

THE SCENERY  
YOU PICTURE  
FOR DAZZLING  
EVENTS

THE  
YOU  
FOR  
EVEN

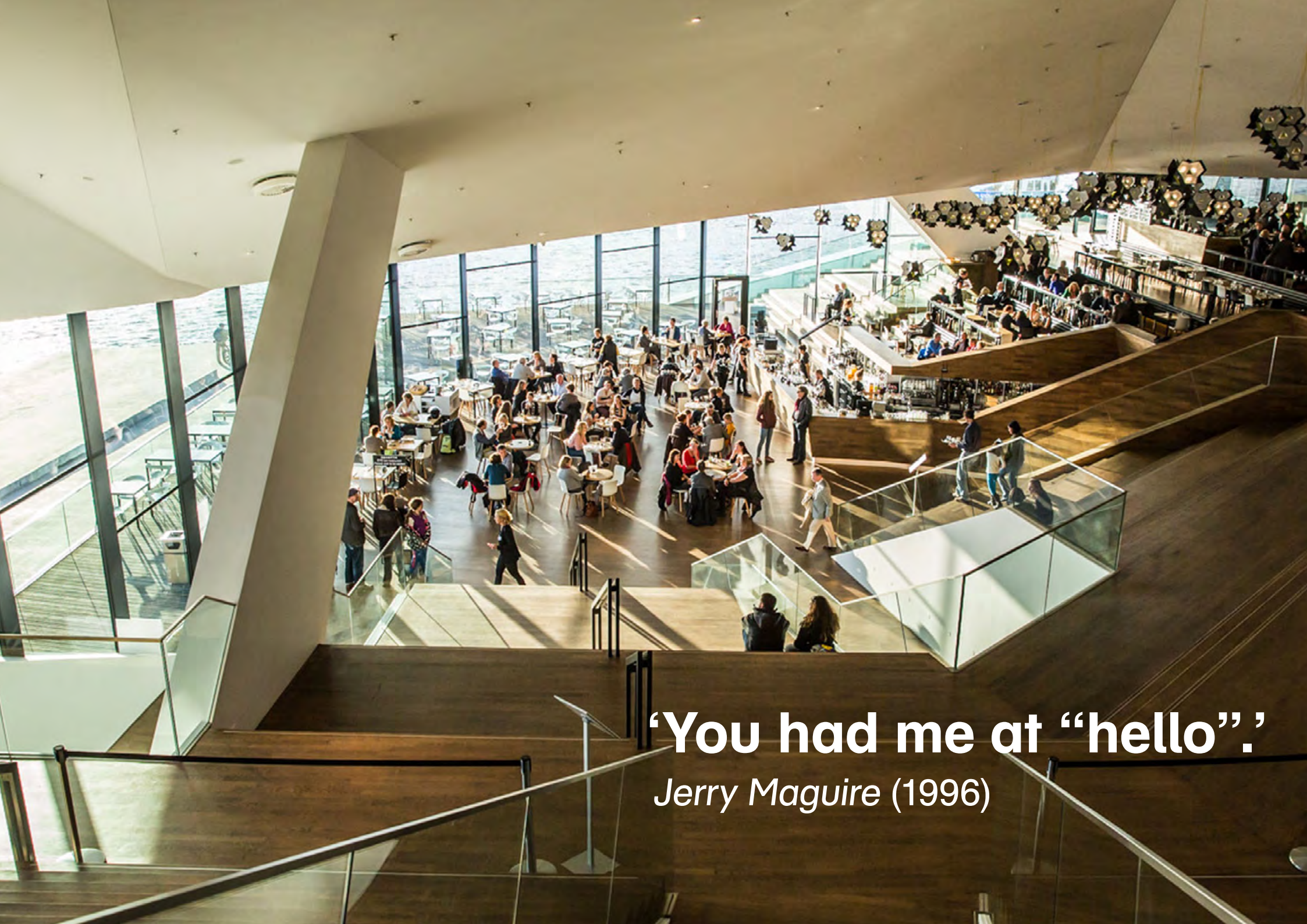




## Welcome to the most beautiful setting in the Netherlands

At our iconic location on the riverbanks of the IJ, we set the stage to provide your guests with an unparalleled experience in a creative, open and dynamic space. With excellent spaces and rooms, and high-end facilities. Plus: expert support by our dedicated professional team with years of hospitality experience. In other words: all you need to keep in control of your big-scale or smaller production, from script to completion. Be it a seminar or summit, conference or corporate dinner, Eye Filmmuseum offers you the ideal location for a product presentation, lecture, reception, kick-off or branded or corporate event. Whether you're expecting 15 or 300 guests, we'll make sure your guests will play the leading part.





**‘You had me at “hello”.’**

*Jerry Maguire (1996)*





## Eyecatcher for your big-scale or more modest event

Together, we'll turn your event into an eye-opening experience. Eye is located on the riverbank of the IJ, in the heart of Amsterdam. Right across from Central Station, it is easily accessible by public transport, car or boat. The museum was designed by Delugan Meissl Associated Architects from Vienna. They drew up the building using a wealth of glass, tastefully applied wood, light falling freely and distinct lines of sight. Like a remarkable crystal, it appears to adapt to the light and time of day.

After the spectacular entrance, your visitors are treated to breathtaking views over the water. A near cinematographic experience: every space is like a stage – one more open, the other

more private. Everything moving inside and outside appears as film projected upon reality: a panoramic and inspiring environment that will make a lasting impression on those attending your event. You can catch a sneak peek with this [virtual tour](#).

## Partners in production

Uncompromising in quality and appearance, accommodating in bespoke solutions and synergy: this is what characterises Eye. Behind the scenes, we can provide whatever you need to make your day easier in equipment, wifi, branding or extra services. We've partnered with top of the line suppliers, like [Select Catering for larger groups](#), and [Eye Banqueting for smaller](#)

[groups](#). We are happy to support you in creating the optimal arrangements and will follow up with flawless execution to indulge your guests with the best catering possibilities.

## Eye can do it for you: the optimal space for every type of event

From a multi-day congress to the most intimate meeting, Eye is brimming with inspiring possibilities. This is the indelible impression your guests will experience everywhere and in everything. For your event, you have the choice of four cinemas, a foyer and four unique rooms, each with their own distinct character and ambience. Are you planning an event for 100 to 300 guests? You can choose between three cinemas, the





Foyer or the entire building\*. Cinema 1 was built to offer a superior and comfortable audiovisual experience. Cinema 2 has collapsible stands: convenient when you're looking to utilise the floor to its full extent. Cinema 3 is fully dimmable; the Foyer is particularly suitable for walking dinners, drinks, meetings and presentations.

Five more intimate rooms cater especially to smaller groups: Cinema 4 (designed in Art Deco style), Room at the Top, the Studio and two private rooms next to the water: the Waterfront and the IJ Lounge.

Each room offers you the opportunity to include a bar. There, your guests can enjoy appetisers and refreshments, and the beautiful view over Eye's Arena or the river IJ. Below, you'll find an clarification of the specific options and amenities. Good to know, whichever setting you choose: your guest will always have the fulfilling experience of being centre stage.

\*This option is only available several times a year for special events.



## Culture and creativity: deeply rooted in our DNA

Eye Filmmuseum maintains, restores and presents film and has a world-renowned collection of Dutch and international movies, posters, photos and personal archives. As a cultural organisation, we offer film in the broadest sense: as an artform, culture, entertainment and as the foundation of contemporary visual culture.

For your guests, this translates to a setting that inspires and cultivates engagement in a state-of-the-art building designed by leading architects. Furthermore, Eye can offer activities with an added value to your programme: a tour, a visit to the exhibitions, a cinema-related workshop, or a screening or film specially curated for your event. We go the extra mile for Eye's Partners, they also receive a discount on renting spaces. The building is open to the public on all days. A few times a year, Eye can be rented in its totality for special occasions, for up to 900 visitors. Eye is also designated as an official wedding site.



**‘Toto, I’ve a feeling  
we’re not in Kansas  
anymore.’**

*The Wizard of Oz (1939)*







# Cinema 1

## Cinema 1

### **Cinema 1: superior visual and audio experience**

The largest cinema has 310 fixed theatre seats with extra legroom. Ranging from 4K to 70mm, all types of film can be screened using state of the art projection. The sound is also designed with care, so films and speakers can be followed clearly by every visitor. This cinema's showstopper is the screen's state of the art projection. Another interested feature is the organ, which was already in use in 1929 in the Passage Theater in The Hague. The organ can be played, but can also produce sound effects. Cinema 1 is especially suitable for premieres, conferences and seminars. For your event, you can pair the adjoining Foyer to Cinema 1. In this setting, you'll have all the space to offer catering to your guests. The Foyer presents an exclusive view of the Arena, Eye's stunning central area, and helps your company feel part of the museum.

- State of the art projection and audio
- Superb visibility and audibility from each seat
- A large area in front of the screen: ample space for speakers or groups
- Adjoining Foyer tailor-made for catering



400 m<sup>2</sup>



310



**‘You had my curiosity.  
But now you have  
my attention.’**

*Django Unchained (2012)*







# Cinema 2

## Cinema 2

### Cinema 2: collapsible stands

Multifunctional cinema with 127 comfortable seats. If you prefer, the stands can be collapsed. That way, you can make full use of the room's space for your event. This room is especially suited for organising an interactive debate, a workshop, a (theatre) performance, an information market or a corporate party where guests are invited to a dance. The large screen and surrounding audio facilities allow presentations to be comfortably followed by each guest, everywhere in the room.

- Collapsible stands for flexible use of the room for instance classroom setting
- First-class technical facilities for sound and vision
- Surface area fully available: suitable for an array of different types of events



150 m<sup>2</sup>



127



84



72



130





# Cinema 3

## Cinema 3

### **Cinema 3: 'black box'**

Looking to create the ultimate focus for your event? Cinema 3 is completely finished in black. Also, you can darken this 'black box' completely. Doing so guarantees your (product) presentation, premiere or lecture will have its full impact.

- Possibility to dim lights completely for maximum focus and impact
- High-quality projection screen, including stellar sound
- 127 very comfortable fixed seats



150 m<sup>2</sup>



127





# Cinema 4

## Cinema 4

### **Cinema 4: attractive Art Deco style**

Cinema Parisien was one of the first cinemas in Amsterdam.

Cinema 4 brings an ode to this heritage. The 67 nostalgic red chairs in Art Deco style contribute to the appealing atmosphere of the room. The wall panels can take on any desired colour, thanks to ingenious LED lighting.

- Intimate atmosphere
- No amplification of sound necessary, by virtue of the excellent acoustics
- Lighting possible in any desired colour, for instance your corporate colours



100 m<sup>2</sup>



67





# Foyer

# Foyer

## The Foyer: premier spot for catering

With its own bar and reception area, the Foyer is the ultimate place to treat your guests to drinks and appetisers. You can make reservations for the Foyer in combination with one of the Cinemas. You can also book this space separately for lunch, drinks or a walking dinner.

- Private room with a view over Eye's Arena and the IJ
- The Arena Plateau can be added
- Your own projection is possible



220 m<sup>2</sup>



84



315





# IJ-Lounge

## IJ-Lounge

### **IJ-lounge: private entrance, on the quay**

A bright room with an uninterrupted view of the river IJ. The private entrance adds to the sense of exclusivity. From this room, your guests have direct access to the quay. That makes the lounge exquisitely suited for events with a limited attendance, like (product) presentations, kick-offs, (corporate) parties, dinners or meetings. Your guests are also treated to complimentary access to the Panorama, which hosts Eye's permanent exhibition.

- Directly located on the water, with private entrance from the quay; step out and relax during breaks
- Plug and play system for presentations
- Perfect in combination with Cinema 4 or the Waterfront



90 m<sup>2</sup>



70



70



36



33



90





# Waterfront

## Waterfront

### **Waterfront: spectacular views, for limited attendance**

A bright room offering a cinematographic view over the river IJ. Tailor-made for events with limited participation like (product) presentations, kick-offs, (corporate) parties, dinners or meetings. Complimentary access to the Panorama, Eye's permanent exhibition.

- Flexible space, well-suited for all kinds of events
- Plug and play system for presentations
- Intimate ambience, tailor-made for smaller companies
- Ideal in combination with the IJ Lounge; for instance, welcoming your guests with drinks in the Waterfront, followed by a sit-down dinner in the IJ Lounge



70 m<sup>2</sup>



60



35



30



27



70





# Room at the Top

## Room at the Top

### Room at the Top: privacy at the highest lev

One of the most splendid spots in Eye, exclusively for you and your guests. The room offers inimitable views over the river IJ and an exciting panorama of the interior of the building. Suited for smaller events like (product) presentations, lectures and (team) meetings.

- Unrestricted privacy: your own floor, without the possibility of people looking in
- Playful architecture featuring high ceilings and sloped walls
- Plug and play system for presentations



100 m<sup>2</sup>



85



49



48



33



90





# Studio

## Studio

### **Studio: creative and inspiring**

Interactive sessions, meetups, brainstorming, board meetings: the Studio was designed to inspire and facilitate your team's creativity. It's also the place where we welcome schools as part of educational programmes.

- Inspiring room fully facilitated for creative sessions
- Plug and play system for presentations



94 m<sup>2</sup>



40



16



21



30





## Arena Plateau

### **Arena Plateau: splendid vista for your catering**

This open space is located directly on top of the stairs of the Arena. The Arena is Eye's overwhelming central space, connecting all other spaces and rooms. You can book this space for smaller catering events or combine the Arena Plateau with another room or space to be able to offer your guests drinks and appetisers.

- Tailor-made for catering of your guests
- Panoramic view
- Right at the centre of the Arena, spectacularly overlooking the river IJ







# Eye Exclusive

## Eye Exclusive

### **Eye Exclusive: the entire Eye Filmmuseum, available a few times a year**

Organising an event in the highest echelon and looking for a world-class location? A few times a year, we'll make the Eye Filmmuseum available to rent in its entirety. You can use every space and all facilities.

A sit-down dinner for a maximum of 350 guests is an extra option. Important to know is that Eye's bar and the restaurant in the Arena, Eye's central space, cannot be booked separately. However, they are included if you are planning an Eye Exclusive event.

- The entire Eye Filmmuseum, exclusively for your guests
- A rare experience, only available four times a year
- The Arena bar and restaurant, in the central space of Eye, are included
- Very limited availability; only on Monday, Tuesday or Wednesday



500



345



900





## Our eye to your details

Planning an event at Eye means as little as possible effort for you. You let us know your wishes for your event, we'll make sure your guests have the best experience possible. That's why we'd like to consult with you on the design of your event, the catering, reception and content. Our clients are happy we do, based on the feedback we get and the return visits.

### **The Data of Tomorrow Conference, by Stibo Systems**

'Pleased you consulted with us in all our needs. We're delighted with how everything proceeded, and with the service the Eye Filmmuseum offered.'

### **Vodafone Business Partner of the Year Event**

'Many attendants thought this was the best BPOTY event since its inception. Of all seven editions, this was definitely the number one. Everything was spot-on, with regards to the content, and the inspiring scenery.'

### **Opening night of the picture Broers**

'We had a lovely party, and I'm thrilled everything went the way it did. It truly is a sublime location.'

[More client experiences](#)

### **Internationally certified sustainable**

Good to know: when you choose for Eye, you opt for a sustainable location. We are proud to be certified BREEAM-NL. We received this certification for our score on nine different sustainability categories, including energy, materials and waste.





**‘I’ll be back.’**

*The Terminator (1984)*

### **Partnership: Eye is always looking for a connection**

We are the home of film in The Netherlands. Film has never been so important – it enjoys unparalleled global appeal, reaching millions of people. Film is for everyone – it appeals to all ages, backgrounds, interests and cultures and, most importantly, it’s fun. Sponsoring Eye offers the opportunity to align your company with a strong, local, trusted and contemporary brand that represents creativity, innovation and passion for the world of film and the art of moving images.

We’ll go above and beyond for our Partners. In return for supporting Eye, you enjoy exclusive privileges. It would be our pleasure to organise events for you that money can’t buy. By granting you a look behind the scenes in our restoration ateliers or film archives, or by hosting a reception or business meeting with a magnificent view on the river IJ. All our partnerships are tailor-made, so if you’d like to know what a partnership could look like for your company, please contact Maartje Jansen via [maartjejansen@eyefilm.nl](mailto:maartjejansen@eyefilm.nl) or give her a call on +31(0)6 24710229.



# Floor plan of Eye

3

Room at the Top

2

Cinema 1  
Foyer

1

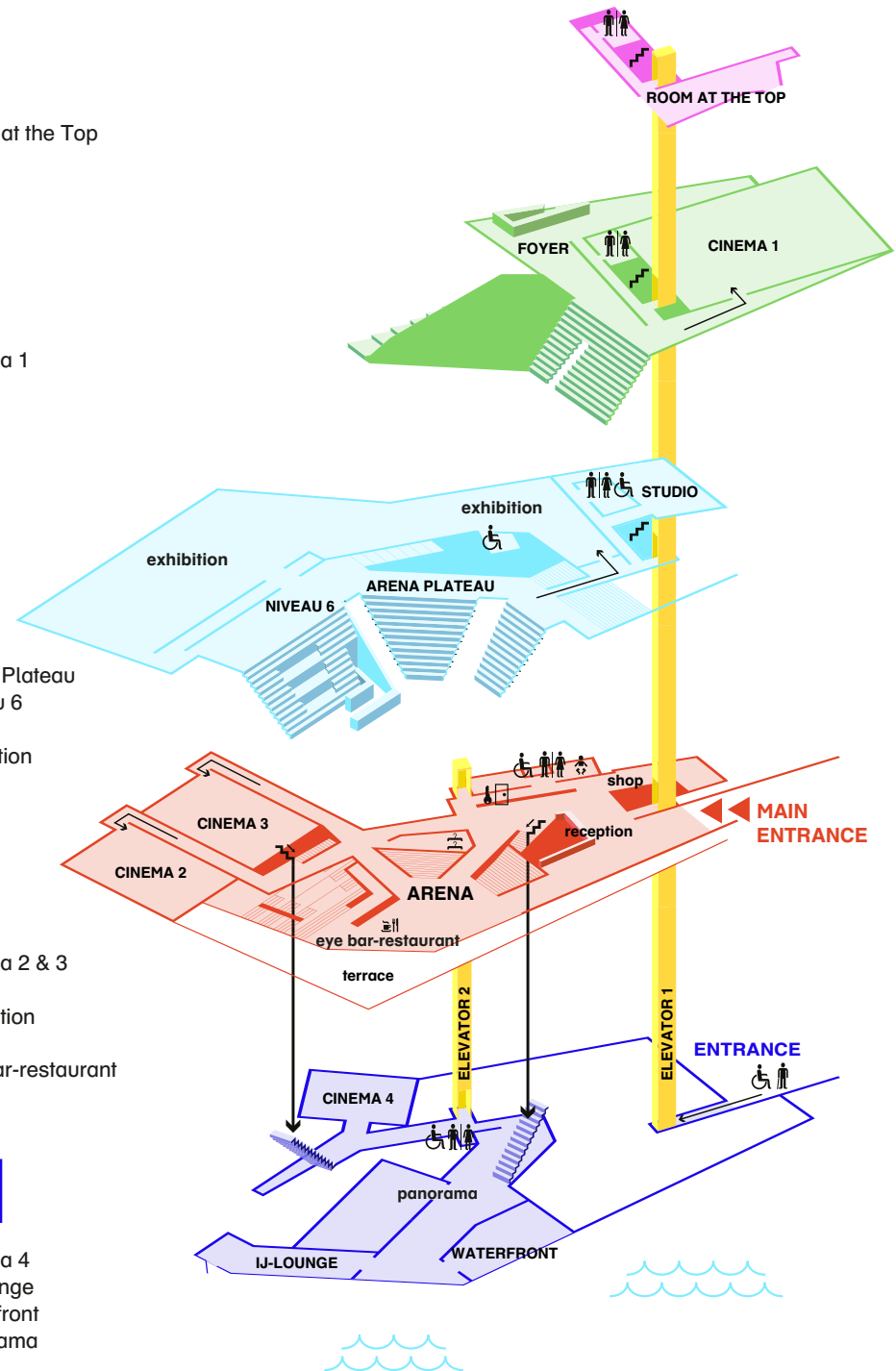
Arena Plateau  
Niveau 6  
Studio  
Exhibition

0

Cinema 2 & 3  
Arena  
Reception  
Shop  
Eye bar-restaurant







-1

Cinema 4  
IJ-Lounge  
Waterfront  
Panorama





# Prices

									
	1 time period*	2 time periods*	3 time periods*	m <sup>2</sup>	theatre	sit down	school	U-vorm	reception
Cinema 1	€ 2.500	€ 4.250	on request	400	310				
Cinema 2	€ 1.400	€ 2.380	on request	150	127	84	72		130
Cinema 3	€ 1.400	€ 2.380	on request	150	127				
Cinema 4	€ 900	€ 1.530	on request	100	67				
Foyer**	€ 900	€ 1.530	€ 2.295	220		84			315
IJ-lounge	€ 650	€ 1.105	€ 1.658	90	70	70	36	33	90
Waterfront	€ 575	€ 978	€ 1.466	70	60	35	30	27	70
Room at the Top	€ 550	€ 935	€ 1.403	100	85	49	48	33	90
Studio	€ 475	€ 808	€ 1.211	94	40		16	21	30
Arena Plateau	€ 375	€ 638	€ 956						60
Eye Exclusive		on request			500	345			900

\* 15% discount if you book multiple time periods in one day. This discount is already calculated in the chart.

\*\* Combining the Foyer and a Cinema? You get a 25% discount on the Foyer. In that case, there is no additional 15% discount for combining multiple time periods in one day.

Eye has three time periods: morning 8.00-12.00, afternoon 13.00-17.00, and evening 18.00-23.00.

Availability of Cinemas in the evening is limited, due to Eye's public function.

Depending on the event you're planning, we will assign an account manager at your service. All prices are excluding 21% BTW (VAT) or the additional costs for support by Eye employees.

Booking the IJ Lounge for the evening? You can add the Waterfront for € 250 instead of the usual € 575 if you book them at the same time (maximum 90 minutes)

**Cinema prices include:** projector, projection screen, standard sound & theatre lighting, Eye furniture, lectern, cable for internet connection, one fixed microphone and basic cleaning.

**Room prices include:** Eye furniture, lectern, flip chart, basic event support, limited wifi and basic cleaning.

You can use the audiovisual set (laptop, projector, screen and speakers) for € 100 per time period, or € 150 for two or more time periods per day.





## In the centre of Amsterdam, including parking facilities

Eye is easily accessible, by public transport, car and even by boat. The free ferry (part of public transport) takes you from Central Station to Eye in less than ten minutes. Guests arriving by car can park next Eye in the A'DAM Tower garage. Arriving by boat? Eye has its own jetty!

## Want to make reservations? Call us now!

Interested in the possibilities for your big-scale or smaller event? Want to make reservations straight away? Call or mail us at +31(0)20 5891 404 or [events@eyefilm.nl](mailto:events@eyefilm.nl) and our Sales & Event Team will set you up immediately.

