

Press release
The Hague, 5 June 2018

Summer family exhibition *Greetings from Scheveningen* brings the beach to the city

This summer, the Historical Museum of The Hague brings the beach to the city with the family exhibition, *Greetings from Scheveningen*. From 30 June to 11 November, the museum takes its visitors on a journey through the history of the popular seaside town. The exhibition forms part of the 'Seaside Celebrations' theme year, as The Hague celebrates the 200-year existence of Scheveningen as a seaside destination.

In the family-oriented exhibition *Greetings from Scheveningen*, the visitor experiences a complete summer's day out at Scheveningen: from looking for a spot on the beach to strolling on the boulevard. The exhibition is full of activities for young and old: take the View-Master quiz, send an old-fashioned postcard and have your photo taken in swimwear from the past.

From historical bathing fashion to family snapshots at Scheveningen

Special collection and loan pieces playfully show how Scheveningen developed into the popular seaside town that it is today. "We exhibit bathing fashion from designer Louis Réard, the inventor of the bikini, and beach pyjamas from the collection of the Gemeentemuseum Den Haag", says guest curator Saskia Kuus. "Paintings, photos and postcards give a glimpse into the Scheveningen of yesteryear, when bathing guests were taken into the sea in a carriage and ostriches walked along the boulevard". The museum will also display a selection of family photos sent in by members of the public, of which more than 200 have already been gathered.

Festive opening, workshops and guided tours

During the exhibition, the museum will organise activities for the whole family, such as family guided tours and children's workshops. On Saturday 30 June, the Historical Museum of The Hague celebrates the opening of *Greetings from Scheveningen* with a festive family day. The museum will be accessible free of charge on that day, and special activities will include tours, flash readings, workshops and a photo booth.

Seaside Celebrations

This exhibition forms part of the 'Seaside Celebrations' theme year and the collective cultural campaign, 'Culture at the Sea'. In 1818, Jacobus Pronk built the first bathing house at Scheveningen. That's why this year, the city is offering its residents and visitors an array of festivities.

Note to the editors (not for publication):

The press preview with guest curator Saskia Kuus takes place on Friday 29 June at 10am. RSVP to pr@haagshistorischmuseum.nl. For more information, contact Romy Meijer at pr@haagshistorischmuseum.nl or 070 - 312 30 66. For images from the exhibition, see www.haagshistorischmuseum.nl/persbeelden.