

FOR IMMEDIATE RELEASE

EYE, the new film museum, opens to the public on April 5, 2012

Amsterdam, Monday, January 30, 2012

EYE, the new film museum located on Amsterdam's waterfront, will open its doors to the public on April 5, 2012. Starting on that day, visitors can watch films on the four screens, explore the exhibition area, the interactive Basement, the museum shop, and EYE Bar-Restaurant.

EYE is located on the northern side of the waterfront, directly across from Amsterdam's Central Station. The Vienna-based firm Delugan Meissl Associated Architects designed a striking complex that houses four screens, 640 seats, and 1,200 square meters of exhibition space.

EYE is the only museum in the Netherlands that is exclusively dedicated to film and the moving image. EYE exhibits film as art, entertainment, cultural heritage, and a conveyer of information. It offers exhibitions and corresponding film programs with a keen eye for current, historical and artistic developments, paying particular attention to young people as well. In addition to films for children and their families, EYE organizes educational programs and activities for children and adults alike.

The museum's basement offers visitors of all ages the opportunity to search through EYE's digitized collection in an interactive way. The museum store features a wide assortment of film paraphernalia, while EYE Bar-Restaurant offers a breathtaking view of the waterfront.



The opening exhibition *Found Footage: Cinema Exposed* reveals how filmmakers and artists create new works by using footage they have come upon. Two participants will make a new cinematic work using footage from EYE's collection.

EYE is easy to get to. There is free ferry service to and from Central Station 24 hours a day, while motorists and cyclists can park at the back of the building. Additionally, EYE is fully accessible to the disabled.

EYE is open seven days a week from 10:00 a.m. to 1:00 a.m., and until 2:00 a.m. on the weekends.

For more information and/or images



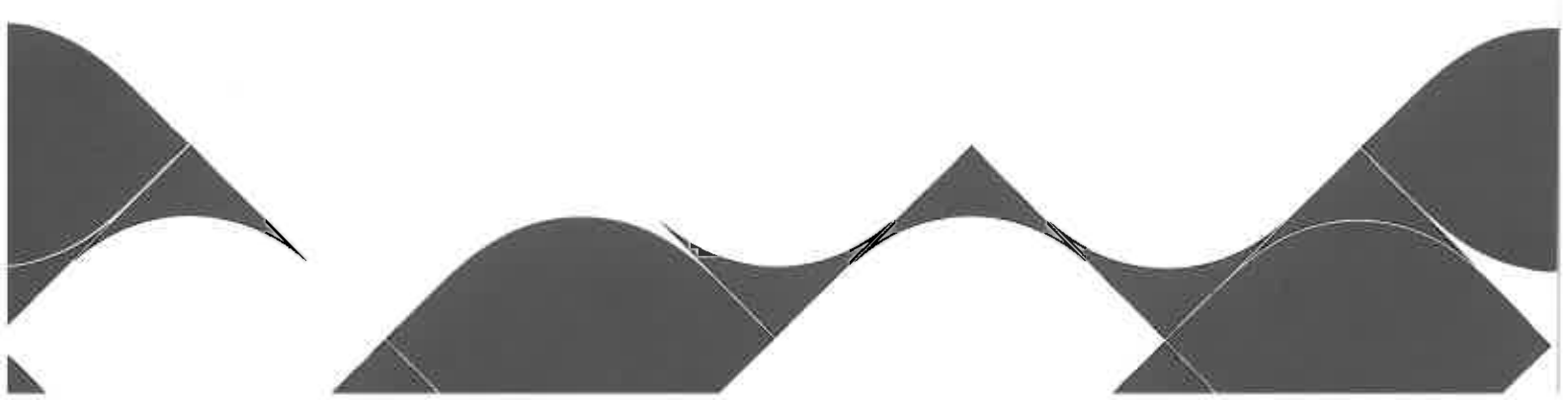
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Architecture

EYE's new complex was designed by the Vienna-based firm Delugan Meissl Associated Architects, which was also responsible for the Porsche Museum in Stuttgart. Their design was governed by two motives: plural perspective and physiological effect. Along these lines, the entire building is a reference to the cinema-going experience as a game of light, space and movement. The white roof covering the building refers to cinematography, and the façade reflects light in constantly changing conditions.

Programming

Exhibitions

Each year, EYE organizes four exhibitions featuring internationally acclaimed filmmakers and artists. These exhibitions are accompanied by film screenings and other activities. In order to develop these exhibitions and the accompanying programs, EYE collaborates with organizations such as the Deutsches Filminstitut in Frankfurt, the Cinémathèque Française in Paris, the Center of Visual Music in Los Angeles, and the MoMA in New York.

Found Footage: Cinema Exposed serves as the series kickoff and shows how filmmakers and artists create new works with footage that they have found. Participants include Douglas Gordon, Bruce Conner, Aernout Mik, and Matthias Müller.

The exhibition stresses one of EYE's most important tasks: collecting, conserving and restoring film footage, much of which is of historical importance. It also fits nicely with the tradition of presenting archive footage in a new context.

EYE is the only museum in the Netherlands that is completely dedicated to film and the moving image, taking cinematic language as the point of departure for its exhibitions.

Film programming

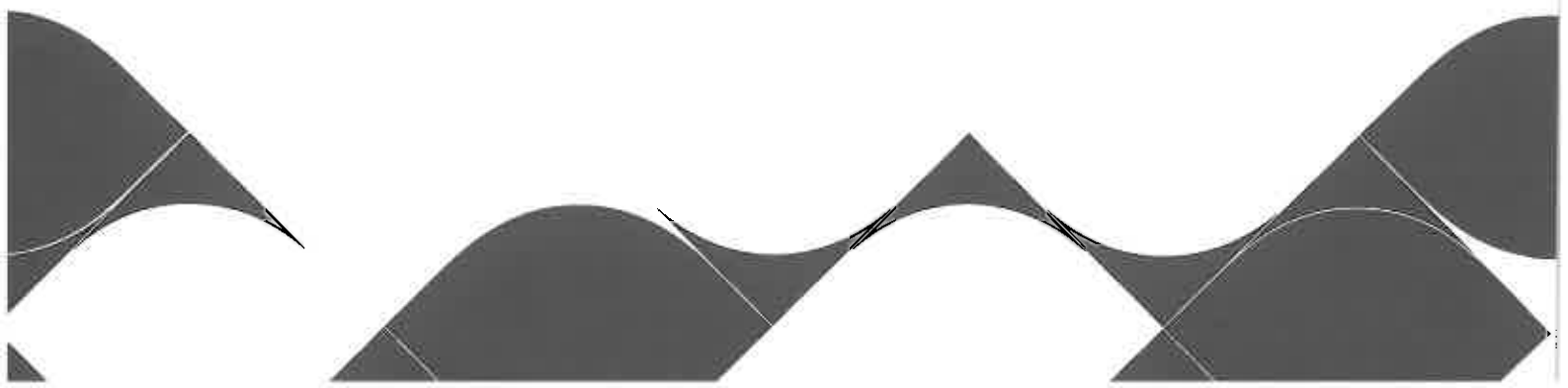
EYE's four screens allow the museum to offer an extensive film program. Besides retrospectives, thematic programs, series, and screenings of restored classics and silent films with musical accompaniment, EYE also screens art house films by contemporary filmmakers from both home and abroad. The film programs always put the exhibitions in context.

Programming for children

Young people love the cinema, and EYE pays particular attention to them, programming special educational events geared to youth. EYE also screens films that run the gamut from cartoons to the latest national and international family productions. Younger children can get acquainted with the moving image in the Basement, while students can make short films together in an area that is specially designed for educational purposes.

Facilities

EYE's new complex has everything that a modern film museum should: four screens that accommodate a total of 640 filmgoers and can show both old and new film formats, an exhibition space of 1,200 square meters, and an interactive public space in the basement with free admission. Here, visitors will find a digital vault, film installations, browsing booths, and a playground, where people of all ages can get better acquainted with film and EYE's rich collection. In a specially designed educational space, EYE will host a variety of workshops. The museum store features a wide assortment of film paraphernalia, while the restaurant and café offers a breathtaking view of the waterfront. It is also possible to rent space at EYE for events, conventions, presentations, and other meetings.



EYE is also active through educational and specialized websites, such as Filmeducatie (*an expertise center for film education*), MovieZone (*a film website for young people*), Film in Nederland (*a collection and history of Dutch cinema*), Instant Cinema (*experimental films*), Scene Machine (*an interactive website where you can make films yourself with available footage*), and Ximon (*a VOD/EST platform*).

Financing

The new complex was developed by and is property of ING Real Estate. EYE will rent the space for at least 25 years. Construction was made possible by grants from the Dutch Ministry of Education, Culture, and Science and the Municipality of Amsterdam.

EYE is in charge of financing the building's furnishings, and has received contributions from Kansen voor West, the Province of North Holland, and the Prins Bernhard Cultuurfonds.

Practical information

Visiting address as of April 5, 2012:	IJpromenade 1 1031 KT Amsterdam The Netherlands
Hours of operation:	Sunday – Thursday: 10:00 a.m. – 1:00 a.m. Friday and Saturday: 10:00 a.m. – 2:00 a.m.
Public information:	www.eyefilm.nl / +31 (0)20 589 1400

