

# THE CITY OF Fresh MAASTRICHT

*A star among cities*



Book shop Selexyz Dominicanen

**M**aastricht is the capital of the province of Limburg. Home to just under 120,000 inhabitants, the city sprawls along both sides of the Maas River in the south-east of the Netherlands, just a few kilometres from Belgium and Germany. Characterised by buildings and public squares reminiscent of its Roman legacy, the wide range of luxury boutiques, internationally acclaimed restaurants and hotels lend Maastricht a unique charm and tradition.

### Outdoor museum

Maastricht was the first Dutch city to be granted medieval city rights, making it the oldest city in the Netherlands. As a result, Maastricht is a living, breathing outdoor museum. Maastricht hosts many breathtaking churches, notably two basilicas, and the streets are full of reminders of the diverse forms that the city has worn through the centuries: a Roman outpost, a city of pilgrimage, a medieval fortified city, and one of the first centres of the Dutch industrial revolution. While some of the religious buildings still serve as a place of worship, others have found new purposes.

### Retrofitting

The 15th-century buildings of the Kruisheren cloister have been transformed into a very special designer hotel. The cloister and the adjoining monumental gothic church were renovated and now accommodate nearly 60 hotel rooms, while the nave of the church houses a mezzanine restaurant and three lounge corners in the former side chapels. The Kruisheren complex relies on notable designs by historical masters such as Le Corbusier and Rietveld as well as modern designers like Marc Newson, Piet Hein Eek, Philippe Starck and Roderick Vos. This variety of design forms exciting contrasts with the stained

glass windows and the stunning, authentic wall and ceiling frescos. Another fine example of retrofitting historical buildings is the Selexyz bookshop in the city's Dominican Church. This 13th-century gothic church was transformed into a bookstore by architects Merckx+Girod (see interview on page 34), resulting in an extraordinary combination of bookselling complex and church interior that preserves the unique landmark setting. The renovated location was praised by British newspaper The Guardian as 'possibly the world's finest bookshop'.

### Ideal setting

Maastricht and surroundings offer a range of venues for your meetings, from modern convention facilities in the city centre to luxurious castles in the lush countryside. The area is easily accessible: Maastricht-Aachen Airport offers direct access, and the international airports of Brussels, Düsseldorf and Frankfurt are all nearby. In addition, the Maastricht-Brussels Express connects the city to the European high-speed rail network. The compact city centre offers a wide range of cafés, hotels, shops and restaurants within easy walking distance, ensuring that any business trip to Maastricht will be a resounding success.

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

### Facts & Figures

Total amount of rooms in ★★★hotels	591
Total amount of rooms in ★★★★hotels	2,476
Total amount of rooms in ★★★★★hotels	313
Maastricht - Amsterdam Airport Schiphol	195 km
Maastricht - Maastricht - Aachen Airport	9 km
Maastricht - Brussels Airport (BE)	100 km
Maastricht - Düsseldorf Airport (GE)	100 km
Largest venue	MECC Maastricht
Capacity largest auditorium	1,650 pax

## FRESH DUTCH TIPS



### NAiM/Bureau Europa

The NAIM/Bureau Europa is a museum of European architecture in the heart of the EU region, located on Avenue Ceramique in Maastricht. The NAIM/Bureau Europa plays a pivotal role in the discussion about the past, present and future of the designed environment in the EU region. Besides its exhibitions, NAI Maastricht serves as a platform for lectures and debates on architecture and design. In 2011, NAIM/Bureau Europa will be presenting an interesting programme with various exhibitions, events and activities.

[www.bureau-europa.nl](http://www.bureau-europa.nl)



### Maastricht underground

Beneath Maastricht's Sint Pietersberg Hill lies a labyrinth of man-made mine shafts in an ancient layer of soft limestone. Besides their mining history, these underground passageways served as a place of refuge for residents of the city during the many sieges which Maastricht endured over the centuries, not least during World War II. Maastricht underground offers guided tours through both the labyrinth and the Sint Pieter Fortress above ground.

[www.maastrichtunderground.nl](http://www.maastrichtunderground.nl)