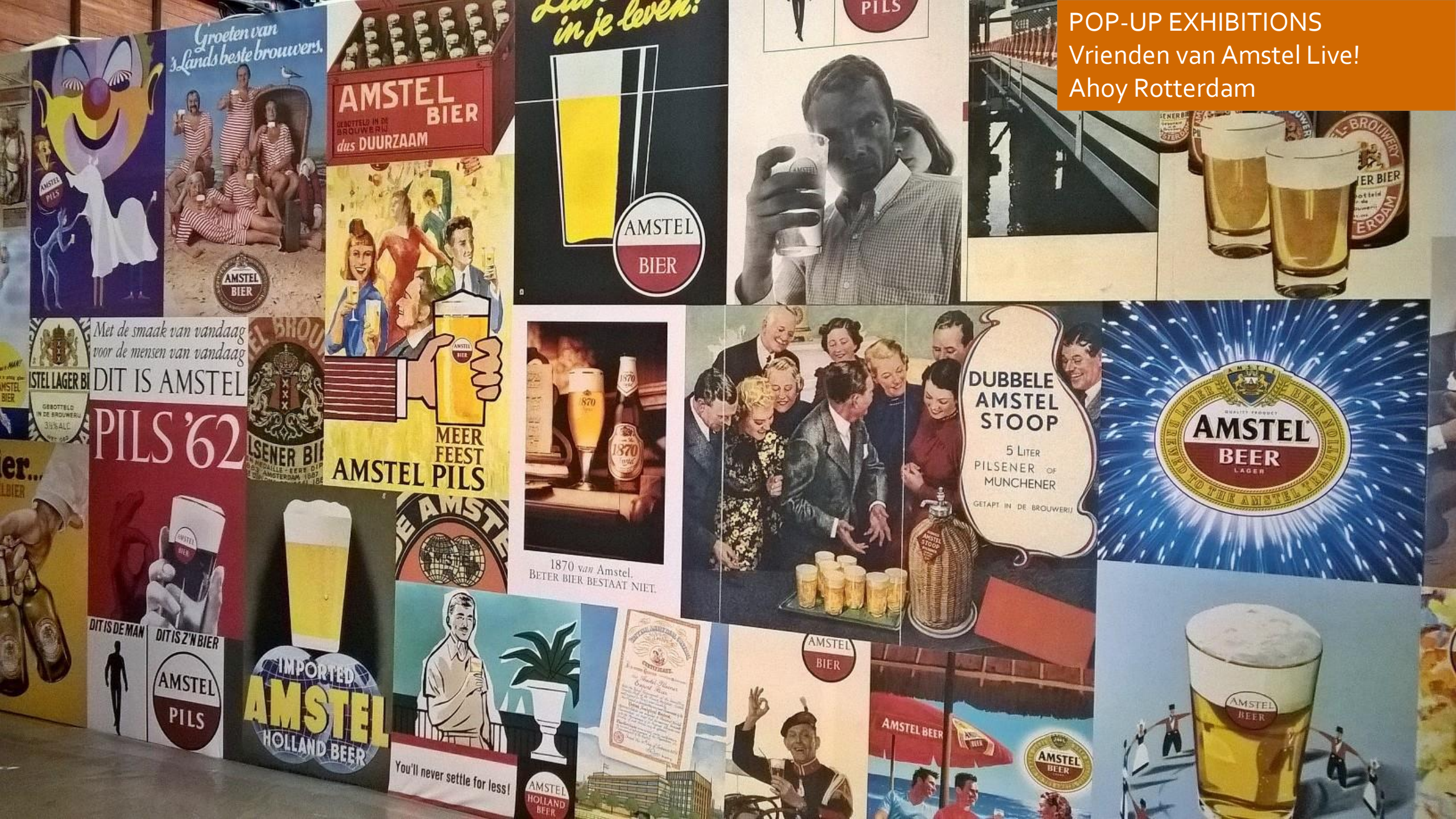


## Pop-up exhibitions

To increase the visibility of the collection, the HCF has experimented with pop-up exhibitions at special meetings and events. Among others, we've 'popped up' at the VIP-area of **De Vrienden van Amstel Live**, the official launch of **Heineken H41** at Artis and the **Annual General Shareholders Meeting** of Heineken NV at the De LaMar Theatre in Amsterdam.



POP-UP EXHIBITIONS  
Vrienden van Amstel Live!  
Ahoy Rotterdam





POP-UP EXHIBITIONS  
Annual General Shareholders Meeting  
Heineken NV 2016  
De LaMar Theater Amsterdam

# HEINEKEN COLLECTION

"Today's innovation,  
tomorrow's history"





# Loans

## NUMBERS OF 2016

179 objects from the Heineken collection were loaned to external parties.

The most popular collection item is still the Wobo (World Bottle, a reusable bottle from the 1960s, that could serve as a building block after use). Two Wobo's from the collection were donated to the Victoria & Albert Museum, to be permanently displayed in the Shezou Design Museum in Shenzhen, China. Other Wobo's were loaned to Museum Moulin de Soultz and the temporary Dream&Dare Pavillion at the TU Eindhoven Campus.







## LOANS

Eight Wobo's were loaned to the Dream & Dare Pavilion at the TU Eindhoven (©Bart van Overbeeke Photography).



# Exhibitions

The HCF has organised and contributed to several exhibitions that explore the history of Heineken and the Heineken collection from different perspectives:

**Born in Amsterdam** in the Heineken Experience reflects upon the early history of the Heineken brewery in Amsterdam. Through animations and objects this interactive exhibition explains how the brewery grew in production, personnel and reputation.

Concept & Design: Tinker Imagineers

**Traditie & Vernieuwing** at the Brand Museum in Wijkre provides an overview of the history of the Brand brewery. In a theatrical setting, visitors watch a film whilst the corresponding objects in the displays are highlighted.

Concept & Design: Olivier Paquay, Heineken collection & Studio Snelder





EXHIBITIONS  
*Born in Amsterdam*  
Heineken Experience





EXHIBITIONS  
*Traditie & Vernieuwing*  
Brand Museum, Wijnre



# Activations

The HCF is always looking for new and innovative ways to activate the Heineken collection in co-operation with museums and archives, as well as Heineken and the Heineken Experience.

Inspired by the British Museum's *A history of the world in 100 objects*, the HCF and Heineken have organized several interactive **Behind the Star tours** at the Heineken Experience. Selected international media were given behind the scenes access to the Heineken collection. Per exception, some collection items also travelled to an exclusive Behind the Star event in New York.

Together with the Van Gogh Museum and the Heineken Experience, the HCF organized a series of **painting workshops** where visitors learned to paint historical objects in Van Gogh-style. The winning painting was exhibited at the Van Gogh Museum.

Together with the **Letterheads** community - and the **Amsterdam Sign Painters** in particular – the HCF brought the sign painting tradition back to life. Some memorable Heineken campaigns were reinterpreted into a unique mural of 15 x 4 metres, located in the entrance hall of the former Heineken brewery in Amsterdam.





ACTIVATIONS  
*Behind the Star Media Tour*  
Heineken/ Heineken Experience  
Amsterdam



# Letterheads mural

Heineken has always had an eye for cool advertising and graphic design. The most memorable Heineken campaigns mix tradition and innovation and link Heineken's local roots with its worldly reputation.

We are so excited to have worked with the Letterheads community - and the Amsterdam Signpainters in particular – to reinvent some of those memorable Heineken campaigns into a unique mural.







ACTIVATIONS  
Painting Workshops  
Heineken Experience / Van Gogh Museum



# Talks & lectures

To share the objects and stories of the Heineken collection, the collection manager has given talks and lectures to a diverse group of audiences.

## Education

- Utrecht University – MA students Cultural Heritage
- VU University - BA students History
- Stenden Hogeschool voor Toerisme – BA students Tourism

## Heineken/Heineken Experience

- Corporate Relations Forum - international corporate relations employees of Heineken NV.
- Heineken Experience - tour guides
- Captains Lunch – former executives and directors of Heineken NV.

## Other

- Letterheads Meet - international sign painters & graphic designers
- 24H Zuid - Inhabitants of Amsterdam





TALKS & LECTURES  
Corporate Relations Forum, Heineken NV  
Amsterdam



In 2016 the HCF has laid the foundation for a thorough reorganization of its digital infrastructure. The digital collections and storage solutions were analyzed and all duplicates and redundant files were removed from the collections. In 2017, the HCF will move forward with the implementation of a new Digital Asset Management system and development of a new website.





## Publications & third party projects

The HCF has used many platforms to share objects and stories from the Heineken collection, including:

- A cover story in [Heineken NL Magazine](#)
- Regular exposure on the Heineken Experience [social media](#) outlets

The HCF has also proudly contributed to and/or has been featured in a selection of third-party projects and publications:

- Jacobs, Bas. [Safari Typo](#). *A typographic tourist guide to Amsterdam*. Amsterdam (2016).
- Hageman, Mariëlle. [Amsterdam in de wereld](#). *Sporen van Nederlands gedeelde verleden*. Amsterdam (2017)
- Siers, Bob. [XXX](#). Amsterdam (2016).



# Cover story



# HEINEKEN NL

MAGAZINE VOOR MEDEWERKEN VAN HEINEKEN IN NEDERLAND NR. 4 2016

## EEN RIJK VERLEDEN DE HEINEKEN COLLECTION

**HEINEKEN**  
IN IEDERS GLAS  
IN IEDERS HART

HEINEKEN KOMT MET IETS HEERLIJKS: HEINEKEN BIERTEGOOD P 6

HNS TOP 10 MARKTEN: ENJOY MAKING OUR CUSTOMERS WIN P 23

DE WADDEN SCHOON MET DOUTZEN KROES EN RIVELLA. MET POSTER! P 16

## HEINEKEN COLLECTION



### LEVEN IN DE BROUWERIJ

Het tweede onderdeel is de erfgoedcollectie. "Oude brouwmateriaal, gereedschappen, blikjes, flessen, fusten, een enorme verzameling bierglazen: allemaal geven ze een mooi beeld van het leven in de brouwerij en de ontwikkeling van HEINEKEN", vertelt Demelza enthousiast. "Ook hebben we een grote fotocollectie en een audiovisueel archief met bijvoorbeeld bedrijfsfilms en commercials. Mijn persoonlijke favoriet is het reclamearchief, met onder meer prachtige oude affiches. Alles bij elkaar beslaat de collectie inmiddels 50.000 tot 60.000 fysieke objecten plus een grote digitale verzameling. Een deel daarvan ligt in de depots van de Heineken Experience, een deel in de brouwerij in Zoeterwoude. Alles wat betrekking heeft op Brand wordt bewaard in Wijre, waar sinds kort ook een nieuwe vaste tentoonstelling is. De verzameling rond Amstel is in Amsterdam opgeslagen."

### ONDERGESCHOVEN KINDJE

De Heineken Collection omvat ook een kunstverzameling. "HEINEKEN is geen ING of ABN-Amro, die actieve verzamelaars zijn", vertelt Demelza. "Maar toch is er een bescheiden collectie. Deze bestaat uit stukken die bijvoorbeeld werden geschenken bij feestelijkheden zoals een jubileum of de opening van een nieuwe brouwerij. Ook liet HEINEKEN soms kunstwerken in opdracht maken om bijvoorbeeld de relatie met een specifiek bedrijf of land te verstevigen. De kwaliteit van de collectie is wisselend, maar er zitten heel mooie, waardevolle stukken tussen zoals een Karel Appel." Volgens Demelza is de complete collectie nog niet goed in kaart. "De kunst is een beetje een ondergeschoven kindje geweest", eraart ze. "Overal op kantoren hangen stukken waar vaak en veel mee is gesloopt en de werken zijn niet goed gedocumenteerd. Mijn ideaal zou zijn om alles onder te brengen in een soort kunsttuin: als jij een kunstwerk in je kantoor wilt, dan kun je dat bij ons uitzoeken en in bruikleen krijgen. De stukken moeten in ieder geval behouden blijven om het verhaal van ons bedrijf te kunnen blijven vertellen."

### 'MENSEN MAKEN HEINEKEN'

Niet alleen alle documenten, objecten en kunstvoorwerpen vertellen een verhaal, maar ook de medewerkers. "Daarom zijn we bezig met een project dat in 2017 gaat lopen en Mensen maken HEINEKEN" gaat heten, vertelt Demelza. "We hebben nu een beeld van het bedrijf zoals dat door de leidinggevenden werd verteld. Maar we willen ook graag de verhalen van de mensen van de werkvloer. Daarom gaan we collega's en oud-collega's uitnodigen om hun verhalen over het bedrijf te vertellen. Gewoon mondeling, op bijeenkomsten. Maar ze mogen ze ook opschrijven. Of misschien hebben ze wel dagboeken, reisverslagen of homevideo's die ze aan ons willen afstaan. Op die manier willen we een vierde deel aan de collectie toevoegen: de verhalen. Want uiteindelijk zijn we allemaal onderdeel van de Heineken familie." ■

22 HEINEKEN NL DOWNLOAD NU DE APP-VERSIE



# Safari Typo Amsterdam

TYPOGRAPHIC  
TOURIST GUIDE  
of AMSTERDAM

Bas Jacobs in **SAFARI TYPO AMSTERDAM**

*Based on a documentary by Thomas Sipp*

De Buitenkant





# Management



# Organisation

The HCF has no staff and the board works free of charge. The collection manager is seconded by Heineken NV and is responsible for the day-to-day management. She is supported by an office coordinator.

The HCF hires freelance experts for collection registration, digitization, conservation, restoration and research. In 2016, the team consisted of:

Collection manager	Demelza van der Maas
Operational coordinator	José van Rijk
Digital asset curator	Olaf Slijkhuis
Registrar objects, depot & loans coordination	Marieke van Vlieden
Registrar audio-visual collections	Frédérique Urlings
Registrar digital assets	Ron Kolle
Registrar Brand collection	Marijke de Bruyne



# Board HCF

Chairman	Mr. Maarten Rijkens
Treasurer	Mr. Michael van Oene
Secretary	Ms. Gervaise Coebergh
Member	Ms. Ellen Fleurbaaij





# Finance



# Profit & loss statement 2016

## Profit and Loss statement

		2016
Income	<i>Donations</i>	€ 10,000
	<i>Licenses</i>	€ 1,055
	<i>Publications</i>	€ -
	<i>Other Income</i>	€ 700
		<u>€ 11,755</u>
Expenses	<i>Restoration &amp; Purchase</i>	€ 825
	<i>Publications</i>	€ -
	<i>Literature &amp; Subscriptions</i>	€ 490
	<i>Fees</i>	€ 292
	<i>Office costs</i>	€ 783
	<i>Other</i>	€ 672
	<i>Exhibitions</i>	€ -
	<i>Projects</i>	€ 2,000
		<u>€ 5,062</u>
Result		<u>€ 6,693</u>



# Balance sheet 31 December 2016

## Balance Sheet

Assets	Obtained by donations	€	10,000
	Purchased materials	€	7,019
	Website	€	-
	Balance bank account	€	58,450
	VAT	€	433
	Accounts receivable	€	-
	Total Assets	€	75,902
Liabilities	Accounts payable	€	-
	Facilities	€	2,295
	Total Liabilities	€	2,295
Equity		€	73,607