



Economy is tough and money is boring. Right? But not in the, by Queen Máxima opened, visitor center of De Nederlandsche Bank. The center offers a fascinating presentation for everyone who wants to know more about economics and the scope of DNB. How can you see if a bill is real? Research carefully genuine and counterfeit banknotes in the false money lab, the only place in Europe where you can explore this. Or grab a gold bar and guess the weight. Financial education of young people is of great social importance. After all, more and more young people have debts. The visitor center is an interactive lifestyle experience for young people aged between 10 and 16 years old.



BRUNS

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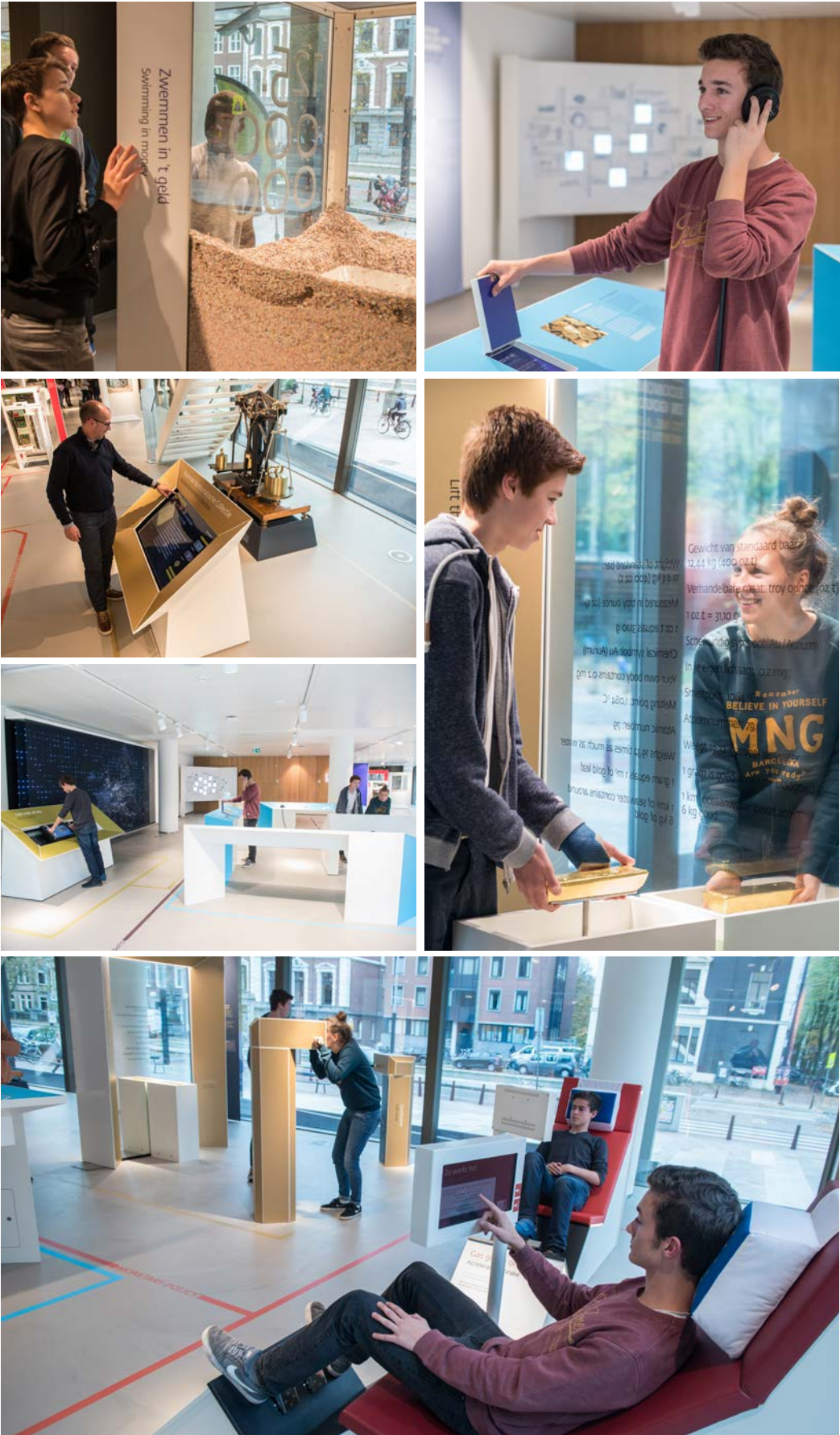
Location

Amsterdam

Surface area

1.200 m²

That the euro is the Dutch currency is known by children. But how the euro looks like exactly in the Netherlands and abroad, in which countries you can pay with the euro or how you count with the euro is often unknown. It is important that children learn this and because of that they will get an even more conscious approach to money. In the center, everyone discovers how the economy works in an interactive manner, through games, movies or a scavenger hunt. Besides they see that the role is of De Nederlandsche Bank and what the impact is on their own finances.



photography: Bart Willemsen

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De Nederlandsche Bank

Destination

Visitor center

Type of exhibition

Permanent

Project director

Maarten Taborsky

Design

DST - het experience bureau

Cantonlaan 4

3742 CJ Baarn

The Netherlands

Start

September 2014

Delivery

October 2015