THE PLACE
AMSTERDAM

OLD GLORIES Cutting-edge architecture, design and food are really nothing new here — Amsterdam has been thinking of itself as a hub for these traditional haunts.

**Oudezijds Kolk**
a covered alley filled with books and prints where Van Gogh once looked for bargains.

**Friday Book Market**
on Spui square, row after row of antiquarian book dealers joined by roving late players.

**Brouwersbrug**
a celebrated brewery at the base of a bona fide windmill. Frenziedke: 011-31-20-322-1786.

**Waannd Pookink**
a packed-to-the-rafters tasting room specializing in jenever, a Dutch spirit that’s the grandfather of gin. Pijlsteeg 31; 011-31-20-639-2695.

**De Beers**
A Central Station brasserie once reserved for first-class commuters, with Art Nouveau furniture and a resident cocktail. Track 2B; 011-31-20-625-2131.

**Tuschinski Cinema**
an architectural monument of Art Deco, Jugendstil and Baroque styles built in 1921. A true film palace. Reguliersbreestraat 26-34.

**lounge wizards**

Gone are the days of megacubs pumping out house music for ravers. This party town’s image has gotten a new gloss with the rise of quirky, style-centric lounges featuring everything from exotic dancers to experimental D.J.’s.

1. **Flexbar**
   - attracts the style set with its high-design bar and dual spaces rotating D.J.’s — one side might be electronic, the other hip-hop. The eclectic local duo Westergasfabriek, Pazzanetstraat 1; flexbar.nl.

2. **Stud Studio**
   - is a hip, bass-heavy lounge with a gay-straight-whatever-friendly vibe. Rembrandtplein 17; 011-31-20-521-3333; studionl.nl.

3. **Performance meets art**
   - meets clubbing at Sugar Factory, featuring a grab bag of acts like burlesque dancers, big-band performers and electro D.J.’s. Lijnbaanstraat 18; 011-31-20-626-2506; sugarfactory.nl.

4. **Jimmy Woo**
   - provides a sultry cocktail backdrop — notice the antique opium bed and photographs in the style of Asian art. For audiences who revel in the bar’s kicking sound system imported from London, Korea Leidsebuurtstraat 18; 011-31-20-626-2150; jimmywo.nl.

greater goods

From big-ticket furniture galleries to workaday markets, every inch of town bears that Dutch knack for design. Here, a few standout creations, both high and low.

**HIGH**
- Knotted Chair by Marcel Wanders, the Dutch design powerhouse who has transformed everything from electronics to hotels. Find his and other local designers at Droog Design (Staalstraat 7B; 011-31-20-523-5039; droogdesign.nl)

**LOW**
- The Festival Chair, an award-winning cardboard stool that folds up flat, is completely recyclable and can hold up to 400 pounds. Customize and order online at festivalchairs.com.

**HIGH**
- Bike from Fietsfabriek (fietsfabriek.nl), along with the Bugaboo baby stroller, every self-respecting double-income family in Amsterdam has one.

**LOW**
- A pimped-out cycle — flowers and stuffed animals are the rage right now — from Recycled Bicycles (Spuiistraat 84; 011-30-21-65-686-1423; recycledbicycles.org).

**HIGH**
- Waste Table by Piet Hein Eek, made of scrap wood and sold at the temple of avant-garde design Frozen Fountain (Prinsengracht 645; 011-31-20-622-9375; frozenfountain.nl).

**LOW**
- Prize-winning Cake Plateau from Hema (hema.nl), the cultish department store beloved for its affordable, no-nonsense design (and its smoked sausages). Multiple locations.

**HIGH**
- Bleek, sculptural leather handbags by Hester van Eeghen (hesstervaneeghen.com), currently on display — and for sale — at the new Museum of Bags and Purses (Herengracht 573; 011-31-20-624-4652; tassenmuseum.nl).

**LOW**
- Simple, retro-inspired Dolly Bags (dollybags.nl) by Maria Kreetzky and Olga Harbride — a current cool-kid favorite sold at Exota (Hartenstraat 10; 011-31-20-629-9102).