

Handout English Translated

Zand sculpturen aan Zee



Een ontdekkingsreis
op Scheveningen

6 APRIL-1 JUNI 2025

1. Ritme aan zee – Iedere dag live muziek
Kurhausplein stadzijde
2. Badmode – Zwemmen in stijl
Palace Promenade stadzijde
(A) Een klein sculptuur in het winkelcentrum
3. Surfparadijs – Golvenjagers op de planken
Boulevard t.h.v. de Foodhall Scheveningen
4. De Pier – Blijvend icoon van de badplaats
Boulevard t.h.v. de Pier
5. Decor van de stad – Zee van ruimte vol inspiratie
Palace Promenade zeezijde
6. Buitengewone beestenboel – Een Scheveningse savanne
Boulevard t.h.v. Steam/La Galleria
7. Schittering in de nacht – Vuurtorens van de stad
Boulevard t.h.v. Palacestraat
8. Veilig in zee – Lifeguards for life
Boulevard, Kurhausplein zeezijde
9. Beelden aan zee – Het masker van Mitoraj
Boulevard t.h.v. Escubelle



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9 kunstwerken - Gratis te bekijken!

Sand Sculpture 1: Rhythm on sea – live music every day

Location: Gevers Deynootplein (Kurhausplein)

Scheveningen rocks! The Hague has produced legendary music icons like Shocking Blue, Q65, Peter and the Blizzards and of course Golden Earring. And guess what? Global stars have also found their way to Scheveningen. Did you know that The Rolling Stones turned the Kurhaus upside down in 1964? Other greats like Edith Piaf, Marlene Dietrich, Jacques Brel, Louis Armstrong, Duke Ellington and Charles Aznavour have graced the stage here too. And let's not forget the home-grown cabaret artists: André van Duin, Pia Beck, Paul van Vliet and Mini & Maxi.

At Club 192, founded by Jacques Senf (Golden Earring's first manager), The Who, The Kings and Dave Berry got the audience jumping. Indorock band Tee-Set had their own bar *La Belle Amie* adjacent to the Kurhaus and played there live every weekend. In eighties and nineties, the Corniche and De Parasol were the hottest nightspots in town.

And the resort continues to rock today. Goldband celebrate Scheveningen in the song *Witte Was* and have toured Europe with a replica of the famous Ferris wheel. And every summer [Live on the Beach](#) pulls out all the stops with a programme of top contemporary artists like local heroes Di-Rect, Anouk and Kane. This year, Goldband, Chef'Special and Prins S. en De Geit, Roxy Dekker, Flemming, Suzan & Freek, Guus Meeuwis, André Hazes Jr. and UB40 will be starring on the beach.

Want to party tonight? [Check out the listings at A Night Out!](#) Because Scheveningen's venues offer live music every weekend.

Did you know...

That Q65 gave a performance on The Pier after crossing the North Sea from England in a rubber dinghy?

That in 1964, a ticket to see The Rolling Stones cost just 7 guilders?

That in 1972, the Radio Veronica ship was stranded on the beach?

That no fewer than 70,000 visitors packed the sand for Live on the Beach in 2024



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Sand Sculpture 2: Swimwear – swimming in style

Location: Palace Promenade

Swimwear through the years: from bathing machine to bikini

Since 1846, those taking a refreshing dip in the sea have done so wearing a swimming costume. Back then, most bathers still entered the water from a bathing machine, supervised by a bathing assistant. Swimming costumes consisted of shirts and trousers that completely enveloped the body and practically doubled in weight when they got wet – not exactly practical.

In the late 19th century, swimwear changed. Seaside resorts were becoming ever more popular. Taking the sea cure made way for seeing and being seen. And of course, the opening of the iconic Kurhaus in 1885 reinforced the trend. Fashion publications responded, offering tips on the perfect beach look. In 1901, the Dutch fashion magazine *De Gracieuse* coined the term 'strandtoilet': a kind of beach pyjama set specially designed for a stylish day at the beach.

Not until the 1930s did sunbathing become fashionable, and with the desire for more sun on the skin, swimwear became ever more revealing. The designers Chanel and Schiaparelli set the trend. The absolute turning point came in 1946, when French designer Louis Réard launched the bikini. He named his creation after Bikini Atoll, where nuclear tests were being held at the time. Why? Because he hoped the bikini would explode.

Shop 7 days per week. These days, you can pick up your swimming costume from the Palace Promenade. This covered shopping mall on the boulevard, which opened in 1982 on the site of the old Palace Hotel, is open seven days per week throughout the year.

Did you know...

- That Jacob Pronk opened the Netherlands' first bathhouse in Scheveningen in 1818?
- That striped swimming costumes were inspired by sailor suits?
- That swimwear and surfing brand Brunotti was founded in Scheveningen in the 1970s?
- That the rubber bathing cap was introduced in 1927, a practical accessory to keep the hair dry while swimming?
- That many Dutch women knitted their own bathing costumes?



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Sand Sculpture 3: Surfers paradise – wave chasers on boards

Location: boulevard in front of Food Hall Scheveningen

Scheveningen surfing culture began with a forgotten surfboard. In the 1970s, five adventurous Scheveningen residents discovered wave surfing. They braved the waves on an old board from America. Relaxed Scheveningen quickly grew into the surfing mecca of the Netherlands. Some even claim it to be the best surfing spot in northern Europe.

Go Klap was the first surf shop to open. Claudio Brunotti put his surfing brand on the map. And Etsko Schuitema opened the Hart Beach surfing school, where surfers learn to tame the waves to this day.

Since 2009, the inner harbour has been home to the Topzeilcentrum Den Haag sailing centre, where top sailors – such as Olympic champion Marit Bouwmeester – train. Kite surfers and foil boarders have also embraced Scheveningen. The place is bustling with water sports enthusiasts all year round.

Whatever the weather, surfers won't be put off. Freezing temperatures? Rain? The sea is calling. You see them pedalling along with boards lashed to their bikes, on their way to the next wave.

Special tribute

The sea gives, but the sea also takes away. On 11 May 2020, a surfing drama unfolded off the coast of Scheveningen. Five young men died in the foaming waters off the harbour head. A memorial depicting five herrings near the harbour head commemorates their lives. A silent tribute to their passion for the waves.

Did you know...

- That the world-famous sailing competition Volvo Ocean Race has already called at Scheveningen three times?
- That surfing in the sea has only been officially permitted since 1975? Imagine: years of clandestine surfing!
- That since last year, there has been a bronze sculpture *De Fietsende Surfer* ('The Cycling Surfer'), by Hart Beach?
- That Hart Beach is still run by the sons of founder Etsko Schuitema?
- That Muzee Scheveningen published a commemorative book full of poems about the surfing tragedy?



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Sand Sculpture 4: The Pier – An enduring icon of the resort

Location: Pierplein, Boulevard

Resort icon: Scheveningen Pier

Scheveningen Pier is the unmistakable icon of the resort. The very first pier at Scheveningen opened in 1901: the Queen Wilhelmina Pier, directly adjacent to the Kurhaus. It allowed hotel guests to stroll directly above the sea via a bridge over the promenade. On the rotunda at the end of the pier, visitors enjoyed exciting variety and circus performances.

Unfortunately, the structure burned down during the Second World War. But Scheveningen didn't give up: in 1961, the current Pier opened its doors. The lookout tower was still under construction, but the Pier immediately became the place to promenade.

In 2016, the Pier got a make-over. Adventurers can now zipline off the Pier at 70 kilometres per hour, while the Ferris wheel offers panoramic views over the sea. Fancy a unique overnight stay? Book a night in one of the luxury Pier suites, with the sea literally beneath your feet.

And there's more to come! The Pier will be refurbished again in 2026. Re-Born has big plans: with respect for the Pier's rich history and an eye to the future. Iconic elements such as the arches and arcades will be restored to their former glory. In addition, the Pier will be extended with the addition of modern, multifunctional spaces. In short: the Pier will remain the glittering centrepiece of Scheveningen.

Did you know...

- That the Pier was officially opened by Prince Hendrik, Queen Wilhelmina's husband?
- That a walk along the Pier used to cost just 10 cents?
- That the current Pier extends no fewer than 300 metres into the sea and sits 45 metres above the surface of the water?
- That the Ferris wheel has 30 gondolas and that one revolution takes 20 minutes?
- That today, the Pier's posts are decked out in cheerful colours thanks to AkzoNobel?



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Sand Sculpture 6: Extraordinary menagerie, a Scheveningen savannah

Location: boulevard by STEAM & La Galleria

Can you imagine riding along the boulevard on an ostrich or a donkey? Today it sounds outlandish, but half a century ago it was the most normal thing in the world. An elephant in the surf? That's another sight you might encounter! Because circus companies would let their elephants relax and play on the beach.

There were other animals too. Around 1846, the very first event took place here: horse racing. And not just any race. In front of a royal grandstand by the De Witte Pavilion, the royal stallion Urbano galloped along the beach in a record time of 3 minutes and 36 seconds. That's pretty quick. Every year on the day before Prinsjesdag, the beach is the stage for a royal spectacle, when the horses of the royal cavalry escort practice for the next day's procession to parliament.

Scheveningen gained another beast of an attraction in 1993: SEA LIFE. With 45 aquariums full of colourful fish, mysterious sea creatures and of course the real crowd pleasers: the penguins. And let's not forget LEGO Land, with Gigi the giraffe, its iconic showpiece. Keep your eyes peeled as you walk along the surf line. You might just spot a curious seal poking its head out of the water. But watch out: the seagulls have their eyes on your fries!

Did you know...

- That Henk Nutbey gave donkey rides on the boulevard for 65 years?
- That Ernie the tortoise has been living in SEA Life Scheveningen for 22 years?
- That there has been a permit requirement for animal shows since 2023?
- That dogs are allowed off the leash on the beach between 1 October and 15 May?
- That a humpback whale was sighted 500 metres from the beach in 2023?



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Sand Sculpture 5: Backdrop to the city – A sea of space, filled with inspiration

Location: boulevard by Palace Promenade, sea side

The Hague is the only city on the sea in northern Europe. With a coastline of 11 km, there is a sea of space. You can feel the sea breeze and the connection with the coast throughout the city. From surfers cycling towards the breakers with their boards to stalls selling the freshest herring for connoisseurs to sample. It's a culture that has been inspiring artists for centuries. Mesdag painted his famous panorama from the top of the Seinpostduin dune. The impressionist Max Liebermann also regularly set up his easel by the coast, making several famous works. The famous graphic artist Escher regularly came to The Hague to visit his parents and held one of his first exhibitions here, and his masterly collection can now be admired at the Kunstmuseum and Escher in Het Paleis. This sculpture incorporates some of his works of art. Which is your favourite?

Did you know...

- That Mesdag's panorama is no fewer than 120 metres long and 14 metres high?
- That Max Liebermann spent his honeymoon in Scheveningen and subsequently returned nearly every summer?
- That The Hague celebrated Escher Year in 2023?
- That Escher also made a unique work about the phenomenon of sea sparkle (bioluminescence)?
- That The Hague hopes to become the European Capital of Culture in 2033?



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Sand Sculpture 7: Shining in the night – Lighthouses of the city

Location: Palacestraat by Big Bell

As a city on the sea, The Hague has three lighthouses – the iconic red one at Scheveningen, the cast iron one at Kijkduin and of course the one at the entrance to Madurodam. Lighthouses have been helping sailors navigate at sea for centuries. In the past, lighthouse keepers would light real fires, with the addition of mirrors creating a light signal. The one from the Scheveningen lighthouse is visible up to 50 kilometres out at sea. These days, ships plot their course mainly using GPS and the lighthouses serve as navigation points. This 5 metre sculpture on Palacestraat shows the city's towering light beacons.

Did you know...

- That the Kijkduin lighthouse is a replica of the original in Hoek van Holland?
- That it was put back in place last year after a renovation lasting 7 years?
- That Scheveningen lighthouse is 30 metres high and has 159 steps?
- That the Scheveningen light signal consists of 2 flashes every 10 seconds?
- That the Madurodam lighthouse opened in 1996?



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Sand Sculpture 8: Safe at sea – lifeguards for life

Location: Kurhausplein, boulevard side

Risking your life to save others. The Hague Volunteer Rescue Brigade (since 1915) and the KNRM (since 1824) have been run by volunteers for hundreds of years. Their efforts are invaluable for public safety along the city's 11 km long coastline. From May to September, the lifeguards keep watch over the beach and the surf. They are the first point of contact for bathers and intervene if necessary. For rescue operations further out to sea, the KNRM is ready to deploy 24/7.

Be aware: Every year, many children go missing on the beach at The Hague. In 2024, it happened no fewer than 214 times! Make sure your child always has your mobile number on them, for example on a wristband.

Did you know...

- That Napoleon had a lifeboat placed on the beach at Scheveningen back in 1810?
- That the Rescue Brigade has two lifeguard posts on the beach at Scheveningen in summer?
- That there are different flags to indicate whether it is safe to swim?
- That the lifeboats of the KNRM can reach speeds of up to 60 km/h?
- That The Hague Rescue Brigade was called into action no fewer than 574 times in 2024!



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Sand Sculpture 9: Beelden aan Zee – the mask of Mitoraj

Location: Location: boulevard by Escubelle

The face of Beelden aan Zee! The magical mask of Mitoraj (1944-2014) has been an eye catcher on Scheveningen's boulevard for more than 30 years. The work of art is entitled Light of the Moon. The face appears to be ageing... The artist deliberately added this effect in order to express the decline of a human being throughout life. Igor Mitoraj found inspiration in classical antiquity. The vulnerability of human beings is often reflected in his oeuvre. He often references his own childhood, because Mitoraj's parents met as deportees in the war and he survived the bombing of Dresden as a baby. Light of the Moon has adorned the dune since the opening of Museum Beelden aan Zee. Here you can admire exhibitions in the Netherlands' only sculpture museum. Walk past the fairytale sculptures to the museum entrance.

Did you know...

- That the mask is made of bronze?
- That there is also a sculpture by Mitoraj on Muzenplein?
- That the German/Polish artist worked mainly in Italy and France?
- That there are also 23 bronze fairytale sculptures by Tom Otterness on the boulevard?
- That you can also visit Museum Beelden aan Zee AfterHours on several evenings every year?

