



Press release – 6 June 2017

## Mondrian colours City Centre The Hague during ShoppingNight

*Experience the buzz of the night on the 30th of June 2017*

The Hague – ShoppingNight on Friday the 30<sup>th</sup> of June is inspired by the famous Dutch painter Piet Mondrian and the fact that 100 years ago the style was introduced. The theme of ShoppingNight “Boogie Woogie Wonderland” is inspired by his last and maybe more famous painting “Victory Boogie Woogie”. A painting using only the primary colours red, blue and yellow with black, white and grey highlights. It is the dynamic of metropolis New York that you can see back in this painting. This evening The Hague’s City Centre also colours red, yellow, blue white and black and celebrates the night by opening the shops and restaurants until midnight, great discounts, in-store activities and unique entertainment on the streets. Experience the buzz of a night in New York together with Piet Mondrian.



### From Red Rumour until Yellow Yard

The Hague’s City Centre is divided into Mondrian’s primary colours. **Red Rumour in the Grote Marktstraat** is the beating heart of the metropolis. Relax on the Mondrian stairs and plan out your route for the evening. Experience the shopping safari from the red double-decker and the swinging music with The Hague’s own DJ Jen Min Lau. Enjoy the performances of, for example, Koorenhuis and the Cultuurschakel on Piet’s stage. Take a plain white T-shirt or another piece of clothing and let Hector & Wolf create an awesome design. If at the end of the evening you come back to the Grote Marktstraat to pick up your t-shirt you will be surprised at 23:00 by the circus group Cirq-ulation with a spectacular performance: a mix of juggling, acrobatics, clownery, improvisation and fire!

Before it is over, you have all the time to enjoy jazz, just like Mondrian did. **The Passage** will transform into a black and white jazz club where you can enjoy jazz music, singing, dancing and black and white photos from the 40's in New York.

The **City Center** colours blue. Street theatre and blue promo-teams will make sure that you will swing, bounce and roll through the Spuistraat, Venestraat, Vlamingstraat and Wagenstraat.

Even the little Mondrian's can enjoy themselves during ShoppingNight in the **Haagsche Bluf**. With pancakes from a printing machine you can design your own pancake! Feeling a little wild? Jump your heart out on the Mondrian bouncy castle.

In the **Yellow Yard** the yellow street theatre creates a sunny atmosphere! From a New York taxi until yellow stages where several fashion collections will be displayed. Keep walking towards Plaats because here you will find the artwork DJ Mobile 2.0 by the artist Olaf Mooij from Rotterdam. Feel like a party? At 23:00 there will be a sizzling party in front of Credo.

### **Shop till you drop**

From 17:00 until midnight the entrepreneurs of The Hague will turn The Hague's City Centre into a lively party. Swinging DJ beats and delicious cocktails and bites. Special shop offers such as, the later in the evening the higher the discounts and awesome entertainment. For example, at Riviera Maison you will receive free interior design advice whilst enjoying a drink and a bite between 18.00 and 23.00. At Hunkermoller in the Spuistraat you can receive size and shape advice for free as well as 20% discount on the entire collection. Even Zadig & Voltaire has crazy deals including 10% discount on the SALE items between 17.00 and 23.00!

For the entire program and all the entertainment and discounts go to [www.shoppingnight.nl](http://www.shoppingnight.nl) follow us on facebook.com/ShoppingNightDH and on Instagram @shoppingnightdenhaag

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### **Note for the editors (not for publication)**

### **About ShoppingNight**

ShoppingNight is a spectacular event that has grown and developed throughout the years. Where in the beginning ShoppingNight was focused on shopping and high discounts, now ShoppingNight has grown into a complete event with food, shopping, entertainment and culture. ShoppingNight 2017 is based on the celebration of Mondrian-year. All the (practical) information, discounts and the full programme is available on [www.shoppingnight.nl](http://www.shoppingnight.nl). Through the social media links below we will keep our visitors informed about the upcoming event.

### **Practical Information**

Date: 30 June 2017  
Time: 17.00 - 00.00  
Entrance: Free  
Location: City Centre The Hague  
Website: [www.shoppingnight.nl](http://www.shoppingnight.nl)  
Facebook: [www.facebook.com/ShoppingNightDH](https://www.facebook.com/ShoppingNightDH)  
Instagram: @denhaagbinnenstad and @shoppingnightdenhaag  
Twitter: [www.twitter.com/ShoppingNightDH](https://www.twitter.com/ShoppingNightDH)

**More information**

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**Images**

For images go to

[www.shoppingnight.nl/downloads](http://www.shoppingnight.nl/downloads)