

HÔTEL DROOG

Press information

At the historical centre of Amsterdam, you will find a hospitality experience like no other.

Hôtel Droog is a place where you can come for a drink, a bite to eat, exclusive shopping, exhibitions, beauty advice, a stroll in the garden, a lecture series, or even a bed for the night. Featuring the Droog Store, Gallery, Dining Room, Fairy Tale Garden, Spa, Products at Weltevree, Fashion and the one and only Bedroom, Hôtel Droog is conspicuously housed in 700 square metres in a 17th century building, a cultural home in the heart of Amsterdam.

“The concept of a hotel has been reversed,” says Renny Ramakers, co-founder and director of Droog, on the unorthodox allotment. “As most hotels are built around sleeping, we have enlarged and emphasized all the aspects that many hotels offer on the side. Services are made central to the hotel experience, and there is only The One and Only bedroom to sleep in. Hôtel Droog brings all of our activities under one roof— from curation to product design, exhibitions and lectures— and invites people to plug in as they choose.”

Hôtel Droog is located in a 17th century building at the Staalstraat in Amsterdam. The facade of the house dates back to 1641 and has a rich historical past: it is one of the three buildings in the city of Amsterdam that are crowned with the crown of Emperor Maximilian. It used to be the centre of the flourishing textile industry. Many of these historical elements are still visible today. Passengers won't notice this exclusive spot but when entering they will become part of the experience. Dutch artist Berend Strik was commissioned to bring back the history in the building. With this particular commission, he took Rembrandt's famous *'De Staalmeesters'* ('The Syndics of Clothmakers') as its starting point. A significant painting by one of the most important artists of the day, testimony to the power and wealth of the guild to anyone privileged enough to be invited into the *Staalhof*, the guildhall in the Staalstraat where the board met and, indeed, where the work would initially hang after its completion. It remained there until 1771 when it was acquired by the City of Amsterdam and was eventually moved into the Rijksmuseum's collection in 1808. Berend Strik's new work is also given a home in Droog's new multi-purpose premises in the historic *Staalstraat*, a lyrical circular connection with its place in the city's august history.

COME BY AND STAY AT HOTEL DROOG FOR:

Droog Store

The Droog Store is an open atmosphere where you can interact with the Droog experience. Featuring small and affordable products along with limited edition pieces, each piece has been designed to enhance daily life and has its own story to tell. The store also sells the 'Friends of Droog' curated collection, products from other labels that match the Droog aesthetic and concept.

Gallery

The Gallery is an exhibition space curated by Droog or by specially invited curators. This prominent and beautiful 160 square metre space features the latest in design, art, and fashion and previews upcoming developments in the creative industry. The Gallery aims to create a dialogue between design and society by hosting workshops and discussions.

Garden

Enter a magical fairy tale garden, where time stands still and where you can dwell in an everlasting sense of now. Designed by French Designers Claude Pasquer and Corinne Détröyat, the (150 sq. m) small inner-courtyard, has been transformed into a shelter for biodiversity, where the natural and unnatural elements can blend together. All natural and artificial elements become functional in attracting, feeding, watering, and providing respite for birds, butterflies, insects, flowers, edible plants and humans alike. The Garden contains handmade wire sculptures, in the form of flowers that attract and feed the birds, and giant mushrooms that function as seats and shelter for firewood, together with fantastically sculptures, mixing seamlessly with the abundant plantation. Mirrors are used to extend views and reflect light into shaded areas, while synthetic turf covers the winding pathways to enhances a sense of stillness. The garden is a real mixture of serenity and joy.

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ROOMSERVICE Café and Tearoom

ROOMSERVICE is a simple, elegant and airy café and tearoom that overlooks the flourishing Fairy Tale Garden. Enjoy some of the finest homemade recipes or freshly made sandwiches. Make yourself at home. Use the free Wi-Fi, flip through the magazines and newspapers and hang out on the Sack Blue Sofa as long as you like. ROOMSERVICE by Droog is open for late breakfast, lunch, high tea and early dinner, or just for a drink. Check the event page for special events, lectures, debates and performances.

The One and Only Bedroom

The top floor of Hôtel Droog is for guests who might like to stay the night or more. Central, but super quiet, the intimate bedroom setting provides a superb view over Amsterdam rooftops. Set on a private top floor, the brightly lit main space consists of a living room with kitchen that can be used as a workspace or to entertain a small party of up to 6. The kitchen contains a gas hub, microwave/oven and a dishwasher. There is a separate bedroom with ample cupboard space, together with a spacious bathroom with bath and shower. Furthermore you will find an separate toilet, washing machine/dryer and cloakroom. The apartment is also available for business meetings or private parties.

Courtyard

Atelier Bow-Wow created an intricate inner courtyard facade inspired by Amsterdam's historic architecture and an ode to the local window vernacular. Courtyard gives you the experience of being outside, with birds flying over and a great view of canal houses. The huge windows provide a light and spatial feeling which perfectly suits company presentations, press launches, inspirational meetings or an indoor picnic. The room has three large TV screens that can be used to promote a brand or show a film.

Library

The books in the Hôtel Droog Library are unwritten classics with blank pages to inspire any meeting or company presentation. The flowers on the wall resemble a Rijksmuseum painting, adding a cosy atmosphere to the room and making it a comfortable place for a private dinner. The 'Table Blanche' fits ten people on the bright yellow Revolt chairs.

Spa

Enjoy the luxury of wellness and body care at the Hôtel Droog Spa, where you will find a select range of unique products for both men and women. The brands on sale are all pure and natural with only biological ingredients. This is the perfect way to treat your body without parabens, synthetic fragrances or genetically manipulated ingredients. Treat yourself to personal advice on body and hair products.

Weltevree

Dutch product label Weltevree develops and produces authentic products with a focus on outdoor living. Whether it's the iconic Dutch tub that allows you to enjoy the pleasure of bathing outside, or a stove that brings the crackling fire into your kitchen, Weltevree brings rawness, sensuality and a closeness to nature into your life. Featuring products that are distinctive, original and of excellent quality, Weltevree aims to deliver a quality experience that satisfies our primary desires. www.weltevree.nl

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Note to press

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