



## **Our Mission**

We want every visitor who comes to our museum to fall in love with tulips, if they haven't already.

## **Our History**

The Amsterdam Tulip Museum first opened in 2006 at 112 Prinsengracht (now the home of another small museum), and moved to its present location in the spring of 2012. The museum was started by three third-generation Dutch “bulbsmen,” who wanted to create a space for people from all over the world to learn about the tulip.

Over time, the museum has invited artists and artisans from both sides of the Atlantic Ocean to contribute to exhibits and the shop. Their contributions are integral to the way we bring the story of the tulip to life.

## **What You'll Find Here**

Our museum traces the history of the tulip from its origins as a Central Asian wildflower, to early domestication as a treasure of the Ottoman Empire, on through Europe. In Holland, where the lovely flower became the object of a brief, obsessive craze, Dutch ingenuity developed it into a highly successful export commodity that still dominates the cut flower industry and fills spring gardens around the world.

We offer exhibits focused on the history and botany of the tulip, presented in videos, interactive timelines, and unique exhibits created especially for the museum by Dutch artists. Here you'll learn the infamous story of the Tulipmania that gripped Holland in the early 17th Century and discover the ongoing history of the Dutch flower bulb industry.

### *Highlights Include:*

- Original short films about tulip history
- Judith Leyster's 1643 Tulip paintings
- Vintage phone handsets that allow visitors to listen in on the hair-raising bidding of flower brokers pitted against the “Dutch clock” auction system
- Displays of Ottoman-style tulip-themed art and ceramics
- Authentic bulb agricultural artifacts
- A shop offering books and treasures for tulip lovers all year, and unique flower bulbs during the fall season

## **About our Building**

The museum is located in the Jordaan neighborhood. First constructed in 1612, we occupy a former Canal house that is part of Dutch history, built in an era inextricably bound up with the tulip and Holland's Golden Age. Canal houses are known for their narrow frontage, built to limit taxes. Many canal houses are wider at the back than at the front, though ours is a conventional rectangle.