



**FOR IMMEDIATE RELEASE**

**The end of the hotel room as we know it -  
Zoku invents the Zoku Loft**

- Shifting the focus from bed to living and work space
- Revolutionary design, customisable interior, smart use of space
- In response to the need for more flexible, international living and working
- The first Zoku will open in Amsterdam in autumn 2015
- International rollout to follow

**AMSTERDAM – Monday 18 May 2015.**

New brand 'Zoku' launches today, marking the end of the hotel room as we know it.

Facilitating global living and working for the travelling professional, Zoku, which is Japanese for family, tribe, or clan, will disrupt and create a new category in the hotel industry - a home-office hybrid, also suitable for long stays, with the services of a hotel and the social buzz of a thriving neighbourhood. Designed in collaboration with Concrete, the award-winning interior design and architecture agency, Zoku will be a relaxed place to live, work and socialise with like-minded people while getting wired into the city.

**Hybrid-living meets compact-living: living large in a small space**

As space is becoming scarcer in urban areas, the way we use it sustainably to meet long-term accommodation requirements is more and more relevant. Smart solutions that create the opportunity to use less square metres and facilitate 24/7, multifunctional use are needed. The Zoku Loft combines hybrid-living (living and working) with compact-living, by creating a spacious experience in a minimum area of just 25 m<sup>2</sup>.

**The end of the hotel room as we know it**

Offering both style and space consciousness, the Zoku Loft has customisable interiors that shift the focus from the bed to the living space. The central feature of the room will be a four-person table that can be used to work, dine and entertain, or just hang out.

The Zoku Loft also features a fully-equipped kitchen, cleverly designed extensive storage space, an alcove desk with office supplies, and an elevated, loft-style sleeping space, which can be accessed by a retractable staircase, and screened off to make the loft cosy, business-like or something in between. The loft will feature furnishings from Danish design brand Muuto. Zoku guests can add a finishing touch to their loft by choosing their own art, making the space truly personal.

**Serving the new generation of business travellers**

The concept behind Zoku is the result of extensive crowdsourcing and research efforts by Zoku and futures consultancy The Future Laboratory.

*"The advance of technology has changed personal and professional lifestyles. Boundaries between work and leisure are fading, and blurring borders have made people more mobile than ever,"* says Hans Meyer, Co-founder and managing director of Zoku.

*"At Zoku we realise that your well-being is vital to get the most out of your travel experience. It's easy for global nomads, whose work forms an essential part of their lives, to feel ungrounded and disconnected from what inspires them. Zoku is going to change that. The Zoku Lofts offer an efficient work space without losing the comfortable, flexible vibe of home, while the Zoku community provides a social structure."*

### **A thriving neighbourhood for global nomads**

Encouraging social connections, Zoku will offer diverse social areas to facilitate effortless interaction between Zoku's residents, the local community and Zoku Community Managers. 24/7, open-plan communal living and co-working spaces will allow for conversations and small meetings, and a residential living kitchen will present the possibility to share a meal together or host small dinner parties. Zoku Community Managers will roam the public spaces, helping with personal requests and facilitating professional and social connections through their broad networks within Zoku and the city.

Zoku will also develop a lively social programme with focus on innovation and entrepreneurship, as well as an app, to build a strong in-house community and facilitate business connections and a local social life.

### **Zoku worldwide**

*We are aiming for a fast international rollout of Zokus in the world's most creative cities,"* says Marc Jongerius, Co-founder and managing director of Zoku. *"All this with the aim of creating an international community network of Zokus."*

The longer you stay, the more you get out of it. Zoku Lofts can be rented for just one night, and are ideal for those seeking a temporary living and working space from 5 nights up to several months, making it financially and culturally beneficial for guests to extend their stay at Zoku. The first Zoku property will open in Amsterdam's city centre, featuring 133 Zoku Lofts, and over 500m<sup>2</sup> of social space for its guests.

Zoku Amsterdam will be taking bookings from July 2015.

A brand film introducing the revolutionary Zoku concept of living and working, created by Amsterdam-based creative agency WE ARE Pi, can be viewed [here](#), and the assets package - including images, a Zoku Loft gif, credits and information on the founders – can be downloaded [here](#).

Meet. Sleep. Work. Dream. Love. Live. Zoku. #EndOfTheHotelRoom

[www.livezoku.com](http://www.livezoku.com)

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### **Notes to editors**

#### **About the founders of Zoku**

Zoku was created by Hans Meyer and Marc Jongerius. Hans Meyer is also the initial creator, co-founder and former partner of the citizenM hotel concept. Hans is responsible for concept development, branding, marketing, operations and strategic partnerships. Marc was partner of a mid-sized private equity buy-out fund and is now responsible for the international roll-out (acquisition and development), strategic partnerships and asset management of Zoku. Working directly with future guests, Zoku envisions a world with smarter solutions. Minimizing the waste of space, resources and time, Zoku will unlock new opportunities in the hotel industry. The Zoku team will focus on the international rollout and it will operate the hotels themselves.

[www.livezoku.com](http://www.livezoku.com) / [Facebook](#) / [Twitter](#) / [LinkedIn](#)

#### **The Zoku Loft**

Zoku is a flexible industrialized concept, allowing the unit to be integrated in a building with different sizes. There are a few unit types, with net surfaces of around 25m<sup>2</sup>, also referred to as Zoku Lofts. Typically, the Zoku Loft 1 is 5.10m by 5.10m. The Zoku Loft 2 has different dimensions, namely 3.60m by 7.20m. This means that the minimum grid size is 3.60m. Those sizes are minimum sizes and can be slightly adjusted to the actual building. Both room types have been designed to most likely fit existing building

structures and dimensions. The combination of two Zoku Loft types (and possible extension thereof) in one building allows for maximum use and minimum footprint.

**About Concrete**

Concrete is an award-winning interior design and architecture agency based in Amsterdam, the Netherlands. It hosts different disciplines such as product and interior designers, architects, visual marketers and recently added urban planning/ architectural firm to its list of expertise. Concrete also designed the citizenM concept, which has since won multiple highly acclaimed awards in the design, travel and hotel industry.

[www.concreteamsterdam.nl](http://www.concreteamsterdam.nl)

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