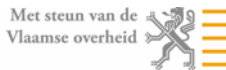


The Diamond Museum

SEPTEMBER the 6th 2009



and the support of :



adres;Koningin Astridplein 19 / 23
2018 Antwerpen
just near the Central Station of Antwerp

free intrance
obligatory inscription
at the following mail:
choem@telenet.be
and tel.: 00 32 478 449 264
Free guided tours at : 10 a.m.-11.30a.m
1.30 p.m.- 3.30 p.m.

– Antwerp has long been associated with diamonds. In fact, the diamond district in the city centre, an area of barely one square kilometre, has played a leading role in the diamond trade for more than 500 years. What better reason then for the Diamond Museum, a Province of Antwerp initiative, to draw special attention to the city's inextricable links with diamond in its revamped and now even more stylish home. Following its make-over, the Diamond Museum can now take a fresh look at the wondrous world of the hardest and most fascinating stone in the world – which can be transformed into a dazzling diamond jewel, brilliantly cut by Antwerp craftsmen: an ANTwerp story that is now more brilliANT than ever!

Periodical update

The Diamond Museum is Antwerp's first and so far only interactive museum. The story of diamonds is brought to life here as a multimedia total experience comprising rare photographs and extracts from its sound and film archives. An interactive museum requires a periodical overhaul for which the Province of Antwerp is setting

aside an additional 400,000 euros so that this can be done every four years.

Location and raison d'être

The main innovation introduced during the 2006 makeover is an additional display area – known as the Welcome Wing 360° –, where an audiovisual introduction sheds light on the role of the Diamond Museum in Antwerp from a cultural and historical point of view and on the so-called

'Diamond Heritage' of Antwerp city and province.

As visitors will learn, it is no accident that the Diamond Museum is based in the metropolis of Antwerp and in the immediate vicinity of the diamond district, the hub and heart of the diamond trade and industry - an aspect of its social heritage the Diamond Museum is determined to safeguard.

The makeover has also literally opened up the museum onto the Koningin Astridplein where Antwerp's Central Station is located and around which Antwerp's diamond trade developed. Consequently the bond with the diamond district has been strengthened, anchoring the museum in the area and underlining its "raison d'être."

The fascination of diamond

More than 2000 years ago, Indian rulers wore diamonds as talisman and to make themselves invincible, but the 'new kings' of our modern-day society also flaunt magnificent diamond jewels and in so doing perpetuate the status of diamond as a symbol of beauty, love, wealth and power. Film stars at major award ceremonies, sports celebrities, top models on the catwalk – they all embody the exclusivity of diamond.

The current youth culture is also infatuated by diamonds. Lots of pop, rap and hip-hop stars love to sport showy diamonds in what has come to be known as the 'bling-bling' culture.

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