

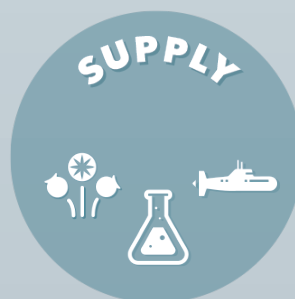


POPPI

DRUGS MUSEUM AMSTERDAM



TRIPLE IMPACT



Poppi: Drugs Museum Amsterdam

Poppi will be the first ever museum in the Netherlands dedicated solely to the subject of drugs! It will be *the* place which presents the complete picture on drugs in a straightforward way, and we'll encourage our visitors to speak freely and without stigma. We are [Poppi: Drugs Museum Amsterdam](#).

Join us in getting Poppi: Amsterdam Drugs Museum off to a flying start!

Why Poppi, why now?

Poppi will be thought provoking. We'll challenge our visitors to examine their beliefs about drugs. Does ecstasy always have the same effect? Why do some people develop a drug habit while others don't? Misconceptions about such questions have led to countless poor decisions, both on an individual and on a political level. People and politicians are often led by emotion rather than facts, and this often has fatal consequences. Did you know, for instance, that the number of drug-related deaths has skyrocketed since *the war on drugs* began?

That's why we urgently need a public venue that presents the subject in a straightforward and easy-to-understand manner and encourages visitors to talk freely about it; hence [Poppi: Drugs Museum Amsterdam](#).



Who are we?

Poppi is the brainchild of [Mainline](#), a Dutch-based foundation committed to improving the health and rights of people who use drugs. Our work around the world repeatedly reminds us of the needless suffering caused by misinformation about drugs. We constantly see the devastating consequences of both organised drug trafficking and punitive drug laws.

But our experience has also shown us how to do things well. For instance, by offering those struggling with drug dependency a place in society. And by making society safer through better policies.

Poppi pop-up events

Poppi will use virtual reality and situation rooms to immerse you in what it's like to use drugs. We'll blow your mind with psychedelic artwork and ancient artefacts, and we'll dazzle you with video testimonials and photo archives which present the history and cultural context of drugs. Would you like to be part of us? Then make a donation to help us set up Poppi's first pop-up event.

As well as showing love for Poppi, your donation will also pave the way for investors who can make our project even bigger! Our exhibitions will be part of an ongoing series of events which will help us realise our dream of a physical building in exactly the right spot in Amsterdam.



Triple impact: education, health and employment

Over three decades, Mainline has built up significant experience in the field of drugs, along with plenty of expertise and a huge international network. The foundation will use any profits gained in the museum to fund its efforts to continue the fight to defend the human rights and health of people who use drugs around the world. The ultimate goal is to give employment opportunities to those whose lives have been affected by the stigma and human rights abuses associated with drug use.

In short, Poppi promises a threefold pay-off: in education, health and employment.



How you can help:

- ✦ [Donate to Poppi](#)
- ✦ Share our campaign page and video with your friends and network
- ✦ Become a Poppi ambassador: contact us to find out how and what this can involve
- ✦ Follow us on [Facebook](#) and/or [Instagram](#) and share our posts
- ✦ Subscribe to Poppi's newsletter

