



# THE MAGNIFICENT THREE

## AMSTERDAM · LONDON · NEW YORK



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From 1600 on, Amsterdam, London and New York have each contributed to the birth and development of the "world-city": a new urban concept whose ambition plays out on a global scale and which has given rise to a radically new architectural landscape, still recognizable today.

Using specially designed 3D imagery to re-create the city's development over time and space, combined with originally shot aerials of iconic or lesser known monuments and vivid animated sequences, this series offers a compelling new take on History programming.

Revisit 400 years of ruthless competition between these rival cities fighting for supremacy over global trade, marked by growing urbanization and the rise of architecture.

Discover the story of the great minds, pioneer spirit and innovations behind the success stories of these cities, their mutual fascination and conflicts, and watch them thrive one after another united by ambition and the greater History.

Join us in a fascinating urban saga and visual journey!



### Episode 1 - A GOLDEN CENTURY

It all begun in 1585 as the small city of Amsterdam, in a few decades, gradually became the first world city in human history. Watch the story of Amsterdam ascension and growing dominance on world trade, and the spectacular innovations that made it possible. Across the Channel, London is not yet the challenger that it will soon become - but the City is growing and finds its destiny: commerce and finance will be its weapons to conquer the world. Amsterdam and London, twin cities in many ways, will soon fight each other to lead the rising global economy.

*Featuring...*

#### CORNELIS CORNELISZOOM

inventor of the crankshaft. It made mass production of crafts possible, and opened the way to the Dutch trade fleet.

#### DIRK VAN OS

one of the main promoters of the Dutch East India Company, which conquered the world in the 17th century and made a fortune for Amsterdam.

#### HENDRICK DE KEYZER

architect, one of the key players in the building of Amsterdam in the 17th century.





## Episode 2 - CLASHES

As Amsterdam is at its peak and becomes the third largest city in Europe, London gradually takes the lead, and a third player enters world history: New Amsterdam, once a Dutch city, is eventually conquered by England and becomes New York. Watch London changing into a modern city after the 1664 Great Fire and fight Amsterdam with the help of French monarchy. Against all odds, the Netherlands eventually conquers London and changes history for always. At the end of the 17th century, Amsterdam, exhausted and ruined by wars and battles, leaves the world scene... but its heritage is well and alive.

*Featuring...*

### CHRISTOPHER WREN

architect, builder of Saint Paul's Cathedral. By failing to implement his plan for the City of London after the 1666 Great Fire, he opened the way to modern London.

### NICHOLAS BARBON

first real estate developer in the history of modern cities, he builds several neighborhoods in 18th century London.

### WILLIAM III OF ORANGE

the Stathouder of the Netherlands changes the course of history when he takes over England and becomes, along with his wife Mary, King of England.



## Episode 3 - METROPOLIS

Watch how New York, just two decades after the war of independence, makes its way through and becomes the great challenger of London. During the 19th century, both cities will experience industrial revolution, modernity and the enormous challenge of migrations and mass poverty. Both cities will give their own answers - one becoming the largest in the world, the other reinventing itself to become the first vertical city in history.

*Featuring...*

### JOSEPH PAXTON

once a gardener, he invents the first big scale ready made building for the London Great Exhibition of 1851.

### ELISHA OTIS

inventor of the safety brake, early beginner of the run for height in New York.

### JAMES BOGARDUS

inventor and promoter of the first cast iron buildings in New York, first small scale ready made buildings for commercial use and early skyscrapers.







## Episode 4 - GLOBAL CITIES

First in history, London and New York turn to gigantism and open the way to the city of tomorrow. New York invents the skyscraper and the skyline, new concepts that will revolutionize urbanism and shape the cities around the world. London, the heart of the British Empire and the wealthiest city on earth, faces pollution, with its deadly consequences, and cannot overcome its huge poverty problem. Through economic booms and crisis, through war and reconstruction, watch London and New York, through the 20th and the early 21st century, solving their enormous urban challenges and becoming the cities they are today.

*Featuring...*

**FRANK WOOLWORTH AND HIS ARCHITECT, CAST GILBERT** promoters of the Woolworth Building, later called the Cathedral of Commerce, first iconic skyscraper in New York skyline.

### EBENEZER HOWARD

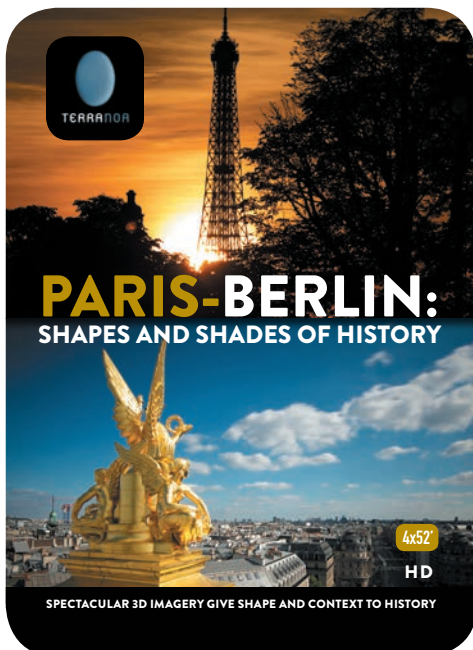
inventor and promoter of the Garden City in London, that later changed town planning for always around the world.

### GEORGE B. FORD

his 1916 Zoning Code shapes New York skyscrapers and makes its skyline like no other.



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**DIRECTOR:** Frédéric Wilner

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