

PLAYBOY

ENTERTAINMENT FOR MEN OF ALL CENTURIES

TEASER EDITION



**Handbook for
the man:**
styles and rules for
a not so true gentleman

**stylish
drinking**

report about the seductive
power of alcohol and his influence
on artists of our time

Playmates of the eras

the four prettiest persuasions
since god created eva

&

**Amsterdam
City Hot-Spots:**
bars, shops
and more

Playing with fire:
report about
love affairs

**Rijksmuseum
Edition**

Tell your friends

LATE REMBRANDT

FEBRUARY 12 2017 TO MAY 17 2017

A new exhibition is in town: we show you over 100 paintings, drawings and prints that Rembrandt produced in the final phase of his life, brought to you from museums and private collections across the globe.

RIJKS MUSEUM

Editorial | ENTRE NOUS

The Playcoy

Learn more about our exclusive Rijksmuseum Playcoy Edition.



Today we live in a world where nudity is no longer a taboo for most countries and cultures. It became part of our society and our daily life. Naked women on a cover of a magazine do not arouse as much attention as back in the last centuries. Maybe the public morals changed in our western world. But having a look back in time you can see that the image of naked women and men is not a phenomenon of our world today. The artists used it for their imagery for centuries. When we first had a look at the images of **Rijksmuseum Amsterdam** it attracted our attention that on many photos the people did not wear any clothes. Immediately we thought about the many erotic magazines of today's world and about the most famous one, the **Playboy**. But how did the people connect nudity and erotic images back then? How did they handle their longings and desires? Magazines did not exist, people were not able to read and public love affairs or divorces were not allowed. Of course neither all men nor women were loyal and there were love affairs as well as scandals. And how would an erotic magazine look like back in history? We decided to work exactly with this question and create a synonym to the **Playboy**. The **Playcoy**. The **Playcoy** should include the images of the **Rijksmuseum** and get its bearings by the **Playboy**. Now you are asking yourself why we decided to work with the **Playboy** instead of another erotic magazine, don't you? Quite easy to answer this question. The **Playboy** was one of the first erotic magazines of the world which gained so much attention and is seen as the original of its kind. There are similarities to the images of artists back in history. These images were easier sold than images without nudity. So sex sells?! That means that the behaviour of people did not change much during the last centuries. They still like buying photos showing nudity even though in another context. So you could say that the imagery in history is the original of the images showing nudity today like the ones in erotic magazines. For people at that time it was harder to get such images. They had no internet or magazines. Nobody spoke about these topics. In our magazine we do not only try to replicate the **Playboy** but we want to get in touch with the last centuries and their topics, like love affairs next to marriage. Another topic in our **Playcoy** issue is a Misses of the era section. It was important for us to describe the women who are shown on the images and not to invent characters who never existed. Our magazine is truly connected to history and its images. But why did we decide to call our magazine **Playcoy** instead of any other name? Picking up the idea of the **Playboy** we chose the word "coy" because it sounds similar to "boy" but has a completely different meaning. It fits exactly to our idea because a magazine like this would have been a big scandal back in time and you would have to read it in secret. Women at this time always pretended to be shy and mysterious and did not want to reveal their secrets and bodies. Men were not allowed to see them naked at all. They had to "play" opposite together in secret. To sum up you can say that the **Playcoy** is a magazine which features the images of the **Rijksmuseum** in a new way. It takes interest in the people who lived back then and get its bearings by the **Playboy**. You can see that our idea is a combination of the original images and one of the first erotic magazine but in the end it has got its own unique character. A further development with a great background in history.



You always wanted to know what you have to do when a woman does not want to leave after a **one-night stand** or what you should wear when you want to get a woman **into your bed**? Learn everything about being a man: **page 4**



Our main shooting is about the most gorgeous women of all time. For the first time we show you the four glorious ladies that represent the **Playmates of the eras**. The four prettiest persuasions since god created Eva: **page 6**



Art without **alcohol** is like men without women. It's impossible. Learn more about the seductive power of alcohol: **page 12**



Are you interested in **Amsterdam**? Regardless of whether you are searching for a place for your first date or a spot for a nice drink, learn everything you have to know from our charming girl in a large hat: **page 13**



Have you ever had an affair and felt lonely and guilty afterwards? Well, you don't have to. There's a lot more sinful love in your neighbourhood than you think. Whether you go to a prostitute or you meet a one-night **woman to have sex with** in a bar. Learn more in our article about love affairs: **page 14**

5 FACTS ABOUT MISTRESSES

A DIFFERENT TEACHER The term 'mistress' comes from the french language and means 'head of the household' or 'teacher'. Actually these words have nothing to do with eroticism or a mysterious beauty, which is the meaning known to us. **QUALITY OVER QUANTITY?** Sometimes a king has more mistresses, but even then one mistress has more power than the others. **FAME AND FORTUNE** The most famous mistress is Madame de Pompadour, mistress of the king Louis XV of France. Congratulations! **A QUESTION OF ATTITUDE** Mistresses often have more power than the queen - not only in bed. **MORE THAN A WHORE** Being a mistress does not only mean to be an excellent lover. They have a huge political influence and join a party.

KNOWLEDGE MYTH & TRUTH

Is it true that...

NAPOLEON BONAPARTE LIKES IT DIRTY?

Yes, Napoleon Bonaparte, the french emperor, favoures tangy fragrances. After a campaign he looked forward to return to his wife Josephine. So he wrote a letter to his beloved wife and let it bring to her by a reliable courier. "Don't wash - I come in three days", that was the message. Playcoy thinks that he did not mean the washing. Evidently not everybody likes perfume. What a dirty little guy he was.



HOW TO GET RID OF A WOMAN

You spent a wonderful night with a maid but she just doesn't want to leave?
Here are TIPS for every type of man

FOR GENTLEMEN

Be honest. Tell the maid that you just had a wonderful time together but you are currently not in search for a future wife.

FOR DARING MEN

Lie. Tell her that you are deeply fallen in love with her and talk about your future. If she's still there, suggest to have breakfast with her parents. Caution, this method may backfire.

FOR PROS

Mention early enough - the night before - that you have an important appointment the next day. The maid will understand when you leave in the morning because of that appointment.

FOR ALL PURPOSES

To avoid the problem of a devoted maid suggest to go to her place or to rent a room. You are free to leave whenever you want.

FOR EMERGENCY CASES

If nothing works - and only in the worst case - behave in an awful way and use sentences like "I have lost my wedding ring inside of you". You will never see her again.

THE
PLAYCOY

HANDBOOK

FOR THE

MAN

style and rules for gentlemen



The right places to find a woman *Courting a woman in the right way* How to get rid of a woman after a one-night stand
Style like a gentleman What foreign countries have to offer



PLAYMATES OF THE ERAS

THE FOUR PRETTIEST PERSUASIONS SINCE GOD CREATED EVA

It has been decided.

*We crowned the four most beautiful women of all past eras
and here they are: **Miss Baroque**, **Miss Manerism**,
Miss Renaissance and as a special surprise
the seductive women of Rococo.*

«CELEBRATING BODIES
- THAT'S WHAT WE DO»

EUPHROSYNE, AGALEA AND THALIA

Misses Rococo

Name: Euphrosyne, Agalea and Thalia
Residence: Greek
Profession: Goddesses of charm and beauty
What we like: celebrations and mirth
What we don't like: gloom, reticence

Painter: Jean-Étienne Liotard
Made in: 1737
Technique: pastel

«I REALLY LIKE
HAVING **AFFAIRS**
WITH MORTALS»

CALYPSO

Miss Baroque

Name: Calypso, daughter of Atlas
Residence: Island of Ogygia
Profession: Greek Nymph
What I like: Dolphins, enchantment
What I don't like: the fact that the other Gods are not happy about my affairs with mortals

Painter: Gerard de Lairese
Made in: 1660–1680
Technique: oil on canvas

«FIRST I WAS
VERY SHY, BUT
THEN I THOUGHT
WHY NOT»

POMONA

Miss Mannerism

Name: Pomona
Residence: Rome
Profession: Roman Goddess of fruits
What I like: fruits of all kinds, planting trees, singers
What I don't like: liars

Painter: Hendrick Goltzius
Made in: 1613
Technique: oil on canvas

«I'M NOT GOOD
AT BEING LOYAL
BECAUSE
**I NEED TO BE
SATISFIED»**

BATHSHEBA

Miss Renaissance

Name: Bathsheba
Residence: Jerusalem
Profession: wife of a high-ranking officer
What I like: taking a bath, men of good standing
What I don't like: long-distance relationships

Painter: Jan van Scorel
Made in: 1540–1545
Technique: oil on panel



HOW REFRESHING

The world's most international premium beer originates from our neighbourhood



Heineken makes history

On 15 February 1864, Gerard Adriaan Heineken got his wealthy mother to buy De Hooiberg brewery in Amsterdam, a popular working-class brand founded in 1592. In 1873 the Heineken's Bierbrouwerij Maatschappij was established, and the first Heineken brand beer was brewed. The original brewery is now the Heineken Experience Museum. Its about 7 minutes from the Rijksmuseum. Come and visit and end the day with the extraordinary taste of Heineken.

THE ART OF STYLISH DRINKING

If you want to get drunk with a few drugs, you don't need to feel pangs of conscience. Life quickly becomes a little funnier, more sociable and sharper. You feel better, you seduce, you suddenly sleep with a human being you didn't know an hour ago. Effortlessly. And even if you consume the hardest stuff, no problem, just then you feel the most comfortable. Strange though it may seem but most people are okay with this behaviour because they regularly act like this, too. Some more, some less, but almost all a bit. And that is very important. Only the social constraints and the nasty feelings of guilt, which show themselves the following day knocking behind the forehead, hold you back. But the pain passes away, the desire for more comes back. No problem. Especially, the most dangerous part of the story is, that we get it on every corner, round-the-clock and for civil prices: alcohol. So desirable and enchanting that a world without seems unimaginable. But what makes the pleasure and devotion of this drug so special? Particularly in art? Since the beginning of the fine arts, the

«Alcohol is more harmful than any other drug, but the artist's desire is stronger than his fear of death»

biggest meaning referred to drugs comes up to alcohol, which is proved by his presence in so many pieces of art, seen as a central theme under the most different aspects. Up to the middle of the 19th century it was all about wine, his extraction, production and effect and since the 17th century also beer had his place in the genre painting, as a drink of the low classes, but also of the clergymen in the cloisters who became over and over again subjects for pictures. The range of topics increases since the middle of the 19th century around alcoholic drinks like absinthe, which plays a special role as a fashion drink but also other highly concentrated alcoholic drinks. The span of the motives reaches from representation, which is dedicated to the production of the most different alcoholic beverages, to the picturesque, genre-like and social-critical representation of the drinking pleasure of different social layers, up to the representation of transcendental experiences and in the subconscious mind enclosed visual worlds, caused by the consumption of alcohol and drugs. Alcohol helps quite a lot of artists to recover from the creative stress and causes with heavy alcoholics a darkening of the image world and a turning on eerie subjects. It doesn't need to be mentioned, that some of them get addicted. And there are some, who are only able to be creative when they're under the influence of alcohol.



ALL STILLS BELONG TO THE RIJKSMEUSEUM, AMSTERDAM AND THE HEINEKEN N.V.

'MY HOTSPOTS...'

IN AMSTERDAM

You are interested in Amsterdam? Here we have some insider tips that will interest you for sure.



YOU WANT TO MEET NEW PEOPLE? WE'VE GOT SOMETHING FOR YOU!

The best place to make new acquaintances is at the Singelbrug by the Paleisstraat. A beautiful bridge which attracts people from near and far.



OUR BEAUTY WITH THE UNIQUE BIG SUMMER HAT REVEALS HER SPECIAL INSIDER TIPS ABOUT AMSTERDAM.



PERFECT PLACE FOR THE FIRST DATE

You want to invite the woman you like on a romantic date and have no idea where to go? A gondola ride on the Herengracht offers the perfect atmosphere for an unforgettable evening.



GOOD PLACE FOR A NICE DRINK

After spending the whole day in remarkable Amsterdam, you want a nice cold drink to switch off? Here at the canal you will surely find the right bar to lean back and relax.



TIME FOR A LITTLE SHOPPING TOUR

Whether fresh fruits and vegetables, spices, fish or pretty handcrafted gifts - on the Slijksteemarkt, there is nothing left to be desired. Let yourself be charmed by all sorts of unusual things.



CULTURAL INTERESTS ARE ALSO TAKEN CARE OF

You want to learn more about paintings? In Jan Gildemeesters gallery of art the walls are densely hung with paintings in gilded frames and create an incredible atmosphere with past artworks.



PLAYING WITH FIRE ABOUT LOVE AFFAIRS

It is night. Mary left her house twenty minutes ago. Nobody noticed. She is in the cellar now, wearing nothing but a hooded long brown coat. Alone, but she is waiting for someone. Her face is hidden by the shadow of her hood. All of a sudden she hears a whisper. James appears behind her, wearing the same clothes. He takes off the hood and grins mischievously at her. With sparks in his eyes he throws her at the wall, licks her neck and tears his coat off. She starts to moan.

TO BE CONTINUED...

Subscribe now
and get our full
magazine...



...with exclusive stories about
beautiful unique ladies,
standards of ancient times and
tips and tricks to become the
perfect gentleman.

Digital availability

you can also find us online:

Whether on your smartphone
or tablet - now you can find us
everywhere. Even at home on your
computer.

DOWNLOAD
NOW!



Rijksmuseum

Museumstraat 1
1071 XX Amsterdam (NL)
Telephone: +31 (0) 20 6747 000

Rijksmuseum is open from 9.00 to 17.00 daily -
365 days of the year.
The ticket desk closes at 16.30.

We're looking forward
to see you!

Masthead

PLAYCOY

Idea and realization
by third semester students
Janine Hüren, Viktoria Figl, Jessica Brosch, Christin Snyders and Carolin Theißen
Hochschule Niederrhein | Design | Frankenring 20 | 47798 Krefeld | Germany
for the participation of 2017 International Rijksstudio Award

Disclaimer:

We don't own any of the used pictures. All of them are property of the Rijksmuseum Amsterdam.
Rijksmuseum | Museumstraat 1 | 1071 XX Amsterdam
the following pictures were used in our project

A Shepherdess, A shepherdess, known as 'The beautiful shepherdess'	Paulus Moreelse 1630
The Sampling Officials of the Amsterdam Drapers' Guild, known as 'The Syndics'	Rembrandt Harmensz. van Rijn 1662
Chevalier De Malthé, Costume Allemand	Elias Spanier 1840 – 1850
Kunstenaar wijzend naar zittend model	Christiaan Andriessen, Desiderius Erasmus 1785 – 1846
Keizer Napoleon I en zijn staf te paard	Horace Vernet 1810 – 1850
The Fall of Man	Cornelis Cornelisz. van Haarlem 1592
De drie Gratiën naar het antieke Romeinse beeld in de Borghese verzameling te Rome	Jean-Etienne Liotard 1737
Odysseus and Calypso, Mars and Venus	Gerard de Lairese 1680
Vertumnus and Pomona	Hendrick Goltzius 1613
Landscape with Bathsheba	Jan van Scorel 1540 – 1545
The Merry Fiddler, Merry Violinist with Wineglass	Gerard van Honthorst 1623
Lichtreclame voor Heinekens Bier te Koetradja	
feestelijk verlicht in 1937	Chens Photo Studio 6-Jan-1937 – 7-Jan-1937
The Drunken Couple	Jan Havicksz. Steen 1655 – 1665
Girl in a Large Hat	Caesar Boëtius van Everdingen 1645 – 1650
The Singel Bridge at the Paleisstraat in Amsterdam	George Hendrik Breitner 1896 and/or 1898
Amsterdam City View with Houses on the Herengracht and the old Haarlemmersluis	Jan van der Heyden 1670
De Slijpsteenmarkt met het gebouw 'Het Zeerecht' te Amsterdam	Anonymous 1825 – 1874
The Art Gallery of Jan Gildemeester Jansz	Adriaan de Lelie 1794 – 1795
View of the Golden Bend in the Herengracht	Gerrit Adriaensz. Berckheyde 1671 – 1672
Cimon and Pero (Roman Charity)	Peter Paul Rubens 1630 – 1640
Decorative Depiction with Plants and Animals	Anonymous 1760 – 1799

U.S. PLAYBOY

PLAYBOY ENTERPRISES: **Editor-in-Chief:** Hugh M. Hefner. U.S.-PLAYBOY: **Chief Executive Officer:** Scott Flanders; **Chief Operating Officer:** David Israel; **Editorial Director:** Jimmy Jellinek; **Art Director:** Mac Lewis; **Photo Director:** Rebecca Black. PLAYBOY INTERNATIONAL PUBLISHING: SVP/Content **Licensing & Rights:** Mike Violano; **Publishing Services Manager:** Mary Nastos; **Digital Asset Manager:** Gabriela Cifuentes; **Editorial Coordinator:** Lacey Won

Printed in Germany

Printed by Hochschule Niederrhein, Frankenring 20, 47798 Krefeld



Have you *seen*
the *Parrot?*

MEET US AT THE ZOO

NEVER SEEN A PARROT OR A JAGUAR IN REAL LIFE?

ARTIS
www.artis.nl

ARTIS Amsterdam Royal Zoo is open every day.
1st of November until 28th of February:
9 am – 5 pm. Come and visit.



FACTS
ALCOHOL CONSUMPTION IN THE NETHERLANDS
The average Dutchman consumes 12.5 litres of alcohol per year. This is equivalent to 250 glasses of beer. The average Dutchwoman consumes 10.5 litres of alcohol per year. This is equivalent to 210 glasses of beer. The average Dutchman consumes 12.5 litres of alcohol per year. This is equivalent to 250 glasses of beer. The average Dutchwoman consumes 10.5 litres of alcohol per year. This is equivalent to 210 glasses of beer.



HOW TO GET RID OF A DRINK

HANDBOOK FOR THE MAN

style and rules for gentlemen



The right place to find a woman
How to get rid of a woman after it has been found



THE ART OF STYLISH DRINKING

If you want to get drunk with a few drugs, you don't need to feel pangs of conscience. Life quickly becomes a little funnier, more sociable and sharper. You better, you reduce, you suddenly with a human being you don't consume the happiness just then you le, Strauss

«Alcohol is more harmful than any other drug, but the artist's drink is not»

HOW REFRESHING
The world's most premium

CITY GUIDE | AMSTERDAM



YOU WANT TO MEET NEW PEOPLE? WE'VE GOT SOMETHING FOR YOU
The best place to make new acquaintances is at the Singelboord by the Paleisstraat. A beautiful bridge where attractive people from near and far