

# KLM introduces new Delftware house to biz class passengers



Theater Tuschinski opened in in 1921

Just three weeks before the Tuschinski movie theatre celebrates 100<sup>th</sup> anniversary, [KLM Royal Dutch Airlines](#) launched its latest gift for passengers in Business Class, a miniature version of the building filled with gin.

KLM has been presenting miniature [Delftware](#) houses containing [Bols Jenever](#) gin to World Business Class passengers on intercontinental flights since the 1950s. The houses are replicas of special buildings in the Netherlands and are much sought after collector's items. Since 1994, the house number has matched KLM's age, with a new miniature being added to the collection every year around KLM's anniversary on October 7.

"Now the world is gradually beginning to reopen, we are looking forward to taking our customers to special places of culture, such as the Tuschinski movie theatre," said KLM President-director and CEO Pieter Elbers, in yesterday's announcement. "Like KLM, the Tuschinski has a long history. Abraham Tuschinski's philosophy, creating a warm sense of home and giving customers a memorable experience, is what KLM stands for too. Tuschinski Theatre is a beautiful addition to the KLM collection of Delftware miniature houses."

The cinema was opened on October 28, 1921, by the Polish immigrant Abraham Icek Tuschinski. With Hermann Ehrlich and Hermann Gerschtanowitz, Tuschinski had built up a cinema empire in Rotterdam by the time a piece of ground near the Munt in Amsterdam caught his eye.

The cinema that emerged there brought together several architectural styles: Amsterdam School, Jugendstil and art deco. This combination of styles echoes throughout the building in colorful murals and the ambient glow of its ornamental lamps.

Abraham Tuschinski organized gala film premieres in Rotterdam and Amsterdam, which attracted

major international stars of the day. He also introduced the red carpet to the Netherlands. The cinema's current owner, [Pathé](#), has carried out extensive restoration work on the building, reinstating its unique atmosphere. Earlier this year, the Tuschinski was proclaimed the most beautiful cinema in the world by the British *Time Out Magazine*.