



# flyer'dam - Rotterdam flyerculture from the 80's till now

Flyers are a phenomenon, which have certainly been part of our culture for the last twenty years or so. They have become invaluable in telling the story of our youth and their cultures.

flyer'dam features the flyers of many different parties, events and related subjects. The upcoming of house, acid, gabber, illegal parties, r&b but also tekno, drum 'n' bass, mtc party's, hip-hop, breakbeatz, the alternative scene, easy tune, art pop parties and more are featured in this book. The focus of flyer'dam is the 80's till now although the book gives a broader overview of what was going on before this time to get us to where we are today.

*This book wants to expose the sound and beat of Rotterdam. And not by presenting photographs of bands or the crowd or the interior of some random club, but by flyers of those particular club nights. They tell us a story of design, love of form, the transient processes, trends and imagery of certain times. All aspects of nighttime youth culture and the nights themselves will be taken under consideration. Flyers will tell a story without words, they are part of something bigger.  
(The La Rivière Tapes – flyer'dam)*

flyer'dam - Rotterdam flyerculture from the 80's till now  
Edited by: Gyz La Rivière & Fleur Kolk  
2007, 224 pages. Design 75B  
Published by: Veenman Publishers  
ISBN/EAN: 978 90 8690 107 4

available in shops from August 10th 2007  
available online at [www.peekabooshop.nl](http://www.peekabooshop.nl)  
contact: [gyz@gyzlariviere.com](mailto:gyz@gyzlariviere.com) / [fleur@hellomoose.nl](mailto:fleur@hellomoose.nl)

Many thanks to all the collectors that helped us make this book.  
Made possible by: Gemeente Rotterdam dienst Kunst & Cultuur, Centrum Beeldende Kunst, Rotterdam Marketing, Showroom MAMA, Historisch Museum Rotterdam en Fonds voor beeldende kunsten, vormgeving en bouwkunst

# flyer'dam - Rotterdam flyerculture from the 80's till now

An exhibition about Rotterdam flyers  
by Gyz La Rivière & Fleur Kolk

Showroom Mama  
**July 27th - August 19th 2007**

Opening: Friday July 27th, 19:00 - 23:00  
With release of the book flyer'dam and DJ  
tunes by Ted Langenbach

The exhibition flyer'dam features the flyers of many different parties, events and related subjects. The upcoming of house, acid, gabber, illegal parties, r&b but also tekno, drum 'n' bass, mtc party's, hip-hop, breakbeatz, the alternative scene, easy tune, art pop parties and more are featured in this exhibition. flyer'dam is an overt celebration of everything that mattered to us in a city that's about to value our youth and their cultures making way for new generations.

Showroom Address:  
Witte de Withstraat, 3012 BL Rotterdam  
Open: 29-31 Wednesday - Sunday  
13.00 – 18.00  
[www.showroommama.nl](http://www.showroommama.nl)

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**mama**  
showroom for media and moving art

flyer'BAMM  
Afterparty of the flyer'dam book launch  
brought to you by bar dancing Nikola Tesla

Café de Unie & Bootleg DJ Café  
**Friday July 27th, 23:00 – 06:00**

DJ's:  
David Vunk  
Laylow  
Roccalberti  
Homey Universalis  
Denny D  
Miss Louzy  
SlickChick  
Perry

Live:  
surprise act

Light Sculpture:  
Dennis de Bel

**Nikola Tesla**  
bar dancing