



The hues of Amsterdam warm the night. ISTOCK

**Bright downtown**

### On one of the oldest streets...

When venturing downtown you'll notice how bars and façades take on colours; strong colours to reflect history, culture or a statement ... or just colour for no reason but the love of it. Such as a little red store in Warmoesstraat, one of the oldest streets of the city, that only sells red items. Air Transat operates four weekly flights from Toronto until October 31.

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# Amsterdam: The city in colour

**Aesthetics.** This city might be known for debauchery, but don't miss out on its beautiful side

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As clouds scatter in the anthracite sky, a ray of sun strikes the city, and suddenly gloomy Amsterdam becomes romantic. Rich coloured façades stand out and reflect nicely on glimmering wet pavement while water in the canals displays an array of green, grey and brown shades that is sure to seduce your artistic soul.

Amsterdam sits at the epicentre of a web of waters. Sea flows in the city, and houses and monuments are built and arranged around some 165 canals. This unique setting allows

a spectacular play on tones and shades that is nowhere to be found but in Amsterdam. Between sea and sky, the light constantly changes, reflecting and refracting the mysterious beauty of the capital city of Holland on rain drops and canals. Bright, lively and beautiful, the streets of Amsterdam can become bleak and sinister as dark clouds mass in over the city. Dim rays of sun highlight the rich architecture of the monuments and soften the parks and plazas with an amber colour cherished by many painters. Whatever time of the day you stroll in Amsterdam, you will be amazed to discover a new trait of its personality thanks to the change of light.

Dutch and Flemish artists made no mistake in capturing this unparalleled light and in setting it as the theme of their paintings. It didn't matter if they were portraying someone or landscape, only light would stand out on the canvas. Go

and visit the Rijksmuseum to better understand what is so moving and special about this city. Make time to admire and to appreciate the nuances and richness of colours only in this Northern Venice display every day and to (re)discover such talented painters as Van Rijn Rembrandt, Jan Steen, Frans Hals, Johannes Vermeer or Van Gogh. The important collection of Dutch and Flemish masterpieces portraying the light in this country will fulfil your desires for beauty and romance.

Now, Amsterdam is not all about half-tones and shades. Amsterdam, especially at this period of the year, is vibrant with colours. As you walk by the flower market on Single Canal, you will be enchanted by the splash of bright and vivid colours cast by the stands and barges. Tulips, hyacinths, roses, iris, narcissus and many flowers flourish the sidewalks of the canal, ornate barges and

buildings.

The famous Dutch wooden shoes are sold in every imaginable tone and colour.

As you enter a cheese store, you will notice that the predominant colour there is orange. Gouda cheese and Noorde-Hollands Edammer cheese among many other Dutch cheeses deliver a warm orange colour that glows throughout the stores. That orange might very well be the emblem of Amsterdam, as you will notice many soccer fans dressing in orange or painting their faces to support their national team.

Walking around, you won't miss the some 600,000 bikes crowding the streets — and not one is dull. Owners personalize them with colourful tints, tags, flowers, stickers... anything that shines, and stands out.

Amsterdam may be known for its excesses and partying, but visitors will instantly fall in love with its hues.



Amsterdam sits at the centre of a web of waters, with houses built around the canals. ISTOCK