

# Amsterdam Rainbow Dress Foundation Report 2017 – 2018



© image Dario & Misha – model Valentijn de Hingh – De Nieuwe Kerk, Amsterdam - Amsterdam Rainbow Dress Foundation 2019 – thanks to Het Nationale Archief, The Hague.

## Introduction

The Amsterdam Rainbow Dress is a living work of art, made of the national flags of all 75 countries (as of Summer 2016) where homosexuality is illegal, on penalty of imprisonment, torture or capital punishment. Its powerful message represents the disconcerting status quo of anti-LGBTI + legislation worldwide.

The iconic dress calls for inclusion and encourages people to actively defend and share acquired freedoms. When a country abolishes its anti-LGBTI legislation, the respective flag will be replaced by a rainbow flag. Over time, the Amsterdam Rainbow Dress will gradually transform into an enormous rainbow.

The work of art measures over 16 meters (52 feet) in diameter and consists – at the time of creation – of 75 national flags and a bodice constructed from the Amsterdam city flag. This underlines the need for the City of Amsterdam and the Kingdom of the Netherlands to remain open, aware and receptive towards LGBTI+ refugees too. Naturally, this applies to communities all over the world and that is why the dress is traveling, raising awareness for openness and inclusion around the globe. This is what the Amsterdam Rainbow Dress represents.

In this report, the Stichting Amsterdam Rainbow Dress Foundation documents the creation of the dress, the overwhelming reception that the artwork has received and the road that the dress has traveled since its inception in the summer of 2016. Since May 2017, the Foundation has taken responsibility, in close collaboration with the Amsterdam Museum, for the (international) presentations of the artwork.

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## The start in 2016

To raise awareness for the issue surrounding the illegality of homosexuality in many countries, the Pride Walk parade was held on the opening day of Euro Pride / Amsterdam Pride 2016, on Saturday July 30. During the walk through the city center, the flags of 75 countries where homosexuality was illegal in 2016 were carried at the head of the demonstration. After the Pride Walk, the flags were presented to the four initiators of the Amsterdam Rainbow Dress.

On very short notice, creatives Arnout van Krimpen, Jochem Kaan, Oeri van Woezik and Mattijs van Bergen collaborated on the creation of the iconic dress, with support of volunteers from Dutch LGBTI+ association COC and with the Amsterdam Museum.

### Presentation

The first presentation of the Amsterdam Rainbow Dress was on Friday, August 5, 2016, in the courtyard of the Amsterdam Museum, in front of a large crowd of LGBTI+ people, including LGBTI+ refugees, and the press. The presentation was part of the Shakespeare Club event that took place during Amsterdam Pride in the Amsterdam Museum to commemorate the 70-year jubilee of COC, the oldest LGBTI+ organization in the world, which was established in 1946.



© image Amsterdam Rainbow Dress Foundation - A few moments before the unveiling of the Amsterdam Rainbow Dress in the courtyard of the Amsterdam Museum – August 5, 2016



Magnificent publicity images by acclaimed photographer Pieter Henket show top model, trans woman and LGBTI+ activist Valentijn de Hingh wearing the monumental dress at the Rijksmuseum's Gallery of Honor in front of Rembrandt's Night Watch.

The Rijksmuseum, the Gallery of Honor and the Night Watch are considered important icons of The Netherlands and the City of Amsterdam. By photographing in this specific location, these pictures underline the history of Amsterdam as an enclave of freedom for all. Valentijn de Hingh poses as the Maid of Amsterdam, who welcomes 180 nationalities within her city limits and thus also welcomes, or in any case should welcome, LGBTI+ refugees from the 75\* countries.

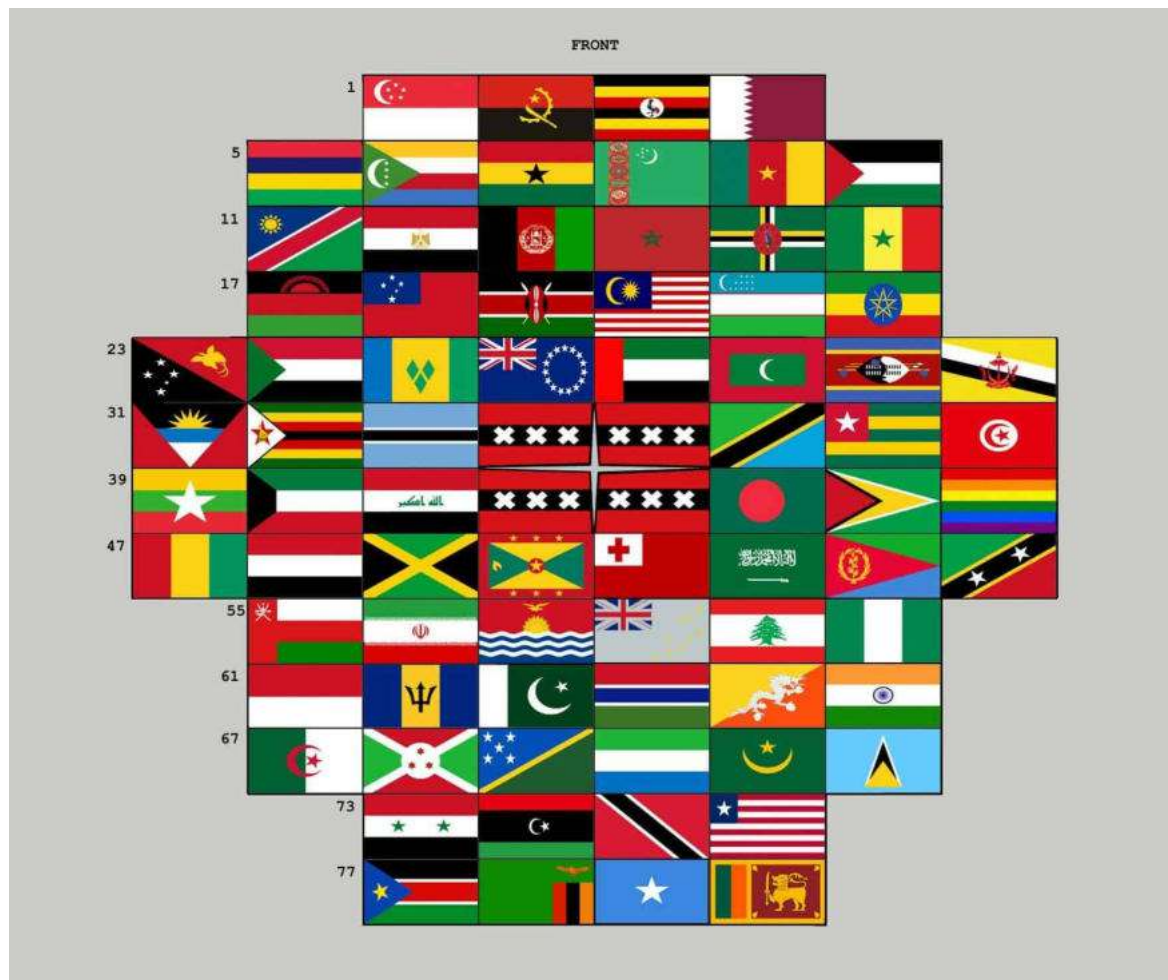


© Pieter Henket Studio - model Valentijn de Hingh - Rijksmuseum Amsterdam in front of Rembrandt's Night Watch – Amsterdam Rainbow Dress Foundation 2016

These photographs have been widely published by international media: within a week, the stunning images went viral on various media platforms and were picked up by (online) written press and television stations worldwide. These publications include Dutch national newspaper Het Parool, Huffington Post, El Pais, the Independent, USA Today, Art Daily, Vogue, Cosmopolitan, BuzzFeed, the Gaily Grind, Upworthy, the Guardian and CTV News Channel.

The Amsterdam Rainbow Dress was the focus of attention from the Netherlands to China, from Australia to Brazil and from the United States to the United Kingdom. The dress also initiated online debates in some of the countries whose flags were included in the dress, such as India and Malaysia.

## The Amsterdam Rainbow Dress design



### The Amsterdam Rainbow Dress consists of the flags of (as of August 2016):

1 Singapore 2 Angola 3 Uganda 4 Qatar 5 Mauritius 6 Comoros 7 Ghana 8 Turkmenistan  
 9 Cameroon 10 Palestine 11 Namibia 12 Egypt 13 Afghanistan 14 Morocco 15 Dominica  
 16 Senegal 17 Malawi 18 Samoa 19 Kenya 20 Malaysia 21 Uzbekistan 22 Ethiopia 23 Papua New  
 Guinea 24 Sudan 25 Saint Vincent and the Grenadines 26 Cook Islands 27 United Arab Emirates  
 28 Maldives 29 Swaziland 30 Brunei 31 Antigua and Barbuda 32 Zimbabwe 33 Botswana  
 34 Amsterdam *\*bodice* 35 Amsterdam *\*bodice* 36 Tanzania 37 Togo 38 Tunisia 39 Myanmar  
 40 Kuwait 41 Iraq *\*no officials anti-LGBT legislation, however according to ILGA fundamentalist  
 groups are executing Sharia-based punishments* 42 Amsterdam *\*bodice* 43 Amsterdam *\*bodice*  
 44 Bangladesh 45 Guyana 46 Rainbow flag *\* formerly the flag of Belize – the first flag to be  
 removed from the Amsterdam Rainbow Dress* 47 Guinea 48 Yemen 49 Jamaica 50 Grenada  
 51 Tonga 52 Saudi Arabia 53 Eritrea 54 Saint Kitts and Nevis 55 Oman 56 Iran 57 Kiribati 58 Tuvalu  
 59 Lebanon 60 Nigeria 61 Indonesia 62 Barbados 63 Pakistan 64 Gambia 65 Bhutan 66 India  
 67 Algeria 68 Burundi 69 Solomon Islands 70 Sierra Leone 71 Mauritania 72 Saint Lucia 73 Syria  
 74 Libya 75 Trinidad and Tobago 76 Liberia 77 South Sudan 78 Zambia 79 Somalia 80 Sri Lanka

## 2017: The need to establish the Foundation

### Establishing the Foundation

Immediately after the presentation and the wave of publicity that this attracted, as previously mentioned, requests came in for the dress to be exhibited in different locations worldwide. The Amsterdam Museum expressed an interest to include the dress and its further development in the museum's collection.

This request gave rise to the idea that something permanent should be done with the enormous impact of the Amsterdam Rainbow Dress and with the story behind it. Therefore, after careful planning and in agreement with the 4 creatives, the Amsterdam Museum and COC Amsterdam, the Amsterdam Rainbow Dress Foundation was set up on May 9, 2017, as the party responsible for exhibiting the artwork and for telling the world the story behind the dress.

Based on the message of the Amsterdam Rainbow Dress, the Foundation develops and provides educational presentations and actively seeks other channels to spread its message in an appropriate manner. See Appendix 4 for the official objectives of the Foundation.

The aim is to generate attention and awareness for the position of LGBTI+ persons in countries where the sexual orientation of LGBTI+ is included in the criminal code, to help improve their position, to combat discrimination and to promote general awareness concerning anti-LGBTI legislation. In addition, the foundation generates awareness for the position of LGBTI+ people worldwide, with an emphasis on LGBTI+ refugees.

Now more than ever, there is a necessity to focus on LGBTI+ rights. Over the past few decades, a lot has been achieved, people have fought, marched and stood up for what is right, but there is still so much to achieve. Diversity and inclusiveness have always been of the greatest importance, but with recent developments (such as 'concentration camps' for gay men in Chechnya, public torture in Indonesia, illegal anti-gay propaganda legislation in Russia, the reinstatement of homosexuality as a punishable offense in Chad and so on, as reported by the international press), a negative development is visible on the geopolitical and social levels. There is, by far, not enough attention for homophobia, lesbophobia and transphobia, and for those who suffer as a direct result.

The Foundation tries to lower the threshold for people to engage in dialog about state-sponsored homophobia, transphobia and the LGBTI+ community, providing more awareness of the current situation on local and global levels alike.

### **Donation to the Amsterdam Museum in August 2017**

On Wednesday, August 2, 2017 the Amsterdam Rainbow Dress was donated to the Amsterdam Museum. It is now part of the history of the City of Amsterdam. The Amsterdam Rainbow Dress Foundation will continue to travel with the dress. By cooperating with local LGBTI+ communities and refugees, educating, empowering, supporting, organizing lectures, presenting the dress and extending the art photography series, the foundation is cultivating awareness and developing a platform of support and acknowledgment for LGBTI+ refugees.



© image Amsterdam Rainbow Dress Foundation 2017 - Mattijs van Bergen (r) presents the Amsterdam Rainbow Dress to Amsterdam City Alderman for Diversity and Deputy Mayor Mrs. Simone Kukenheim (m)



## The Amsterdam Rainbow Dress refined mission and development of the dress

The Amsterdam Rainbow Dress is a living work of art, made up of all the national flags of countries where LGBTI+ sexual orientation is included in the criminal code, on penalty of imprisonment, torture or capital punishment. Its powerful message represents the disconcerting status quo of anti-LGBTI+ legislation worldwide. The iconic dress calls for inclusiveness and encourages to actively defend and share acquired freedoms.

When a country abolishes its anti-LGBTI legislation, the respective flag will be replaced by a rainbow flag. Over time, the Amsterdam Rainbow Dress will gradually transform into an enormous rainbow. The work of art measures over 16 meters (52 feet) in diameter and consists – at the time of creation – of 75 national flags and the 4 flags of the City of Amsterdam. This underlines the need for the City of Amsterdam and the Kingdom of the Netherlands to remain open, aware and receptive towards LGBTI+ refugees.

By the end of 2016, the flag of Belize was the first flag to be taken out and replaced with a rainbow flag, because homosexuality was removed from the penal code. That was a great moment, of which we hope many more will follow soon.



The 4 creatives of the Amsterdam Rainbow Dress, Arnout van Krimpen, Jochem Kaan, Mattijs van Bergen and Oeri van Woezik take out the flag of Belize. The first flag to be replaced by a rainbow flag because of the change in the law in Belize (Autumn 2016).

## Art photography, the second story line

In August 2016, the Amsterdam Rainbow Dress was presented and captured in spectacular images. The magnificent publicity images by acclaimed photographer Pieter Henket show top model, trans woman and LGBTI+ activist Valentijn de Hingh wearing the monumental dress at the Rijksmuseum's Gallery of Honor in front of Rembrandt's Night Watch.



© Pieter Henket Studio - model Valentijn de Hingh - Rijksmuseum Amsterdam - Amsterdam Rainbow Dress Foundation 2016

This was the start of an ongoing series of art photography, with the dress captured at meaningful iconic locations around the globe, in collaboration with local LGBTI+ photographers, models and crew. With missions, presentations and lectures, the Amsterdam Rainbow Dress Foundation fosters awareness, and focuses attention on LGBTI+ human rights and the situation of those who are displaced because of their orientation or gender identity.

*San Francisco 2017*



© image Ashlynn Danielsen – model Glo Taylor – on the stairs of San Francisco City Hall – Amsterdam Rainbow Dress Foundation 2017



*Brussels: European Parliament 2018*



© image Henry Verhoef – model Maxim Magnus – in the Hall of the European Parliament in Brussels – Amsterdam Rainbow Dress Foundation 2018

*Athens: Athens Pride*



© image George Kalfamanolis – model Eleni Atha – in front of the Parthenon at the Acropolis, Athens - Amsterdam Rainbow Dress Foundation 2018 The rights to the depicted antiquities belong to Ministry of Culture & Sports - Fund for Archaeological Resources



*Madrid: Euro Pride 2018*



© image Joan Crisol – model Lola Rodríguez Díaz – in front of Velasquez' Las Meninas @ Museo Nacional del Prado, Madrid – Amsterdam Rainbow Dress Foundation 2018

*Seoul: Seoul Queer Festival 2018*



© image Heejune Kim – model Boss Mi – in front of Deoksugung Palace, Seoul – Amsterdam Rainbow Dress Foundation 2019

Johannesburg 2018



© image Neo Ntsoma – model Yaya Mavundia – @ Constitution Hill Johannesburg – Amsterdam Rainbow Dress Foundation 2018

## **Activities:**

### **Overview Presentations and Art photography 2016 – 2017 – 2018**

(see Appendix 1, 2 and 3 for more detailed information)

All presentations include a speech by one of the ARDF representatives to explain the dress and its meaning. This often takes place during a special conference on LGBTI+ rights or a meeting, and is always done in collaboration with local LGBTI+ people.

#### ***Presentations in 2016***

- August (5): launch at Amsterdam Museum, Amsterdam, during Amsterdam Pride / COC 70<sup>th</sup> anniversary.
- September (20 – 27): Rotterdam, Het Nieuwe Instituut/Museum for Architecture, Design and digital culture: Rotterdam Pride 2016 & symposium Queering Architecture.
- September: New York, Official Amsterdam City Cultural Trade Mission

#### ***Presentations in 2017***

- May (17): The Hague, Ministry of Foreign Affairs during the Ambassadors Equal Rights Coalition
- May (20 – 25): San Francisco, in collaboration with the City of Amsterdam and the Netherlands Consulate General a.o. on Harvey Milk Day at City Hall.
- October (11): The Hague, Ministry of Economic Affairs on Coming Out Day

#### ***Presentations in 2018***

- February (1 – 28): Amsterdam, De Nederlandse Bank / The Netherlands Central Bank
- May (14-17): Brussels, European Parliament and Roundtable discussions
- May (18): Amsterdam, Workplace Pride Annual International Conference
- June (7 – 11): Athens, Athens Pride
- June (21 – 26): San Francisco, San Francisco Pride, City Hall and Salesforce HQ
- July (4 – 8): Madrid, Madrid Pride
- July (12 – 16): Seoul, Seoul Queer Culture Festival
- July / August (30 – 2): Amsterdam, City Hospital OLVG during Amsterdam Pride
- August (2 – 4): Stockholm, Euro Pride and Embassy of the Kingdom of the Netherlands Conference
- October (8 – 11): Amsterdam, ABN Amro & Pink Zuidas
- December (8 – 15): Johannesburg, Constitution Hill and Cape Town MOCAA museum

#### **Future presentations**

During the year, many requests for presentations are received from all over the world. A great deal of communication with many partners is required before a presentation can take place within the right context, in front of the right audience, with the right partners and in a financially viable way.



## Art photography

2016

- August 2016 - Amsterdam: Art photography by Pieter Henket with model Valentijn de Hingh in front of Rembrandt's Night Watch at Rijksmuseum Amsterdam, Gallery of Honor.

2017

- May 2017 - San Francisco: Art photography by Ashlynn Danielsen with Glo Taylor at San Francisco City Hall spectacular staircase.

2018

- May 2018 - Brussels: Art photography by Henri Verhoef with model Maxim Magnus at the European Parliament Grand Meeting Hall.
- June 2018 - Athens: Art photography by George Kalfamanolis with model Eleni Atha in front of the Parthenon Temple at the Acropolis.
- July 2018 - Madrid: Art photography by Joan Crisol with model Lola Rodríguez Díaz in front of Velasquez La Meninas at Museo Nacional del Prado, Madrid.
- July 2018 - Seoul: Art photography by Heejune Kim with model Boss Mi in front of Deoksugung Palace and City Hall, Seoul.
- December 2018 - Johannesburg: Art photography Neo Ntsoma with model Yaya Mavundia on Constitution Hill, Johannesburg.

## Communication

A very important part of the work of the Amsterdam Rainbow Dress is the communication relating to the dress and what it stands for. Therefore, all exhibitions of the dress are accompanied by talks, conferences, explanations and meetings with local LGBTI+ persons.



Press conference in Athens





## **Collaboration with Partners**

The Foundation can only do its work with the help of its partners. The Foundation has been very fortunate and is thankful for the important partners it has found to collaborate with in the first years of its existence.

### *Amsterdam Museum*

The Amsterdam Museum collects the history of the City of Amsterdam. From this perspective, the museum is interested in making the Amsterdam Rainbow Dress part of its collection, as a living work of art. On behalf of the four creatives, the Foundation and COC Amsterdam donated the Amsterdam Rainbow Dress to the City of Amsterdam Collection, which is managed by the Amsterdam Museum. The Amsterdam Museum and the Foundation have drawn up a contract to structure and formalize their collaboration. The museum is responsible for collecting everything related to the history of the dress and for maintenance of the dress. The museum regularly makes backups/data dumps of the website to follow developments. The Amsterdam Rainbow Dress Foundation is responsible for all presentations of the dress worldwide.

### *COC Amsterdam and involvement of LGBTI+ refugees*

The Amsterdam Rainbow Dress was presented during the 70<sup>th</sup>-anniversary festivities of the COC in the courtyard of the Amsterdam Museum during Euro Pride / Amsterdam Pride in August 2016. The Amsterdam Rainbow Dress Foundation works in close collaboration with COC Amsterdam, the Amsterdam chapter of the Dutch LGBTI+ association, on the presentation of the dress in Amsterdam during Amsterdam's annual Pride week in August. Involvement of LGBTI+ refugees is pursued through contacts of COC Amsterdam.

### *COC Nederland*

COC Nederland, the Dutch LGBTI+ association (established in 1946), provides us with office space, practical help and international contacts.

### *Gemeente Amsterdam – City of Amsterdam*

The City of Amsterdam has been a very valuable partner and a financial sponsor of international presentations.

### *Ministerie van Buitenlandse Zaken – Ministry of Foreign Affairs*

The Ministry of Foreign Affairs and its Ambassador for Human Rights have been key to the success in 2017 and 2018. Because of their (financial) involvement, it was possible to present the dress at Dutch Embassies all over the world.

The artwork was presented to the ambassadors of the Equal Rights Coalition Conference and minister Koenders at the Dutch Ministry of Foreign Affairs, as part of the IDAHOT program (International Day Against Homophobia, Biphobia and Transphobia). IDAHOT day is about commemorating the declassification of homosexuality as a mental disorder by the WHO (on May 17, 1990) and focusing on the countless goals that still need to be reached for the international LGBTI+ community.

The intergovernmental Equal Rights Coalition (ERC) is dedicated to the protection of the rights of LGBTI persons. It was launched in July 2016 under the leadership of Uruguay and The Netherlands at the Global LGBTI Human Rights Conference in Montevideo. The ERC advances the human rights of LGBTI persons and promotes inclusive development in both member and non-member countries. With 40 member states, the ERC advances its agenda by engaging with civil society organizations and multilateral agencies.

The photo that was taken during the Equal Rights Coalition Conference at the Ministry became the cover of the annual Update Report on Human Rights policy of the Kingdom of the Netherlands. In terms of finance, the Ministry was also a great help with many presentations through the Embassies, as the message of the Amsterdam Rainbow Dress fits in very well with The Netherlands' foreign policy on Human Rights.



## **The Foundation**

The foundation was established on May 9, 2017 as a non-profit foundation under Dutch law with the objective of presenting the Amsterdam Rainbow Dress internationally as a work of art. Based on the message of the Amsterdam Rainbow Dress, the Foundation develops and provides educational presentations and actively seeks other channels to spread its message in an appropriate manner. See Appendix 4 for the official objectives of the Foundation.

### **Policies for 2017-2018 and 2019-2022**

In the summer of 2017, a first Policy Note for 2017-2018 was approved by the Board and published on the website. This plan was completed during this report period.

A new Policy Note for 2019-2022 was, therefore, developed and approved by the board at the end of 2018. Based on the experiences and reactions to the dress and the art photography project, intensification will take place in the coming years. Presentations on all continents and an increase of the publicity impact are key objectives. In order to succeed, the necessary funds will have to be raised.

### **Educational program**

There is a need for an educational program to convey the message of the dress to youngsters. We have asked for help from educational professionals. They have developed a plan that can be elaborated further in 2019. Special sponsorship will be needed.

### **Board**

The founding board of the Amsterdam Rainbow Dress Foundation consists of Arthur van Schendel (chairman), Job Hengeveld (secretary) and Arthur van Wijk (treasurer). In May of 2018, Job Hengeveld left the board due to work obligations. In October of 2018, Naïma Bouchtaoui was appointed as secretary.

On average, the board meets once every two months. In between, there is regular contact between board members (spoken and electronic) and with the work organization.

During this period, the board was involved with setting up the organization, and formalizing and recording the agreements with the creatives, the Amsterdam Museum and COC Amsterdam. The ANBI public benefit organization status was obtained, which means that donations to the foundation are also fiscally attractive.

A great deal of attention and time was devoted to the development and implementation of the Policy Papers and the 'business model'.

The board manages, the work organization carries out the work and the presentations.

### **The work organization team**

Initially, it was assumed that the presentations of the dress would always be organized by the 4 creatives. In practice, this proved to be too complicated in connection with the time required and the priorities of the creatives as self-employed people. When the requests for presentations began



to flow in at breakneck speed, a more structured work organization proved necessary. That is why, over the course of months, the help of various people was brought in to support production, presentation and travel within the Netherlands and abroad.

The board is particular grateful to the four creatives – Arnout van Krimpen, Jochem Kaan, Oeri van Woezik and Mattijs van Bergen – for their initiative, creation and work.

The board thanks the staff members – Jordi Oostrik, Diederik Luijt, Niels Brouwer, Thomas van Dun – for their work and commitment to the Amsterdam Rainbow Dress.

## **Financial**

### *'Business model'*

The foundation began its work without financial resources. The challenge was, and is, to develop a "business model" with which the foundation can achieve its goal.

The parties who requested presentations of the dress were usually able to provide a reimbursement for travel, accommodation and presentation costs or were able to arrange subsidization for these costs.

Presentations can only take place if all costs are covered in advance by or with the inviting partner.

### *ABNI status*

The foundation is recognized by the Tax Authorities as an ANBI entity (*Algemeen Nut Beoogende Instelling* or Public Benefit Organization). Donations to the foundation are, therefore, tax deductible.

### *Subsidies, donations and sponsors*

The municipality of Amsterdam and the Ministry of Foreign Affairs have proved to be very close partners, as the message of the Amsterdam Rainbow Dress fits in perfectly with their policy. Very good substantive collaboration proved to be possible and both governments were able to (co-) support various presentations financially.

The foundation also received donations from sponsors and private individuals. The ABN Amro Cultuurfonds, in particular, must be mentioned here; it made an essential contribution in the initial phase, enabling the art photography program to be started.

Essential travel contributions were received from the Creative Industry Fund NL (*Stimuleringsfonds voor de Creative Industrie*) at the start in 2016. The Dutch Central Bank (*De Nederlandse Bank*) also gave us special support.

The board thanks them all for their large contributions with which the foundation was able to make a running start. The challenge for the future is to find more structural financial support in order to achieve the objective even more successfully.

## 2017-2018 Financial Statement

The foundation has an extended book year as its first year. This runs from May 9, 2017 to December 31, 2018. This period ended with a positive result. Some reservations were made for specific activities that could not yet be realized yet. Earmarked donations were received for these reservations.

## Stichting Amsterdam Rainbow Dress Foundation Financial Report 2017 - 2018 in €

Statement of Income and Expenses 2017 - 2018				31-dec.-18		
Expences		€		Income		€
Missions and Activities:				Missions and Activities:		
Direct Expenses	43,084			Subsidies and other Income	59,733	
Other Activity Costs	4,237			Other income / Donations	1,542	
Bank Charges	103					
Organization Costs	3,588					
	51,01					
Total	2			Total	61,275	
	10,26					
Annual Result 2017 -2018	3					

Balance Sheet		31-dec.-18	
Assets	€	Liabilities	€
		Equity:	
Deptors	0	Destination Reserve Organization	1,000
Other Receivables	0	Destination Reserve Photoshoots	3,000
Liquid Assets	10,263	Destination Reserve Trips Abroad	3,000
		Destination Reserve Education Program	2,500
		Provisions	763
		Creditors	0
		Subsidy Received in Advance	0
		Other Debts and Accruals	0
Total	10,263	Total	10,263

25 March 2019

## In conclusion

The board thanks the four creatives, the Amsterdam Museum, COC Amsterdam and their staff for their efforts to turn the Amsterdam Rainbow Dress from an 'accidental' incident into an ongoing movement. The board also thanks the grant providers, sponsors, private donors and other partners who make the international presentations possible.



From separate flags (August 2016) to the Amsterdam Rainbow Dress in front of Seoul City Hall 2018  
© image Heejune Kim – model Boss Mi – @ City Hall Seoul – Amsterdam Rainbow Dress Foundation 2018

The idea of raising a human rights issue with a colorful work of art has proven to be extremely effective. Time and again, it appears that viewers' awareness of 'state sponsored homophobia' is growing. Making the scope of this clearly visible adds an emotional charge. After all, the dress is also a work of art that evokes great emotions among LGBTI+ people who have fled from one of the countries whose flag can be seen in the dress. Unfortunately, it remains necessary to keep working on this awareness and empowerment in the hope that the dress will someday consist solely of rainbow flags.

## Appendix 1

### Presentations in 2016

**Amsterdam** The Netherlands, August 5, 2016

**Amsterdam Museum**

Euro Pride – Amsterdam Pride – 70-year anniversary of COC / The Dutch LHBTQ+ association (1946)

Launch of the Amsterdam Rainbow Dress

**New York NY USA**, September 7-11, 2016

The first overseas presentation was in New York City as part of the Amsterdam cultural trade mission, with deputy mayor Ollongren traveling to New York City to promote the city's diverse cultural landscape. More than 60 institutions took part in this mission and the Amsterdam Rainbow Dress Foundation presented the dress and its mission in the Big Apple.



Deputy Mayor K. Ollongren with Arnout van Krimpen



**Rotterdam** The Netherlands, September 20-27, 2016

**Het Nieuwe Instituut**

The New Institute museum for Architecture, Design and Digital Culture in Rotterdam showcased the Amsterdam Rainbow Dress during Rotterdam Pride 2016 as part of their programming around LGBTI+ emancipation, awareness and empowerment. Symposium Queering Architecture.



## Presentations in 2017

**The Hague** The Netherlands, May 17, 2017

**Ministry of Foreign Affairs**

**2<sup>nd</sup> Equal Rights Coalition Conference**

The artwork was presented to the ambassadors of the Equal Rights Coalition Conference and minister Koenders at the Dutch Ministry of Foreign Affairs, as part of the IDAHOT program. IDAHOT (The International Day Against Homophobia, Biphobia and Transphobia) is about commemorating the declassification of homosexuality as a mental disorder by the WHO (on May 17, 1990) and focusing on the countless goals that still need to be reached for the international LGBTI+ community. The intergovernmental Equal Rights Coalition (ERC) is dedicated to the protection of the rights of LGBTI persons. It was launched in July 2016 under the leadership of Uruguay and The Netherlands at the Global LGBTI Human Rights Conference in Montevideo. The ERC advances the human rights of LGBTI persons and promotes inclusive development in both member and non-member countries. With 40 member states, the ERC advances its agenda by engaging with civil society organizations and multilateral agencies.





**San Francisco USA, May 20-25, 2017**

**Amsterdam Municipal Trade Mission & City Hall Harvey Milk Day (May 22)**

During a week-long mission in May 2017, made possible by the cities of Amsterdam and San Francisco and the Netherlands Consulate General in San Francisco, the Amsterdam Rainbow Dress Foundation was enabled to connect, engage and work with the local LGBTI+ community and further substantiate international ambitions to spread awareness of state-sponsored homophobia and those affected.

The dress was part of an LGBTI+ focused mission with Amsterdam deputy mayor Mrs. Simone Kukenheim. The foundation was able to produce a set of strong images showcasing the Amsterdam Rainbow Dress: a token of strength, resilience and support for the LGBT+ community and those who are displaced because of anti-LGBT+ legislation worldwide. The Amsterdam Rainbow Dress Foundation is sincerely grateful to have been able to continue the worldwide campaign for awareness of anti-gay legislation and those affected by oppression, violence and prosecution because of who they are or who they love.



In San Francisco, the foundation was able to expand the series of art photographs with another stunning photo shoot. Set in the grand central rotunda of San Francisco City Hall on Harvey Milk Day 2017, top model and activist Glo Taylor was stunningly photographed by photographer Ashlynn Danielsen.



Preparing the Amsterdam Rainbow Dress for the photo shoot on the stairs of San Francisco City Hall

**The Hague** The Netherlands, October 11, 2017

**Ministry of Economic Affairs – Coming Out Day**

During Coming Out Day 2017, the Amsterdam Rainbow Dress was presented at the Ministry of Economic Affairs in The Hague, The Netherlands. The Amsterdam Rainbow Dress was exhibited for a number of days and the Foundation participated in an afternoon program that focused on diversity.



Ready for the symposium on Coming Out Day 2017 @ the Ministry of Economic Affairs



## **Presentations in 2018**

**Amsterdam** The Netherlands, February 1-28, 2018

**De Nederlandse Bank / The Netherlands Central Bank**

The artwork was presented during an exhibition of the bank's art collection. The exhibition theme was queer (influenced) art. The Amsterdam Rainbow Dress was added to this exhibition as artwork from 'outside'. The Dutch Central Bank made a generous financial donation to the Amsterdam Rainbow Dress Foundation.



**Brussels** Belgium, May 14-17, 2018 IDAHOT

**European Parliament**

"This week, the European Parliament in Brussels suddenly looks a lot more colorful. This is thanks to the 16 Meter 'Rainbow Dress', designed and made in Amsterdam from the flags of 75 countries (all outside the EU) where homosexuality is still punishable in 2018. ALDE Group First Vice-President Sophie in 't Veld took the initiative to host the dress in the Parliament as a special way to celebrate the International Day Against Homophobia, Transphobia & Biphobia (IDAHOT)."

"More than just a simple exhibition, the organizers also thought of a special photo shoot to spice things up. On Tuesday, the dress was worn by transgender model Maxim Magnus (20) who said the action was artistic and political at the same time with an important message to the wider community about acceptance. 'I am convinced that even in our immediate environment, there is still heaps of work to be done in terms of changing attitudes, especially when it comes to accepting transgender people for who they are, for who they want to be,' she said."

(AD Newspaper)



MEP Sophie in 't Veld and Maxim Magnus

**LGBTI ASYLUM SEEKERS:  
PERSECUTION AT HOME,  
WELCOME IN EUROPE?**

**Roundtable**

- Sophie in 't Veld, MEP
- EEAS / cabinet
- Ms. Mogherini, HR/VP (TBC)
- Mahmoud Hassino, Syrian LGBTI activist and refugee
- Katrine Hugendubel, ILGA Europe
- Arnout van Krimpen, Amsterdam Rainbow Dress Foundation

**17 May 12h30-14h00**  
**@A5G1**

**Exhibition**  
Amsterdam  
Rainbow Dress

**14 - 17 May**  
**@A5G Balcony area**

**Opening**  
**14 May 17h30**  
**@A5G Balcony**



European Parliament



Amsterdam  
Rainbow Dress  
Foundation



The European Parliament's  
Intergroup on  
LGBTI Rights

Picture kindly provided by Amsterdam Rainbow Dress Foundation



**Amsterdam** The Netherlands, May 18, 2018

### **Workplace Pride Annual International Conference – Beurs van Berlage**

Workplace Pride is a not-for-profit foundation dedicated to improving the lives of Lesbians, Gays, Bisexuals, Transgenders and Intersex (LGBTI) people in workplaces all over the world. WP strives for a world of inclusive workplaces where LGBTI people can truly be themselves, are valued and, through their contribution, help to lead the way for others. (Multi)national companies and (local) governments are members of Workplace Pride. Many of these organizations have LGBTI+ networks for their work force and many of the companies work worldwide, including in countries where homosexuality is in the penal code.



Arnout van Krimpen speaks to the members of Workplace Pride Annual International Conference about empowerment.

**Athens** Greece, June 7-11, 2018

### **Athens Pride 2018**

At the invitation of the Embassy of the Kingdom of The Netherlands, with support of the Municipality of Amsterdam, we presented the Amsterdam Rainbow Dress during Athens Pride. In addition, we also did a photo shoot in the most iconic Greek setting. There were several media channels (television and written) covering our visit.



Athens Pride 2018 presentation at the Conference and on the Main stage

**San Francisco** USA, June 21-26, 2018

**San Francisco Pride**

The organization of San Francisco Pride joined forces with the Consulate General of The Netherlands in San Francisco to make it possible for us to spread our message again in San Francisco. We presented the Rainbow Dress at Salesforce headquarters and during the VIP party in San Francisco City Hall



VIP Party @ San Francisco City Hall during Pride 2018



Presentation @ Salesforce Headquarters San Francisco



**Madrid** Spain, July 4-8, 2018

### **Madrid Pride**

At the invitation of the Embassy of the Kingdom of The Netherlands, we presented the Amsterdam Rainbow Dress during Madrid Pride at several different locations in Madrid, including during the Pride March. In addition, we did two photo shoots, one in the Prado Museum and another during the Pride Parade. Spanish media (television and written media) spoke widely about the Amsterdam Rainbow Dress. The Prado made a very nice video impression of the photo shoot

<https://www.museodelprado.es/actualidad/multimedia/amsterdam-rainbow-dress-foundation-en-el-museo/8d338fc8-f49b-f2bb-5e9a-8cdf4e1f5d81>



Joan Crisol does the photo shoot in Museo Nacional del Prado, Madrid with model Lola Rodríguez Díaz in front of what is probably Prado's most famous painting, *Las Meninas* by Velasquez (1656)

Seoul South Korea, July 12-16, 2018

### Seoul Queer Culture Festival

The organization of the Seoul Queer Culture Festival (SQCF) joined forces with the Embassy of the Kingdom of The Netherlands in South Korea to make it possible for us to tell our story and meet the LGBTI+ community in Korea. The Seoul Queer Culture Festival took place in the center of the city to empower the local community. The festival was also met with opposition from vocal local religious groups.

Of course, we made a new addition to our series of art photography. This was our first visit to the Asian continent and our first photo taken there. The Amsterdam Rainbow Dress was mentioned, talked about and shown on several television shows as well as in written media.



Photo shoot @ Deoksugung Palace Seoul



Press conference in Seoul



**Amsterdam** The Netherlands, July 30 - August 2, 2018

**Amsterdam City Hospital OLVG during Amsterdam Pride**

During Amsterdam Pride, the Rainbow Dress was on display in City Hospital OLVG in Amsterdam. After traveling, it was good to have the Dress on display in its hometown. The OLVG caters to a very diverse group of patients from all walks of life and all nationalities. The management of the hospital was very much involved because of the diversity of the population of the hospital and the workforce.



Hospital Chairman Maurice van den Bosch introduces the Amsterdam Rainbow Dress at the OLVG Hospital



During the week in the OLVG a group of international LGBTI activists was welcomed to see the dress and hear the story behind it.

**Stockholm** Sweden, August 3-4, 2018

**Stockholm Pride – Euro Pride – Human Rights Conference**

On the 3<sup>rd</sup> of August, the Amsterdam Rainbow Dress was presented during Euro Pride 2018 in Stockholm as part of the program of the Embassy of the Kingdom of The Netherlands. Presenting during Euro Pride was special because in 2016 the Amsterdam Rainbow Dress was created during Euro Pride in Amsterdam.



In the Courtyard of the Embassy of the Netherlands in Stockholm during the Human Rights Conference.

**Amsterdam** The Netherlands, October 8-11, 2018

**ABN AMRO Bank Coming Out Day event**

On Coming Out Day 2018, the dress was presented in the huge entrance hall of the headquarters of ABN Amro Bank. The art photography project is, in part, sponsored by the ABN Amro Cultural Foundation. The neighbors, international companies united in Pink Zuidas, where also involved in the presentation.





**Johannesburg and Cape Town South Africa, December 8-15, 2018**  
**International Human Rights Day & Conference 2018, South Africa**

At the invitation of the Dutch embassy in Pretoria, we presented the Amsterdam Rainbow Dress at Constitution Hill in Johannesburg during International Human Rights Day on December 10. We were part of a discussion program on LGBTI+ rights at the Dutch Embassy in Pretoria. Finally, we presented the Dress in Cape Town at the MOCAA museum. Here, we also participated in a substantive program on LGBTI+ rights. Of course, we also expanded our art photography series with the first photos on the African continent.



Preparing for the photo shoot @ Constitution Hill Johannesburg

During our stay, we spoke about the dress and our mission on several television and radio shows, and the dress was shown on the front page of the Daily Sun, one of the main newspapers in South Africa



On the front page of the South African newspaper Daily Sun

## Appendix 4

### Stichting Amsterdam Rainbow Dress Foundation

Kamer van Koophandel / Chamber of Commerce number 68716540

[www.amsterdamrainbowdressfoundation.com](http://www.amsterdamrainbowdressfoundation.com)

[info@amsterdamrainbowdress.com](mailto:info@amsterdamrainbowdress.com)

### The objectives of the Foundation from the deed of incorporation

(below in Dutch and English)

#### Doelstelling van de Stichting

*Oprichting en doel*

De stichting werd op 11 mei 2017 opgericht.

“De stichting heeft ten doel:

- a) Om door middel van (internationale) presentaties van het kunstwerk de Amsterdam Rainbow Dress (gecreëerd door Arnout van Krimpen, Jochem Kaan, Oeri van Woezik en Mattijs van Bergen) aandacht te genereren voor de positie van Lesbiennes, Homoseksuelen, Biseksuelen en Transgenders (hierna: “LHBT-ers”) in landen waar LHBT wettelijk verboden is, de positie van LHBT-ers te verbeteren en discriminatie te bestrijden, waarbij openbare presentaties van de Amsterdam Rainbow Dress in Amsterdam in samenwerking met het COC Amsterdam tot stand worden gebracht;
- b) Aandacht te genereren voor de positie van LHBT-vluchtelingen op de plaatsen waar de Amsterdam Rainbow Dress wordt gepresenteerd;
- c) De Amsterdam Rainbow Dress die door het COC Amsterdam en de kunstenaars/ontwerpers Arnout van Krimpen, Jochem Kaan, Oeri van Woezik en Mattijs van Bergen aan het Amsterdam Museum/Gemeente Amsterdam wordt geschonken – in samenwerking met het Amsterdam Museum te presenteren, in goede staat te houden, te actualiseren en het gebruik te archiveren;
- d) En al hetgeen tot één en ander behoort, daarmee verband houdt of daaraan bevorderlijk kan zijn, één en der in de ruimste zin van het woord.

2. De stichting heeft het maken van winst uitdrukkelijk niet ten doel.

3. Van het doel is uitgesloten: het doen van uitkeringen aan hen die deel uitmaken van de organen van de stichting.

4. De doelstellingen dienen te worden geëffectueerd zodanig dat door de stichting wordt voldaan aan de wet- en regelgeving met betrekking tot algemeen nut beogende instellingen in de zin van de Algemene Wet inzake Rijksbelastingen of een daarvoor in de plaats getreden regeling.”

## Objectives of the Foundation

### *Creation and purpose*

The foundation was established on May 11, 2017.

"The objective of the foundation is:

- a. to generate attention for the position of Lesbians, Homosexuals, Bisexuals and Transgenders (hereinafter: "LGBT people") through (international) presentations of the artwork the Amsterdam Rainbow Dress (created by Arnout van Krimpen, Jochem Kaan, Oeri van Woezik and Mattijs van Bergen) in countries where LGBT people are prohibited by law, to improve the position of LGBT people and to combat discrimination, whereby public presentations of the Amsterdam Rainbow Dress in Amsterdam are organized in collaboration with COC Amsterdam;
- b. generate attention for the position of LGBT refugees in the places where the Amsterdam Rainbow Dress is presented;
- c. the Amsterdam Rainbow Dress that is presented to the Amsterdam Museum / Municipality of Amsterdam by COC Amsterdam and artists / designers Arnout van Krimpen, Jochem Kaan, Oeri van Woezik and Mattijs van Bergen - in collaboration with the Amsterdam Museum, in maintain, update and archive use;
- d. and everything that belongs to it, is related to it or can be beneficial to it, one in the broadest sense of the word.

2. The foundation explicitly does not aim to make a profit.

3. The following is excluded from the goal: making payments to those who are part of the bodies of the foundation.

4. The objectives must be implemented in such a way that the foundation complies with the laws and regulations with regard to public benefit organizations within the meaning of the General Government Tax Act or a scheme that has taken its place."