

# Catch the Springsnow

Amsterdam celebrates the beauty brought by 75,000 elms in the city. Take a look, follow the Elm route and Catch the Springsnow!

400 YEARS SPRINGSNOW

Spring snow is the magical natural phenomenon that symbolises the true start of Amsterdam's spring: the elm trees throw confetti to greet the spring! Take a look and see and hear the elm seeds whirr!

www.springsnow.nl  
April 21st - May 21st 2013



**Springsnow Elm route**

**City of trees**  
Amsterdam is one of the greenest capitals of the world. It is because of the trees we breathe clean air, experience the seasons and stay in touch with nature.

**Elm arboretum**  
This park, next to EYE, is a tribute to Amsterdam's number-one tree. It displays all 32 species of elm in Amsterdam.

**Most impressive elm**  
The famous and imposing Tolhuis Elm (*Ulmus hollandica 'Belgica'*) has stood in front of the Tolhuis (Toll House) since 1905.

**Elm fringe**  
From the bridge of Nemo you can see the green fringe of elms from the terrace of Hannekes Boom.

**Elm variety**  
Here are five different types of elms, the oldest and the most beautiful according to experts are the Dutch elm.

**Highest elm**  
At the Oudemanshuispoort grows the highest elm in the city. This Dutch Elm from 1895 is over 35 metres high!

**Elm in canal garden**  
In the canal garden of Museum Geelvinck is a majestic elm to enjoy. Also you can visit the Springsnow Expo in the museum!

**Springsnow Candy**

**Oldest elm**  
Opposite Nieuwe Herengracht 5 you'll find Amsterdam's oldest elm: a Field Elm (*Ulmus minor*) from 1891.

**Digital Poetree**  
Artist Robert Overweg created an Augmented Reality Experience: the Digital Poetree. During Springsnow you can use it to send your spring messages. You can actually see the virtual tree with elm seeds with your smartphone on the Leidsekaade.

**Hortus Botanicus**      **Artis Zoo**

**Smallest elm & Crooked elms**  
The smallest elm in the city (the Chinese Elm) grows in the Hortus Botanicus. From their Palm House you can spot the most crooked elms in Amsterdam.

**Exceptional elms**  
The Wych Elms (*Ulmus 'Cornuta'*) at the Reguliersgracht are recognisable by the two pointed 'ears' on the outer tip of their leaves. A type unique to Amsterdam.

## Springsnow in Amsterdam

Elm trees have defined Amsterdam's cityscape for centuries. Nowhere else can they be found in such numbers. The 75,000 elms cloak the canals in green, bring nature to the heart of the city and release an annual festive flurry of swirling elm seeds, known as 'spring snow'.

Springsnow is Amsterdam's celebration of the magical whirling elm seeds, from 21 April to 21 May. Everybody can take part: by catching some spring snow, posting Spring Messages on the Digital Poetree, or following the Elm route.

For Springsnow news: follow us on Twitter (@Springsnowtweet) & Facebook: SpringsnowinAmsterdam.



### ELM ROUTE

The Elm route starts at the Elm Arboretum in Amsterdam-Noord and runs down east of the city centre to the Hortus Botanicus (botanical garden). Discover Amsterdam's most beautiful and unique elm trees along the way. High chances of spring snow!

We invite everyone to digitally capture the spring snow. You can email or share your photo's, film, text and creations via: [info@springsnow.nl](mailto:info@springsnow.nl), Twitter: @Springsnowtweet, Facebook & Flickr: Springsnow in Amsterdam. Together we'll herald spring and celebrate life and the elm in Amsterdam!

[Twitter](#) [Facebook](#) [LinkedIn](#)



### TRY YOUR LUCK IN SPRING AT HOLLAND CASINO

During Springsnow free admittance with this map. Conditions for entry: minimum age of 18 and valid passport. Dress code: stylish and well groomed. Address: Max Euweplein 62

HOLLANDCASINO.NL      HOLLAND CASINO

### DIGITAL POETREE

This spring you can use the Digital Poetree to send everyone a Spring Message! This virtual tree full of elm seeds, planted on the Leidsekaade, on the pier near the entrance of Holland Casino, is revealed by using your smartphone. You can attach a message to a Springsnow seed by tapping it. You can even address it to someone you know! The seeds will drift through the city based on the velocity and direction of the actual wind. The sender and recipient are notified when and where the seed lands and can view it on Google Maps and Streetview.

Digital Poetree: Leidsekaade, near the entrance of Holland Casino

2013

**I amsterdam.**

HOLLAND CASINO



# Springsnow in Amsterdam

With Springsnow, Amsterdam celebrates spring, inspired by this magical phenomenon of elm seeds whirling through the city. The annual snow of seeds signals the true arrival of spring in the city. After all, this natural showstopper only takes place on those warm sunny days in April and May when there's a pleasant spring breeze.

It's this frivolous fluttering that delights us so: to see and hear the wind play with those millions of drifting elm seeds. We watch the seeds float, flutter, dance and whirl. We hear them ripple and roll over the streets. They collect in corners, only to then flit apart and swoop down once again in their spiralling dance. It makes Amsterdam even more dreamy...



## ELM: SIGNATURE TREE OF AMSTERDAM

The elm has been an Amsterdam feature since the 17th century. The elm is found in all boroughs: 32 species, 75,000 in total! You can find them at [maps.amsterdam.nl/iepen/](http://maps.amsterdam.nl/iepen/). 2013 marks the 400th celebration of the Amsterdam canals, which means we'll celebrate 400 years of spring snow! The elm proved an ideal tree for the city: they grow fast, are resilient and their majestic form complemented the canals perfectly. If you cross the centre of Amsterdam these days, you'll see elms at most everywhere. Of the 9,000 trees in the city centre, 60% are elms!

### Top 5 trees in the centre of Amsterdam

Elm	5.271
Plane	894
Lime	694
Maple	377
Acacia	243

The local government allows only elms to be planted along the canals! The elm is an integral part of Amsterdam. The tree even received a separate mention in the canal district's new status as a **UNESCO World Heritage Site** in 2010. Amsterdam was officially named Elm Capital of Europe in 2005 and European City of Trees in 2012.



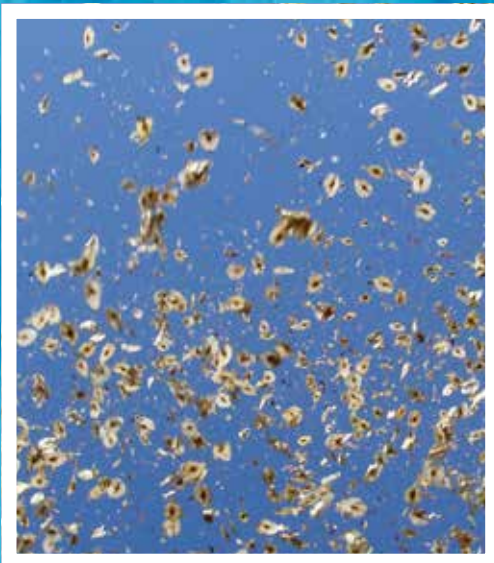
## HOW TO SPOT AN ELM

There are countless species of elm: they come in green or yellow, can have large or small leaves, and smooth or rough tree trunks. Amsterdam has 32 different types. No matter their difference in looks, you can always recognise them by their asymmetrical leaves. The tree itself has a characteristic V-shaped branch structure, and a beautiful, translucent canopy. To find out its age, measure the tree's diameter. Every centimetre counts for about one year. So an elm with a diameter of 70 centimetres is about 70 years old.



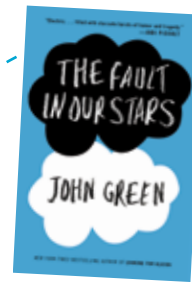
## SPRING SYMBOL

The spring is celebrated worldwide as a season of new growth. Symbol of spring in Amsterdam is the elm seed. Catch one yourself as a symbol of your own ideas and dreams that you want to grow.



## SPRING SNOW IN LITERATURE

The American writer **John Green** was so impressed with the 'falling of flowers from the sky' during his *Writer in Residence* stay in Amsterdam that he wrote about it in bestseller **The Fault in our Stars**.



*"There were elm trees everywhere along the canals, and these seeds were blowing out of them. (...) They looked for all the world like miniaturized rose petals drained of their color. These pale petals were gathering in the wind like flocking birds - thousands of them, like a spring snowstorm. (...) Amsterdam's spring snow. The iepen throw confetti to greet the spring."*



## ELM LEAF IN THE DESERT

Artist **Ap Verheggen** plans to make ice in the desert under the face of a giant elm leaf! The leaf will be covered with solar cells, underneath are cooling condensers that soak up humidity from the desert air. Even in the hottest conditions, it will produce a layer of ice on the leaf's ridged underside. With the **Sunglacier** Verheggen wants to inspire people and show them that even the seemingly impossible can be made possible.

## SPRINGSNOW ART IN MUSEUM GEELVINCK

Visual artist **Maartje Jaquet** created an exhibition at **Museum Geelvinck** around the beauty of Springsnow in Amsterdam. The garden is a hidden gem, in which it's a real treat to sit down and enjoy the lush greenery of those magnificent elms. The museum is free for holders of the Museumcard, Stadspas or Iamsterdam Card. By showing this roadmap you'll receive a 25% discount on the entrance fee. Entry to the garden is free.

Sun Apr 21 - Mon May 20 11.00 - 17.00 uur (closed on Tuesdays).  
Museum Geelvinck Hinlopen Huis:  
Keizersgracht 633 / [www.geelvinck.nl](http://www.geelvinck.nl)



## SPRINGSNOW CANDY

The artistic candymakers from **Papabubble** will be making true Springsnow Candy! Some of them will contain real elm seeds! Every Sunday, in the Staalstraat, you can watch (and taste!) how they make this special treat. **De Feesttantes** (the Party Aunts) will be present as living trees who'll tell and celebrate the story of spring snow in Amsterdam.

Sun Apr 21. / Apr. 28  
May 5 / May 12 / May 19  
14:00 - 16:00  
Papabubble:  
Staalstraat 16  
[www.papabubble.nl](http://www.papabubble.nl)



## HORTUS BOTANICUS

On Sunday, 12 May, you can walk the Elm Route guided by a **Hortus Botanicus** guide. Admission: free. Sign up in advance: [info@dehortus.nl](mailto:info@dehortus.nl) The Hortus also provides (walking/cycle) tours on request.

Sun May 12 13:00 - 16:00  
Start: at entrance Hortus. Please, sign up in advance Hortus Botanicus, Plantage Middenlaan 2a  
[www.dehortus.nl](http://www.dehortus.nl)

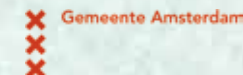
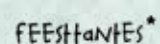
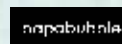
## SPRINGSNOW ART

The elms and Springsnow inspired several artists to create a number of special art works. These are on display at **ARTACASA** gallery and lunchroom **Klaver 4**, where they also make special Springsnow Picnicbags.

ARTACASA: Kerkstraat 411-HS / [www.artacasa.nl](http://www.artacasa.nl)  
Klaver 4: Utrechtsestraat 69  
[www.lunchcafe-klaver4.nl](http://www.lunchcafe-klaver4.nl)



Springsnow is an initiative of the Springsnow in Amsterdam Foundation and made possible by:



BooQi products are produced under license and are subject to design registrations and trademarks.  
© BooQi Media Solutions BV [www.booqi.nl](http://www.booqi.nl)  
call +31 (0)20 7163151 NO 1827731

Photo: Frontside, Springsnow, Westertoren, Michael Jacobs, City of Trees, Brenda Spui, Elm variety, Bart van Dijk, Exceptional elms, Sandra Beersma, Photo's backside, Throwing seeds, Zeppé, Elm leaf, Gerrie Jaquet, Anywhere the wind blows, Jolien Glaudivers, Controlled elm snow, Tamar Rubinstein, All other photo's: Springsnow in Amsterdam Foundation, Design: [www.montiquebrands.nl](http://www.montiquebrands.nl)