

English translation of INKIJK 'voordekunst' crowdfunding campaign

accurate as of May 19, 2015

Who are we?

We are 13 Amsterdam teenagers, who all share a love for writing and have armed themselves with their pens. We started as a group of high school students discussing our school papers with a cup of coffee, and we have grown out now to the builders of a project which was never seen before, combining passion with ambition. We united our forces to found a new youth magazine, called INKIJK (strictly translated as *look-in*), aimed at high school students.

We will write on topics that all Amsterdam teenagers can relate to. For example, we will do interviews with currently famous people; we will write some essays on hot, social topics; we will write on the current hotspots in the city, et cetera. We are quite busy writing these articles for our pilot edition, which will appear this August. Afterwards, we want to evaluate the pilot and our goal is to release a new INKIJK every quarter of the year.

INKIJK
VOOR EN DOOR JONG AMSTERDAM

What is our goal?

We want to emphasize the similarities between the Amsterdam youth rather than the differences, because just working together brings up the best in people. We also want to give our young, talented writers the stage they deserve. Most of them are editors in school papers, which aren't read too well, because they still have a dusty and corny image. INKIJK gives them the opportunity to express their writing skills outside of their circle of regular school paper readers. We also hope to give the phenomenon of a 'paper magazine' back its allure, by spreading a huge edition of our magazine for free, besides spreading an online edition.

How do we want to reach these goals?

By means of INKIJK magazine! The pilot of the magazine will be released on all 11 participating schools (the number of schools could even rise to 12 or 13), and the pilot will be released online as well. If we raise enough funds, we will also spread our magazine for free in public spaces like the railway stations and the Central Library at Oosterdokseiland. We want to publish this pilot in August and we will present it in a Launch Event, which will be

held on a certain time yet to be announced. By making a € 75,- or € 100,- donation, you are able to receive tickets for the Launch Event.

Where does the money go?

Three-fourths of the money needed (€14,500) is needed for the payment of the printing costs, due to an impressive edition of 13,500 pieces. Don't be afraid, however – we will also publish our magazine online! Furthermore, a part of the amount goes to the sending costs (to get the magazines to the places they belong); organizing costs (i.e. creating a website – these costs are relatively low); costs for the sake of our articles (i.e. travelling costs for certain interviews and reports); and the costs for the Launch Event (which are also held quite low). We will publish an expectation of our budget in reasonable time.



Unfortunately, we are 'just' high school students, thus we don't have enough money to afford all the costs, certainly not for the pilot. That's why we need your financial contribution. **With every Euro you give, you prevented the Amsterdam youth of missing such a beautiful magazine a little more.** You can also get some great rewards for your donation, for example receiving the magazine at home or getting an invitation for our Launch Event.

If you are interested in doing a donation consisting of a **huge sum**, please contact us at redactie@inkijkamsterdam.nl so we can give you an appropriate reward for that amount of money. You can also send an e-mail to us at that address if you are interested in **placing an advert**, or if you are visiting our campaign on behalf of the **press**. For **other questions**, we would like you to fill in the contact form on our site www.inkijkamsterdam.nl/contact, so we can adjust our response and help to your needs.

For **more information**, please visit www.inkijkamsterdam.nl (the site is in Dutch).

Thank you very much for your interest and donation,
Anouk, Tahrim, Bella, Fleur, Isidore, Leeuw, Lotus, Mo, Noah, Pleun, Talisha, Paola and Asun



Participating schools and representative

Note: This section could already be outdated by the time you are reading this. For the most actual information, please check our campaign site at voordekunst.nl.

Besides being released online and in public spaces like railway stations, libraries and squares, we will also be released on the following 11 participating schools with their representative editors:

- Cygnus Gymnasium: Anouk Gielen (Chief Editor and Founder) and Leeuw van Moerkerken (Visual Editor)
- St. Ignatius Gymnasium: Tahrim Ramdjan (Chief Editor and Co-founder) and Pleun Brink (Spell Check Editor)
- Montessori Lyceum Amsterdam: Bella Felix
- Hervormd Lyceum Zuid: Fleur Veenstra
- Keizer Karel College, located in Amstelveen: Lotus Friede
- Amsterdams Lyceum: Mo Schaap
- Cartesius Lyceum: Isidore van Westing
- Gerrit v/d Veen College: Noah Larsson
- Berlage Lyceum: Talisha Gumbs
- Barlaeus Gymnasium: Paola Leijssen
- Spinoza Lyceum: Asun Gaaikema
- *There is a good chance that we could be released on a 12th school, the St. Nicolaas Lyceum, however we are not sure about that yet.*
- *We will present our photographers and designers soon. Perhaps that we might add even more schools!*