



# ANNUAL REPORT 2017

HEINEKEN  
COLLECTION  
FOUNDATION

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Showcard, 1955 - 1959

*In follow-up to the more active role for the Heineken Collection Foundation (HCF) that was decided upon in 2016, it has embarked upon:*

- Realization of a totally new collection depot within the Heineken Experience facilities incl. a visitor center, which will increase the visibility of the collection and stimulate audience engagement (to be operational in the course of 2018);
- Implementation of the digital strategy, incl. the optimization of the inventory through a new Digital Asset Management system and the creation of a new website;
- A project 'The Stars of the Heineken Collection', to identify the most important and exciting items in the collection, in order to be able to be more focused in future presentations of the Heineken Collection;
- Activities to present items of – and stories about – the Heineken collection, through lectures, meetings, exhibitions, articles, etc., etc.

The board of the HCF would like to thank the Executive Board of Heineken N.V. for its mental and financial support.

The board would also like to express its appreciation towards the collection manager – Demelza van der Maas – and her team, for the professionalism and enthusiasm of their activities and for their hard work and dedication.

The HCF will continue to inform and inspire a worldwide audience by preserving, collecting and sharing compelling and authentic objects connected to Heineken – the company, the brand and the family.

Heineken Collection Foundation  
**Maarten H. Rijkens**  
Chairman



Poster 'Charlie'  
by Frans Mettes, 1951

## MISSION

# THE HCF PRESERVES AND PRESENTS THE HERITAGE OF HEINEKEN

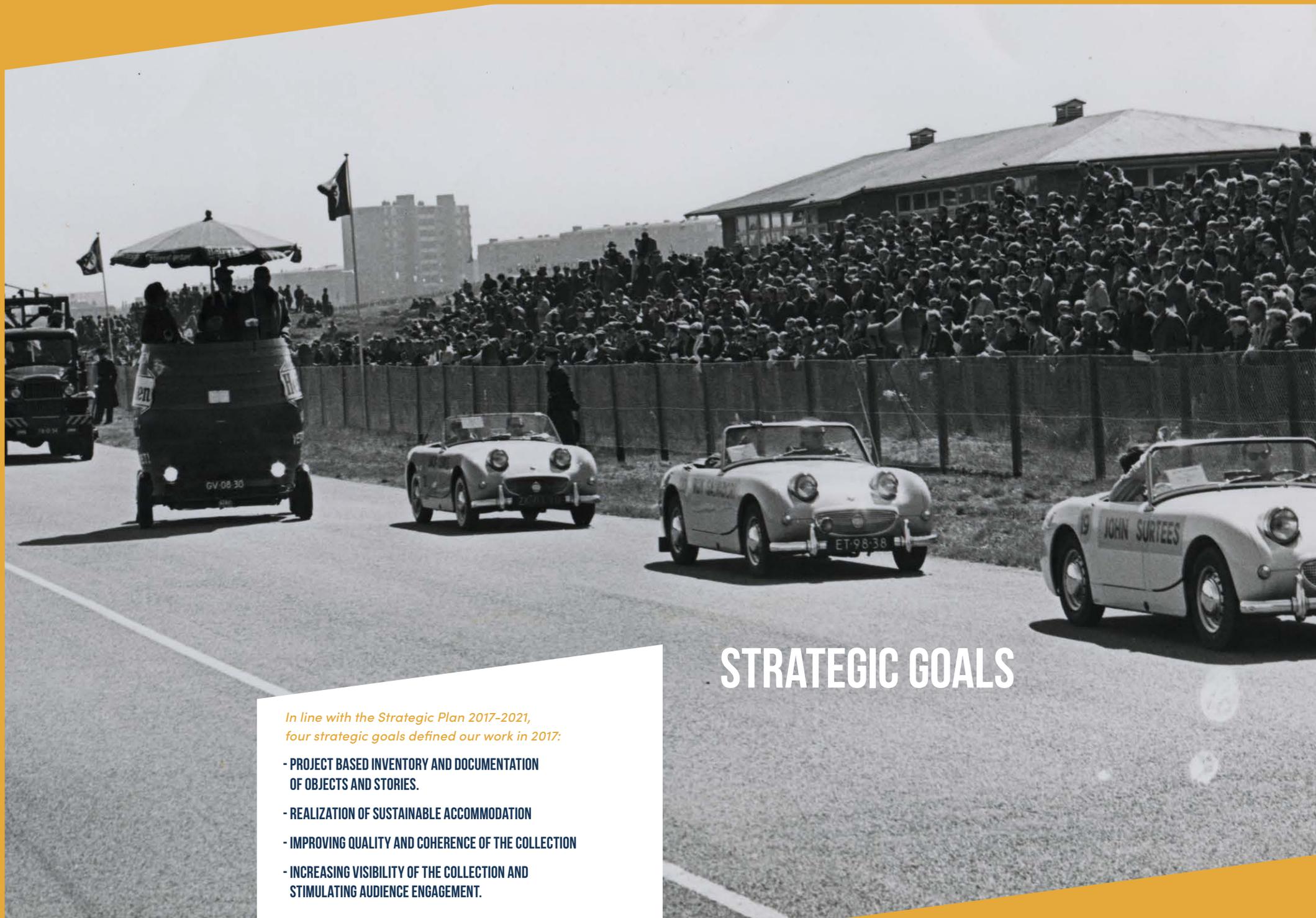
## VISION

The HCF wants to inform and inspire a worldwide audience by preserving, collecting and sharing compelling and authentic objects and stories about Heineken (company, brand & family) and certain incorporated breweries.

Through the promotion of knowledge, understanding and enjoyment of the Heineken Collection, the HCF enriches the understanding of Dutch entrepreneurship in a global context.



**COLLECTION  
MANAGEMENT**

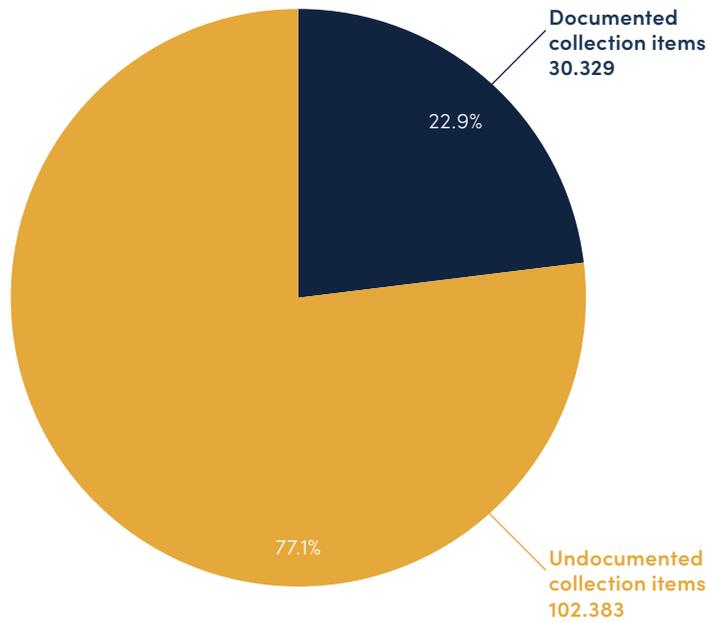


## STRATEGIC GOALS

*In line with the Strategic Plan 2017-2021,  
four strategic goals defined our work in 2017:*

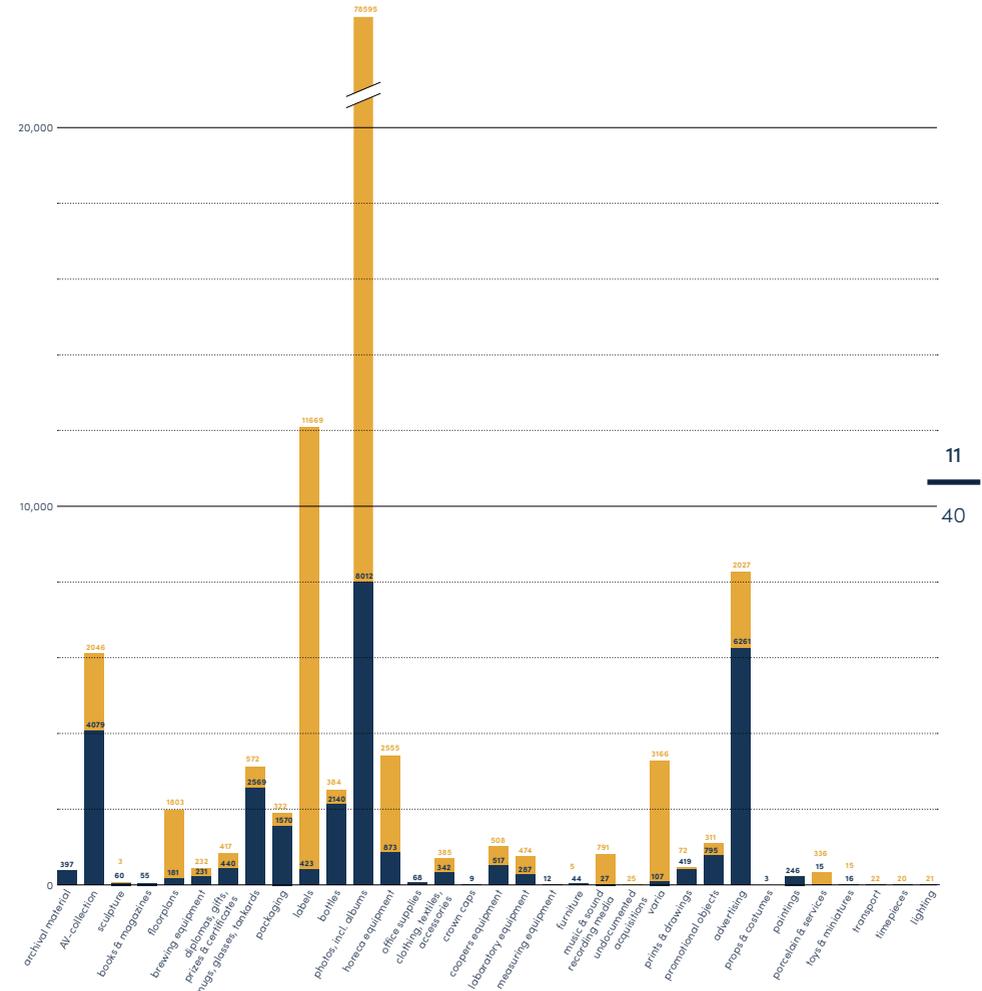
- PROJECT BASED INVENTORY AND DOCUMENTATION OF OBJECTS AND STORIES.
- REALIZATION OF SUSTAINABLE ACCOMMODATION
- IMPROVING QUALITY AND COHERENCE OF THE COLLECTION
- INCREASING VISIBILITY OF THE COLLECTION AND STIMULATING AUDIENCE ENGAGEMENT.

# FACTS & FIGURES

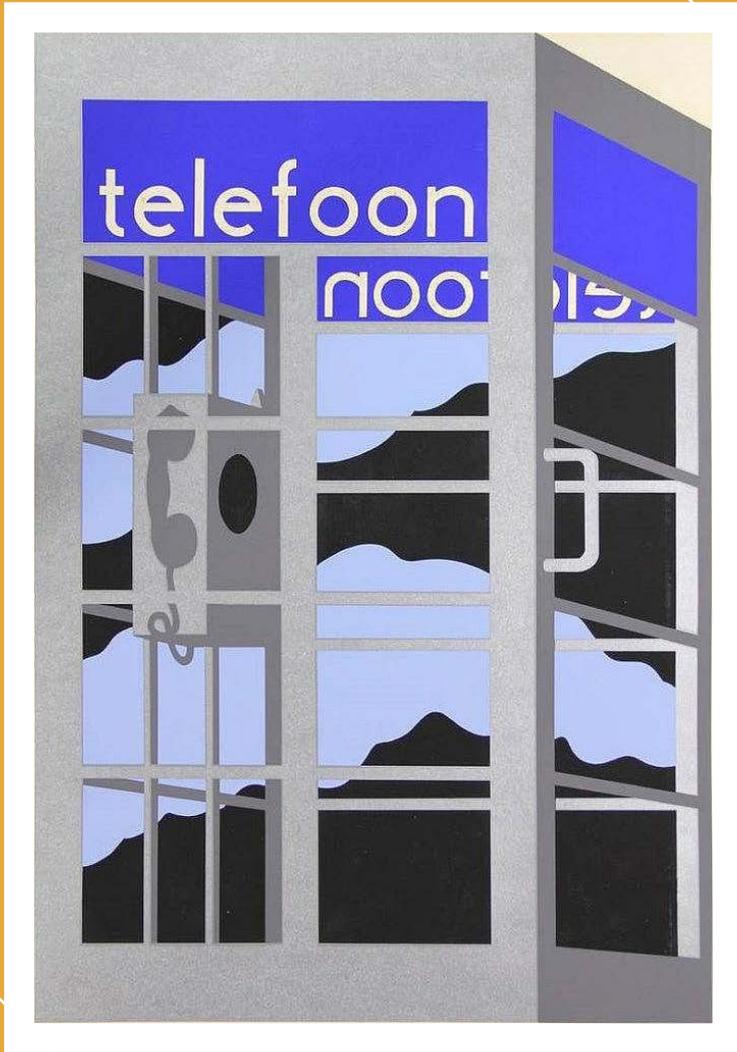


# THE HEINEKEN COLLECTION\*

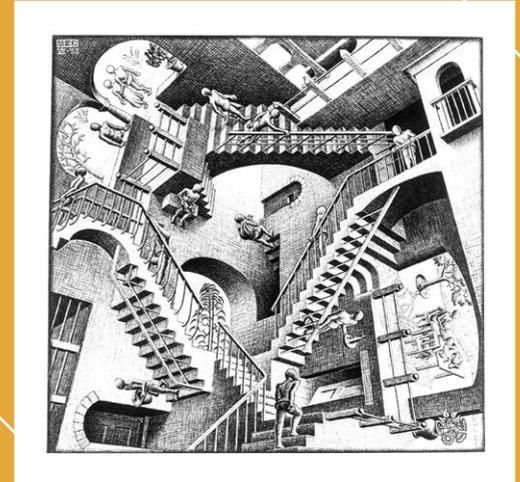
31 DECEMBER 2017



\* Due to continuous modifications in our database numbers may vary



Lode Pemmelaar 'Telefooncel' (1973)



M.C. Escher 'Relativiteit' (1953)

## ART COLLECTION

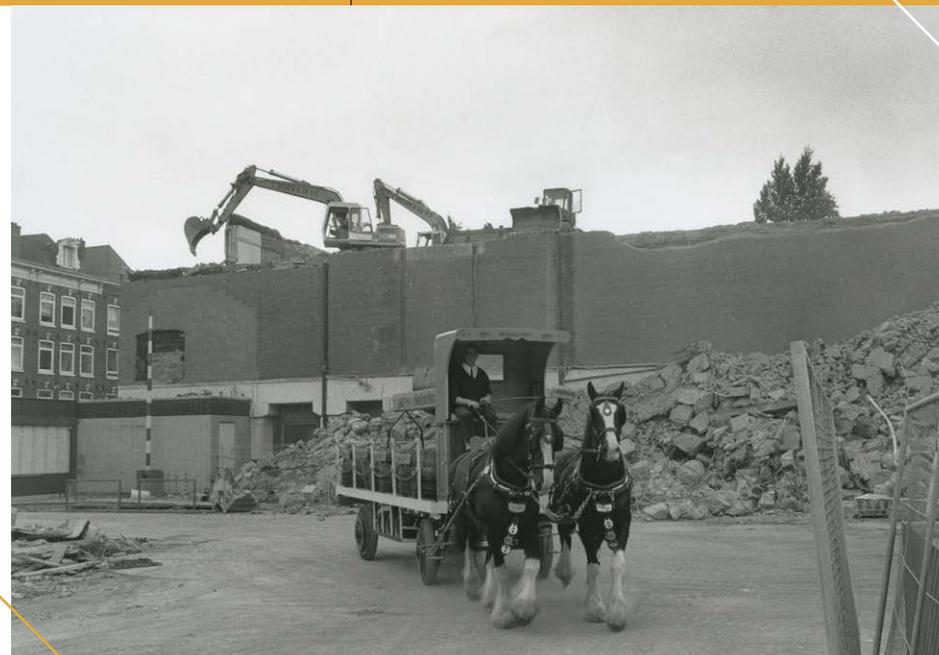
*In 2017 we reorganized the storage of the Heineken Netherlands art collection in Zoeterwoude. All works were cleaned, documented, categorized and stored based on their condition.*

Thanks to the significant improvement in the storage conditions we were able to realize an art loan library for employees of Heineken Netherlands. The art loan library was promoted via TAPP (the Heineken Netherlands app), which lead to the first loans of works from the collection.

Employees now officially agree to the terms and conditions of loaning an art work and are held responsible for its condition and safety. The art store in the basement of the Heineken Head office has been eliminated. All works were either moved to the Heineken Collection depot or de-accessioned.



Paul Fennis (1992, 1993)



Paul Fennis (1992, 1993)

## ACQUISITIONS

14

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Number of acquisitions in 2017:

- 66 acquired objects
- 428 presented objects

Remarkable acquisitions:

- **64 beer glasses** from the private collection of Henry Wijnen.
- **A series of 196 photos**, documenting the demolition of the Heineken brewery in Amsterdam. The photos were made by Paul Fennis in 1992 and 1993 and they give us a rare insight into this impactful but scarcely documented event in the history of Heineken.
- **A miniature copper brewing kettle**, in commemoration of the 25th anniversary of 'Heineken's Indische Bierbrouwerij' in Soerabaja.

A miniature copper brewing kettle



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- The **original art deco furniture** from the former Heineken Brewery in Rotterdam Crooswijk.

**3 objects were de-accessioned**, most notably an 18th century portrait of mr. John Courage. The portrait was part of the inventory of Scottish & Newcastle and has no link to the history of Heineken. Upon their request, the portrait was sold to the Courage family.



Photo-impression of the brand new depot and visitor centre

# STORAGE & CONSERVATION

## HERITAGE QUARTER

*In early 2017, the Executive Board of Heineken NV has decided to invest in the Heritage Quarter, a new depot and visitor centre for the Heineken Collection, located on the 5th floor of the Heineken Experience.*

The new collection floor will combine professional collection storage facilities with a visitor centre accessible to VIP and hospitality guests of the Heineken Experience.

The HCF is delighted with this significant improvement of the storage conditions of the collection. With over 1 million visitors a year, the Heineken Experience is the perfect platform to share more of the objects and stories from the

Heineken Collection that would otherwise remain invisible.

As the construction work is set to start in early 2018, 2017 has been dedicated to preparations. We cleaned and de-cluttered our depots and undocumented items were documented in bulk. In December 2017, all 120 000 objects of the collection were moved to an external storage facility. It took a team of 5 men 2 full weeks to move everything.



Behind the scenes in the former depot

**“IT TOOK A TEAM OF 5 MEN 2 FULL WEEKS TO MOVE EVERYTHING”**



Floorplan of the Heritage Quarter

# Brand's Bier

## fameus!



„het bier waar limburg trots op is”

Poster, 1950-1963

COLLECTION MANAGEMENT

### BRAND COLLECTION WYLRE

*The Heineken Collection includes approximately 3 500 objects that bear witness to the long and rich history of the Brand Brewery in Wylre.*

The majority of this collection is stored in the former Pastorie building, located on the Brand brewery premises . Unfortunately, we were confronted with a leakage in the roof of the building which lead to the contamination of big parts of the collection. In cooperation with Heineken Netherlands and Helicon Conservation Support, the contaminated collection was secured and treated. In 2018 and 2019, the HCF will look for a sustainable storage solution for the Brand collection to prevent further damages.

### ACTIVE CONSERVATION

*Conservation specialist Lulu Welther restored a stained glass sign from the Brand collection.*

19

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**PRESENTATION**



# STARS OF THE HEINEKEN COLLECTION

*In Stars of the Heineken Collection, 150 years of company history is explored through a collaborative selection of highlights from the Heineken Collection.*

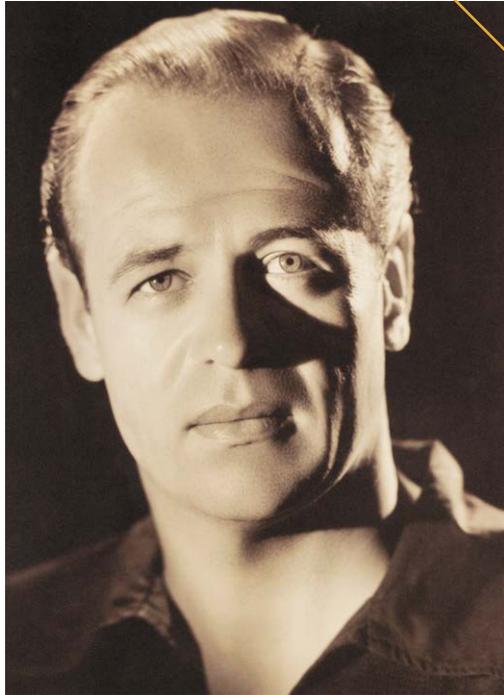
In September and November of 2017, the Heineken Collection Foundation invited a group of prominent Heineken leaders, and people from the world of culture, design, media, food and lifestyle to become guest curators for a day and choose and promote their favourite collection items. These so-called 'Stars of the Heineken Collection' will be the face of our collection and will be included in an upcoming exhibition as well as a coffee table book (2019).

In 2018 we will host more guest-curator sessions to select new stars and strengthen the visibility of the collection. We want to actively involve our target audiences in curating the collection and create more historical awareness within the Heineken community.



*Impressions of 'Curator for a day' event*





*This image of a young Freddy Heineken was loaned to Museum de Fundatie in Zwolle*

## LOANS

*288 objects from the collection were loaned to external parties like the Heineken Experience, Museum de Wempe, West Den Haag, Museum de Fundatie and DAF Museum.*

19 special bottles from the Heineken Collection are now featured in showcases in Freddy's, the new VIP bar of the Heineken Experience. See bottom right picture.

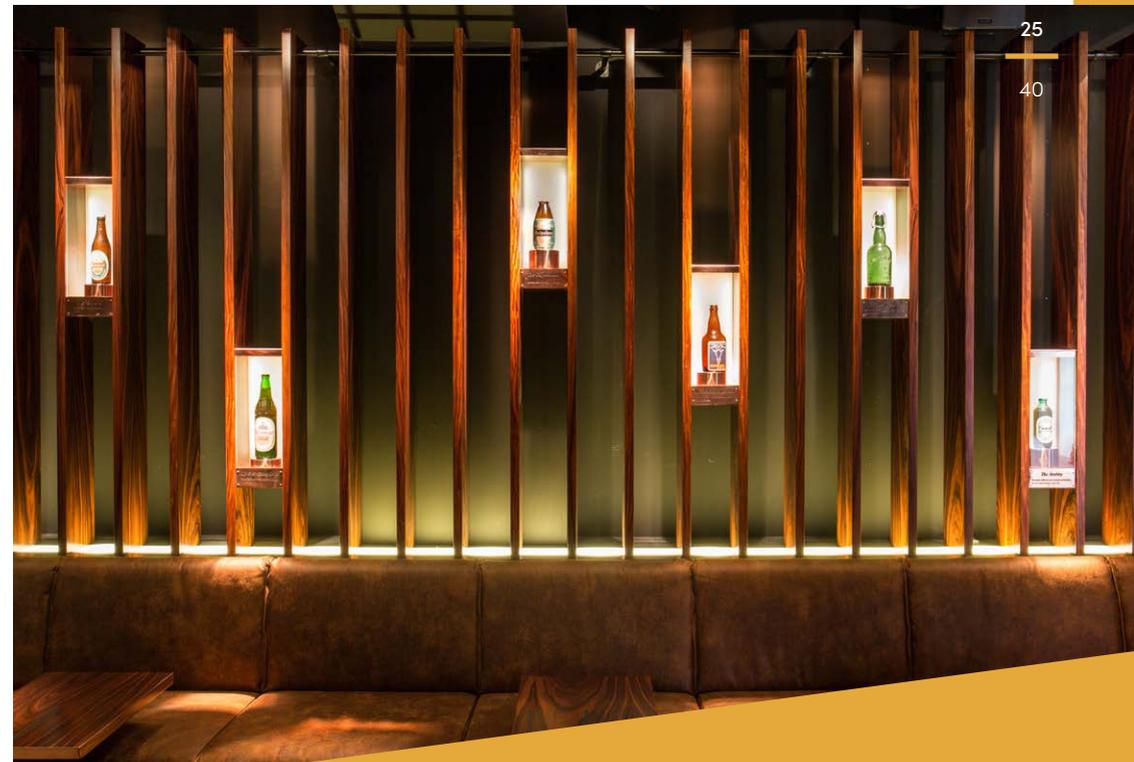
After a long-term loan to the Amsterdam Museum, the trowel that was used to lay the first stone of the Heineken Brewery at the Stadhouderskade in 1867, was returned to the Heineken Collection. It's currently loaned to the Heineken Experience and on display in Freddy's Bar.



*the trowel of 1867*

## EXHIBITIONS

In collaboration with the Heineken Experience, we created a new exhibition with a selection of 7 bottles that illustrate the development of the iconic Heineken bottle and label.





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## ACTIVATIONS

*In May of 2017, we joined forces with the Heineken Experience and celebrated 150 years of Heineken at the Stadhouderskade.*

In honour of this special anniversary we helped create a historical terrace in the Heineken Experience and organized a press event with a surprising unveiling of a temporary apostrophe S on the façade of the Heineken Experience building. The celebrations were closed with a historical '1867' dinner for relations. The events were covered by national and local media.

The Variomaton, an iconic beer barrel on wheels, was used during the Historic Grand Prix in Zandvoort. The eye-catching vehicle went viral when a passer-by photographed it during its periodic motor vehicle test at the RDW.



150 years Heineken at Stadhouderskade

## RESEARCH

Intern Jasmijn Vervloet conducted an oral history research project in which she interviewed former Heineken employees about the closing of the Heineken Brewery in Amsterdam in 1988.



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## POP-UP EXHIBITIONS

*To increase the visibility of the collection, the HCF has continued to experiment with pop-up exhibitions at events and special meetings.*

In 2017 we curated a small exhibition at a 'Behind the Star'- event hosted by Heineken Spain in Madrid and the Variomaton was displayed at the Annual General Meeting of Shareholders of Heineken NV at the De La Mar Theatre in Amsterdam. Finally, the Grand Prix that Heineken won at the Paris World's Fair of 1889 was displayed in the Rijksmuseums' Gallery of Honour during an influencer dinner.

## TALKS & LECTURES

### EDUCATION

- Stenden University of Applied Sciences
- VU University, Amsterdam.

### OTHER

- **100 years ORAM**  
@ Heineken Experience
- **AVA-NET symposium**  
@ Beeld & Geluid
- **150 Years Celebrations**  
@ Heineken Experience

PRESENTATION



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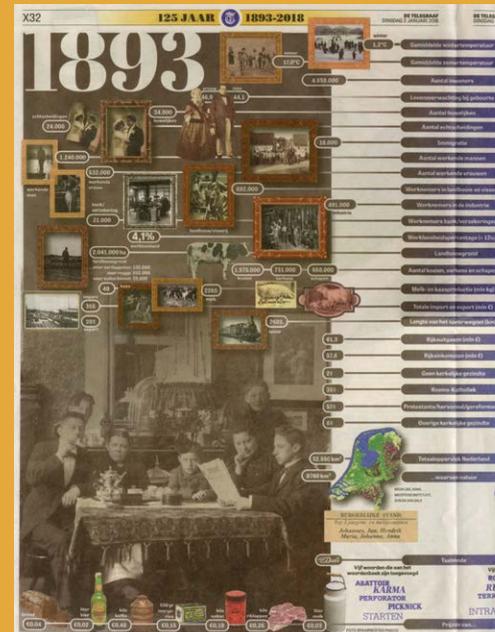
## PRESS

**A collection item included in the Volkskrant pop-canon**

**CNBC's Marketing, Media, Money** – an interview with the Collection manager

**Jubileumeditie Telegraaf** – article that addresses relation with Heineken

*Jubileumeditie De Telegraaf*



# DIGITAL

## BEHIND THE STAR / WORKPLACE

*Together with the Corporate Affairs department of Heineken we created a series of 12 video stories on historical events within Heineken and people whose legacy Heineken still celebrates today.*

*These stories show how Heineken became the company it is today.*

The video stories were posted on the intranet (internal website) of Heineken and on Workplace (by Facebook), a worldwide internal digital and mobile collaboration platform.

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## TAPP

The HCF has started a cooperation with Heineken Netherlands on TAPP, an app for personnel in the Netherlands, on which we feature stories, photographs and videos.



*Shoot of a 'Behind the star' story*

## STORY OF HEINEKEN'S RED STAR

*For the HEINEKEN company website we helped create an animation on the story of Heineken's red star.*

The Heineken® star dates back to 1884 and was adapted from the medieval sign for beer. Each point represents the four components of the brewing process (barley, hops, water and yeast), with the fifth point representing the magic touch of the brewer.



## NEW WEBSITE AND DAM SYSTEM

*In 2017 the Heineken Collection Foundation made serious progression in modernizing its digital infrastructure in order to facilitate easier access to the digital collection.*

The change was made from a local network to a web-based solution and an updated version of the Collection website which will be launched in 2018. The maintenance and technological assistance is outsourced in the Netherlands. The collection registration system TMS is supplied by CIT and the new DAM system Memorix Maior is supplied by Picturae.

These two systems are indexed every day and combined by Picturae. This combined index in its turn will be used by the new website to present the collection on the web. This new and modernized infrastructure creates a solid platform for future digital applications not only for the Heineken Collection Foundation but also for other (potential) users of the Heineken Collection.

## COMPANY NEWS REELS

*In our audio-visual collection, we have 149 news reels named Kijkglas and Glashelder.*

These news reels were made by Heineken between 1986 and 1997 as an internal communication tool. They show us the workings of and daily live in Heineken's Dutch breweries. The reels were shot on analogue tapes, Betacam SP and U-matic videocassettes.

In 2017, we had the news reel digitized. We now have, for every episode, an uncompressed AVI file and an MP4 access file. We also edited all the episodes into individual news items (1437 items and counting) so they can be searched and used separately. There is still some work to be done on the editing and catalogue work. The project will be completed in 2018.

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**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 operational coordinator.*

The HCF hires freelance experts for collection registration, digitization, conservation, restoration and research. In 2017, the team consisted of:

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

# BOARD

<b>Chairman</b>	Maarten Rijkens
<b>Treasurer</b>	Michael van Oene
<b>Secretary</b>	Gervaise Coebergh
<b>Member</b>	Ellen Fleurbaay



# FINANCE



36

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# PROFIT AND LOSS STATEMENT

	2017
<b>INCOME</b>	
Donations	€ 89,300.-
Licenses	-
Publications	-
Other Income	-
	<hr/> € 89,300.-
<b>EXPENSES</b>	
Restoration & Purchase	-
Publications	-
Literature & Subscriptions	€ 510.-
Fees	€ 57.-
Office costs	€ 466.-
Other	€ 180.-
Exhibitions	-
Projects total:	€ 87,918.-
New website	€ 39,333.-
Digitalisation of objects	€ 36,030.-
Stars of the Collection	€ 12,555.-
	<hr/> € 89,131.-
<b>RESULT</b>	<hr/> € 169.-

38

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# BALANCE SHEET

	2017
<b>ASSETS</b>	
Purchased materials	-
Website	€ 26,335.-
Balance bank account	€ 59,634.-
VAT	€ 5,605.-
Accounts receivable	-
Total Assets	<hr/> € 91,574.-
<b>LIABILITIES</b>	
Accounts payable	€ 17,798.-
Facilities	-
Total liabilities	<hr/> € 17,798.-
<b>EQUITY</b>	<hr/> € 73,776.-

39

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## COLOFON

A HEINEKEN COLLECTION  
FOUNDATION PUBLICATION

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[www.heinekencollection.com](http://www.heinekencollection.com)

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