

# Amsterdam celebrates its birthday with a multimedia city scale model on 27 October

## Mayor Femke Halsema to open [Amsterdam in Motion](#)

On Monday 27 October 2025, Zuiveringshal Oost at the Westergas site, will host the opening of Amsterdam in Motion: a multimedia experience that tells the story of Amsterdam's past, present and future through a thematic show. This cultural project, a collaboration between initiator Duncan Stutterheim (Westergas) and the Amsterdam Museum, has been made possible by a broad coalition of Amsterdam-based partners. It is a gift from Amsterdammers to Amsterdam. A festive gathering on the official 750th anniversary of the city marks the moment when Mayor Femke Halsema, on behalf of the city, accepts this lasting gift. "Amsterdam in Motion is one of the most impressive legacies of Amsterdam 750 years - a beautiful permanent gift to the city on the occasion of a historic jubilee year," says Sietse Bakker, Director of Amsterdam 750. Starting Tuesday 28 October, Amsterdam in Motion will be open to the public daily. Tickets for this immersive city experience are now available via [Amsterdaminmotion.nl](#).



Multimedia model  
Photos: Jitske Nap

### Amsterdam in Motion: presentation

In addition to an overwhelming audiovisual show on a gigantic model of the city with 30,500 buildings, Amsterdam in Motion also offers an interactive exhibition on the upper floor. The show and exhibition share the same mission: to present the city in all its facets. Whereas the model takes the visitors on a 15-minute time travel through Amsterdam's history and present-day dynamics, the upper floor looks towards the future: exploring how citizens, businesses and authorities repeatedly make ongoing choices about sustainability, housing, diversity and liveability. Through an interactive orientation, visitors are invited to discover their own role in shaping the city's future.



Interactive exhibition  
Photos: Jitske Nap

### Education Programme

Amsterdam in Motion offers an extensive education programme for school classes and students, featuring with guided tours and workshops in a specially designed education space. The aim is to encourage young people to reflect on the city's history and about their role in its future, engaging them with themes such as sustainability, migration and innovation.



Interactive exhibition  
Photos: Jitske Nap

### **Amsterdam in Motion: creation**

"Amsterdam in Motion is a story about Amsterdam and Amsterdammers - about a city that is never finished - told in a new and innovative way by a wonderful team of creative partners" says Judikje Kiers, Director of the Amsterdam Museum.

"The digital concept and projection design were created by digital creative agency Monks. The multimedia model was built by Fiction Factory and Phanta Visual. The concept and design of the upper floor were created by XPEX, which also handled the technical implementation and audiovisual production of the presentation of the exhibition. The Amsterdam Museum developed the content of both the model, show and the interactive exhibition together with partners. The project Amsterdam in Motion aligns closely with the museum's role as a city museum, telling stories about Amsterdam's past, present and future. From the opening onwards, the museum will also manage the operation of Amsterdam in Motion."

Amsterdam in Motion has been made possible by a broad coalition of partners, including Westergas Vastgoed C.V., the Stutterheim Family, Hartwig Foundation, JCDecaux, Rabobank Amsterdam, Port of Amsterdam and Phanta Visual. And XPEX, ORAM, Amports, BPD Cultuurfonds, Fiction Factory, Dell, Scenexus, Caggemini, AMFI, Amsterdam Institute for Advanced Metropolitan Solutions, Amsterdam University of Applied Sciences, NWO, Maeson, Epson, MassiveMusic, Municipality of Amsterdam, Stichting Zabawas, Amsterdam 750, IJsfontein, Shosho, Total Design, Triply, University of Amsterdam, Arcam, NEMO and many others. Together they facilitated the creation of a permanent, accessible project that reflects Amsterdam's pride, creativity and transformative power.

### **Free entry for young people**

JCDecaux, founding partner of the project, offers free admission to everyone under the age of 18. "JCDecaux wants to give the city a lasting gift with social relevance in honour of its 750th anniversary. Together with Amsterdam in Motion, we want to pay tribute to Amsterdam - city we've been so closely connected to for 40 years. And ultimately, young people hold the future of this city in their hands, which is why we're offering free admission to all visitors under 18.", says Hannelore Majoor, Managing Director at JCDecaux.



Zuiveringshal Oost, Westergas, Amsterdam  
Photo: Westergas

### **[Amsterdam in Motion](#)**

Zuiveringshal Oost Westergas  
Pazzanistraat 19-23  
1014 DB Amsterdam

#### **Tickets:**

Adults €18

Young people under 18: free admission

Museumkaart, Amsterdam City Card, VriendenLoterij VIP Card and Stadspas: free admission

#### **Opening hours:**

Monday to Friday: 10:00 - 17:00

Saturday to Sunday: 10:00 - 18:00

[Amsterdaminmotion.nl](https://www.amsterdaminmotion.nl)



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