

Amsterdam Rainbow Dress Foundation Annual Report 2019

June 2020

Introduction

In mid-2019, we were able to present the first extensive report of the Amsterdam Rainbow Dress Foundation (hereafter: ARDF). In it, the creation and development of the Amsterdam Rainbow Dress were tracked, starting in the summer of 2016. For the full story, please refer to the digital version of this report <https://www.amsterdamrainbowdress.com/wp-content/uploads/2019/08/Jaarverslag-ARDF-2017-2018-Online-versie.pdf>

This report covers the year 2019 and can, therefore, be of a more modest nature.

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Stichting Amsterdam Rainbow Dress Foundation

www.amsterdamrainbowdress.com

info@amsterdamrainbowdress.com

Ruysdaelkade 11bv

1072 AG Amsterdam

ABNI status: The foundation is recognized by the Tax Authorities as an ANBI entity (*Algemeen Nut Bogende Instelling* or Public Benefit Organization). Donations to the foundation are, therefore, tax deductible. Kamer van Koophandel #68716540

The Objectives of the Foundation

The foundation was established on May 11, 2017.

The objectives of the foundation

1. "The objective of the foundation is:

1. 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, with public presentations of the Amsterdam Rainbow Dress in Amsterdam organized in collaboration with COC Amsterdam;
2. to generate attention for the position of LGBT refugees in the places where the Amsterdam Rainbow Dress is presented;
3. to present, maintain, update, and archive the use of 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;
4. and everything that belongs to it, is related to it or can be beneficial to it, in the broadest sense.

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."

Activities 2019

The year 2019 was another exiting year for the foundation, with new activities and opportunities.

Overview of Presentations and Art Photography 2019

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 the aim is always to do this in collaboration with local LGBTI+ people.

Presentations 2019

In 2019, the dress was presented in:

- March (21- January 5, 2020): The Hague, National Archives, exhibition *Showpieces in Perspective* with a custom-made animation.
- June (24-30): New York, several locations and panel presentations during World Pride/50 years Stonewall,
- July (27 – August 5): Amsterdam Museum, Amsterdam Pride/Shakespeare Club
- August (8-11): Antwerp, Antwerp Pride in MUKHA Museum of Contemporary Art and panel on LGBTI+ and Human Rights
- November (21 – March 15, 2020): Amelisweerd exhibition *Dress to Impress*

Please see the Appendix for more detailed information about these presentations.

Preparing for 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. Sometimes, it is ultimately not possible for a presentation to take place despite to all the efforts and time investment that have been made. Or are the presentation is postponed indefinitely. In 2019, we gained too much experience with this. We have learned valuable lessons from these experiences, which will help to prevent similar disappointments in the future.

Art Photography

The Art Photography project was expanded with two photos and an animation.

- March 2019 – Amsterdam: Art Photography and animation/morph by Dario & Misja with model Valentijn de Hingh in De Nieuwe Kerk in front of the brilliant brass choir screen. In the animation/morph the dress slowly changes from the current dress consisting of the flags of the countries where homosexuality is punishable by law to a dress in which the flags have all been replaced by a rainbow flag. This is the link to the animation/morph.

<https://vimeo.com/325898529>



© image Dario & Misja – model Valentijn de Hingh – De Nieuwe Kerk, Amsterdam – Amsterdam Rainbowedress Foundation 2019

- August 2019 – Antwerp: Art Photography by Marcel Lennartz with model Fleur Pierets in Zaal AthenA. In this special room, a photo could be taken for Luc Tuymans' meaningful artwork *Munich*, with the subtitle *The Allegory of Doubt*. This artwork appeals to you from a lonely height and makes you consider the role that art can play in our society.

"Big, blue and menacing. There she stands in a niche above one of the gates of Hall AthenA. Nobody knows who or what is hidden behind the mask of the figure that artist Luc Tuymans has painted. The work is taken from an image that Luc Tuymans happened to come across. An androgynous figure in a movie about the Munich Carnival in 1933, right in front of the Haus der Kunst. As a viewer, you have no opportunity to penetrate the psychology of the character. It is about identity and identity change. This total closedness is a nice counterpart to the Allegory of Fame by Franz Vinck.

'Munich' appeals to you from a lonely height and makes you consider the role that art can play in our society. Jan de Zutter has given 'Munich' the subtitle 'The Allegory of Doubt'. It appeals to doubts about one's own identity, doubts about life questions, the doubts of society. Allowing doubt is the beginning of all wisdom. This work does not provide answers, as Fame does, it asks questions. Tuymans made this 'in situ' work specifically for the Atheneum. 'Munich' is permanently on display in Hall AthenA. Luc Tuymans donated it to the MAS, which makes it part of the art collections of the city of Antwerp and ensures that the MAS will preserve it." (Text by Jan de Zutter and Luc Tuymans).



© image Marcel Lennartz - model Fleur Pierets - Zaal AthenA, Antwerpen – Amsterdam Rainbow Dress Foundation 2019

The Artwork itself: Renewal

In 2016, the artwork was created and made in a very short time. At that moment, the designers were not aware of what the future journey of the dress would be. After the manufacturing of the work, it traveled around the world and was put on display at many exhibitions and presentations.

Unfortunately, this affected the quality of the dress in a negative way. The artwork suffered physically from this. In consultation with the Amsterdam Museum, a method for dealing with this was devised.

The dress is all about telling the story by means of the flags. Presentations are essential. The flags are the expression of countries where homosexuality is a criminal offense. So, the original flags are just the storytellers but not the artwork itself. That is why it was decided to make a new dress with higher-quality flags. In addition, the dress could now be put together in less of a hurry and more securely.

This makes presentations and trips possible in the longer term, in part thanks to the much-appreciated help of the flag supplier and the experts of the Amsterdam Museum. The 2016 dress is to be viewed as the first version and will be kept in storage at the Amsterdam Museum. The artwork is the 2019 version.

Communication

Communication is an important part of the work of the foundation. Therefore, all presentations are accompanied by talks, conferences, explanations and meetings with people from the local LGBTI+ communities. The foundation received aid to renew and update the website and plan future communication and social media interactions.

Board, team and partners

Board

The Board held four board meetings in 2019. In between the meetings, very regular contact was kept up via mail and phone. Topics discussed included presentations and risk management, budget, fundraising, work organization team, communication and the renewal of the dress.

On September 6, Geert-Jaap Welsing was appointed as treasurer and Krit Zeegers as member of the Board. On October 30, the board said goodbye to Arthur van Wijk who has been involved with the ARD and the ARDF since its inception in 2016. We thank him for his great commitment and work. With his critical result-oriented constructive attitude, he has helped to lay a solid financial and business foundation for the organization.

As of December 31, 2019, the Board consists of:

- Arthur van Schendel, chairman, appointed in May 2017
- Naïma Bouchtaoui, secretary, appointed in October 2018
- Geert-Jaap Welsing, treasurer, appointed in September 2019
- Mr. Krit Zeegers, board member, appointed in September 2019

The work organization team

The work organization focused primarily on enabling presentations, photo shoots and fundraising. A lot of time has been devoted to unrealized presentations and partnerships. In addition, plans to improve communication and fundraising were initiated.

In 2019, the team consisted of Arnout van Krimpen, Matthijs van Essen (January - April) and Mattijs van Bergen (from June).

Partners

Since the foundation started, there has been close collaboration with partners Amsterdam Museum, COC Amsterdam, the Municipality of Amsterdam and the Ministry of Foreign Affairs. This successful collaboration was continued with pleasure in 2019.

Financial

The Amsterdam Rainbow Dress Foundation has closed the 2019 financial year with a positive result. The direct costs of the various activities could be amply covered by the direct income. Thanks to a sensible use of the existing capital and the remaining income from the direct activities plus supported by two generous donations, it has been possible to further strengthen the financial position of the Foundation. This makes it possible to continue to work on the Foundation's goals in the coming period.

We are grateful to all our donors, in particular the City of Amsterdam and the ABN AMRO Culture Fund, for their donations.

The total capital as of December 31, 2019 is included on the balance sheet in a general reserve, which can be used for everything the foundation strives for and in a specific appropriated reserve for making a documentary.

ABNI status

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

Financial Statement

Balance Sheet

Assets	31-12-2018	31-12-2019	Liabilities	31-12-2018	31-12-2019
	€	€		€	€
Debts	0	4,464	Equity:		
			General reserve	10,263	19,556
Other receivables	0	0	Destination reserve documentary	0	12,000
Liquid assets	10,263	27,092	Other debts and accruals	0	0
Total	10,263	31,556		10,263	31,556

Statement of Income and Expenses

Expenses	2017/8	2019	Income	2017/8	2019
	€	€		€	€
Missions and activities:			Missions and activities:		
Direct expenses	43,084	11,988	Subsidies / direct income	59,733	15,265
Other activity costs	4237	10,300	Other income / donations	1,542	35,000
Conservation artwork	0	2,743			
Organization costs	3588	2,149			
Communication costs	0	6,158			
Bank charges	103	97			
Total	51,012	33,436		61,275	50,265
Annual result	10,263	16,829			

In conclusion

The board would like to thank the four creatives, the Amsterdam Museum, COC Amsterdam and their staff and the ARDF staff for their contribution to the goals of the foundation of creating awareness for the position of LGBT-people worldwide through the artwork of the Amsterdam Rainbow Dress. The board would also like to thank the grant providers, sponsors, private donors and other partners who make the international presentations possible.

Almost every day we receive reports about the difficult position of LGBTQI+ people and communities worldwide. Therefore, the need remains to bring this to the attention of a wider audience and to empower refugees from these countries. The Amsterdam Rainbow Dress has proven to play a role in this. The Amsterdam Rainbow Dress Foundation will continue to look for ways to do presentations in the coming years.

Appendix

The Hague, The Netherlands, March 21, 2019 – January 5, 2020

The National Archives: Showpieces in Perspective, exhibition

In the National Archives, the exhibition *Showpieces in Perspective - from Act of Abjuration to Abdication*. The reason for this exhibition is the designation of the Act of Abjuration as a showpiece of the Netherlands. Also included are the Thorbecke Constitution, the Treaty of Separation between Belgium and the Netherlands, the Declaration of Independence of Suriname and the abdication of Queen Beatrix. For *Showpieces in Perspective*, the National Archives selected fifteen documents that have long been regarded as masterpieces. But what makes these documents so special? Are they showpieces for everyone? And what do these showpieces mean for today's society?

The Amsterdam Rainbow Dress is linked to the "Act of Sodomy in 1730" topic. Arnout gave a chat during the opening. The ARD is part of the exhibition in the form of an animation (MORF) by Dario & Misja with model Valentijn de Hingh in De Nieuwe Kerk in front of the brilliant brass choir screen. In the animation/morph, the dress slowly changes from the current dress consisting of the flags of the countries where homosexuality is punishable by law to a dress in which the flags have all been replaced by a rainbow flag.



New York, USA, June 24-30, 2019

Various locations in the city

World Pride

The Amsterdam Rainbow Dress was present in New York from June 24 to 30 for World Pride. The story behind the ARD fits seamlessly with the reason behind the 1969 Stonewall Riots, whose historical value was central during this World Pride. For this reason, the Bank of New York Mellon found it of great added value to organize an event at their headquarters about LGBTIQ + rights and placing the ARD at the center of the event. On June 25, they organized a large event, including speeches and panel discussion, that was followed around the world via their intranet.

On June 27, the ARD attended the pride event organized by Salesforce. (In 2018, we visited the San Francisco headquarters during SF Pride.) Here, too, we took part in a panel discussion.

On June 29, the ARD was exhibited at the NYC branch of ABN AMRO with a presentation about its mission. This was made possible with a contribution from our permanent partner ABN AMRO in the Netherlands.



Antwerp, Belgium, June 17, 2019

Hall AthenA

Press conference and photoshoot in preparation for Antwerp Pride

The Amsterdam Rainbow Dress was set up in Hall AthenA in Antwerp. It was worn on this occasion by writer / artist / activist Fleur Pierets.

The Antwerp Pride program, which featured the Amsterdam Rainbow Dress as an eye-catcher, was presented to the press, which attended in large numbers. In addition to the Amsterdam Rainbow Dress Foundation, the press was addressed by Bart de Wever (Mayor of Antwerp), Tom Meeuws (Alderman for Social Affairs and Community Development), Fleur Pierets and Bart Abeel (chairman of Antwerp Pride). The ARD was photographed after the press conference. The written media, radio, podcasts and TV have devoted extensive attention to the story and mission of the Amsterdam Rainbow Dress.



Amsterdam, The Netherlands, July 27 – August 5
Amsterdam Museum
Amsterdam Pride

From July 27 to August 5, the Amsterdam Rainbow Dress was shown where she is at home. The Amsterdam Museum, together with COC Amsterdam, organized the "Shakespeare Club". In 2016, the Amsterdam Rainbow Dress was developed and presented as part of the Shakespeare Club. So, it was wonderful to present at this location during Amsterdam Pride.

The Amsterdam Rainbow Dress was shown throughout Pride week at the museum where we organized a Gallery Talk with LGBTI + refugees on July 31.



Antwerp, Belgium, August 8 – 11, 2019

MuHKA (Museum voor Hedendaagse Kunst Antwerpen/Museum for Contemporary Art)

Antwerp Pride

The dress was exhibited here as part of Antwerp Pride. On Friday, August 9 (Human Rights Friday), we participated in a panel discussion about LGBTI+ Human Rights.



Utrecht, The Netherlands, November 22, 2019 – March 25, 2020

Museum Oud Amelisweerd

Dress to Impress – Costumes with a story, exhibition

The Amsterdam Rainbow Dress was part of the exhibition *Dress to Impress – Costumes with a story* that consisted of beautiful historical costumes from the Utrecht castle museums to contemporary designs with an individual message. Photos, costumes and accessories tell the history of the fashionable items and the story of their wearer. From extravagantly masked balls to official costumes, and from wearable modern to artistic social and political statements.

We participated in the opening ceremony with a talk about the purpose of the dress.

