

De Nieuwe Kerk
Amsterdam

15 Oct 2022
– 9 Apr 2023



The
century
of

Juliana

a queen
and her
ideals

A black and white portrait of Queen Juliana of the Netherlands. She is wearing a large, dark, spiky feathered hat with a dark ribbon. She has short, curly hair and is wearing round, light-colored glasses. Her expression is neutral. She is wearing a patterned jacket and a matching patterned scarf. The background is a gradient from orange on the left to white on the right.

Press release
July 2022

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De Nieuwe Kerk Amsterdam presents the royal exhibition: The century of Juliana

A rich presentation of over one hundred art objects from the Royal Collections

On the eve of the 75th anniversary of her inauguration as Queen of the Netherlands, De Nieuwe Kerk Amsterdam presents an exhibition about Juliana and her extraordinary reign. *The century of Juliana, a queen and her ideals* is the polyphonic biography of a beloved queen. An eventful century is mirrored by her personality and her ideals. Juliana is often characterised as the 'monarch next to the red carpet', headstrong and averse to protocol. Loved for her simplicity and humanity. However, she was also head of state during a century that was marked by unprecedented setbacks and spectacular prosperity.

In 2022, the anniversary of the inauguration provides an opportunity for retrospection. The generation that witnessed her personally meets a generation for whom she is primarily a historical figure. Together they look back at her eventful life. Juliana wanted - and we know this from interviews - to be a modern monarch and to connect. A host of historians and experts, including biographers past and present, have written about her. The exhibition provides context and aims to present a complete, and also personal, image of this remarkable monarch. *The century of Juliana, a queen and her ideals* is on view from Saturday 15 October to Sunday 9 April 2023.

The turbulent world of the twentieth century

Juliana's reign (1948-80) was marked by recovery and change. From post-war reconstruction, Indonesian and Surinamese independence and the Cold War, to the arrival of large groups of guest workers, the state pension, divorce and secularisation. In Juliana's century, the Netherlands was in a state of rapid change. The exhibition juxtaposes our country and her person with well-known and unknown eyewitnesses who share their memories of Juliana through film and audio. We get to know the young princess on her way to adulthood through the eyes of Noraly Beyer, Kathleen Ferrier, Herman Pleij, Paul Rem and Elsbeth Ety, among others, and we see her grow into a steadfast head of state in the turbulent world of the twentieth century.

A rich collection

In a spectacular palace setting, visitors travel to Juliana's royal world and past important events in Dutch history. Over four hundred objects are presented: personal belongings, visual art, historical documents and photography, famous evening gowns, special film fragments, royal tableware and more. Ranging from golden gifts from the former Dutch East Indies, her iconic inauguration dress, colourful angisas (head scarves) from Suriname, the typical Juliana glasses, children's clothes and toys, to a beautifully fully laid table in the glamorous setting of a state banquet, and the Monarch's monogrammed Rolls Royce. With over one hundred objects, the Royal Collections are the largest

lender to the exhibition. The institution organises the opening of the palaces and manages and provides access to the special historical (as well as contemporary) collections that the Nassau and Orange-Nassau families have collected over the centuries. Other objects in the exhibition come from dozens of museums and private collections.

The red, white and blue Juliana van

De Nieuwe Kerk has been on a journey to collect memories and stories about Juliana. A quest for eyewitnesses and anecdotes. With a striking 'red, white and blue Juliana van', a journey was made throughout the country. All twelve provinces were visited, and dozens of stories were collected. A selection will appear in the exhibition.

Royal exhibitions

Once every ten years, De Nieuwe Kerk presents a royal exhibition. Previous presentations were *Yes I Do!* (2002) on royal marriages and *Inaugurated!* (2013) about the House of Orange and De Nieuwe Kerk. The Royal Collections were also the main lenders to these exhibitions.

Background story

A photograph of Queen Juliana of the Netherlands. She is shown from the chest up, wearing a light blue jacket over a white top. She has short, curly grey hair and is wearing glasses. Her right arm is raised in a wave, and she is holding a silver umbrella in her left hand. The background is a solid orange color.

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Design by Erwin Roger Dolder, Queen Juliana's inauguration gown, 1948. Royal Collections, The Hague



Karel Petrus Cornelis de Bazel, Amsterdam cradle of Juliana and relatives, 1909. Royal Collections, The Hague

Inauguration: a royal fairy tale

The opening scene of the exhibition is a spectacular sight, right in front of the famous copper choir screen in De Nieuwe Kerk, the place where Queen Juliana's solemn inauguration took place almost 75 years ago. 6 September 1948 was the festive day: in the Netherlands, it felt like a fairy-tale. The monarchy had regained its pre-war lustre and the inauguration was an opportunity to briefly forget the bleak years immediately after the war. Her speech made a profound impression, with the famous quote: *'Who am I that I may do this?'* The royal blue inauguration gown designed by Erwin Roger Dolder (1928-1970) is on display here, alongside the famous Crème Calèche. Both are on loan from the Royal Collections. The Calèche, also known as the White Coronation Calèche and made by the Hague coachbuilder M.L. Hermans & Co, was a gift from Queen Emma to her daughter Wilhelmina on the occasion of *her* inauguration in 1898. Fifty years later the carriage was used again at her granddaughter's inauguration.

Birth: 'a precious gift from God'

Queen Wilhelmina and Prince Hendrik had waited eight years for the arrival of their first and, as it later turned out, only child. Juliana was born in The Hague on 30 April 1909. Her mother called her 'a precious gift from God'. With the birth of the Princess, the House of Orange's succession to the throne was assured beyond the reign of Queen Wilhelmina. The Netherlands breathed a sigh of relief. The palace was inundated with gifts, including a golden rattle from the women of Groningen, and a cradle donated by the women and girls of Amsterdam. The European royal houses sent congratulatory telegrams and beautiful gifts. Here visitors get an impression of the splendour of the crown princess' birth at a time when the European stage was still dominated by superpowers such as the British Empire, the tsars and the Habsburg emperors. A world that virtually disappeared after the First World War. Gifts given on the occasion of Juliana's birth are on display, such as the Amsterdam cradle (1909) from the Royal Collections, a unique design by Amsterdam School architect Karel de Bazel (1869-1923). The embroidery was done by Tesselschade-Arbeid Adelt, the first Dutch women's association. After Princess Juliana, her daughters also lay in this cradle, as did the sons of Princess Beatrix, and the Princesses Amalia (2003), Alexia (2005) and Ariane (2007). There is also a remarkable round portrait of Juliana as a baby (1910) by portrait painter Thérèse Schwartz.



Christiaan Maria Dewald, Juliana's school class at Noordeinde Palace, 1920. Royal Collections, The Hague

Youth: within the palace walls

Juliana grew up alone at court with a noble household that adhered to strict protocol traditions. That she later developed into a non-conformist, who was averse to protocol, can be seen as a counter-reaction to her upbringing. The Princess spent her early childhood primarily at the palaces Noordeinde in The Hague and Het Loo in Apeldoorn. When she was old enough to start her education, the palaces set up teaching rooms for her 'class'. The princess was taught with other children, according to Wilhelmina's wishes. She wanted to prevent her daughter from having as lonely a childhood as she had had. Without much success: Juliana also spent most of her childhood years in isolation. The exhibition includes various personal objects from Juliana's early childhood. From children's clothing, toys, study materials and photographs, to special objects such as an Indonesian model campong, intended to inform her about society in the former Dutch East Indies; also on loan from the Royal Collections. In the audio tour, art historian and Dutch royal family expert Paul Rem takes the visitor to that bygone world of Juliana's early childhood.

From the very beginning, Juliana became the symbol of continuity for the House of Orange. After all, she was the princess of all the Dutch people. She accompanied her mother on numerous visits across the entire country. Shortly after the First World War, in the wake of events in Russia and Germany, the socialist leader Troelstra called for the overthrow of the monarchy. In response, Wilhelmina took her daughter to the Malieveld in The Hague on 18 November 1918, where a massive show of support took place. The photos of Juliana being lifted above the crowd by her mother circulated all over the country. The revolution failed before it had even begun.

In this part of the exhibition the visitor gets an impression of what the Netherlands looked like during Juliana's first years of childhood (1909-20). Important developments and events in both the Netherlands and the former colonies are illustrated with stereo-photographs. Attention is also paid to one of the biggest and most disastrous wars in history: the First World War. Modest attention, as the Netherlands managed to remain neutral.

On the path to the throne

Then came the 1920s and 1930s. Juliana's life became increasingly dominated by her special position as an only child and the future head of state. In 1927 she celebrated her eighteenth birthday and became a member of the Council of State, as did Princess Amalia in December 2021. She studied Literature and Humanities at the University of Leiden. At that time, only 75 women were enrolled there. Juliana was the first member of the House of Orange to attend university and be active in student life and student associations, a great wish of hers that came true.

Background story



Willem Bastiaan Tholen, *Portret van prinses Juliana*, 1928. Koninklijke Verzamelingen, Den Haag



Franz Ziegler, Group portrait of Princess Juliana and Prince Bernhard's wedding, on the steps of Noordeinde Palace, 1937. Royal Collections, The Hague

She enjoyed her freedom. For example, she was informally called 'Jula' by the university friends she lived with in Katwijk, and she wore her hair fashionably short. Juliana left Leiden with an honorary doctorate. For years she kept in touch with her year group, with whom she also enjoyed putting on theatre performances, her greatest hobby. The exhibition shows never-before-seen stage photography.

In her search for spirituality Juliana became interested in humanism, theosophy, esotericism and Hinduism, like her father Prince Hendrik. During this period, Juliana realised that she wanted to do something for the less fortunate in society. In 1931, on her initiative, the National Crisis Committee was established, of which she became honorary president. The committee sought to support the growing number of unemployed people. After her much-loved grandmother Emma and father Hendrik died shortly after one another in 1934, she took over the presidency of the Red Cross from him. Social work always remained an important mainstay in Juliana's life.

The visitor is presented with the image of a young, self-assured Juliana. The qualities that she developed during this period later came to the fore emphatically during her reign. We see a fashionable young woman who on her 21st birthday wore a creation by Joan Praetorius (1899-1984), the first Dutch couturier to start a fashion house under his own name. The exhibition presents a series of original design drawings by Praetorius for Juliana, on loan from the Kunstmuseum in The Hague. The financial crisis of the 1930s put an abrupt end to her fashionable clothing choices. At that time, the Netherlands had hundreds of thousands of unemployed people in a population of almost eight million. A time of austerity ensued. Visitors are given an impressive overview of the Netherlands at that time on the basis of film material from the collections of Beeld & Geluid.

Engagement and marriage

The search was on for a suitable suitor in order to secure the throne. The first attempts were unsuccessful. The pressure to find a suitable partner grew as the princess grew older. Until the 1936 Winter Olympics in Garmisch-Partenkirchen, when she met Prince Bernhard van Lippe-Biesterfeld. Some carefully prepared meetings followed, until they were discovered by the press. Queen Wilhelmina then felt compelled to announce the engagement on 6 September 1936, which Juliana and Bernhard had already warmly agreed to. The couple married amid great public interest on 7 January 1937 in The Hague. During the honeymoon Bernhard brought Juliana - at a time when the threat of war was looming - into contact with the life of the jet set in Europe. The trip took them to Berlin, Rome and Paris. In that city Bernhard bought Juliana a complete new wardrobe from the big fashion houses.

Background story



Palace Soestdijk, exterior

For Juliana, the trip was a revelation. Upon their return, they took up residence at Soestdijk Palace. During their absence, the Baarn wing of the palace had been modernised. The private rooms looked ultra-modern, with state-of-the-art lighting and design. As the princess said: 'It is a house and you have to be able to live there'. For the first time, this palace had a permanent residential and professional function. The taste of the royal couple is recreated in the exhibition with lamps by Lalique and design furniture by Ravenstein from the interior of the *Piet Hein*, the royal yacht. Paul Rem also provides further information about this in the audio tour. In the part of the exhibition about her wedding, visitors see the royal wedding taking place against the backdrop of a threatening Nazi Germany. Among other things, Juliana's wedding dress is on display, made of ivory silk with a long train from the shoulders down. A design by the Praetorius fashion house. The tulle veil is embroidered with silver-thread roses and orange blossoms. The wedding scene is decorated with beautiful animal figures made by children from New Guinea, who celebrated on the occasion of the wedding. There are also film clips of other celebrations to mark the royal wedding day in the colonies at the time. They paint a picture of the Netherlands as a colonial ruler.

Second World War

On 10 May 1940, the German army invaded the Netherlands. Juliana took refuge with her two daughters Beatrix and Irene in the bomb shelter at Huis ten Bosch. Special prams were made for the children to protect them in the event of a gas attack. Beatrix' pram is on display in the exhibition, on loan from the Royal Collections. On 12 May 1940, Juliana and the Princesses travelled to England. Thus the German plans to take the royal family into captivity were thwarted. In June she travelled with her children to Canada. Queen Wilhelmina and Prince Bernhard remained in England. During the war years, Juliana developed into a self-confident woman and steadfast heir to the throne; an advocate for peace and the Allied cause. She made more than sixty speeches on the American continent and fervently defended the interests of her occupied homeland. Juliana developed a friendship with President Roosevelt and particularly with his wife Eleanor, who was an inspiration to her. The Crown Princess was known as a militant ambassador for uniting against the German enemy in Europe and received three honorary degrees from American universities for her efforts. During her stay in Canada, Juliana travelled to Suriname and the Dutch Antilles, areas that had rarely or never before been visited by a member of the House of Orange. Prince Bernhard visited the family several times in Canada. Princess Margriet was born there in 1943. Juliana's biographer Jolande Withuis talks about this in the audio tour.



Princess Beatrix's Antigas pram, 1940

After returning to the Netherlands (1945), Juliana's relative autonomy and freedom was over. She prepared to take the throne of a country where war had left huge scars. Moreover, not everyone in the Netherlands appreciated that the royal family had emigrated abroad during the war.

Juliana: Queen of the people

After having already served as regent twice for her mother, Juliana was inaugurated as Queen of the Netherlands in 1948 in De Nieuwe Kerk Amsterdam. As queen, she wanted to be closer to the people than her mother had been. She tried to unite people across the compartmentalised social structures in the Netherlands. Illustrative of this ambition was the annual parade at Soestdijk Palace. Juliana always celebrated her birthday at home on the porch, *together* with the Dutch people. Here visitors can experience the traditional parade and become a part of the procession, so to speak. In the background is a huge blow-up of the palace and a compilation of images from various parades with the royal family. There is also an installation of video footage taken by eye witnesses, made using the 'red, white and blue Juliana van' (see p. 6). Finally, there is a gigantic model of Soestdijk Palace measuring over four metres, on loan from the Soest Museum, and an extensive reading table with (scrap)books about Juliana.



Inauguration of Queen Juliana, 1948. Nederlands Fotomuseum

Restoration: Queen of rebuilding

Her first years as queen were marked by post-war reconstruction and the lead-up toward Indonesian independence. It was also the beginning of the Cold War. In this section of the exhibition, historians and eyewitnesses recount the developments and events of the 1950s. Telling their stories are: Dzsingisz Gabor, who fled from Hungary at the time, Juliaantje van Sinay, a Moluccan 'repatriate', and an eyewitness to the 1953 flood disaster in Zeeland. In 1952, Juliana and Bernhard made a state visit to the United States together. There she addressed the US Congress. The Dutch government would have liked to have had a say in the content of her speech, but Juliana largely wrote her own texts. The contagious enthusiasm with which this 'royalty from Holland' thanked them for the Marshall Plan and pleaded for world peace like a true 'Queen of Peace', generated intermittent applause throughout, and a standing ovation at the end. Herman Pleij, emeritus professor of Historical Dutch Literature, will elaborate on this in the audio tour.

The spectacular feature at this point in the exhibition is Juliana's exclusive Rolls-Royce. The Queen's famous monogram is prominently displayed on the side of the car. Willem-Alexander and Maxima chose this special car as their wedding car.

The Indonesian issue

This is followed by a section which presents the old relationship between Indonesia and Juliana. Shortly after her inauguration, she had to deal with the consequences of the Dutch East Indies' struggle for independence. After a period of intense war, the Netherlands (partly due to foreign pressure) handed over sovereignty to Indonesia on 27 December 1949 - albeit still within a Union. Juliana fully supported the transfer. Speaking at the Royal Palace on Dam Square, she spoke of a 'deep-rooted bond' and said: *'We have now come to stand beside each other, however much violated and torn and full of the scars of resentment and regret. The satisfaction of a people who see their freedom realised is immeasurably great.'* In 1956, Indonesia broke away from the Union. Relations deteriorated. After the nationalisation of Dutch companies, the so-called 'regretees' left for the Netherlands, whom Queen Juliana wanted to welcome personally. Contact with Indonesia remained very strained for a long time after independence. The official visit of President Suharto to the Netherlands in 1970 was of great importance in terms of improving relations. Juliana's reciprocal visit to Indonesia in 1971 was very meaningful for the Queen, who had never been there before. Visitors are given a poignant impression of this history. Royal gifts from the former Dutch East Indies are on display, such as a portrait of Juliana by the Indonesian artist Raden Basoeki Abdullah from the Royal Collections, made after independence.



Signing of the transfer of sovereignty to Indonesia, 1949.
National Archives

Juliana's style: ordinary versus extraordinary

'I heartily dislike unnecessary bustle and pompous fuss.

And if someone thinks they are doing me a favour with it, then I sometimes think: it is actually rather hurtful that you think of me like that.' Juliana – 1980

'I have always disliked everything that was conservative and old-fashioned. My whole life I have been trying not to become old-fashioned.' Juliana – 1987

These are famous and characteristic quotes of Juliana's. In the collective imagination, she still lives on as the 'motherly queen' who so very much wanted to be 'normal'. But the exhibition also presents another image. Although her simplicity was praised, at state visits and anniversaries she understood the significance of regal splendour like no other. She loved jewellery and ball gowns, but just as easily got onto her bicycle in her floral dress. In this section of the exhibition, several of Juliana's gowns and accessories are on display, including three iconic pairs of glasses and a beautiful blue dress, famous because Juliana wore it to Beatrix' inauguration. Historian and jewellery expert Martijn Akkerman shares his insights in the audio tour.

A little further on, the visitor enters a world of glitter and glamour: the setting of an impressive state banquet. Taking centre stage is a gigantic table set with loans from the Royal Collections. The tableware, mainly used at state banquets in bygone days, is exhibited together with ashtrays and cigarette cases. Also on display are three of Juliana's evening gowns that she wore during important political events. Such as the famous ivory-coloured ball gown with turquoise beads and sequins from the state visit to Indonesia (1971). Also on display is the dark green kimono with gold butterflies, worn during the Japanese Emperor's state visit. In addition, visitors can view numerous diplomatic gifts, including from David Ben-Gurion (the first Prime Minister of Israel) and Josip Broz Tito (President of Yugoslavia). The clothes and gifts also come from the Royal Collections. Finally, there are several statements by politicians about Juliana, including one by Minister Marga Klompé about Juliana and female emancipation.

1960s Vintage

The 1960s were also turbulent times for the royal family. The commotion surrounding the engagements and marriages of princesses Irene, Beatrix and Margriet showed a Dutch society ready for change. A large part of the population now had a television and could get closer and closer to the royal family while sitting on the sofa at home. The funeral of Princess Wilhelmina in 1962 was broadcast live, as was the wedding ceremony of Beatrix and Claus in 1966. Although her daughters' partner choices caused quite a stir, Juliana stood by her daughters. The Queen wanted to give her children as modern and normal an upbringing as possible. Many will remember her appeal: *'Public, help me give the girls a normal life.'* The Queen could understand the changes in society during the sixties. Prime Minister (1967-71) Piet de Jong once said that Juliana would have taken to the streets with the young protestors in the turbulent 1960s had she been younger and not of royal blood.

The 1970s: mater familias

Juliana gave queenship a human face. She herself said that if she had not been born for the throne, she would have preferred to become a social worker. In these years of democratisation, even Juliana became the subject of satire and journalistic ridicule. A caricature of Juliana peeling Brussels sprouts in Barend Servet's television show did not make Juliana less loved, nor did the cartoons by cartoonist Opland. Some examples of these types of drawings will be on display. With her ever-expanding family, she easily made it to the weekly papers time and again. On display are portraits with her characteristic butterfly glasses and the DAF Kini - a small car for the beach, designed especially for Juliana and Bernhard. The highlight here is a portrait from the Royal Collections by Carel Willink, *Portrait of Juliana*, made



Carel Willink, Portrait of Queen Juliana, 1976. Royal Collections, The Hague

for the occasion of the 'Woman of the Year' nomination by Accent magazine. The title was awarded to Juliana in 1976.

The generation of the 1970s also has their say here. Including, among others, Diana Ozon (poet, illustrator and former punk) and Elsbeth Etty (Dutch philologist, writer and biographer). Eye witnesses of Juliana's legendary moments also make an appearance here. Such as Jos Brink's 'kiss' for the Queen on her seventieth birthday in 1979 and the squatters' riots that took place around the time of the throne transition in 1980. A representative of the LGBTQIA+ community of the time also shares their perspective.

Suriname

The story of Kathleen Ferrier, daughter of Johan Ferrier, the first president of Suriname, provides a starting point from which to highlight the relationship between Juliana and Suriname. Suriname became independent from the Netherlands in 1975. Juliana signed the Act of Sovereignty for the Republic of Suriname in the *Oranjezaal* at Huis ten Bosch. The Queen had a special connection to Suriname; she loved visiting the country. At the time, she had already been there three times and she returned once more in 1978. Numerous objects that Juliana received from Suriname are displayed here, along with colourful angisa's (headscarves) that were worn during special events throughout her life. The objects are on loan from the National Museum of World Cultures and the Royal Collections.

Portrait of a marriage

Every marriage has its own story. In 1987, Princess Juliana and Prince Bernhard celebrated their fiftieth wedding anniversary. They were interviewed at Soestdijk Palace by journalist Maartje van Weegen. This interview is now part of Dutch television history. In the exhibition, visitors see the original setting at Soestdijk Palace in which the interview was recorded, with, of course, a video of the interview itself. This part of the exhibition focuses on Juliana and Bernhard's marriage, with its ups and downs. The affairs concerning Greet Hofmans and Lockheed are discussed here. Various historians give their views in the audio tour.

Abdication

On 30 April 1980, Juliana abdicated as Queen of the Netherlands. In 1982 Princess Juliana received the *Four Freedom Award*. On 20 March 2004, Juliana died at Soestdijk Palace, aged 94.

Cinema

The exhibition comes to a spectacular close with a fully equipped cinema in which a unique compilation of various pro-

ductions about Juliana are shown. The cinema room is furnished with objects from Soestdijk Palace, the highlight being a number of original cinema chairs by Gispen from the palace cinema. On both sides of the room, a multitude of Juliana memorabilia is exhibited. Plates, cups, spoons, glasses and more represent the theme: Juliana as a collector's item. From various lenders, including Palace Het Loo and private collectors.

The red, white and blue Juliana van

In the context of this exhibition, De Nieuwe Kerk travelled around collecting memories and stories about Juliana. A search for eye-witnesses and anecdotes. A striking 'red, white and blue Juliana van' made its way across the country. All twelve provinces were visited, collecting dozens of stories. A selection will soon appear in the exhibition. More stories will be published online in the lead-up to the opening.

List of lenders

Main lender

The Royal Collections

The Royal Collections care for the heritage of the House of Orange-Nassau. They do this by preserving, managing, conserving, restoring, updating and adding to the collections entrusted to them. They make sources and collections accessible to the public and researchers via online and offline publications, and they facilitate scientific research. They show these collections in palaces, and with the help of contributions and loans, in museums at home and abroad. On behalf of the SKPA, the Royal Collections open the Royal Palace Amsterdam to visitors for the greater part of the year and organise exhibitions, symposia and educational activities in the palace. They also organise the summer opening of the Noordeinde Palace and the Royal Stables in The Hague. The sources and collections entrusted to the Royal Collections comprise the private archives of the Royal Family and of the Household of Royal Family, the library collection, the historical objects, crafts and visual arts that have been brought together over the centuries by the members of the House of Orange-Nassau.

Other lenders

Autobedrijf Meijers
Beatrijs Broers
Beeld & Geluid
Cavaliërmuseum Amersfoort
Romeyn Collection
Collection of the former Museum of Bags
Coster Diamonds
DAF Museum
Het Nieuwe Instituut Rotterdam
The National Maritime Museum
The Jewish Museum



Photo Sam Tobiana

Background story

Royal Netherlands Institute of Southeast Asian and Caribbean Studies (KITLV)
Kunstmuseum Den Haag
Literatuurmuseum
One Planet
Museum Boerhaave
Museum Soest
National Archives
National Museum Paleis Het Loo
Dutch Open Air Museum
Soestdijk Palace
Rijksdienst voor het Cultureel Erfgoed
Rijksmuseum
Stichting Piet Hein
The House of Representatives of The Netherlands
Dutch Resistance Museum
Nationaal Museum van Wereldculturen

Several private lenders have also contributed to the exhibition.

Timeline

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The century of Juliana

Birth: 'a precious gift from God'

Juliana is born on 30 April 1909 as the only child of Queen Wilhelmina and Prince Hendrik of Mecklenburg-Schwerin. With the birth of the Princess, the House of Orange's succession to the throne is assured. The Netherlands breathes a sigh of relief.

Three generations at Soestdijk Palace, 1910. Royal Collections, The Hague



Thérèse Schwartz, Princess Juliana, 1910. Royal Collections, The Hague



An isolated childhood

Juliana is educated at home with other children because Wilhelmina wishes to prevent her daughter from having as lonely a childhood as she had had. Juliana has a lonely childhood nonetheless. Her entourage consists of a noble court that adheres to traditions of protocol.

J.J.M. Guy de Coral, Princess Juliana posing at Het Loo Palace with a toy, a gift from the French President Armand Fallières, 1911. Royal Collections, The Hague



Christiaan Maria Dewald, Juliana's school class at Noordeinde Palace, 1920. Royal Collections, The Hague



Princess Juliana addresses the former Dutch East Indies via radio together with Wilhelmina, 1927. National Archive / Elsevier photo collection



Willem Bastiaan Tholen, Portret van prinses Juliana, 1928. Koninklijke Verzamelingen, Den Haag

Franz Ziegler, Juliana with Beatrix in her arms, 1938. Royal Collections, The Hague



Juliana in love and married

During a winter-sports trip to Southern Germany in 1936, Juliana meets the German Prince Bernhard van Lippe-Biesterfeld. On 8 September the engagement is announced and on 7 January 1937, the royal couple marry in The Hague. Four little princesses are born: Beatrix (1938), Irene (1939), Margriet (1943) and Marijke (or Christina, 1947).

Franz Ziegler, Group portrait of Princess Juliana and Prince Bernhard's wedding, on the steps of Noordeinde Palace, 1937. Royal Collections, The Hague



Timeline



Eleven Cities Skating Tour



1914 - 1918 The First World War



Roaring Twenties in Amsterdam



Olympic Games in Amsterdam, 1928



1940 - 1945 Second World War NSB Poster

The state of the country

The first decade

Prosperity increases for wealthy Dutch people while half of the population remains uneducated. Several trade unions and socialist parties are founded and a middle class emerges as a result of industrialisation. The world stage is still dominated by great powers such as the Romanov dynasty and the Habsburg Empire.

- 1909 First Eleven Cities Skating Tour
- 1909 The first plane takes off from Dutch soil.

In motion

This decade marks the cut-off point between the old world and the modern age. The Dutch cityscape changes rapidly due to the increasing number of cars and street lighting. The First World War breaks out, one of the biggest and most disastrous wars in history. The Netherlands remains neutral and Rotterdam becomes the spy capital of Europe.

- 1914 Assassination of Franz Ferdinand, heir to the Austrian throne
- 1914-1918 First World War
- 1918 Spanish flu (38,000 deaths in the Netherlands)
- 1919 Women gain the right to vote
- 1919 The first Dutch radio broadcast

Modern life

Austerity and good behaviour give way to pleasure. It is the dawn of the *Roaring Twenties*. Technological progress brings optimism and strong economic growth. Jazz music from the United States is introduced and cinemas begin showing the first Hollywood films.

- 1920 The Netherlands becomes a member of the League of Nations
- 1928 Olympic Games in Amsterdam
- 1928 Discovery of penicillin
- 1929 Stock market crash

The Great Depression

These are years of economic crisis, with hundreds of thousands of unemployed people in a population of nearly eight million. Yet at the same time, the number of household appliances increases and the streets are busier because of the growing number of cars. In Europe, fascism and Nazism emerge: Mussolini in Italy, Hitler in Germany. In the Netherlands, the NSB is founded.

- 1933 Hitler is appointed as German Chancellor
- 1934 Jordaan riots in Amsterdam
- 1935-1936 Mussolini invades Abyssinia (Ethiopia)

Juliana is an ambassador for the Netherlands

During the Second World War, Juliana lives in Canada. There, she actively devotes herself to the Allied cause. Juliana gives many speeches on the American continent. The Crown Princess develops into a worthy successor to the throne. She meets President Roosevelt on several occasions and becomes friends with his wife Eleanor.

- 1943-1944 Juliana visits Suriname and the Dutch Antilles
- 1948 Inauguration of Queen Juliana

Hulton Deutsch Collection, Portrait on the occasion of Queen Juliana's inauguration, 1948. © INTERFOTO / Alamy Stock Photo



Ontwerp van Erwin Roger Dolder, Queen Juliana's inauguration gown, 1948. Koninklijke Verzamelingen, Den Haag

Juliana, the people's queen

During Juliana's reign, the royal family becomes much more informal and accessible. She invites the public to the annual parade on her birthday at Soestdijk Palace. Her social skills and unpretentious demeanour make her loved.

- 1952 Juliana addresses the US Congress
- 1955 Juliana is the first Dutch monarch to visit Suriname
- 1956 The Greet Hofmans affair

Juliana addressing the US Congress, 1952. Collection of the U.S. House of Representatives



Juliana visiting a contraceptive pill factory, 1961. Nationaal Archief / Fotocollectie Anefo



Juliana, ordinary and extraordinary

The 1960s are turbulent times, also for the royal family. The commotion surrounding the engagements of the princesses show a Dutch society ready for change. Juliana wanted to give her daughters a modern and –as far as possible – normal upbringing. Juliana is a woman of her time her time; Prime Minister Piet de Jong once said that Juliana would have gone out into the streets with the young people protesting had she not been of royal blood.

- 1961 Juliana visits contraceptive pill factory
- 1962 Celebration of Juliana and Bernhard's 'silver wedding anniversary'
- 1967 Birth of Prince Willem-Alexander



Celebration of the silver jubilee of her reign, 1973. © BNA Photographic / Alamy Stock Photo

Juliana: pacifist, feminist, grandmother

Juliana gives queenship a human face. Had she not been born to the throne, she would have liked to become a social worker. In these years of democratisation even Juliana becomes the subject of satire and journalistic derision. Together with her expanding family, she often appears in the media.

- 1976 Juliana is 'Woman of the Year' (according to Accent magazine)
- 1976 Lockheed-affaire

Carel Willink, Portrait of Queen Juliana, 1976. Koninklijke Verzamelingen, Den Haag



Juliana's abdication and Beatrix' inauguration, 1980. © dpa picture alliance / Alamy Stock Photo



Signing of the transfer of sovereignty to Indonesia, 1949. National Archives



Queen Juliana visits Zeeland after the Flood, 1953. © Benelux Press



The first man on the moon, 1969

Independence preparations in Suriname with Prime Minister Arron and opposition leader Lachmon, 1975. Nationaal Archief / Fotocollectie Anefo



Koen Suyk, Demonstrations during Beatrix' inauguration under the slogan 'no house, no coronation', 1980. Nationaal Archief / Fotocollectie Anefo

Fall of the Berlin Wall, 1989. © Flip Franssen/Hollandse Hoogte



War years

Nazi Germany invades the Netherlands on 10 May 1940. Five dark years of occupation follow. Three quarters of Dutch Jews are murdered. The total number of Dutch casualties is between 225,000 and 280,000. The second half of the 1940s is dominated by reconstruction and the struggle for Indonesian independence (1945-49).

- 1940-1945 Second World War
- 1944-1945 Hunger Winter
- 1945, May 5 National Liberation
- 1945-1993 Cold War
- 1949 Indonesia is declared independent

Reconstruction years

The fifties are often characterised as being rather bourgeois and prissy. This is a time of compartmentalisation, hard work and sober living. But the country also changes rapidly during this period. After years of widespread poverty, a more prosperous era begins. There is substantial industrial expansion, more houses, schools and supermarkets are built, and more and more living rooms are equipped with a television.

- 1951 The first official television broadcast
- 1953 North Sea flood
- 1957 Distribution of the first state pension
- 1958 The steam train makes its last trip

A new direction

Prosperity is on the rise and many social changes are underway. A rebellious generation is emerging that is less traditional and less law-abiding. For some, it is all about love and peace. For others, it is about hard confrontation and taking to the streets. Sexual morals are changing and women fight for equal rights.

- 1960-1961 End of the six-day work week
- 1968 Completion of the first houses in the Bijlmermeer
- 1969 Occupation of the Maagdenhuis
- 1969 First man on the moon
- 1969 The first nuclear power plant in the Netherlands opens (Dodewaard)

A time of extremes

A decade with many faces: optimistic, uninhibited and cheerful but also cynical and narrow-minded. After two oil crises, the promising start turns into an economic recession with growing unemployment. The Netherlands serves Olivier salad and brown-orange crocheted curtains hang in living rooms.

- 1970 Arrival of large groups of guest workers
- 1971 The first abortion clinic (Arnhem)
- 1971 Introduction of the right to divorce
- 1973 The Diagnostic and Statistical Manual of Mental Disorders
- 1975 Suriname becomes independent

Juliana abdicates

On 30 April 1980, Juliana abdicates the throne in favour of her daughter Beatrix. Princess Juliana dies on 20 March 2004 at the age of 94.

Remarkable years

The beginning of the 1980s is a time of unemployment and falling house prices. In 1981, the first AIDS patients are admitted to hospital. Little is known about the disease and patients are marginalised and discriminated against en masse. The home computer and phone-sex lines are introduced. Shoulder pads are trendy and the Dutch football team are European champions (1988).

- 1981 First mass demonstration against nuclear weapons
- 1984 The National AIDS Coordination Team is established
- 1985 First Dutch person in space
- 1985 First female participants in the Eleven Cities Skating Tour
- 1989 Fall of the Berlin Wall

An overview of the designers

The
century
of

Juliana

a queen
and her
ideals

De Nieuwe Kerk
Amsterdam

15 Oct 2022 –
9 Apr 2023

© Bert Burman / Nederlands Fotomuseum



An overview of the designers

**De Nieuwe Kerk
Amsterdam creates
this exhibition
in collaboration with
a creative team.**



**Tentoonstellingsontwerp
3D**
Exhibition design 3D

Lies Willers
Amsterdam
lieswillers.com



**Tentoonstellingsontwerp
2D & ontwerp
publiciteitscampagne**
Exhibition design 2D &
design publicity campaign

Studio Berry Slok
Amsterdam
studioberryslok.nl



Ontwerp publicatie
Design publication

van Rosmalen & Schenk
Amsterdam
rosmalen-schenk.nl



**Conservator
Curator**

De Nieuwe Kerk Amsterdam
Pieter Eckhardt

**The century of
Juliana**

**De Nieuwe Kerk
Amsterdam**

**15 Oct 2022–
9 Apr 2023**

Fact Sheet



The
century
of

Juliana

a queen
and her
ideals

De Nieuwe Kerk
Amsterdam

15 Oct 2022 –
9 Apr 2023

Exhibition

The century of Juliana, a queen and her ideals

Date

15 October 2022 - 9 April 2023

Location

De Nieuwe Kerk Amsterdam

Open

Open daily, 10:00 – 17:00

View up-to-date opening hours at nieuwekerk.nl

Visitor information

020 626 81 68

Tickets

[Nieuwekerk.nl](https://nieuwekerk.nl)

Publication

The century of Juliana

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Published by De Nieuwe Kerk

Admission prices

Full-price	€ 19.50
CJP, Stadspas	€ 7.50
Youth (12 to 17)	€ 7.50
Students	€ 7.50
Museum card	€ 2.50
ICOM	Free
I Amsterdam City Card	Free
VriendenLoterij VIP-card	Free
Friends of De Nieuwe Kerk	Free
Children aged 11 and under	Free
Groups (minimum 10 people)	€ 15.50

Main lender

Koninklijke Verzamelingen

Founder

VriendenLoterij

With thanks to

Grote Vrienden

Stichting Vrienden van De Nieuwe Kerk

Programming

The programming for the exhibition will be announced soon at nieuwekerk.nl

Museum shop

Open on exhibition days from 10:00 to 17:00

Café-restaurant

't Nieuwe Kafé, open daily from 08:30 to 19:30

Guided tours

Group visits are possible upon registration. You can book one of De Nieuwe Kerk's professional tour guides. Registration and booking via 020 626 81 68 or rondleidingen@nieuwekerk.nl

Public transport

10 minutes from Central Station

Trams: 2/4/11/12/13/14/17/24

Metro: Metro 52, Rokin stop (4-5 minute walk)

Parking

There are several car parks in the vicinity: the Bijenkorf (Dam), Rokin, Nieuwezijds Kolk, Central Station and Parking Centrum Oosterdok.

Accessibility

The entire building is easily accessible for wheelchairs and walking frames.

Toilet

Toilets are accessible to the public.

'My whole life I have been trying not to become old-fashioned'

Queen Juliana, 1987

Visiting address

De Nieuwe Kerk
Dam, Amsterdam
nieuwekerk.nl

Information

Communication, Education
& Marketing Department
Madeline van Vliet &
Stella Küçüksen
+31(0)20 626 81 68
pressoffice@nieuwekerk.nl

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