

I.

I Love to Wash My Hands

Ceciliasteeg 1, 2011 RH Haarlem, Netherlands

“Social distancing is a privilege. It means you live in a house large enough to practice it.

Handwashing is a privilege too. It means you have access to running water.

Hand sanitisers are a privilege. It means you have money to buy them.

Lockdowns are a privilege. It means you can afford to be at home.

Most of the ways to ward off Corona are accessible only to the affluent.

In essence, a disease that was spread by the rich, as they flew around the globe will now kill millions of the poor.”¹

Window of Discovery

Groute Houstraat 114, 2011 ST Haarlem, Netherlands

“Haarlem was elected ‘Holland’s Best Shopping City’ several times because of its big range of shops and the atmosphere in the city. Nevertheless, also Haarlem struggles with an increasing number of vacant shop windows. Several reasons cause this development, including the Covid-19 pandemic and its economic consequences. The idea of Window of Discovery is to use these empty spaces to showcase products from local businesses, artists, or start-ups. The purpose of this project is to support Haarlem’s local community and make it easier for everyone to support local entrepreneurs by giving them a platform to present their business. So, go to the city, go shopping, and support your local businesses!”²

My Body My Choice

Jansbrug, 2011 JR Haarlem, Netherlands

II.

Welcome to the World

Spaarnwouderstraat 36, 2011 AD Haarlem, Netherlands

“The World → Netherlands → Haarlem → About Destination:

This video won't show how wonderfully weird it feels to drift through heritage. Don't watch this. Experience this. The Heritage Lands. The Flower Lands. The Bike Lands. The Coast Lands. The New Lands. The Art Lands. The Water Lands. The Netherlands.”³

Communistische Jongerenbeweging

Janstraat 15, 2011 RT Haarlem, Netherlands

III.

Discrimination Is Wrong

Hooimarkt 24R, 2011 JB Haarlem, Netherlands

We Are Public

Lange Begijnestraat 26, 2011 HH Haarlem, Netherlands

“During my time at Facebook, I came to realize a devastating truth: Almost no one outside of Facebook knows what happens inside of Facebook. The company intentionally hides vital information from the public, from the US government and from governments around the world. The documents I have provided to Congress prove that Facebook has repeatedly misled the public about what its own research reveals about the safety of children, the efficacy of its artificial intelligence systems and its role in spreading divisive and extreme messages. I came forward because I believe that every human being deserves the dignity of the truth.”⁴

IV.

Anarchie is de Oplossing

Stresemannlaan 7, 2037 TA Haarlem, Netherlands

“The world is on fire. Literally and figuratively. And everyone suffers from it, except for a very small select group of people. We don't trust those people to stand up for us. We do not rely on governments, companies or charities. We don't believe in signing petitions and demonstrating en masse; pleas to the government that are never heard!

Simply fighting for a world without oppression by ‘behaving as best we can’ is not the answer either. That only leads to censorship and liberalism. We will have to develop tactics

and a revolutionary consciousness to build now that new world we are fighting for. There is not a moment ‘after the revolution’ when it will all be sunshine and rainbows. Now. This is the time. You live now. Take to the streets and revolt.

Order a large stack of stickers and distribute them in your neighbourhood or at a local demonstration. Would you like to spread propaganda on a larger scale than you can sticker on your own? We can provide you with stickers and other material so that you can get started right away.”⁵

Nederland 100% Democratie

Lange Begijnestraat 24, 2011 HH Haarlem, Netherlands

Geannuleerd Wegens Klimaat

Catharijnebrug, 2011 AV Haarlem, Netherlands

“A large proportion of children and young people around the world report significant emotional distress and a wide range of painful, complex emotions (sad, afraid, angry, powerless, helpless, guilty, ashamed, despair, hurt, grief, depressed). Similarly, large numbers report experiencing some functional impact, and identify pessimistic beliefs about the future (people have failed to care for the planet; the future is frightening; humanity is doomed; they won’t have access to the same opportunities their parents had; things they value will be destroyed; security is threatened; and they are hesitant to have children). As one young person said: “I don’t want to die. But I don’t want to live in a world that doesn’t care about children and animals.”⁶

V.

Unvaccinated Lives Matter

Nieuwezijds Voorburgwal 151A, 1012 RK Amsterdam, Netherlands

The tram stop is fitted with JCDecaux billboards—“the world’s largest Out-of-Home advertising company” framing media across public spaces from Amsterdam to Azerbaijan, London to Lesotho, New York to Nicaragua. The abbreviation of the company name to “JC” masks to the average bystander waiting at the bus stop, the foundational story of “Jean-Claude” Decaux, inventor of the advertising bus shelter. From putting up posters in the

street to advertise his parents' shop in the small French city of Beauvais, to shaping urban spaces in 3,670 cities across the world, Jean-Claude is described as a visionary but also a conqueror,⁷ alluding to the inseparability of power and visibility. An insatiable spread of bus shelters and public toilets transforming public sites of waiting and defecating into spaces of spectatorship and consumption.

The tram stop is fitted with a poster advertising a Frida Khalo exhibition at the Cobra Museum,⁸ A Love Revolution. Frida Khalo, "currently the most famous woman artist in the world," whose paintings circulate on a global merry-go-round of institutions, collections, auctions, and audiences. According to the curator, "Khalo's work, which addresses pressing themes such as political and social engagement, hopes to inspire the public in our museum." Meanwhile, outside the museum, Khalo's iconic visage leaks into more ambivalent relationships with the public. Her powerful gaze is obscured by the cartoonish graphic of a neoclassical façade, stuck to Khalo's face like an eye patch. Her mouth is covered by a crude hand-drawn sign with "unvaccinated lives matter" scrawled in marker, silencing a voice renowned the world over for a radical body politics and the refusal of patriarchal ableist conventions. Is this part of the museum's political and social engagement?

VI.

Opgeven Is Geen Optie

Paleisstraat, 1012 MX Amsterdam, Netherlands

Watch Out Says Jesus

Dam 2, 1012 NP Amsterdam, Netherlands

VII.

No One Likes Us We Don't Care

Anegang 6, 2011 HS Haarlem, Netherlands

"Posted by Just a Little Sparrow With Cheep Internet Access 1 year ago:

Been left London many years now, but grew up a stones throw from the ground. (quite literally a stones throw too, our next door neighbours windows got smashed in during a match day row once...and no way were we EVER allowed to play outside on match day! 🤔)

great to see our loyal bushwackers in such fine voice! It's akin to listening to a choral of heavenly angels when you're a displaced londoner 😊 home maybe where the heart is but you never forget your roots."

"Posted by Space Cees 10 months ago:
Greetings from Beverwijk, lions never sleep"⁹

VIII.

The Welfare of the People

Stresemannlaan 7, 2037 TA Haarlem, Netherlands

"The welfare of the people in particular has always been the alibi of tyrants, and it provides the further advantage of giving the servants of tyranny a good conscience. It would be easy, however, to destroy that good conscience by shouting to them: if you want the happiness of the people, let them speak out and tell what kind of happiness they want and what kind they don't want! But, in truth, the very ones who make use of such alibis know they are lies; they leave to their intellectuals on duty the chore of believing in them and of proving that religion, patriotism, and justice need for their survival the sacrifice of freedom."¹⁰

Scan Me

Grote Markt 16, 2011 RD Haarlem, Netherlands

The Real Conspiracy Theorists

Kruisstraat 21a, 2011 PX Haarlem, Netherlands

I didn't immediately assume that Mohamed was homeless or an asylum seeker. Living in Brixton the sight of black people selling things on the street from makeshift stalls is part of the urban fabric. Part of what incoming property developers refer to as the "vibe" and "buzz" of an area they seek to monetize and sanitize. I first met Mohamed outside the Albert Heijn on Kruisstraat and from then on, each day we ventured out in the city we would see him. "Salaam!" "Keif al-hal?" "Tamam!" He speaks some Arabic, he's from Burundi, and he's met some Sudanese people before. In the overwhelming whiteness of Haarlem, even a Black British person like myself, distant and removed from their own heritage as is typical of

the diasporic condition, holds some welcome familiarity. My brother is called Mohamed too. “Wallahi!”

*Each time we meet Mohamed his story thickens. He is from Burundi and he came to the Netherlands seeking asylum. He has been in Haarlem for fifteen years living in accommodation for the homeless and supported by a church organization that gives him free meals. He sells copies of *Straatjournaal*; homeless people buy and sell the product, making a profit of €1.20 from each copy. Mohamed says Haarlem is a good city, a beautiful city, much better than Amsterdam because the people are friendly and he isn't hassled by the police all the time. He works Monday to Saturday, either outside the Albert Heijn or the Hema, and must work hard because the margins are small. Mohamed doesn't have any family. Every month, for the last fifteen years, Mohamed has to travel one hundred and thirty kilometers and pay €50 for a train ticket to Zwolle, to bring his identity papers for verification by immigration officials to determine that he is still in the country. “All societies produce strangers; but each kind of society produces its own kind of strangers, and produces them in its own inimitable ways.”¹¹*

Mohamed told us he is a local celebrity in Haarlem. Everyone knows him. When he was arrested his picture was on the front page of the newspaper and even the mayor expressed sympathy for his case. None of this seems to have changed much about Mohamed's circumstances in that he still stands on the street outside supermarkets selling newspapers and puzzle books, guilt and obligation. Mohamed is a “public character.” Someone “sufficiently interested to make himself a public character,” a public character “need have no special talents or wisdom to fulfill his function ... His main qualification is that he is public, that he talks to lots of different people.”¹² Amidst the canals, bicycles, and boats, staples of the city of Haarlem's publicity and self-image, is Mohamed—a familiar stranger.¹³

IX.

Stop Met Financieren Van De Klimaat Crisis

Spaarnwouderstraat 36, 2011 AD Haarlem, Netherlands

Regering Rutte Think!

Dam 2, 1012 NP Amsterdam, Netherlands

Table 10: Top countries most responsible for global tax losses (US dollars)¹⁴

Country	Tax Loss inflicted on other countries	Tax loss inflicted by enabling corporate tax abuse	Tax loss inflicted by enabling private tax evasion	Share of global tax loss responsible for	Number of lost nurse's salaries responsible for
Cayman Islands	\$70,441,676,611	\$22,819,899,267	\$47,621,777,344	16.47%	5,584,460 nurses
United Kingdom	\$42,464,646,560	\$13,671,390,701	\$28,793,255,859	9.93%	3,366,503 nurses
Netherlands	\$36,371,503,832	\$26,593,707,934	\$9,777,795,898	8.50%	2,883,452 nurses
Luxembourg	\$27,607,634,145	\$9,283,427,114	\$18,324,207,031	6.45%	2,188,672 nurses
United States	\$23,635,935,547	\$0	\$23,635,935,547	5.53%	1,873,805 nurses

X.

Seeing Things Queerly

Lorentzplein 21, 2012 HH Haarlem, Netherlands

Daddy what were you doing when the government took all my freedoms away?

Lorentzplein 21, 2012 HH Haarlem, Netherlands

“I work with property. It began, what almost 16 months ago now I think it is? And I attended a couple of local gatherings. It was a little bit disheartening at first, because there wasn’t many people in the movement, so to speak. But as time’s gone on, it’s really gathering momentum now. The powers of the world that are pushing this just basically want a bigger piece of the pie and they want more power, they want more wealth and more control. When you say it hasn’t been good for anybody, I would say, people low down the food chain. You

don't really see it affecting the globalist elite. Who I consider to, like, be pulling a lot of the strings. It's a global reset. Pure and simple. I think people should take one step at a time and deal with the problem in hand initially and that's our rights and freedoms being taken away. Whether there's higher agendas, such as depopulation and that kind of thing. I don't think life will go back to normal. If the government get their way, kind of thing. With what they're pushing for they don't want it back to normal. They want it a new normal."¹⁵

XI.

B

Kinkerstraat 244-280, 1053 ER Amsterdam, Netherlands

Freedom

Anegang 6, 2011 HS Haarlem, Netherlands

09-067 Haarlem

Surinamepad 4, 2035 VA Haarlem, Netherlands

Many of the streets in and around Schalkwijk are named after countries and cities from across Europe. Sprawling out like tributaries from the major highway Europaweg, we walked through England, Denmark, Sweden, Belgium, Luxemburg, Italy, Poland, Bulgaria, Milan, Madrid, Copenhagen, Dublin, Athens, and London. All within the space of a kilometer. Like the "London Perambulator," as we walked we tried to commit these landscapes to our mind, a "conscious walk" where the fringes begin to shape your ways of seeing the city.¹⁶

Naming streets is an ideological act of demarcating political territory and power, often masquerading as a banal or democratic process for the public. It often comes unstuck because who or what constitutes the "public" changes over time, yet street names remain concrete and their connotations inescapable. In Spain they passed a Historical Memory Law over a decade ago that called on local government to remove Francoist-era symbols from public space. In the UK's increasingly bitter "culture war," the local council in Birmingham was attacked by right-wing commentators and Conservative MPs for using "woke" names like Equality Road and Diversity Grove for new streets on a housing development.

The only two streets in Schalkwijk named after non-European places are Amerikaweg and Surinamepad. Where most of the world has now been shaped by American imperialism, the Dutch have of course their own violent and exploitative histories. Surinam, a colony of the Kingdom of the Netherlands for almost four hundred years, where slave plantations and rich natural resources fuelled the Dutch Golden Age through cotton, sugar, sweat, blood, rubber, gold, and tears. The Frans Hals Museum now lives in the fruits of this bounty; the Vleeshal building sits center stage in Haarlem's "old town"—an edifice of the ongoing material privileges of empire and colonialism.

Surinamepad is a largely mundane street that seems to be part of a ground zero of urban development in the area. We walk past Heras fences and plywood hoardings, porter loos and industrial waste skips. The haze of construction hangs in the air. "Ruins in reverse."¹⁷ Outside the Snuffelmug second hand store stands a trolley stacked with old plastic chairs and a handwritten sign stuck to it saying, "AFRIKA." Directly across the road is the old tax office, a curiously distinctive but abandoned building with rows of blue balconies and now furnished with a large sandy yellow advertising board with the word "ROOTZ" printed in black military-style font. According to the website of the developer overseeing this transformation, "ROOTZ is a place where everyone feels at home. Young or old, starter or transitioner, single or cohabiting, a one-person or family household—there is a place for everyone. Current and future residents live happily together here."¹⁸

XII.

Fair City

Grasweg 49, 1031 HX Amsterdam, Netherlands

Free Palestine

Bloemertstraat 1, 2011 JP Haarlem, Netherlands

XIII.

Land is real estate to the people I hate

Wijnhaven 71L, 3011 WK Rotterdam, Netherlands

"Posted by u/gym_leedur 1 year ago:

I grew up in a tropical country and would often see islands on the beach and think wow cool, I wonder if I could live on those. Almost always, the answer an adult gave me was ‘You can’t, someone owns them.’ Around then, I realized that basically all land is owned by people and families before us. And it’s getting progressively more and more expensive because people who already own it continue passing it around and breaking it down to pieces and selling it to the highest bidder. Or they rent it out to people who have no choice but to live on land that’s not theirs, and so the land owners make even more money off their land, and they get richer and richer all because their ancestors claimed or bought the land for them. And even the tiniest square of land gets more and more expensive all because people who are already wealthy outbid each other to grow their collection of land.

What does that leave for people who were born never owning land? And even if by some chance, I work hard, the stars align, and I afford a house with a decent sized yard. It doesn’t change the fact that I had to buy this land off someone else who used to own it, for a price that was waaaaay more than it ever was. Then my kids have to worry about trying to find land they can live on that’ll cost even more than what I paid for my house. No matter what, I’m paying for the right to use land that was essentially ‘free’ in the beginning. The idea of owning land is terrifying. The idea of renting and making someone rich just because they own land is terrifying. Why is land and existing on this earth such a capitalistic thing. It HORRIFIES ME.”¹⁹

XIV.

We Don’t Attack, We Protect

Coolsingel 215, 3012 AG Rotterdam, Netherlands

#DEFENDARMENIA #DonateForArmenia #Artsakhstrong #ArtsakhlsArmenia #StopAliyev
#StopAzerbaijaniAggression #StopAzeriWarCrimes #ArmeniaStrong #recognizeartsakh
#StopErdogan #SanctionTurkey #SanctionAzerbaijan #FreeArmenianHostages
#PeaceforArmenians #armenianapparel #DefendChristianity #Coptics #StopIsrael #peace
#love #Politics #VoteHimOut #Fascist #Justice #humanrights #refugees #donate
#boycottmcdonalds #StopRacism #StopSexism #Anonymous #wearawareness
#StandWithFarmers #healthcare #TV #FreshAndWipe #CarAccessories

Vrijheid is iets anders dan het ongelimiteerd kunnen consumeren

Freedom is different from being able to consume without limits

Oude Zijlvest 45, 2011 VR Haarlem, Netherlands

Love Asian Food Stop Asian Hate

7 30, 1031 CC Amsterdam, Netherlands

¹ Dr. Jagadish J. Hiremath quoted in Mike Davis, *The Monster Enters: COVID-19, Avian Flu and the Plagues of Capitalism* (New York: Or Books, 2020), [p34-35].

² Window of Discovery (@window_of_discovery), “‘Window of Discovery’ – what is that about?”, Instagram, June 3, 2021, <https://www.instagram.com/p/CPpwzNehsvT/>.

³ “This video won’t show how it feels to drift through heritage ...”, Welcome to the World, <https://welcometotheworld.com/video/netherlands/haarlem/this-video-wont-show-how-it-feels-to-drift-through-heritage/>.

⁴ Frances Haugen quoted in Washington Post, “Facebook Whistleblower Frances Haugen’s Full Opening Statement at Senate Hearing,” YouTube, October 5, 2021, https://www.youtube.com/watch?v=tLT1mq2u4h4&ab_channel=WashingtonPost.

⁵ Blackblogs, <https://blackblogs.org/>.

⁶ Elizabeth Marks et al., “Young People’s Voices on Climate Anxiety, Government Betrayal and Moral Injury: A Global Phenomenon,” *The Lancet* preprints, September 7, 2021, <http://dx.doi.org/10.2139/ssrn.3918955>.

⁷ “Our Founder,” JC Decaux, <https://www.jcdecaux.com/group/our-founder>.

⁸ “Frida Kahlo & Diego Rivera: A Love Revolution, Friday 28 May until Sunday 3 Oct 2021,” Cobra Museum, <https://cobra-museum.nl/tentoonstelling/frida-kahlo-diego-rivera-a-love-revolution/?lang=en>.

⁹ Jude On Tour, “No one likes us we don’t care we are Millwall super Millwall *best no one likes us chants*,” YouTube, July 26, 2019, 110,059 views.

¹⁰ Albert Camus, “Homage to an Exile.” Published as an essay in *Actuelles III: Chroniques algériennes 1939–1958*, originally a speech given on December 7, 1955 at a banquet in honor of President Eduardo Santos, editor of *El Tiempo*, who was driven out of Columbia by a dictatorship. Reprinted in *Resistance, Rebellion, and Death: Essays*, trans. Justin O’Brien (New York: Modern Library, 1960).

¹¹ Zygmunt Bauman, “Making and Unmaking of Strangers,” *Thesis Eleven*, no. 43 (1995): 1.

¹² Jane Jacobs, *The Death and Life of Great American Cities* (1961; New York: Vintage Books, 1992), 68.

¹³ “Familiar stranger” is a term coined by Stanley Milgram in his 1972 study “The Familiar Stranger: An Aspect of Urban Anonymity” (Washington, DC: American Psychological Association) exploring social relationships of individuals in public urban settings and the degree to which they recognize or connect with one another. It’s also the title of Stuart Hall’s 2017 memoir (Durham, NC: Duke University Press) describing the formation of his politics and identity in migrating from Kingston, Jamaica to the UK.

¹⁴ “Annex B: Worst Offenders,” in “The State of Tax Justice 2020: Tax Justice in the Time of COVID-19, November 2020,” Tax Justice Network, https://taxjustice.net/wp-content/uploads/2020/11/The_State_of_Tax_Justice_2020_ENGLISH.pdf.

¹⁵ Graham (no surname provided) quoted in Marianna Spring, “Where is the Anti-Lockdown Movement Headed?” BBC Newsnight, July 5, 2021, <https://www.bbc.co.uk/news/av/uk-57702177>.

¹⁶ The “London Perambulator” refers to the writer Nick Papadimitriou and his work exploring the urban fringes in the psychogeographic tradition.

¹⁷ Robert Smithson, “A Tour of the Monuments of Passaic, New Jersey.” Originally published as “The Monuments of Passaic,” *Artforum* 6, no. 4 (December 1967).

¹⁸ “Locatie” [Location], Elements Haarlem, <https://elements haarlem.nl/locatie/> (my translation).

¹⁹ [u/gym_leedur](https://www.reddit.com/r/unpopularopinion/comments/idthfz/i_hate_real_estate_and_the_idea_of_owning_land/), “I hate real estate and the idea of owning land,” Reddit, August 21, 2020, https://www.reddit.com/r/unpopularopinion/comments/idthfz/i_hate_real_estate_and_the_idea_of_owning_land/.