

Welcome to 'Framing the Dutch Landscape'

Guest lecture at the Wageningen University course Agrarian History (RHi 50506)

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June 9th. 2016, 10.30 – 12.15 hrs, Leeuwenborg room C 83.

In the **post WW II** period agriculture dissemination **films** intended to innovative and transform the Dutch agriculture and country life. The government policy wanted to **change** the '**traditional**' countryside into 'modern' in all respects. What were, and still are, the cultural impacts of the state programme that touched the **Dutch** working methods and markets, **landscapes** and rural infrastructures and also the **private lives** of farmers and countrywomen.



Still from the film VAN OUD NAAR NIEUW (1957, FROM THE OLD TO THE NEW), director Allan Penning.



The same farm in the Maas en Waal West land consolidation project ± 60 years later.

In the interactive lecture the context, the use and content of the films are at stake. Fragments of the films about the change in the landscapes from 'the old to the new' will be shown and discussed. For a selection of 11 of the 532 historic dissemination films distributed by the Dutch ministry of Agriculture in the period 1945-1985² got to: <http://www.smc94.nl/270-selectie%20films.php>

After WW II the Dutch government implemented a comprehensive agriculture policy to revitalise the economic sector and modernise social and culture life in the countryside. This innovative overall 'social engineering' policy, lead by the young minister and later European Commissioner Sicco Mansholt (1908-1995), was very successful. Within a few years there was no need to import food. The Netherlands became one of the leading agriculture export nations of the world.

P.S. Binnen het onderzoek is het mogelijk om een master scriptie te schrijven of een stage te volgen bij het Nederlands Instituut voor Beeld en Geluid in Hilversum.



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¹ <http://www.uva.nl/en/contact/staff/item/p.m.veer.html?f=veer>

² Ministerie van Landbouw en Visserij. (1948-1984). *Filmcatalogi*. Afdeling / Directie Voorlichting en Externe Betrekkingen. 's-Gravenhage.