

BLAEUBEECK

HISTORICAL BACKGROUND

BLAEUBEECK takes its company name partly from the location; the studio is situated at the historic Blaeu Erf [Blue Yard] in Amsterdam, a stone's throw from Dam square.



1] *Amstelodami Celeberrimi Hollandiae Emporii Delineatio Nova* – Joan Blaeu, 1649
2] *Joan Willemszoon Blaeu* – portrait by Jan van Rossum, 1654/1672

Willem Janszoon Blaeu [1571-1638] – a cousin of historian and poet Pieter Corneliszoon Hooft - was a famous globe-maker, cartographer and atlas publisher, who lived and worked in Amsterdam. His *Oceanus Occidentalis* [map of Europe] hangs on the wall behind the geographer in Johannes Vermeer's eponymous painting [1669]. In 1629, coincidentally, Willem Blaeu was corresponding about developing a planetarium: the new Copernican sphere, with physicist Isaac Beeckman [1588-1637]. Such is the origin of BLAEUBEECK's company name. After Willem Blaeu passed away [his grave is in the New Church at Dam Square], his son Joan Willemszoon Blaeu [1596-1673] continued the family business. He started his printing house for maps in a typographic workshop at the back yard of the Gravenstraat [Graves Alley]: the Blaeu Erf [Blue Yard].

BLAEUBEECK service in classical music started its business at Blue Yard in June 2008, turning the basement into rehearsal studio and office of classical singer Marcel Beekman. His business activities expanded in the spring of 2011 with a wider provision of the studio rental to fellow musicians and artists; the VOCAL STUDIO & RENT A FLAT division of BLAEUBEECK.