

ANNUAL REPORT 2018

HEINEKEN
COLLECTION
FOUNDATION



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Backcover COLOFON

Since 2016 the Heineken Collection Foundation (HCF) has set the following objectives:

- Full documentation of the collection and implementation of a digital strategy for its inventory, incl. the creation of a new website;
- Realization of a totally new collection depot within the Heineken Experience facilities incl. a visitor center;
- Activities to present items of – and stories about – the Heineken Collection, through lectures, meetings, exhibitions, articles, etc., etc.;

On all three objectives significant progress has been made in 2018. On 27 November 2018 Mrs. Charlene de Carvalho and Mr. Jean-François van Boxmeer officially opened the new Heritage Quarter. This is more than just a collection depot. Due to its set-up, it also increases the visibility of the collection and stimulates the sharing of the collection with guests of the Heineken Experience and with our target audiences. The board of the HCF would like to thank Mrs. de Carvalho for her continuous encouragement, Mr. Van Boxmeer for his very personal input, the Executive Board of Heineken N.V. for its financial support and Mrs. Lieke Westendorp – managing director of the Heineken Experience – for her very close daily involvement and guidance. In this very active year a lot of work had to be handled simultaneously. This put a strain on all persons involved. The board would like to thank the collection manager – Mrs. 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
Maarten H. Rijkens
 Chairman



Design for poster 'De Hooiberg' by J.C. Greive - 1869



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.

Poster of the
1928 Olympic
Games in
Amsterdam



RÉPUBLIQUE FRANÇAISE
MINISTÈRE DU COMMERCE DE L'INDUSTRIE ET DES COLONIES
EXPOSITION UNIVERSELLE DE 1889
DIPLOME COMMEMORATIF

A Monsieur Heineken
Concessionnaire

LE DIRECTEUR GÉNÉRAL
DE L'EXPLOITATION

G. Berger

PARIS, 29 SEPTEMBRE 1889

LE PRÉSIDENT DU CONSEIL
COMMISSAIRE GÉNÉRAL

P. Laroche

**COLLECTION
MANAGEMENT**

Heineken's Bier

ook bij u thuis

STRATEGIC GOALS

*In line with the Strategic Plan 2017-2021,
four strategic goals defined our work in 2018:*

- 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.



4

LOANS
TO THIRD
PARTIES

ACQUISITIONS
OF NEW
OBJECTS CA.

250

Henry's

12

OBJECTS
IN HENRY'S

OBJECTS IN
EXHIBITION
HERITAGE
QUARTER

200



36

OBJECTS IN
HAYSTACK



TOTAL NUMBER OF
OBJECTS, APPROX.:

120,000

1

RESTORED
OBJECTS



NEW
REGISTRATIONS
IN TMS

726

COLLECTION MANAGEMENT



Archive cabinet
of the Society
of Amsterdam
Brewers

ART COLLECTION

After the reorganization of the storage of the Heineken Netherlands art collection in Zoeterwoude in 2017, the art loan library has been a modest success.

Due to the reorganization of Heineken Netherlands and subsequent transference of Heineken Netherlands' sales- and distribution units to Sligro over the course of 2018 and 2019, the HCF has made an inventory of all the items of (art)historic interest that are kept in these units across the country. The HCF plans to move these objects to the collection storage in due time. Because the Rotterdam unit was the first to close, the HCF had to move the objects already by the end of 2017.

The art works from Rotterdam were added to the art-loan library. Among these art works were several paintings by Piet Cottaar, an etching of the skyline of Rotterdam in 1903 by Aart Bijl and an Art Deco clock donated by Heineken's office staff in 1923.

In late 2018, Heineken Netherlands announced the move of its offices from Zoeterwoude to new locations. This means that the HCF has to look for a new location for its art storage.

ACQUISITIONS

NUMBER OF ACQUISITIONS IN 2018:

6 PURCHASED OBJECTS

APPROX. 250 NEW OBJECTS

The most important acquisition of 2018 was the 18th century archive cabinet of the Society of Amsterdam Brewers. This cabinet came into the possession of Gerard Adriaan Heineken at the end of the 19th

Poster to commemorate the first shipment
of Heineken beer to the USA



Campaign 'The beer is good again'

century, when the Society had only 3 members left. In 1933 Henry Pierre Heineken donated the cabinet to the Society of Dutch Brewers. In 2018 this Society moved to new, smaller offices and gave the historical cabinet back to the HCF. The cabinet now has a place of honour at the Heineken Head Office in Amsterdam.

Thanks to the Dutch Brewers, the HCF was also able to add a large poster from the 1950s advertising campaign 'The beer is good again' (Het Bier is weer best) to its collection.

Another interesting, modern donation was a branded coolbox of the Indonesian brand Bintang of 2000-2005. The most eye-catching purchase of 2018 was a Delft Blue plate that was made to commemorate the departure of Heineken Board member jhr. Pieter Cornelis Feith on the 17th of December 1965. On the rim many signatures of Heineken's directors are present, including that of Freddy Heineken.

The HCF registered about 200 historical objects in Heineken's sales- and distribution centres. 37 objects of the sales- and

distribution centre in Rotterdam were transported to a temporary storage location. Two posters from the distribution centre Houten were moved to Amsterdam. One of those commemorates the first shipment of Heineken beer to the USA after the end of Prohibition in 1933. A large reproduction of this poster is now in the exhibition in the Heritage Quarter with an original export box in front of it. The other objects still remain in place.

The HCF also acquired a series of five photos that are part of a project called KOPSTOOT, by Willem Pijffers and Emilio Brizzi. These photos feature the exteriors of five prominent, traditional Dutch cafés in the centre of Amsterdam. These so-called 'brown' café's



KOPSTOOT, Café
'De Engelse Reet'
by Willem Pijffers
and Emilio Brizzi

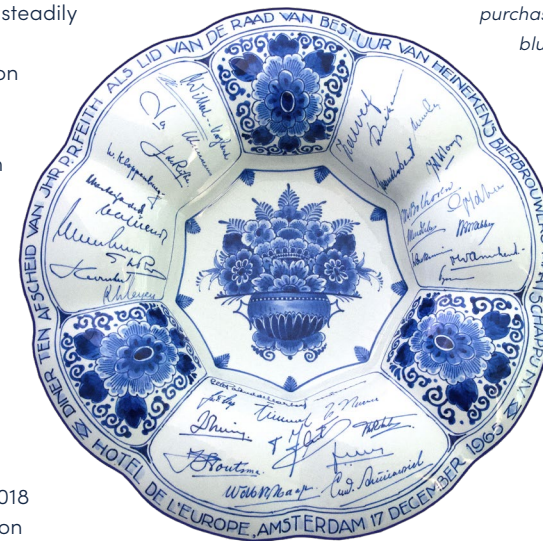
COLLECTION MANAGEMENT

Eyecatching
purchase Delft
blue plate

are typical of the pub-culture of Amsterdam, but they are steadily disappearing because of the ongoing modernisation of the city.

The audio visual collection was enriched with many digital films that came in from the Amstel teams world wide (UK, Greece, Vietnam).

Furthermore, the American Heineken campaign with Benicio del Toro and Willem van Waesberghe from 2017-2018 was added to the collection as well as the Dutch national campaign of Heineken 0.0% which went live in 2018.



KOPSTOOT, Café 'Het Papeneiland'
by Willem Pijffers and Emilio Brizzi





STORAGE & CONSERVATION

Work in progress

16

40

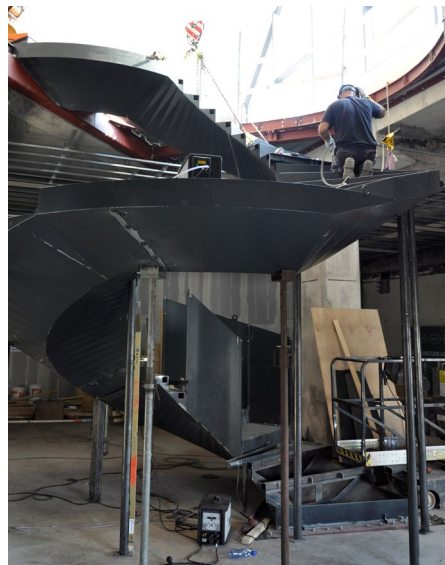
HERITAGE QUARTER

In 2016 the HCF made applications to the Executive Board of Heineken N.V. for increased funding of its operational activities and for the investment in a new depot for the collection.

Early 2017, the Executive Board 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.

Most of 2018 was dedicated to the preparation and execution of this exciting but also challenging project. From January until mid-September 2018 the HCF team was based at the Head Office of Heineken at the Tweede Wateringplantsoen due to the

Right: Installing the staircase



COLLECTION MANAGEMENT

“MOVING BACK APPROX. 120,000 ITEMS IN 7 FULL DAYS BY 5 PERSONS”

renovation. The renovation work took approximately 9 months. In September 2018, 120 000 collection items were moved back into the brand new depot on the 5th floor of the Heineken Experience. This complex operation took 5 movers and 7 full working days. The HCF is delighted with the Heritage Quarter, which includes a state of the art, climate controlled storage, a quarantine room and a studio, a dedicated space where we can receive guests. Especially the storage conditions of the collection have improved significantly. The new exhibition in the Heritage Quarter includes 200 objects, including reproductions, which represent the history of

Heineken. These objects were cleaned and restored when needed. For example, 12 historic light boxes were revised, replacing the old lighting with LED-illumination.

The climate controlled depot

17

40



BRAND COLLECTION WYLRE

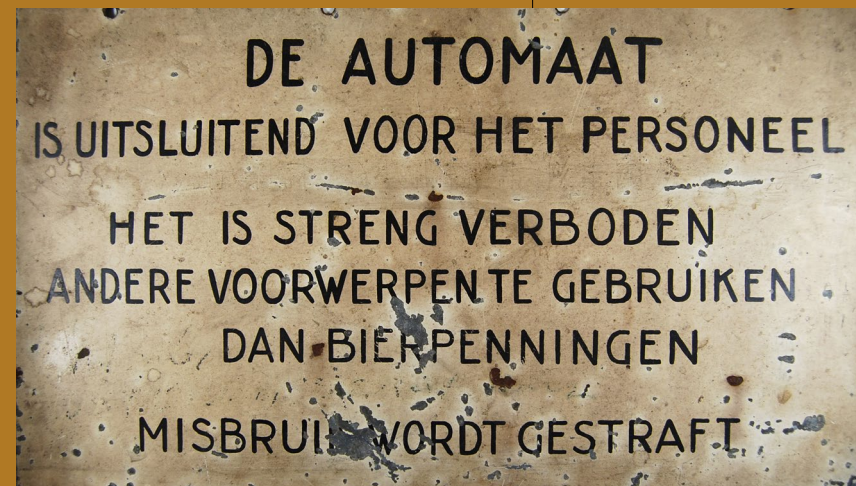
The Heineken Collection includes approximately 4000 objects that bear witness to the long and rich history of the Brand Brewery in Wylre. Part of the Brand Collection can be seen in the brewery museum called 't Brandgeveul'.



Design for
advertising
campaign
'Mooi bier!'
(Beautiful Beer)

However, the majority of this collection was stored in the former Pastorie building which is also located on the Brand brewery premises. In November of 2018 Heineken Netherlands decided to turn the Pastorie into a Brewpub and store for Brand beer. Therefore, the Heineken Collection was asked to move

the Brand Collection to another location. Today the Collection is professionally stored in Maastricht. In the coming years the HCF will decide whether the Collection will stay there or if it will be moved to another storage elsewhere in the Netherlands together with other Heineken Collection objects.



ACTIVE CONSERVATION AND PRESERVATION

Conservator Lulu Welther restored an information sign of the Heineken Brewery in Rotterdam. The sign mentions that the personnel may only use the beer vending machine. This sign can be seen in the exhibition in the Heritage Quarter.

The preservation and documentation of Heineken company news reels Kijkglas and Glashelder, which started in 2017, was finished this year.

12 historic Heineken and Amstel light boxes were revised, replacing the old lighting with LED-illumination. **217 metal and plastic packagings**, mainly beer cans, went to Helicon Conservation Support to be emptied. Emptying this packagings prevents corrosion of the metal and deterioration of the plastics might otherwise cause leakages and damages.

VRUMONA

The HCF has advised on the storage, reservation, documentation and presentation of (part of) the Vrumona archives and collections that were discovered in the Vrumona head offices in Bunnik.

REGISTRATION

In 2018 the Heineken Collection team started to write the Collection Plan, which gives direction to the collection management for the coming years.

This document is important for the professionalization of the way the HCF manages the Heineken Collection. Next to our collection profile and selection criteria for the acquisition of new collection items, it includes cleaning and safety procedures and guidelines for registration and documentation.



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PRESENTATION



HERITAGE QUARTER

After an extensive renovation the Heritage Quarter on the 5th floor of the Heineken Experience is a fact. In the Heritage Quarter, the Heineken collection takes centre stage. The walls and ceilings of the old brewery were stripped, uncovering tangible traces of over 150 years of brewing history.

The heart of the Heritage Quarter is the climate-controlled glass depot. From several angles, guests can look into the depot and enjoy the stored collection items. Moreover, in an open exhibition area, over 200 objects tell the (hi)story of the Heineken company in 7 themes. Think of

objects like the first shares and the golden medal that Heineken won at an international trade exposition in Paris in 1875, and is still featured on the Heineken label today. The Heritage Quarter also includes two new bars, both with a historical touch. The first one is named The Haystack,

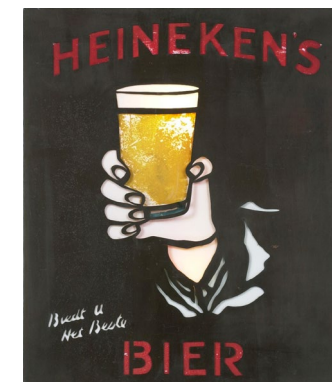


after the first brewery Gerard Adriaan Heineken bought in the centre of Amsterdam in 1864. The other bar is called Henry's after Henry Pierre Heineken. Because Henry Pierre Heineken had a PhD in chemistry, this bar was made to feel like a laboratory. To complete the theme, some original laboratory objects are on display.

Left: Mrs. Charlene de Carvalho-Heineken and right: Mr. Maarten Rijkens, Chairman HCF



PRESENTATION



At the end of November 2018, the Heritage Quarter was officially opened by Mrs. Charlene de Carvalho-Heineken, Executive Member of the Board of Directors of Heineken Holding N.V., and Jean-François van Boxmeer, CEO and Chairman of the Executive Board of Heineken N.V.



The Heritage Quarter could not have been realised without the hard work and support of the following companies:

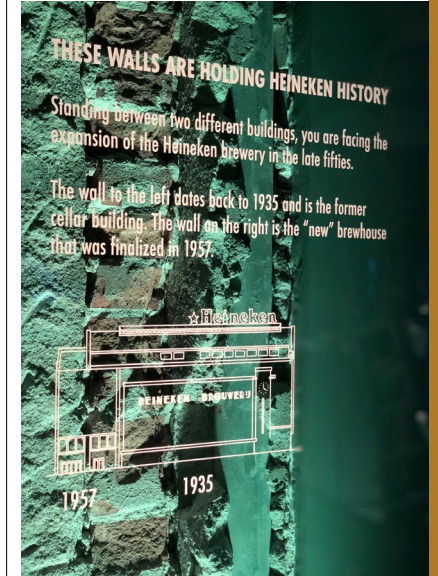
Ideal Projects for their design and implementation of the complete floor; **Heijmerink & Wagemakers** for the exhibition construction; **Bruynzeel Storage Systems** for their mobile shelving and roller racking; **Beeldwerk Sign Support** for all reproductions and the revision of the light boxes in the exhibition; **Charlie Smid** for the concept of the exhibition in 7 themes; **Helicon Conservation Support** for their advice about the design of the depot; **P.A. van Rooyen** for the relocation of the majority of the Heineken Collection objects; **Ijbouw: the construction company** of the Heineken Experience and also of the Heritage Quarter; **Heijmans** for their technical services and infrastructure.

And last but not least the **Development & Innovation department** of the Heineken Experience for their great contributions, advice and support to make the Heritage Quarter what it is today.

Our special thanks to all of them!!



COLLECTION MANAGEMENT



25

48



Friends of the HCF chose their favourite object

STARS OF THE HEINEKEN COLLECTION

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

Together with prominent Heineken leaders, the Heineken Collection team has chosen one hundred Stars of the Heineken Collection. These very special items and their stories will be published on our website and in a coffee table book, that is planned for 2020. In addition to this a number of friends of the Heineken Collection choose their favourite collection item from which a number will become visible on the new website. In November we therefore invited former employees as well as persons who have been closely associated with the HCF to choose their favourite.



ACTIVATIONS

The HCF made historic audiovisual footage available as well as images and audio fragments for a documentary film about the Heineken Stables and their famous Shire horses.



LOANS

Because of the temporary absence of the Collection in Amsterdam there was a general loan stop in 2018. There were a few exceptions:

Two Amstel chairs from the external storage went on loan to Biermuseum De Boom in Alkmaar. A few Wobo's were lent to the exhibition Habitarium at La Condition Publique in Roubaix from end of March till beginning of July 2018.

RESEARCH

In 2018 intern Ana Francisca Bernardo (a Master student in Communication at the Universidade Nova de Lisboa) researched the communication strategy of the HCF on digital platforms like the Heineken collection website, several social media outlets, Workplace and TAPP.

Her master thesis is called 'How to Communicate Heineken Collection on Digital Platforms: Workplace and www.heinekencollection.com' and is available at the Heineken Collection library.





Demelza van der Maas shows the Heritage Quarter

INFLUENCERS

28
40

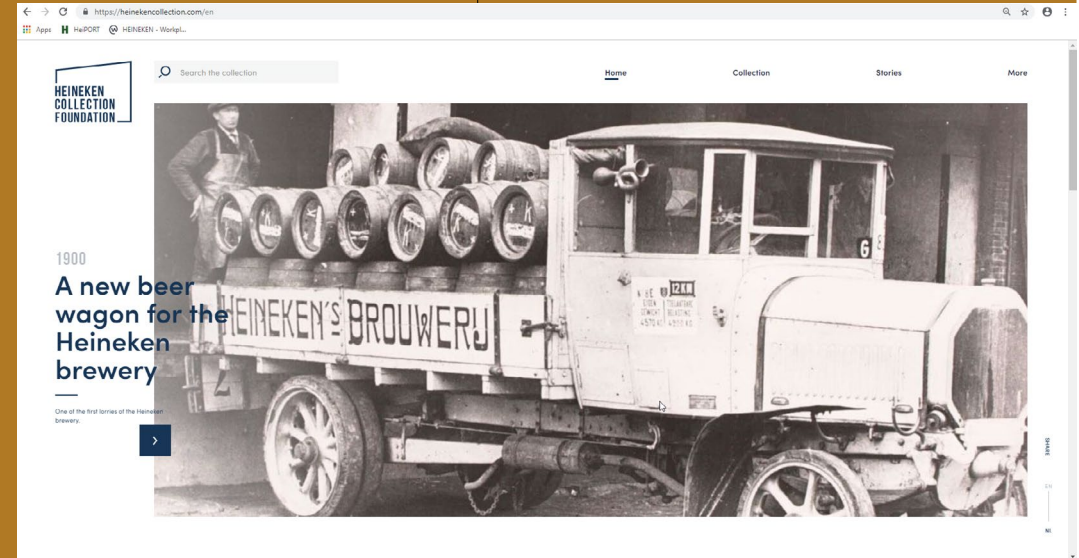
On November 22nd, the Heineken Experience hosted an exclusive event for a selected group of 14 photographers and influencers, in order to promote our newest area – the Heritage Quarter.

The guests were invited a few days prior to the official opening and the programme involved a presentation by Demelza van der Maas – Heineken Collection Manager, a tour through the exhibition, a beer tasting session in the hidden bar Henry's, as well as a dinner in the Haystack. The event resulted in the generation of multiple beautiful photographs of the space and it was successful in reaching more than 1 million people on Instagram.

Henry's



PRESENTATION



Visual of the new website

DIGITAL

29
40

DIGITAL INFRASTRUCTURE

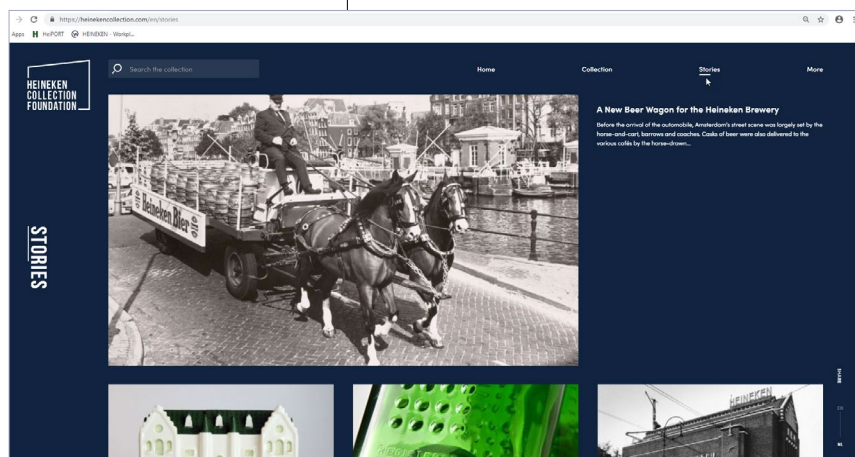
In 2018 the HCF saw the continuation of updating our new digital infrastructure. The HCF updated their version of the TMS collection registration software to TMS 2017. The ingestion of digital files from the old DAM system to the new system led to a much needed clean up. In general, the HCF looks critically at identical digital files and deletes the ones that are a true one-to-one copy, old metadata are corrected and new metadata are added to the

files. Enriching the digital files with metadata (information) helps in searching in the DAM system but also in the usability for other applications by publishing the information through an API (Application Programming Interface). Near the end of 2018 the new Heineken Collection website was softly launched with a new design and the possibility to have all the digital files in our DAM system available online in an image bank. For the moment, the image bank on

“7,500 IMAGES,
275 VIDEOFILES
AND 38 FILES
IN NEW DAM
SYSTEM”

the website uses keywords and titles to search for files. Searching through all the available information from different databases is in progress and needs some additional programming. At the time of the soft launch the content of the old website was copied to the new website. New functionality will be added to the new website in different stages, keeping an eye on new developments in technology and the demand from users.

By the end of 2018 the new DAM system contains over 7.500 images, 275 video files and 38 audio files. For the new website a start was made with the translations of the objects-records in TMS. 80% of the AV records have been translated at the end of 2018.



BEHIND THE STAR

In addition to the first series of 12 video stories in 2017 another 3 video stories were created in 2018. These 3 were made together with the Corporate Affairs department of Heineken and shed more light on bubbles, logistics and the Heritage Quarter.

These stories were posted on the internal website of Heineken and on Workplace. Furthermore, these ones will also be shared on social media, like InstagramTV of the Heineken Experience.

AUDIOVISUAL

Our audiovisual curator worked at Sound & Vision (Beeld & Geluid) on titles 'The World of Heineken' (1976) and 'Dimitrios, is that you?' (1992). The elements that are important for the long term survival of these titles were selected and repacked in new, ventilated cans. Subsequently, they were catalogued in TMS and in the database at Sound & Vision. Finally, the films were put back in their film depots.

In 2018 the HCF donated digital copies of the amateur films "MBL 1953" (1950-1953) and "Tiger Brewery 21 Years" (1952) to the National Archives of Singapore.

PRESENTATION



Image of the
Heineken Collection
Workplace group

They will present these films on their website and will share any new information they would receive from that.

WORKPLACE

On Workplace, a worldwide internal digital and mobile collaboration platform, the HCF has its own group which every Heineken employee worldwide can join. Within this group we share stories, pictures and films about 150 years of Heineken history.

TAPP

The HCF continued posting on a regular basis of twice a month with stories, photographs and videos on TAPP, an app for Heineken personnel in the Netherlands.



32

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MANAGEMENT

ORGANISATION

The HCF has no staff and the board works free of charge. The collection manager – who is responsible for the day-to-day management – is seconded by Heineken NV as well as the coordinator and digital asset curator.

The HCF also hires freelance experts for collection registration, conservation, restoration and research. In 2018, the team consisted of:

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

BOARD

| | |
|------------------|-------------------|
| Chairman | Maarten Rijkens |
| Treasurer | Michael van Oene |
| Secretary | Gervaise Coebergh |
| Member | Ellen Fleurbaay |





36

40

FINANCE

PROFIT AND LOSS STATEMENT

| | | 2017 Restated* | 2018 |
|----------|----------------------------|-------------------|-------------------|
| INCOME | Donations | € 89,300.- | € 89,300.- |
| | Licenses | - | - |
| | Publications | - | - |
| | Other Income | - | € 48.- |
| | | <u>€ 89,300.-</u> | <u>€ 89,348.-</u> |
| EXPENSES | Restoration & Purchase | € 125.- | € 3,171.- |
| | Publications | - | - |
| | Literature & Subscriptions | € 510.- | € 75.- |
| | Fees | € 57.- | € - |
| | Office costs | € 466.- | € - |
| | Other (incl. bankcosts) | € 180.- | € 463.- |
| | Exhibitions | - | - |
| | Projects total | € 2,825.- | € 43,362.- |
| | | <u>€ 4,163.-</u> | <u>€ 47,071.-</u> |
| RESULT | | <u>€ 85,137.-</u> | <u>€ 42,277.-</u> |

* please note the P&L of 2017 is restated to display the figures without accruals previously taken under 'Projects Total' for 'new website' digitalisation of objects' and 'Stars of the Collection'. These expenses did not materialize in 2017 due to shifted organisational priorities.

BALANCE SHEET

| | | 2017 | 2018 |
|-------------|-----------------------------------|--------------------|--------------------|
| ASSETS | Purchased Additions to Collection | € 11,289.- | € 4,754.- |
| | Website Development | - | - |
| | Cash | € 142,264.- | € 190,324.- |
| | VAT | € 5,191.- | € 5,943.- |
| | Accounts receivable | - | - |
| | Total Assets | <u>€ 158,744.-</u> | <u>€ 201,021.-</u> |
| LIABILITIES | Accounts payable | - | - |
| | Facilities | - | - |
| | Total liabilities | <u>-</u> | <u>-</u> |
| EQUITY | | <u>€ 158,744.-</u> | <u>€ 201,021.-</u> |

Heineken



het meest getapt!



COLOFON

A HEINEKEN COLLECTION
FOUNDATION PUBLICATION

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