

Museum Boijmans Van Beuningen and Feyenoord unveil art from supporters' memories

Priceless memories and football memorabilia come together in Depot Boijmans Van Beuningen. Fashion label Versatile Forever has made a unique jacket, unveiled in video by Feyenoorder Justin Bijlow between centuries-old art.



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Museum Boijmans Van Beuningen, Feyenoord Football Club and Rotterdam designer Inez Naomi (Versatile Forever) have worked together on a work of art that was unveiled today by Feyenoord keeper Justin Bijlow, in a new 'Making Memories' video of Feyenoord. [The video is available online](#), and can be seen from Tuesday 15th of March - fans who want to admire the jacket can buy a ticket via the [museum website](#). Just as a museum collection is a reflection of society cherished in both centuries-old art and everyday items, collectibles can also contribute valuable memories. The Versatile Forever fashion label makes unique items using football memorabilia. This fine amalgamation of art and sport in society has brought forth an exceptional jacket, made from fabrics such as scarves and pennants supplied by supporters and the club. Two Rotterdam icons – Feyenoord and Boijmans – unite in this project.

Unveiling during Europa Conference League

Feyenoord launched the video last Friday, the day on which the first match in the last sixteen round of the Europa Conference League takes place. The team will be continuing its European adventure on Thursday evening in Belgrade in an away match against FK Partizan and is, as announced in the first '[Making Memories](#)' video released in January this year, ready to make new memories.

“Memories are special and every Feyenoord supporter has them. The personal stories attached to a scarf or a match ticket remain for eternity. That is why the items themselves are very valuable. It is therefore even more remarkable that supporters were prepared to share with us their pennant, scarf or ticket, with all their memories of a European adventure of Feyenoord. This jacket has become art through and for Feyenoorders. It inspires us on our way to new memories.”

— Commercial director of Feyenoord, Joris van Dijk

“This collaboration shows how the people of Rotterdam and Feyenoord supporters cherish collections and memories. Museum Boijmans Van Beuningen is proud to participate in this project in which heroes from the world of sport and art come together in the depot.”

— Ina Klaassen and Sjarel Ex, management of Museum Boijmans Van Beuningen

“For all our clothing collections, Versatile Forever uses existing material that has been given a second life thanks to recycling. For this we mainly make use of football-related material and have gained inspiration from the strong sense of community among the supporters. When Feyenoord approached us for this collaboration, it immediately felt like a perfect match. Collectibles with unique stories and memories are processed in a unique design, with Depot Boijmans Van Beuningen as extraordinary podium. It is a great honour to be able to work with these great Rotterdam icons.”

— Designer Inez Naomi of the Versatile Forever brand

ABOUT MUSEUM BOIJMANS VAN BEUNINGEN

The world-renowned art collection of Museum Boijmans Van Beuningen has over the span of 170 years expanded to more than 151,000 artefacts, which includes some 63,000 paintings, photos, films, pre-industrial design and design objects, contemporary art installations and sculptures, as well as 88,000 prints and drawings.

**museum van
boijmans beuningen**

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