

LOST iN

Amsterdam

**A S T M
D E T A R
M**

Canon and LOST iN create the Hidden Spots Travel Guide

Known for its intricate labyrinth of canals, impressive art museums, architecture and of course, unique culture, Canon and LOST iN have curated a guide of Amsterdam's hidden treasures. Venture to unexplored vistas and capture the magic of the city with the PowerShot ZOOM.



Explore Amsterdam like never before with the **Canon PowerShot ZOOM** - a 12 megapixel camera with image stabilisation and an easy-to-use 3-step zoom. A pocket-sized camera capable of Full HD video and super-zoom, the PowerShot ZOOM is the perfect travel companion to take with you this summer. With 100mm, 400mm and a digitally extended 800mm zoom, this compact camera lets you beat the crowds and discover Europe's hidden spots from new perspectives.



This former shipyard is a cultural hub waiting to be explored

Located on the banks of the River IJ in the trendy Amsterdam Noord, the Dutch shipbuilding and dry dock company, Nederlandsche Dok en Scheepsbouw Maatschappij (NDSM), existed as Amsterdam's largest shipyard until it went bankrupt in 1984. However, in the 90s, NDSM became a haven for artists, squatters and skaters alike, triggering its urban redevelopment in 1999.

In the 2000s, NDSM saw an influx of some of the world's biggest brands, all looking to make the shipyard their new home and in the last decade it has become a cultural hotspot. You can find STRAAT, the first museum in the city dedicated to street art; Kunststad, a network of workshops and studios; and IJ-hallen, the largest flea market in Amsterdam, as well as many trendy restaurants and bars with stunning south-facing views.



NDSM is also large enough (bigger than ten football pitches) to play host to major festivals, exhibitions and events. With all of this space, it is incredibly easy to take a step back from the crowds and use the lightweight PowerShot ZOOM to experience this fascinating culture, as if you were close-up. With the ability to record in Full HD or take great 12 megapixel stills with barely any blur, thanks to the built in Optical Image Stabilizer, the PowerShot ZOOM can capture NDSM's unique post-industrial surroundings with great clarity.

Capture the colourful container arch, with graffiti and street art on the old industrial wharf in the background.



MAGERE BRUG (SKINNY BRIDGE)

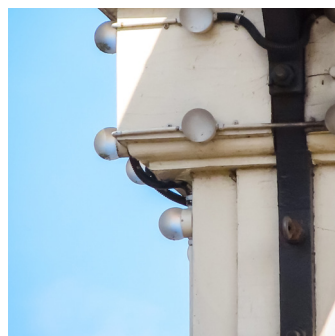
This famous skinny bridge across the river Amstel is a historical must-see

The Magere Brug, which translates as 'Skinny Bridge', is a bridge over the river Amstel that was built in 1691. In its original state, it was made up of 13 arches and was so narrow that two pedestrians would struggle to pass each other - talk about personal space! Legend has it, however, that the bridge was actually named after two sisters who lived on either side of the river and built it to make it easier to visit one another.

Since it was first built, the bridge has undergone several major renovations to cope with the increasing traffic and use, with the most recent in 1969. In 2003, the bridge was limited to pedestrians and cyclists making this the perfect spot for a moonlit stroll. In the evenings, it is romantically lit by thousands of lights, rendering it a very popular destination for couples. It is said that a kiss between lovers while on the bridge, or passing by boat underneath, ensures that the love will last forever.

Capture this historical gem from afar with Canon's PowerShot ZOOM, which extends your view in beautiful simplicity. You can see clearly through a bright viewfinder and easily change basic settings in the simple menu to best capture the dazzling lights.

From the southside of the riverbank or from a boat, zoom in to focus on the unusual middle part of the bridge.



EYE FILM MUSEUM

Architecture

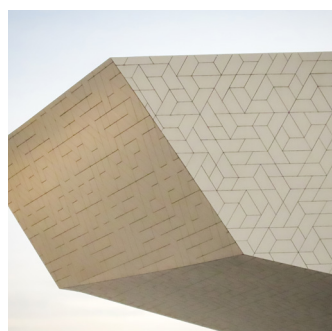


Discover the cinematic wonder of the Netherlands

Set on the northern bank of the River IJ, the striking architecture of the Eye Film Museum's building, which was designed by Delugan Meissl Associated Architects in 2012, has rendered it an urban landmark. The building's unique white structure is a sight to behold and over the course of the day, the building's appearance changes as light is reflected off of its many angles. You can capture this as you approach on the ferry or from the other side of the river with Canon's PowerShot ZOOM, which features a powerful 3-step zoom.

The magnificence of the institution's architecture is reflective of what can be found inside. The Eye Film Museum is all about the preservation and restoration of Dutch and foreign films, as well as their associated materials, such as photos, posters, projection equipment, film music and

archives of filmmakers and businesses. The Eye Collection consists of roughly 55,000 films dating as far back as 1896, with more than 80,000 kilometres of film stored in The Eye depots.



Cross the river to see this iconic landmark from the other bank, with the water and boats creating a picturesque foreground.



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