



THE MERCHANT HOUSE FEATURED ON EUROSTAR.COM

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The Merchant house is a beautiful space in a historical location in Amsterdam, devoted solely to art. As a city full of art and history, the Dutch capital has many places with rich history and culture, but The Merchant House is a place that seems to combine it all: history, modern art and a vital new vision on presenting art. The art space is located at the Herengracht where, in the 17th century, mayors, rich merchants and influential regents lived. To this very day, it is seen as the most important canal in the city.

Founder Marsha Plotnitsky had the Dutch merchant in mind when she developed the concept of her art space. These merchants, seeking personal gain with their trade, also brought wealth to the city with their investments and by buying art.

A modern take on the Amsterdam tradition of a merchant
A playful mix of life and commerce
A radical shift in showcasing contemporary art
Art space founded by Marsha Plotnitsky in 2012

During my visit I was overwhelmed by the amazing atmosphere. The place felt new to me, but at the same time well-known. I was warmly welcomed by founder Marsha Plotnitsky. The Winter Group Show exhibition had just started, presenting the Italian artist Pino Pinelli and Dutch artists Kees Visser and André de Jong – artists that are exploring post-minimalism.

When I left, Marsha emphasised that you can always call for a visit and she likes to welcome visitors outside opening hours on Friday afternoon, 13.00 to 19.30.

The Merchant House
Herengracht 254
1016 BV Amsterdam
The Netherlands

Open:
Every Friday from
12:00-19:30 and
by appointment