

Proposal

The OBA amazes, connects and deepens

The OBA is Amsterdam's unique public meeting place with free access to knowledge, information, art and culture. It is a place full of inspiration where you can feel free and the world opens up to you. The OBA makes connections possible and offers space for spontaneous encounters. The OBA offers a wealth of possibilities for every Amsterdammer. A place where you can learn, and develop yourself. It broadens and enriches your life and offers relaxation and tranquility.



OBA Theater
foto: @Rafael Dimiioniates

Mission

It is the mission of the Adult target group department to develop cultural programs that serve as a means to highlight current social issues and empower people.

Providing a stage for talent and inclusivity are spearheads for telling (new) stories.

Our intention is to create connection, enrichment, deepening and inspiration, whereby the starting point is to make as much of a connection with the collections as possible.

Target group Adults

Roel van den Sigtenhorst, Marijke Troelstra, Ilias Zian, Jessica van der Sluis, Gabriël Ercicia, Gwen Buijs en Pascal Voorvelt.

Exceptional year

It goes without saying that 2020 has been an exceptional year. The corona pandemic radically changed our daily life. The measures to combat the virus affect not only the economy, work, health care, education, mobility and international relations, but also our behavior, rights and freedoms.

The dynamics of the crisis have also had an impact on our programming and, in relation to this, the cooperation with our partners. It required great flexibility and innovation to realize a range of programs within – sometimes very – limited possibilities.

For the time being, COVID-19 will also largely determine our lives in 2021. Even after vaccination, recovery to a more 'normal' world may take years. We will have to answer the question what does this crisis mean for society, now and in the future? After all, the approach to the crisis has an impact on fundamental values such as freedom, democracy, privacy, equality, trust and security. This affects our programming.

OBA Studio

However, a crisis can accelerate all kinds of developments, such as new organizational structures, different ways of working, changing customer preferences, and so on. This forms a good breeding ground for innovation, which can give a new impulse to for visions, strategies, products or services. A crisis therefore offers opportunities, also for the program offering.

The development of online programming by offering live streams and on-demand programs is an example of this, in addition to the existing range of e-books, audio books and other online resources. Equipping the OBA Theater with studio facilities such as cameras has created a new and unique opportunity to offer physical programs in a digital form.

The combination of recording techniques and video communication such as ZOOM or Teams created the possibility of digital interaction. In this way, 'far away' became 'close by' and the dialogue between and the connection with the Amsterdammers was preserved.

oba
studio ▶



Nieuwe Helden 020

Presentatie
Marjolein Frijling

Gast
Fouad Lakbir



Mooncaken met Karima El Fillali



Cinema literair The Handmaiden

Presentatie
filmcriticus Gawie Keyser

Gast Xandra Schutte
(hoofdredacteur De Groene
Amsterdammer)



photo's v.b.n.b: @OBA

Main objective

Developing a unique program offering, targeting specific interests & needs of predetermined target groups and communities. This is achieved through participation with these target groups and communities.

Programma's



Physcial activities

Number: 43

Visitors: 2.695



OBA Studio

Number (including live): 89 on demand video's

Number of views: 42.974

Display (visibility): 402.287



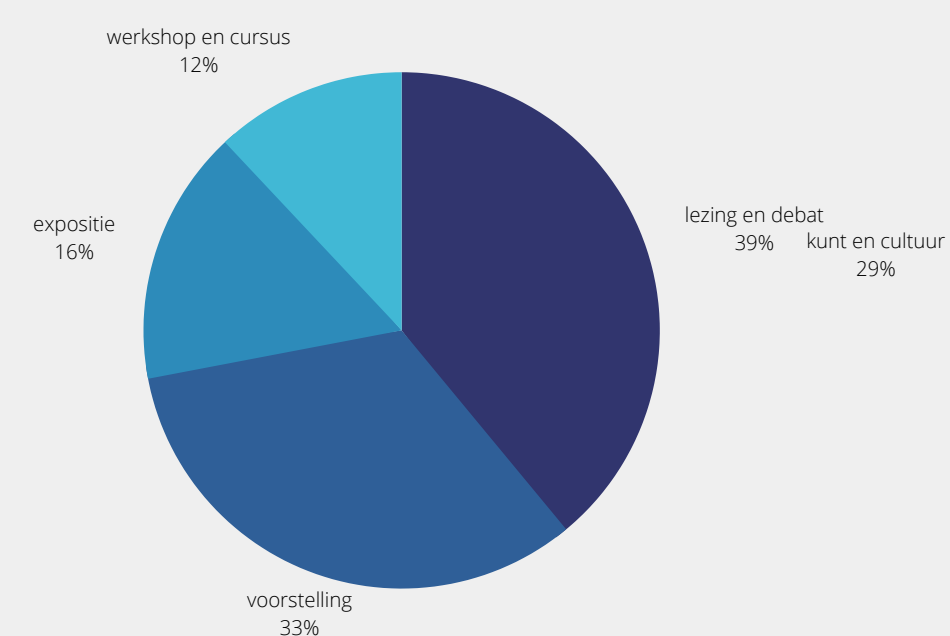
Exhibitions

Number: 13

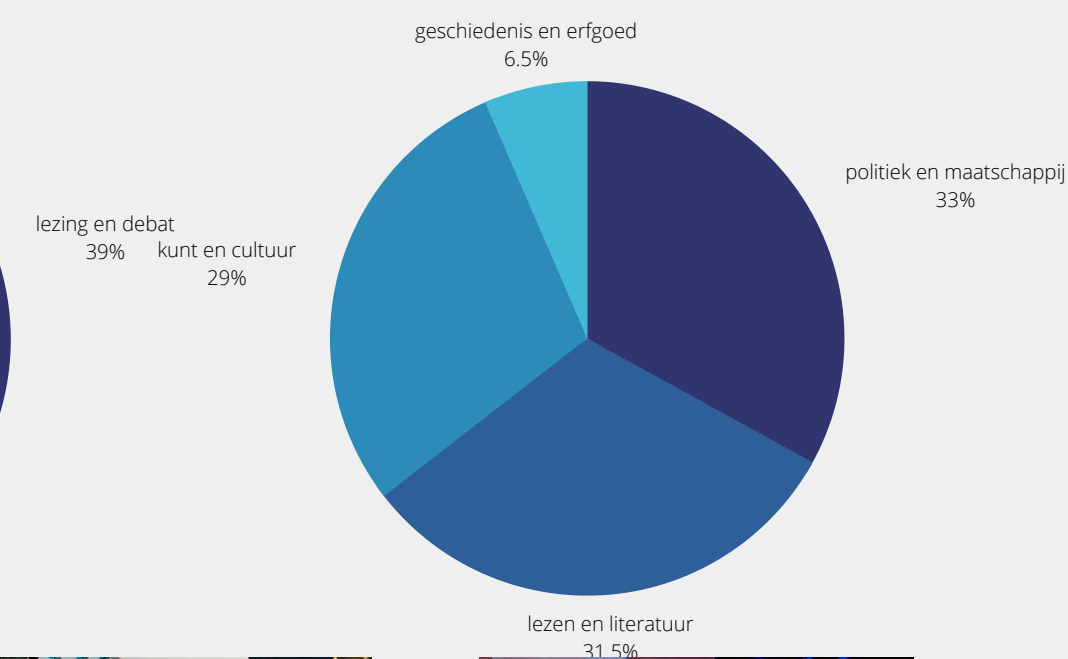
Visitors: 7.305

The on demand videos are also broadcast on SALTO. SALTO has 200,000 viewers per month.

Type



Theme



Photo's v.l.n.r.: @Rafael Dimiioniates, @Leonel Piccardo, @Sirano Zalman, @Jimena Gauna, @ Sirano Zalman and @Leonel Piccardo



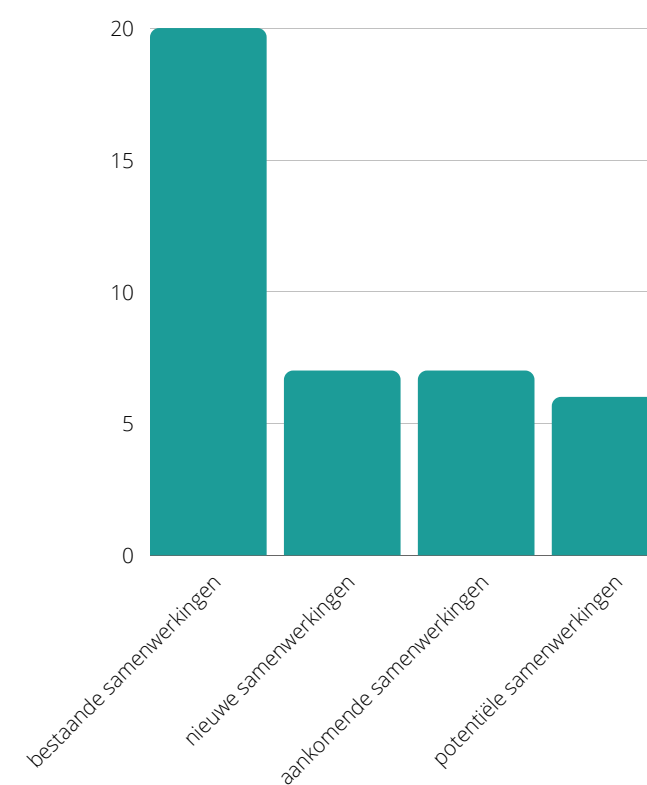
House of all Languages

180 nationalities and 360 different languages

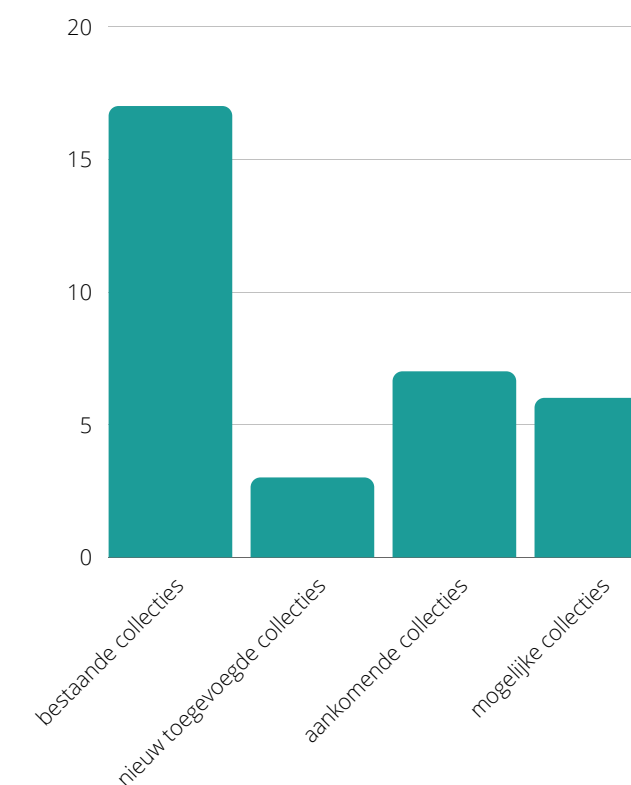
This house has no walls or a roof. Just open doors and dancing vocals, urging to be discovered. Words from the street, a strange dialect. Roots of existence turned into ink. Here an acute accent, there a Madame Jeannette. Plenty of room for your own story. At home in your own language.



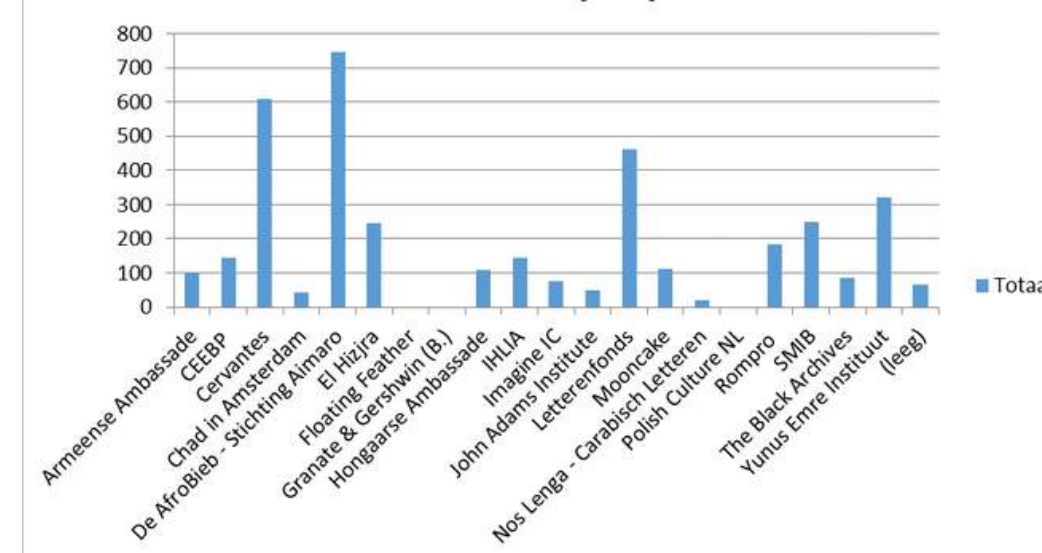
Number of structural
partners



Number of collections

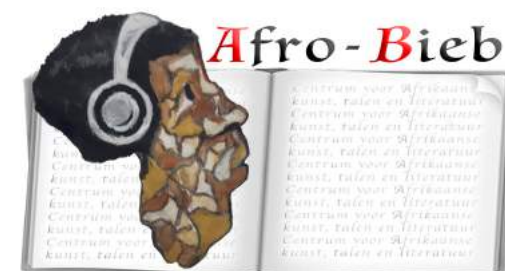


Aantal boeken per partner





180 nationalities
360 different languages



EL HIZJRA



CN & NL LAB

中荷实验室

阿姆斯特丹公共图书馆 X FLOATING FEATHER



TSJECHISCH CENTRUM

ČESKÉ CENTRUM

ARTHOOD
COLLECTIVE

INSTITUT
FRANÇAIS

Pays-Bas



THE
BLACK
ARCHIVES



Instituto
Cervantes



EMBASSY OF HUNGARY
THE HAGUE



Nederlands
letterenfonds
dutch foundation
for literature



IHLIA
LGBTI HERITAGE

NOON
CAKE



rompro^{NL} cinom^α
lit^αair



PA
PA



oba
huis
van alle
talen

The OBA works together with various partners. The logos presented here give an indication of the partners within the House of All Languages, without being exhaustive.



in-house partners OBA

oba CC amstel

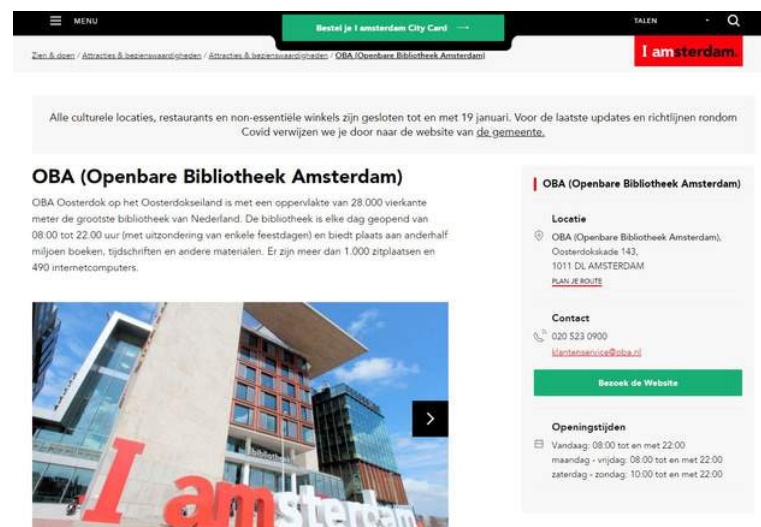
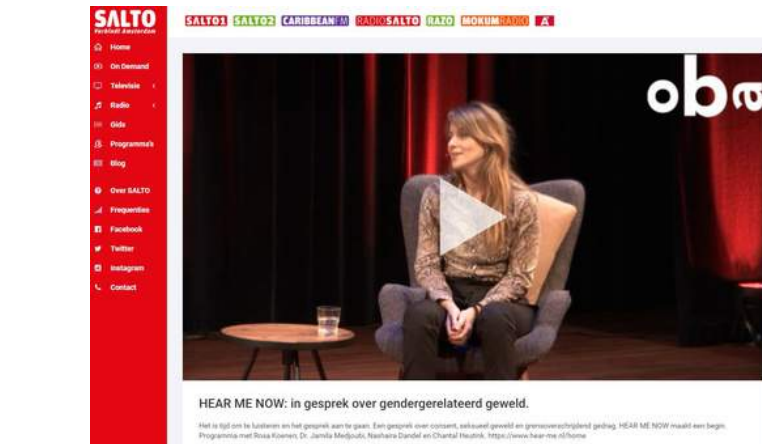


af | Alliance Française
Amsterdam



oba Media

Annual report - Adults target group department 2020



Exhibitions



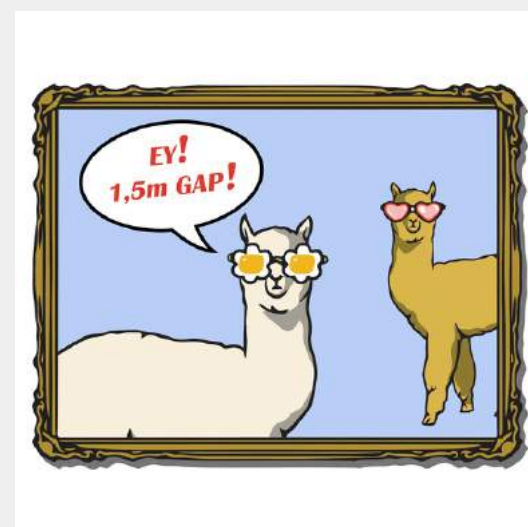
Zwarte Beweging: #BlackLivesMatterNL
beeld: @The Black Archives



#MYOWNGENDER - Sevilay Maria
image: @Sevilay Maria



Dutch Masters Revisiting, Typhoon as Elieser
photo: @Humberto Tan



1,5 m? Dat is verder dan je denkt!
beeld: @Mickey Cohen

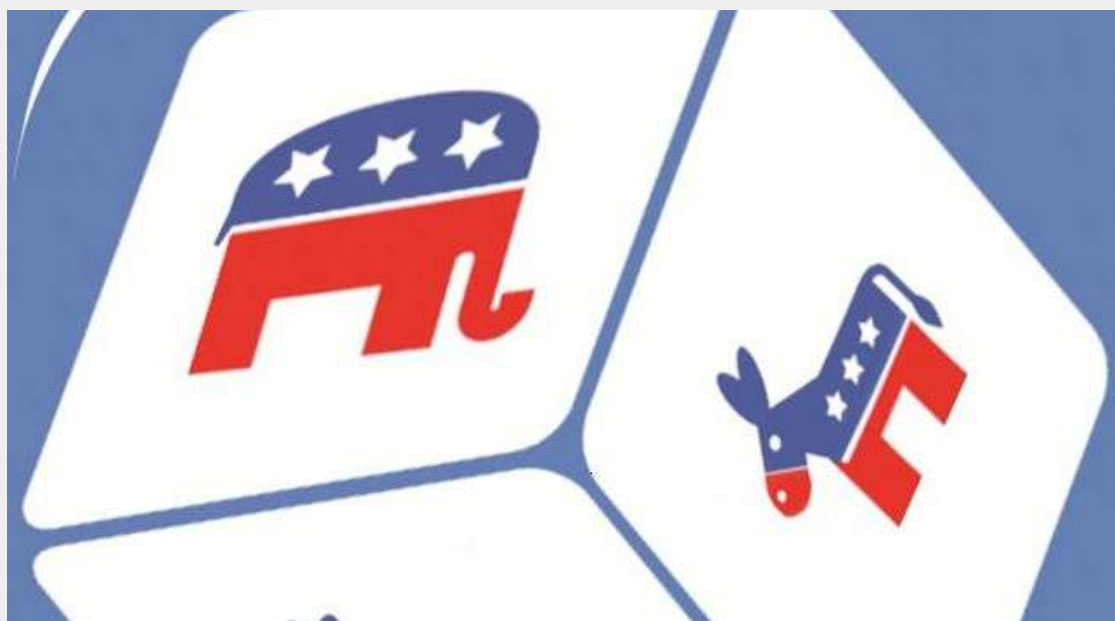


At home in the city of the future
source: @gemeente Amsterdam



Pride in the OBA
source: @Pride Amsterdam

Activities



The John Adams Institute X OBA : The Day After
image: @The John Adams Institute



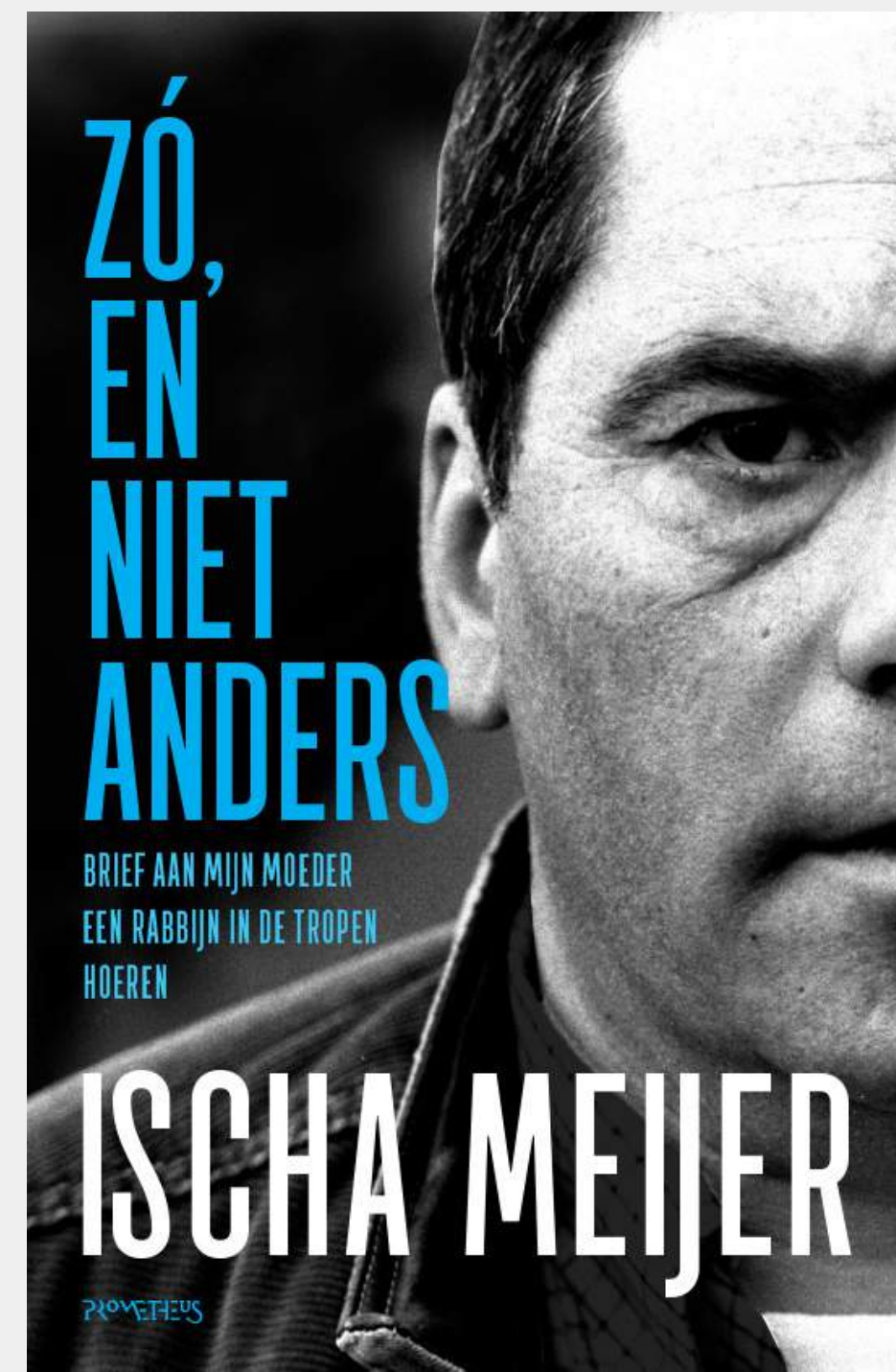
Cola Debrot reading Tessa Leuwsha
photo: @Sirano Zalman



Interview Sinan Çankaya
photo: @Marijn Smulders



Beyond Walls X OBA: Heritage in motion
photo: @Beyond Walls



OBA Live Special 14 februari 2020 over Ischa Meijer
foto: @Willem Diepraam / omslagontwerp: @Connie Palmen i.s.m. Suzan Beijer

Activities



Series of poetry programs, Ineke Holzhaus
photo: @Willem van Toorn



Opening OBA Collection The Black Archives
photo: @Leonel Piccardo

Arthood (X)Huis van
alle talen
(OBA)

(©)Eenzaamheid

DE
VOUW
KRANT

De Vouwkrant
image: @Arthood



Opening Afro-Bieb, Kibret Mekonnen
photo: @Jimena Gauna



OBA Writers café, Abdelkader Benali
photo: @Michiel Devijver / Nederland Leest



Nieuwe Helden, Ahmet Polat
source: Noord-Hollands Archief



Cinema Literair, Gawie Keijzer
source: HUMAN

Thank you!

We do not compile the collections and develop the programs alone. We do that with a lot of Amsterdammers. These are all partners – institutions, organizations, communities and ambassadors within communities or (sub) cultures – we work with. In this way we give shape and content to the collection and activities together. We are very happy with that.

We would like to thank all our cooperation partners and colleagues for the wonderful cooperation in this exceptional year. We look forward to a positive follow-up in 2021!



OBA Oosterdok
photo: @Kaan Sensoy