

Yuri Veerman (1982)

Bernhard of Orange, the Prince with 349 Homes

2019

In 2018, at the time of the Amsterdam council elections, designer Ruben Pater initiated the *Whose Is the City* campaign in order to draw attention to the continually growing popularity of the city and the problems that entails: the mass tourism encouraged by the city council, inexorably rising house prices and a lack of affordable rented housing. At the same time, tens of thousands of homes are available for rent on Airbnb.

Artist and designer Yuri Veerman joined the campaign, designing posters including *Bernhard of Orange, the Prince with 349 Homes* and *No Monoculture for Me, Thanks*. These and other posters can be downloaded free of charge from the website vanwieisdestad.amsterdam, which also carries the following message: "To all Amsterdammers: use these posters, share them on social media, print them out and hang them in your window. Take a stand against the sell-off!"

To Veerman and Pater's surprise, flyposters responded on a huge scale, putting up the free posters all over the city. Unknown supporters of the prince graffitied the posters, and tried to remove them. Veerman was also approached by Jack de Vries (on behalf of Pinnacle, the property company with which Prince Bernhard is associated) with a request to remove the poster from the website. Veerman refused.