

NETHERLANDS

Amsterdam: Over-sized Advertisements on Historic Façades

In Amsterdam, the “Werkgroep Buitenreclame” as well as the Amsterdam Town Planning Advisory Council and the Society of the Old City are fighting against threats to the visual integrity of buildings and their surroundings by the introduction of various forms of giant outdoor advertisements. In 2004, Amsterdam was one of the first European historic cities to introduce giant advertisements on scaffolding; Venice followed in 2008. Although these are reversible installations for a limited time, the sheer amount of these advertisements (see examples) threatens the visual integrity of the “Seventeenth-century canal ring area of Amsterdam inside the Singelgracht”, inscribed in the World Heritage List in 2010. Even before the inscription, ICOMOS suggested that restrictive measures be taken and the World Heritage Committee recommended “the application of measures to eradicate aggressive advertising hoardings and video screens on scaffolding and work-site fences” inside the World Heritage property.

Examples from Brussels and Munich show that façades can also be covered in a way that is visually more satisfactory.



Amsterdam, examples of oversized advertisements (photo: Werkgroep Buitenreclame)





Brussels, façade coverings at Grand Place (photo: Werkgroep Buitenreclame)



Munich, covering in front of the façade of the Residence (photo: I. Cisek)