

REMBRANDT ON WOODENSHOES



REMBRANDT'S MOST FAMOUS
'NACHTWACHT'
NOW WORLD'S LARGEST MOSAIC OF
WOODENSHOES
MADE BY DUTCHMAN MARTIN DIJKMAN

K L O M P E N
M O Z A I E K



INTRODUCTION



FACTS & FIGURES



REMBRANDT'S Nachtwacht and wooden shoes. How can these two age-old Dutch export products possibly be united? We didn't shy away from this challenge, and it ultimately led us to the creation of a mosaic version of the Night Watch composed of miniature wooden shoes. We took the first steps at the end of 2006 when we created the mosaic portrait of Captain Frans Banning Cocq to promote the project, and at the beginning of 2010, following years of diligent work, the full mosaic was displayed in all its glory..

Rembrandt on Wooden Shoes: masterful art with a lowercase 'a'.

THE RIJKSMUSEUM in Amsterdam supplied a pinpoint-sharp digital photo to serve as a reference. The photo was then magnified on a computer screen until the pixels were the size of small blocks. Each pair of adjacent pixels was the same size as a small wooden shoe, which was then painted to match in one or two colours. From close by you can't see what it represents, but from a distance the wooden shoes blend together to form the figures depicted in the Netherland's most famous painting.

REMBRANDT on Wooden Shoes portrays the Night Watch at actual size: 4 metres high and 5.80 metres wide. The mosaic is finished in style, set off by a large, appropriate frame. A few impressive figures:

- 60,000** hand-painted surfaces
- 30,000** miniature wooden shoes, each just 3.5 cm long
- 255** authentic colours, hand blended by Royal Talens
- 15** panels for simple erection/removal on location*
- 3** flight cases for safe transport
- 1** large (4x6 metre) 'unveiling' cloth

**) we perform erection and removal*

The Netherlands presents itself during the International Green Week in Berlin. This year, in addition to the Lust auf dem Lande campaign, a wooden shoe mosaic (consisting of 30,000 wooden shoes) was on display. This wooden shoe mosaic fit perfectly with the tourism theme for 2010: Dutch masters.

MARTIJN HOMAN (Dutch Ministry of Agriculture, Nature and Food Quality)



POSSIBILITIES



MADE TO ORDER



PROMOTION of your company and contact with your customers are important pillars of your marketing strategy. We give you the means and would be happy to make suggestions based on our experience. Exhibition of Rembrandt on Wooden Shoes, for example, accompanied by demonstrations conducted by a traditional wooden shoe maker, allowing you to present your interested visitors a nice gift so they will remember you longer and in a positive light.

CONNECT and strengthen communication through:

a crowd puller at your PR event

Draw extra attention to your PR event with this unique attention-getter!

promotion of your product abroad

Throughout the world, your product or service is linked to things everyone is familiar with: Rembrandt, wooden shoes and naturally your product or service!

... something other than a block of cheese

How about featuring this crowd-puller at your trade fair or convention booth and giving away miniature wooden shoes with your logo as a lasting reminder?

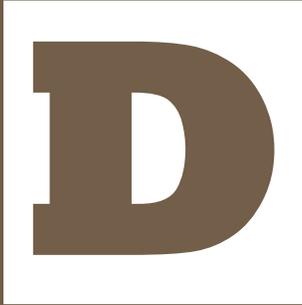
reinforcement of your creative theme

You probably tie your message to a creative theme such as 'tradition', 'quality' or 'craftsmanship is mastery'... Your message resonates longer when it's associated with the Rembrandt on Wooden Shoes.

PERHAPS you have something else in mind. For instance, you can link your name to this internationally travelling work of art as a sponsor or co-sponsor. We would be happy to meet with you in person to brainstorm other possibilities that perfectly match the wishes of your company or organisation. Please phone for more information or an appointment: **0031-572-301248**.

The extraordinary wooden shoes mosaic of Rembrandt's Night Watch was naturally painted with Rembrandt oil paint from Royal Talens. This oil paint line consists of a very extensive palette of 120 colours. The Night Watch, however, contains no fewer than 255 colours. These colours were specially hand blended by Royal Talens and made available at no charge.

MARGREET TAMMINGA (Manager Marketing Communications, Royal Talens)



DIJKMAN Klompenatelier is one of the remaining 'Old Masters'. In the Dijkman family, the art of making wooden shoes in the traditional manner has been passed from father to son. In the past, this was simply a way to earn a living; today it is the exemplification of a characteristically Dutch craft. During a demonstration, in our workshop or at your location, we entertain the public with carefully placed strokes of the hammer and fascinating stories such as those of the bride's clog and the Belgian smuggler's clog.

MARTIN DIJKMAN



INTERESTING FACTS about Dijkman Klompenatelier:

- internationally sought-after traditional wooden shoe maker since 1881
- frequently invited to conduct expositions and workshops the world round
- wooden shoes with tongue in cheek: inventor of the wooden shoe roller blades
- and maker and patent holder of the Night Watch on Wooden Shoes
- we have our own shop featuring both practical and decorative wooden shoes, souvenirs and wooden toys

Dijkman Klompenatelier
Lemelerweg 22
8105 AD Luttenberg

T: (+31) 0572 -301248
W: www.klommenmozaiek.nl
E: info@klommenmozaiek.nl