

# THE BIRTH OF CAPITALISM

THE GOLDEN AGE OF FLANDERS

17.06.2016 - 01.01.2017

**BUSINESS ARRANGEMENT**

CAERMERSKLOOSTER, PATERSHOL, GHENT

WITH THE PARTICIPATION OF KATOEN NATIE & INDAVER

# THE BIRTH OF CAPITALISM

— THE GOLDEN AGE OF FLANDERS

## BUSINESS ARRANGEMENT

From 17 June 2016 until 1 January 2017, the Province of East Flanders stages an exhibition called 'The Birth of Capitalism, The Golden Age of Flanders' at the Caermersklooster in Ghent. Masterpieces and unknown gems will accompany the visitor on a journey through the fascinating Middle Ages and bring the past back to life in a stunning setting. Together, they tell a story about our cultural history. A story which sheds light on the rich past of what is now called Flanders.

On your visit you will relive the boom time of the 15th and 16th centuries. Seafaring is pushing back boundaries. Trade is reaching unprecedented heights. The principles of double-entry book-keeping are established, following the example of the Bruges Exchange several trading offices are opened. Thanks to trade and entrepreneurship, the cities of the low Countries become centers of economic power that support a flourishing art industry. Artistic products from Flanders and Brabant conquer the world market. Paintings, sculptures, tapestries, altarpieces, illuminated manuscripts... all passionately sought after and frantically exported. Art from the Low Countries becomes a quality label, an international standard. The exhibition brings together an exceptional selection of these masterpieces. In short, this is the golden age of the Southern Netherlands. This is where the foundations were laid for Flanders and the Netherlands of today.



**Pieter Pietersz**  
De Gortenteller, a Dutch Proverb of an Old Man Spinning his Reel,  
ca. 1560-1600  
THE PHOEBUS FOUNDATION

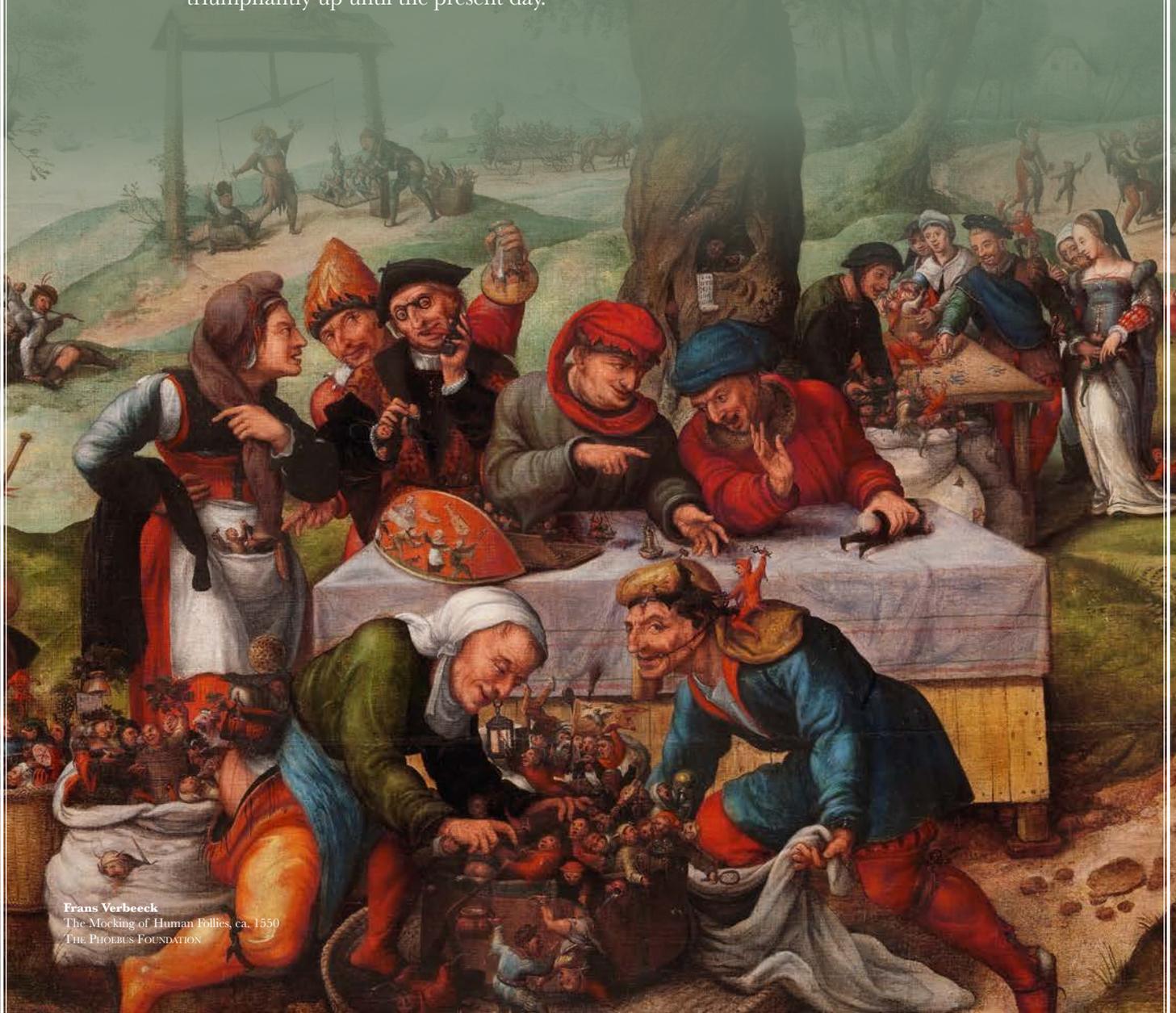
FOR ART AND CULTURE FANS

'The birth of capitalism' brings a compilation of magnificent objects from renowned museums, archives, libraries and private collections, many of them on public display for the very first time.

A number of the masterpieces are part of Belgium's cultural heritage. This is a unique opportunity to come and admire them. The scenographic structure and the use of multimedia and image projections are absolutely pioneering and will make your visit a memorable experience.

FOR BUSINESSES AND ENTREPRENEURS

Today's world is the product of the Middle Ages. For it's around 1200, in what is now called Flanders, that a new man starts to emerge. An enterprising man; practical and innovative. A critical man, who dares to question the status quo. A man who, thanks to his entrepreneurial spirit, becomes powerful and prosperous. 'The birth of capitalism' tells the story of this new man. Explore a world of extraordinary fascination with ingenious discoveries, and tread the path of foolish sinfulness. Learn how he balances between ambition and fear, daring and folly. The Eighty Years' War marked the end of the Golden Age of Flanders. Yet, it was no more than a temporary obstacle, because the spirit of enterprise lives on triumphantly up until the present day.



Frans Verbeeck  
The Mocking of Human Follies, ca. 1550  
THE PHOEBUS FOUNDATION

## PACKAGE ARRANGEMENT

We offer companies and private individuals the opportunity to invite their relations to the unique setting of the Caermersklooster. You can receive your guests in unique style with a snack or drink upstairs in the church's choir loft. Naturally, you can combine the reception with a seminar or activity beforehand and with a dinner following the visit. Venues are available within walking distance.

We can offer you this unique package at a rate of €20 per person. This exceptional package gives you exclusive access to the exhibition from 6pm to 8pm. The offer applies to groups of a minimum of 25 to a maximum of 150 persons.

The package also includes:

- Audio guide in five languages (visit of approx. 1 hour)
- The exhibition book by Katharina Van Cauteren and Fernand Huts: *The Birth of Capitalism - The Golden Age of Flanders* Lannoo, 2016. One book per family (couple).

Catering for your reception and guides are optional and have to be reserved separately.

## PRACTICAL INFORMATION

### Reservations

For further information and reservations, please consult the website

[www.golden-age-of-flanders.be](http://www.golden-age-of-flanders.be)

or contact Carina Mertens via

telephone 00-32-(3) 221 68 12 or

email [info@golden-age-of-flanders.be](mailto:info@golden-age-of-flanders.be)

### Location

Caermersklooster Provincial Cultural Centre

Entrance Langesteestraat

Vrouwebroersstraat 6 (Patershol)

9000 Gent (België)

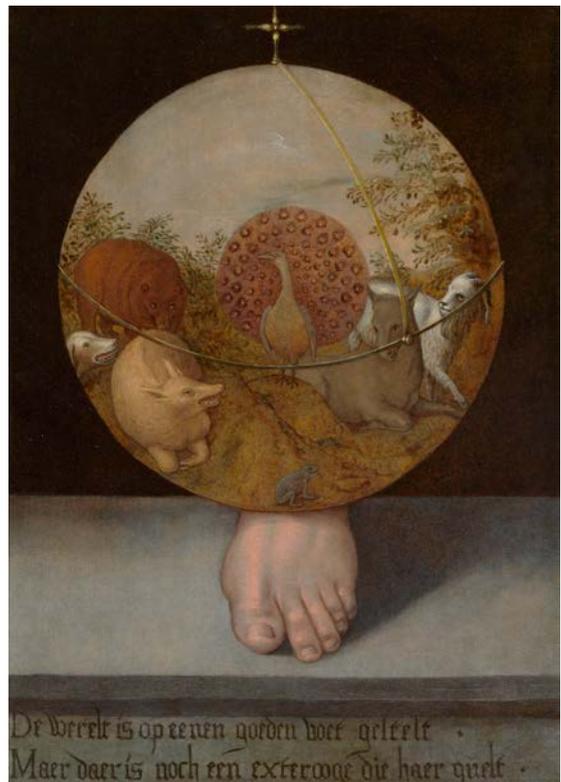
Tel. +32 (0)9 269 29 10

[caermersklooster@oost-vlaanderen.be](mailto:caermersklooster@oost-vlaanderen.be)

[www.caermersklooster.be](http://www.caermersklooster.be)

### Date

17 June 2016 – 1 January 2017



Artist unknown  
The World on a Good Footing, c.1570  
Oil on panel, 47.5 x 33.5 cm  
THE PHOEBUS FOUNDATION

### Public opening hours

10am to 6pm – tickets available up until 5pm

### Exclusive opening hours

The Caermersklooster is open by exception for package arrangements (business, associations or private parties), between 6pm and 8pm, with prior reservation.

### Closed

Every Monday and 24, 25, 31 December and 1 January

### Other sights and attractions in Ghent (without engagement)

- Castle of the Counts – [www.gravensteen.stad.gent/en](http://www.gravensteen.stad.gent/en)
- Belfry of Ghent - [www.belfortgent.be](http://www.belfortgent.be)
- S.M.A.K. – [www.smak.be/en](http://www.smak.be/en)
- Boat trips through the historical centre. More information - [www.gent-watertoerist.be/en](http://www.gent-watertoerist.be/en)

# Reservation form Business Arrangement - Birth of Capitalism

Company

Contact person

Email contact person

Telephone number contact person

Preferred date

Number of people

Invoicing details

Name company/organisation:

Address:

VAT:

Catering for a reception at the Caermersklooster can be organised through our home caterer:  
Steve Jansen, +32 (0)478 33 56 18, [info@traiteurjansen.be](mailto:info@traiteurjansen.be)  
The invoice will be sent separately

Guided tours can be arranged directly through:  
The invoice will be sent separately

vzw Gandante  
[www.gandante.be](http://www.gandante.be) - [info@gandante.be](mailto:info@gandante.be) - +32 (0)9 375 31 61

Gentse Gidsen (Ghent Guides)  
[www.gentsegidsen.be](http://www.gentsegidsen.be) - [info@gentsegidsen.be](mailto:info@gentsegidsen.be) - +32 (0)9 233 07 72

Please return this form duly signed and completed by mail to [info@golden-age-of-flanders.be](mailto:info@golden-age-of-flanders.be). You will receive a confirmation.

Date and Signature